Government Communications

produced for:
Communications Branch,
Executive Council Office

produced by:
Yukon Bureau of Statistics

June 2004
This report was produced by the Yukon Government’s Bureau of Statistics, which is a branch of the
Executive Council Office. The Communications branch of the Executive Council Office
commissioned the survey and report.

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*Government Communications*
INTRODUCTION

In the mid 1980s the Yukon Government undertook a comprehensive survey to obtain data on how Yukoners received information about government programs and services. Since that time major changes have occurred with the advent of e-mail and the World Wide Web, not to mention changes in the Yukon’s population and economy.

This report, commissioned by the Yukon Government’s Executive Council Office Communications branch, provides the latest survey results of how Yukoners receive information about government programs and services. The Yukon Government will then be in a more informed position to effectively plan and organize its communication activities, making the best use of the dollars allocated towards the general area of communicating with the public.

METHODOLOGY

In the fall of 2003, the Executive Council Office Communications branch met with representatives from the Bureau of Statistics to discuss the possibility of developing and running a survey of a random sample of the Yukon public regarding their sources of information on the Yukon Government’s programs, initiatives, services and events. An agreement was reached in early 2004 to proceed with the survey.

Further meetings lead to the drafting of a survey form and the outline of a plan to administer a telephone survey of a randomly selected sample of the public. The survey (please see Survey Form Appendix) consisted of six questions covering such areas as sources of information on the Yukon government, newspaper reading habits, patterns of radio listening and television watching, and the use of the internet to access Yukon government information. Some demographic information on the respondents was also collected.

The randomly selected sample totalled 2,552. Survey design was based on the use of the telephone to contact respondents, which was done by the Bureau of Statistics through its calling centre by its trained survey staff. Calls were made during the month of March, Monday to Thursday from 1:00 p.m. to 9:00 p.m. and on Saturdays from 10:00 a.m. to 4:00 p.m. A total of 1,440 surveys were completed.

The completed survey forms were checked and edited prior to responses being entered into an electronic database.

A first level analysis of the database led to the production of this report for the Communications branch of the Executive Council Office.

Government Communications
EXECUTIVE SUMMARY

Who answered the survey - a respondent profile:

♦ About 9 out of 10 survey respondents reported English as their language spoken most often at home. Other languages reported include French, Tutchone, German, Kaska, Gwitchin, Swiss and Tlingit.
♦ Non-aboriginals made up the majority (72%) of survey respondents. 27% of respondents identified themselves as Aboriginal people. 1% of respondents either did not answer or refused the question.
♦ 55% of respondents were female and 45% were male.
♦ The age category with the highest percentage of respondents (26%) was 45 to 54 years. 4% of respondents were age 15 to 24, 15% were age 25 to 34, 23% were age 35 to 44, 19% were age 55 to 64 and 13% were age 65 and over.

How do Yukoners receive information on Yukon Government programs and services?

♦ The majority of survey respondents chose the newspaper as the way they get either “a lot” or “some” information about the Yukon Government’s programs, initiatives, services and events. Almost 59% said they get either “a lot” or “some” information from the newspaper.
♦ The option that had the highest percentage of respondents answering “none” was Rolling ads.
♦ When asked their preferred method for receiving information on government programs, initiatives, services and events, the most popular method chosen was the newspaper. 38% of respondents chose this as either their first, second or third choice. Direct mail was the second most popular method - 35% chose this option.

The newspaper:

♦ Of the respondents who answered either “a lot” or “some” to the newspaper as a source of information on the Yukon Government, 48% read the Yukon News only and 48% read the News in combination with the Whitehorse Star. Only 4% of respondents read the Whitehorse Star only. 6% of respondents reported reading the Klondike Sun, in combination with other newspapers. Less than 2% reported reading the Aurore Boreale.
♦ For both the Yukon News and the Whitehorse Star, the Friday editions were the most popular. 67% of Star readers reported reading the Friday edition of the paper either regularly or occasionally. 84% of News readers reported reading the Friday edition of the paper either regularly or occasionally. The hard copy of the Whitehorse Star was much more popular than the on-line edition - only 12% of Star readers reported reading the on-line edition.
The radio:

- CBC radio was the most popular station amongst those respondents who reported using the radio either “a lot” or “some” to obtain information on Yukon Government programs, initiatives, services and events. 55% reported listening to CBC, either only or in combination with other stations. CKRW had 44% of respondents listening to it, either only or in combination with other stations. CHON-FM had 43% listening to it, either only or in combination with other stations.
- For all three stations, the most popular listening time was “before 9am”. Over 70% of CBC listeners, 38% of CKRW listeners and 30% of CHON-FM listeners reported listening in this time slot.

The television:

- CBC North was the most popular TV station watched by those respondents who reported using the TV either “a lot” or “some” to obtain information on Yukon Government programs, initiatives, services and events. 72% of these respondents reported watching CBC North, either only or in combination with the other station/program options (APTN, North Beat, Rolling Ads).
- The majority of CBC North watchers tuned in to the station “after 7pm”.

The internet:

- 47% of respondents reported that they do not use the Yukon Government’s website to specifically access information on Yukon Government programs, initiatives, services and events. 30% reported that they did use the web site to obtain information. 20% of respondents had no computer and 3% had a computer but were not connected to the internet.

Government performance in communications:

- When asked how well they believe the Yukon Government is currently doing in keeping them informed of government programs, initiatives, services and events, 52% responded that the Yukon Government is doing a “very good” or “good” job. 39% felt the Yukon Government is doing a “poor” or “very poor” job. 9% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
Survey results:
How the data from the survey is presented ...

The survey results are reported by community. The actual question used in the survey and asked of respondents is stated ...

... along with the possible answers to the question.

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper
1.2 Radio
1.3 TV
1.4 Rolling ads
1.5 Internet
1.6 Posters
1.7 Flyers
1.8 Direct mail
1.9 Word of mouth
1.10 Other (please specify)

If the respondent indicated another source of information they were asked to specify it.

A brief description of the results for the question is printed.

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 56% of respondents indicated that they used this option either “a lot” or “some”.

Please note that percentages will not always add up to 100 as respondents were able to pick more than one answer for most questions.
YUKON TOTAL - 1,440 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Newspaper</td>
<td>1.1</td>
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<tr>
<td>Radio</td>
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<td>TV</td>
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<td>Rolling ads</td>
<td>1.4</td>
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<tr>
<td>Internet</td>
<td>1.5</td>
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<td>Posters</td>
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<tr>
<td>Flyers</td>
<td>1.7</td>
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<tr>
<td>Direct mail</td>
<td>1.8</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>1.9</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>1.10</td>
</tr>
</tbody>
</table>

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 59% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included “word of mouth” at 51% of respondents and the radio at 47% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. The newspaper was the option picked most often. Direct mail was the second most popular option. The third most popular option picked was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

Of the 1,440 survey respondents in Whitehorse, 845 (59%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 845 respondents, 48% reported reading only the Yukon News, 4% reported reading only the Whitehorse Star and 48% reported reading both newspapers. 6% reported reading the Klondike Sun either regularly or occasionally and 2% reported reading the Aurore Boreale either regularly or occasionally. Of the total readers of the Yukon News, 54% reported reading it every day it is printed. 31% of Whitehorse Star readers reported reading the paper every day it is printed.

The Friday edition of the Yukon News was the most commonly read edition of the week. 84% of News readers reported reading this edition either regularly or occasionally. The Whitehorse Star was also most commonly read on Fridays, with 67% of its readers reporting reading the Friday edition either regularly or occasionally.

The hard copy editions of the Whitehorse Star were read by the vast majority of Star readers: only 12% reported reading the on-line editions of the paper, either alone or in combination with the hard copy editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 1,440 survey respondents in the Yukon, 671 (47%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. CBC was the most commonly listened to station, with 55% of these respondents listening to it either only or in combination with other stations. CKRW was the second most commonly listened to station, with 44% of respondents listening to it either only or in combination with other stations. CHON-FM had a total of 43% of respondents listening to it either only or in combination with other stations. Of the total respondents asked to comment on their radio listening habits, less than 1% reported listening to both CBC (French) and CIAY.

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 1,440 survey respondents in the Yukon, 161 (11%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 161 respondents, 72% reported watching CBC North, either only or in combination with other TV stations/programs. APTN was the next most popular station. 48% of these respondents reported watching it either only or in combination with other stations/programs.

Government Communications
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 1,440 survey respondents in the Yukon, 30% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 47% of respondents said they did not use the website to obtain information. 20% of respondents had no computer and 3% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

52% of respondents in the Yukon indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 32% felt the Yukon Government is doing a “poor” job and 7% felt it is doing a “very poor” job. 9% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.

Government Communications
BEAVER CREEK - 25 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

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<tr>
<td>1.1</td>
<td>Newspaper</td>
<td>1.6</td>
<td>Posters</td>
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<tr>
<td>1.2</td>
<td>Radio</td>
<td>1.7</td>
<td>Flyers</td>
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<tr>
<td>1.3</td>
<td>TV</td>
<td>1.8</td>
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<tr>
<td>1.4</td>
<td>Rolling ads</td>
<td>1.9</td>
<td>Word of mouth</td>
</tr>
<tr>
<td>1.5</td>
<td>Internet</td>
<td>1.10</td>
<td>Other (please specify)</td>
</tr>
</tbody>
</table>

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 56% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included newspapers at 52% of respondents, flyers at 44% of respondents and posters at 44% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. Both newspaper and flyers were the second most popular options.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

Of the 25 survey respondents in Beaver Creek, 13 (52%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 13 respondents, 61% reported reading only the Yukon News, 8% reported reading only the Whitehorse Star and 31% reported reading both newspapers. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week by the majority of its readers. No Beaver Creek residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The Friday edition of the Yukon News was the most commonly read edition of the week. 67% of News readers reported reading this edition on a regular basis.

The hard copy editions of the Whitehorse Star were the most common editions read by Star readers: 80% reported reading the hard copy editions. 20% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 25 survey respondents in Beaver Creek, 8 (32%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 88% of listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 25 survey respondents in Beaver Creek, 3 (12%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. All of these respondents reported watching only APTN. No respondents reported watching any of the other television stations.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 25 survey respondents in Beaver Creek, 40% reported using the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 56% did not use the government’s website to access information. 4% of respondents reported having a computer but not being connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

61% of respondents in Beaver Creek indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 20% felt the Yukon Government is doing a “poor” job and 6% felt it is doing a “very poor” job. 13% of respondents either “didn’t know”, had “no opinion” or refused the question.
BURWASH LANDING - 21 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

   - 1.1 Newspaper
   - 1.2 Radio
   - 1.3 TV
   - 1.4 Rolling ads
   - 1.5 Internet
   - 1.6 Posters
   - 1.7 Flyers
   - 1.8 Direct mail
   - 1.9 Word of mouth
   - 1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 62% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included posters and fliers, both at 38% of respondents, and the radio at 33% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. The newspaper was the option picked most often. The second most popular option was direct mail.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?

Which editions (day printed) of the _____ do you regularly read:

Which editions (day printed) of the _____ do you occasionally read:

Of the 21 survey respondents in Burwash Landing, 13 (62%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 13 respondents, 77% reported reading only the Yukon News and 23% reported reading both the Yukon News and the Whitehorse Star. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was not read on any specific days. No Burwash Landing residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The Yukon News was most commonly read every day it is printed. All respondents who reported reading the News said they read it Mondays, Wednesdays and Fridays.

The hard copy editions of the Whitehorse Star were the most popular editions with Burwash residents. 67% reported reading the hard copy editions. 33% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 21 survey respondents in Burwash Landing, 7 (33%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 86% listening to it either only or in combination with other stations. CBC was the second most commonly listened to station with 43% listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

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Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 21 survey respondents in Burwash Landing, only 1 reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 21 survey respondents in Burwash Landing, 24% reported using the Yukon government’s website to obtain information about Yukon Government programs, initiatives, services and events. 38% did not use the government’s website to access information. 38% of respondents reported that they do not have a computer.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

53% of respondents in Burwash Landing indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 45% felt the Yukon government is doing a “poor” job. 2% of respondents either “didn’t know”, had “no opinion” or refused the question.
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>Rating</th>
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<tbody>
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<td>1.1 Newspaper</td>
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<td>1.2 Radio</td>
<td>1.7 Flyers</td>
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<tr>
<td>1.3 TV</td>
<td>1.8 Direct mail</td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td>1.9 Word of mouth</td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>1.10 Other (please specify)</td>
</tr>
</tbody>
</table>

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 60% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the radio at 44% of respondents and “word of mouth” at 41% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. The second most popular option was the newspaper and the third most popular option was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?

Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

Of the 70 survey respondents in Carcross, 42 (60%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 42 respondents, 50% reported reading only the Yukon News and 50% reported reading both the Yukon News and the Whitehorse Star. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was not read on any specific days. No Burwash Landing residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The Friday edition of the Yukon News was the most commonly read edition of the week. 74% of readers reported reading this edition on a regular basis.

The vast majority of Star readers reported reading the hard copy editions of the newspaper. Only 5% of Carcross respondents reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 70 survey respondents in Carcross, 31 (44%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 83% listening to it either only or in combination with other stations. Both CBC and CKRW had 37% of respondents listening to them, either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 70 survey respondents in Carcross, 11 (16%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. All respondents reported watching CBC North TV, either only or in combination with other television stations/programs.

Government Communications
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 70 survey respondents in Carcross, 19% reported using the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 53% did not use the government’s website to access information. 21% of respondents reported that they do not have a computer and 7% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

47% of respondents in Carcross indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 39% felt the Yukon government is doing a “poor” job and 9% felt it is doing a “very poor” job. 5% of respondents either “didn’t know”, had “no opinion” or refused the question.
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper 1.6 Posters
1.2 Radio 1.7 Flyers
1.3 TV 1.8 Direct mail
1.4 Rolling ads 1.9 Word of mouth
1.5 Internet 1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 42% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the newspaper at 38% of respondents and the radio at 30% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. The second most popular option was the newspaper and the third most popular option was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

Of the 66 survey respondents in Carmacks, 25 (38%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 25 respondents, 80% reported reading only the Yukon News and 16% reported reading both the Yukon News and the Whitehorse Star. 4% reported reading the Klondike Sun, in conjunction with the other two papers. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week. No Carmacks residents surveyed reported reading the Aurora Boreale.

The Friday edition of the Yukon News was the most commonly read edition of the week. 64% of its readers reported reading this edition on a regular basis.

The hard copy editions of the Whitehorse Star were the most popular editions with Carmacks respondents. 80% of Star readers reported reading the hard copy editions. 20% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- Don’t know
- Refuse

Of the 66 survey respondents in Carmacks, 20 (30%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CKRW was the most commonly listened to station, with 60% listening to it either only or in combination with other stations. CHON-FM was the second most popular station. 45% of respondents reported listening to it, either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 66 survey respondents in Carmacks, 10 (15%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The most popular station was APTN. 70% of respondents reported watching it either only or in combination with other television stations/programs.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 66 survey respondents in Carmacks, 27% reported using the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 30% did not use the government’s website to access information. 38% of respondents reported that they do not have a computer and 5% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

48% of respondents in Carmacks indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 38% felt the Yukon Government is doing a “poor” job and 6% felt it is doing a “very poor” job. 8% of respondents either “didn’t know”, had “no opinion” or refused the question.
DAWSON - 103 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper  1.6 Posters
1.2 Radio      1.7 Flyers
1.3 TV         1.8 Direct mail
1.4 Rolling ads 1.9 Word of mouth
1.5 Internet   1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 62% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included “word of mouth” at 57% of respondents, the radio at 44% of respondents, direct mail at 32% of respondents and flyers at 31% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. The newspaper was the option picked most often. The radio was the second most popular option. The third most popular option picked was direct mail.

Government Communications
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

Of the 103 survey respondents in Dawson, 64 (62%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 64 respondents, 47% reported reading the Klondike Sun and the Yukon News, 30% reported reading only the Yukon News, 3% reported reading the Whitehorse Star and the Yukon News, and 20% reported reading all three newspapers. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week by the majority of its readers. No Dawson residents surveyed reported reading the Aurore Boreale.

The Friday edition of the Yukon News was the most commonly read edition of the week. 72% of readers reported reading this edition on a regular basis.

The hard copy editions of the Whitehorse Star were read by the majority of Star readers: 67% reported reading the hard copy editions of the paper. 47% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 103 survey respondents in Dawson, 45 (44%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CBC was the most commonly listened to station, with 87% listening to it either only or in combination with other stations. CBC (French) had 4% of respondents listening to it in combination with other stations. None of this group reported listening to CIAY.

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 103 survey respondents in Dawson, 18 (17%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The majority of these respondents reported watching only CBC North.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 103 survey respondents in Dawson, 30% reported using the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 51% did not use the government’s website to access information. 15% of respondents reported that they do not have a computer and 4% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

55% of respondents in Dawson indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 24% of respondents felt the Yukon government is doing a “poor” job and 8% felt it is doing a “very poor” job. 13% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
DESTRUCTION BAY - 13 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper 1.6 Posters
1.2 Radio 1.7 Flyers
1.3 TV 1.8 Direct mail
1.4 Rolling ads 1.9 Word of mouth
1.5 Internet 1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 62% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included “word of mouth” at 54% of respondents and the radio at 46% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. The newspaper was the option picked most often. Direct mail was the second most popular option.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
   Which editions (day printed) of the _____ do you regularly read:
   Which editions (day printed) of the _____ do you occasionally read:

Of the 13 survey respondents in Destruction Bay, 8 (62%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 8 respondents, 75% reported reading the Yukon News only and 25% reported reading both the Yukon News and the Whitehorse Star. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week by its readers. No Destruction Bay residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The Yukon News was most commonly read “every day it is printed”. 63% of News readers reported reading it Mondays, Wednesdays and Fridays.

The hard copy editions of the Whitehorse Star were read by all of the Star readers: no readers reported reading the on-line editions of the paper, either alone or in combination with the hard copy editions.
**Question 1.13** was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

**1.13 Which of the following Yukon radio stations do you listen to most often?**

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 13 survey respondents in Destruction Bay, 6 (46%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CBC was the most commonly listened to station, with 67% listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

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**Question 1.14** was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

**1.14 Which of the following TV programs or channels do you watch most often?**

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 13 survey respondents in Destruction Bay, no one reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 13 survey respondents in Destruction Bay, 46% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 39% of respondents said they did not use the website to obtain information. 15% of respondents had no computer.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

55% of respondents in Destruction Bay indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 29% felt the Yukon Government is doing a “poor” job and 8% felt it is doing a “very poor” job. 8% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper  
1.2 Radio  
1.3 TV  
1.4 Rolling ads  
1.5 Internet  
1.6 Posters  
1.7 Flyers  
1.8 Direct mail  
1.9 Word of mouth  
1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 67% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the radio at 55% of respondents, “word of mouth” at 54% of respondents and posters at 38% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. The newspaper was the option picked most often. Direct mail was the second most popular option.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
   Which editions (day printed) of the _____ do you regularly read:
   Which editions (day printed) of the _____ do you occasionally read:

Of the 69 survey respondents in Faro, 46 (67%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 46 respondents, 85% reported reading the Yukon News only, and 15% reported reading both the Yukon News and the Whitehorse Star. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week by the majority of its readers. No Faro residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The Friday edition of the Yukon News was the most commonly read edition of the week. 76% of its readers reported reading this edition on a regular basis.

The hard copy editions of the Whitehorse Star were read by the majority of the Star readers: 86% of readers reported reading the hard copy editions of the paper. 14% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 69 survey respondents in Faro, 38 (55%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CKRW was the most commonly listened to station, with 64% listening to it either only or in combination with other stations. CBC was the second most commonly listened to station, with 61% listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 69 survey respondents in Faro, 16 (23%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The most popular station was CBC North. 93% of respondents reported watching it either only or in combination with other television stations/programs.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 69 survey respondents in Faro, 23% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 64% of respondents said they did not use the website to obtain information. 12% of respondents had no computer and 1% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

59% of respondents in Faro indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 26% felt the Yukon Government is doing a “poor” job and 13% felt it is doing a “very poor” job. 2% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
HAINES JUNCTION - 90 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper
1.2 Radio
1.3 TV
1.4 Rolling ads
1.5 Internet
1.6 Posters
1.7 Flyers
1.8 Direct mail
1.9 Word of mouth
1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 53% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the newspaper at 51% of respondents, the radio at 38% of respondents and posters at 37% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. The second most popular option was the newspaper and the third most popular option was the internet.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
   Which editions (day printed) of the ______ do you regularly read:
   Which editions (day printed) of the ______ do you occasionally read:

Of the 90 survey respondents in Haines Junction, 46 (51%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 46 respondents, 91% reported reading the Yukon News only, 7% reported reading both the Yukon News and the Whitehorse Star, and 2% reported reading the Whitehorse Star only. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week by its readers. No Haines Junction residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The Yukon News was read consistently throughout the week by its readers.

The hard copy editions of the Whitehorse Star were read by all of the Star readers in Haines Junction: no one reported reading the on-line editions of the paper, either alone or in combination with the hard copy editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 90 survey respondents in Haines Junction, 34 (38%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CBC was the most commonly listened to station, with 62% listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- North Beat
- APTN
- Rolling ads
- Don’t know
- Refuse

Of the 90 survey respondents in Haines Junction, 6 (7%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The majority of these respondents reported watching only CBC North.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 90 survey respondents in Haines Junction, 24% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 42% of respondents said they did not use the web site to obtain information. 27% of respondents had no computer and 7% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

44% of respondents in Haines Junction indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 42% felt the Yukon Government is doing a “poor” job and 6% felt it is doing a “very poor” job. 8% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper 1.6 Posters
1.2 Radio 1.7 Flyers
1.3 TV 1.8 Direct mail
1.4 Rolling ads 1.9 Word of mouth
1.5 Internet 1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 59% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included “word of mouth” at 46% of respondents, the radio at 44% of respondents and posters at 41% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. The newspaper was the option picked most often. The second most popular option was direct mail and the third most popular option was flyers.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

Of the 61 survey respondents in Mayo, 36 (59%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 36 respondents, 69% reported reading the Yukon News only and 31% reported reading both the Yukon News and the Whitehorse Star. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week by its readers. No Mayo residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

Almost all Yukon News readers reported reading the News every day it is printed.

The on-line editions of the Whitehorse Star were read by over half of all Star readers: 55% reported reading the on-line editions. 45% reported reading the hard copy editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 61 survey respondents in Mayo, 27 (44%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 57% of respondents listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 61 survey respondents in Mayo, 13 (21%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The majority of these respondents reported watching APTN, either only or in combination with other television stations/programs.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 61 survey respondents in Mayo, 25% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 50% of respondents said they did not use the website to obtain information. 20% of respondents had no computer and 5% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

50% of respondents in Mayo indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 30% felt the Yukon Government is doing a “poor” job and 6% felt it is doing a “very poor” job. 14% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
OLD CROW - 40 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Number</th>
<th>Source</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Newspaper</td>
<td>1.6</td>
</tr>
<tr>
<td>1.2</td>
<td>Radio</td>
<td>1.7</td>
</tr>
<tr>
<td>1.3</td>
<td>TV</td>
<td>1.8</td>
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<tr>
<td>1.4</td>
<td>Rolling ads</td>
<td>1.9</td>
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<tr>
<td>1.5</td>
<td>Internet</td>
<td>1.10</td>
</tr>
<tr>
<td>1.6</td>
<td>Posters</td>
<td></td>
</tr>
<tr>
<td>1.7</td>
<td>Flyers</td>
<td></td>
</tr>
<tr>
<td>1.8</td>
<td>Direct mail</td>
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<tr>
<td>1.9</td>
<td>Word of mouth</td>
<td></td>
</tr>
<tr>
<td>1.10</td>
<td>Other (please specify)</td>
<td></td>
</tr>
</tbody>
</table>

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the radio. 38% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included posters at 33% of respondents, the newspaper at 30% of respondents and “word of mouth” at 25% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. The second most popular option was the newspaper and the third most popular option was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the ____ do you regularly read:
Which editions (day printed) of the ____ do you occasionally read:

Of the 40 survey respondents in Old Crow, 12 (30%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 12 respondents, 91% reported reading the Yukon News only and 9% reported reading both the Yukon News and the Whitehorse Star. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week by its readers. No Old Crow residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The majority of Yukon News readers reported reading the News every day it is printed.

The on-line editions of the Whitehorse Star were not read by any Old Crow residents who reported using the newspaper as a source of information on the Yukon government.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?
- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 40 survey respondents in Old Crow, 15 (38%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 87% listening to it either only or in combination with CBC. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?
- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 40 survey respondents in Old Crow, only 2 reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.

Government Communications 45
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 40 survey respondents in Old Crow, 18% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 32% of respondents said they did not use the website to obtain information. 50% of respondents had no computer.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

50% of respondents in Old Crow indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 33% felt the Yukon Government is doing a “poor” job and 6% felt it is doing a “very poor” job. 11% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
PELLEY CROSSING - 37 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

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<td>Internet</td>
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The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 51% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the radio at 43% of respondents, the newspaper at 43% of respondents and posters at 35% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. The newspaper was the option picked most often. The second most popular option was direct mail and the third most popular option was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?

Which editions (day printed) of the _____ do you regularly read:

Which editions (day printed) of the _____ do you occasionally read:

Of the 37 survey respondents in Pelly Crossing, 16 (43%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 16 respondents, 63% reported reading only the Yukon News, 31% reported reading the News and the Whitehorse Star and 6% reported reading the News and the Klondike Sun. The News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week by its readers. No Pelly Crossing residents surveyed reported reading the Aurore Boreale.

All three editions (Monday, Wednesday and Friday) of the Yukon News were read equally by Pelly Crossing respondents.

The hard copy editions of the Whitehorse Star were the most popular editions with Pelly Crossing residents. 80% of Star readers reported reading the hard copy editions. 40% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 37 survey respondents in Pelly Crossing, 16 (43%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 80% listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 37 survey respondents in Pelly Crossing, 9 (24%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. APTN was the most commonly watched station, with 78% of respondents watching it either only or in combination with other television stations/programs.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 37 survey respondents in Pelly Crossing, 24% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 54% of respondents said they did not use the website to obtain information. 19% of respondents had no computer and 3% of respondents had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

48% of respondents in Pelly Crossing indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 43% felt the Yukon Government is doing a “poor” job and 1% felt it is doing a “very poor” job. 8% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
ROSS RIVER - 33 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper  1.6 Posters
1.2 Radio       1.7 Flyers
1.3 TV          1.8 Direct mail
1.4 Rolling ads 1.9 Word of mouth
1.5 Internet    1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 33% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included direct mail at 24% of respondents, the newspaper at 21% of respondents and posters at 21% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. The second most popular option was the newspaper and the third most popular option was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
   Which editions (day printed) of the _____ do you regularly read:
   Which editions (day printed) of the _____ do you occasionally read:

Of the 33 survey respondents in Ross River, 7 (21%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 7 respondents, all reported reading only the Yukon News. The News was most commonly read “every day it is printed”. No Ross River residents surveyed reported reading the Whitehorse Star, the Klondike Sun or the Aurore Boreale.

All three editions (Monday, Wednesday and Friday) of the Yukon News were read equally by Ross River residents.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

### 1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC  
- CKRW  
- CHON-FM  
- CIAY  
- CBC (French)  
- Don’t know  
- Refuse

Of the 33 survey respondents in Ross River, 6 (18%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CBC was the most commonly listened to station, with 67% listening to it either only or in combination with CKRW. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

### 1.14 Which of the following TV programs or channels do you watch most often?

- CBC North  
- APTN  
- North Beat  
- Rolling ads  
- Don’t know  
- Refuse

Of the 33 survey respondents in Ross River, only 2 people reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 33 survey respondents in Ross River, 19% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 34% of respondents said they did not use the website to obtain information. 47% of respondents had no computer.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

25% of respondents in Ross River indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 57% felt the Yukon Government is doing a “poor” job and 7% felt it is doing a “very poor” job. 11% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper 1.6 Posters
1.2 Radio 1.7 Flyers
1.3 TV 1.8 Direct mail
1.4 Rolling ads 1.9 Word of mouth
1.5 Internet 1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 62% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included “word of mouth” at 44% of respondents, the radio at 42% of respondents and flyers at 30% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. The second most popular option was the newspaper and the third most popular option was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

Of the 50 survey respondents in Tagish, 31 (62%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 31 respondents, 55% reported reading only the Yukon News and 45% reported reading both the Yukon News and the Whitehorse Star. The News and the Star were most commonly read “every day they are printed”. No Tagish residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The most widely read edition of the Yukon News was the Friday edition. 87% of News readers reported reading this edition either regularly or occasionally.

The hard copy editions of the Whitehorse Star were the most popular editions with Tagish residents. 93% of Star readers reported reading the hard copy editions. Only 7% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- CFET-FM
- Don’t know
- Refuse

Of the 50 survey respondents in Tagish, 21 (42%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 76% listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 50 survey respondents in Tagish, only 5 people reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 50 survey respondents in Tagish, 22% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 52% of respondents said they did not use the website to obtain information. 22% of respondents had no computer and 4% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

51% of respondents in Tagish indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 29% felt the Yukon Government is doing a “poor” job and 16% felt it is doing a “very poor” job. 4% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper  1.6 Posters
1.2 Radio  1.7 Flyers
1.3 TV  1.8 Direct mail
1.4 Rolling ads  1.9 Word of mouth
1.5 Internet  1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 47% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the newspaper at 42% of respondents, the radio at 36% of respondents and posters at 34% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. The second most popular option was the newspaper and the third most popular option was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

Of the 64 survey respondents in Teslin, 27 (42%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 27 respondents, 81% reported reading only the Yukon News, 4% reported reading only the Whitehorse Star and 15% reported reading both the News and the Star. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was read randomly throughout the week. No Teslin residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The most widely read edition of the Yukon News was the Friday edition. All News readers reported reading this edition.

The hard copy editions of the Whitehorse Star were the most popular editions with Teslin residents. 80% of Star readers reported reading the hard copy editions. 20% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM

Of the 64 survey respondents in Teslin, 23 (36%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CKRW was the most commonly listened to station, with 57% listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads

Of the 64 survey respondents in Teslin, only 2 people reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 64 survey respondents in Teslin, 22% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 37% of respondents said they did not use the web site to obtain information. 39% of respondents had no computer and 2% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

42% of respondents in Teslin indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 43% felt the Yukon Government is doing a “poor” job and 9% felt it is doing a “very poor” job. 6% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
WATSON LAKE - 100 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

1.1 Newspaper
1.2 Radio
1.3 TV
1.4 Rolling ads
1.5 Internet
1.6 Posters
1.7 Flyers
1.8 Direct mail
1.9 Word of mouth
1.10 Other (please specify)

The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 49% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the newspaper at 45% of respondents, the radio at 45% of respondents and posters at 36% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. Direct mail was the option picked most often. The second most popular option was the newspaper and the third most popular option was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
   Which editions (day printed) of the ____ do you regularly read:
   Which editions (day printed) of the ____ do you occasionally read:

Of the 100 survey respondents in Watson Lake, 45 (45%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 45 respondents, 73% reported reading only the Yukon News and 27% reported reading both the Yukon News and the Whitehorse Star. The Yukon News was most commonly read “every day it is printed”. The Whitehorse Star was not read on any specific days. No Watson Lake residents surveyed reported reading either the Klondike Sun or the Aurore Boreale.

The most widely read edition of the Yukon News was the Friday edition. 61% of News readers reported reading the Friday edition on either a regular or occasional basis.

The hard copy editions of the Whitehorse Star were the most popular editions with Watson Lake residents. 75% of Star readers reported reading the hard copy editions. 33% reported reading the on-line editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- Don’t know
- Refuse

Of the 100 survey respondents in Watson Lake, 45 (45%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CKRW was the most commonly listened to station, with 63% listening to it either only or in combination with other stations. None of this group reported listening to either CIAY or CBC (French).

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

- CBC North
- APTN
- North Beat
- Rolling ads
- Don’t know
- Refuse

Of the 100 survey respondents in Watson Lake, 7 people (7%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. CBC North was the most commonly viewed station.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 100 survey respondents in Watson Lake, 33% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 40% of respondents said they did not use the website to obtain information. 27% of respondents had no computer.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

55% of respondents in Watson Lake indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 26% felt the Yukon Government is doing a “poor” job and 8% felt it is doing a “very poor” job. 11% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
WHITEHORSE - 598 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

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The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 69% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included “word of mouth” at 58% of respondents and the radio at 55% of respondents.

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

Respondents were given three choices for their most preferred method of receiving information. The newspaper was the option picked most often. Direct mail was the second most popular option. The third most popular option picked was the radio.
Question 1.12 was asked only of respondents who answered “a lot” or “some” to the NEWSPAPER option in question #1:

1.12 Which Yukon newspapers do you read?
   Which editions (day printed) of the _____ do you regularly read:
   Which editions (day printed) of the _____ do you occasionally read:

Of the 598 survey respondents in Whitehorse, 414 (69%) reported using the newspaper either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 414 respondents, 20% reported reading only the Yukon News, 8% reported reading only the Whitehorse Star and 72% reported reading both newspapers. 2% reported reading the Klondike Sun either regularly or occasionally and 4% reported reading the Aurore Boreale either regularly or occasionally. Of the total readers of the Yukon News, 38% reported reading it every day it is printed. 35% of Whitehorse Star readers reported reading the paper every day it is printed.

The Friday edition of the Yukon News was the most commonly read edition of the week. 83% of News readers reported reading this edition either regularly or occasionally. The Whitehorse Star was also most commonly read on Fridays, with 79% of its readers reporting reading the Friday edition either regularly or occasionally.

The hard copy editions of the Whitehorse Star were read by the vast majority of Star readers: only 8% reported reading the on-line editions of the paper, either alone or in combination with the hard copy editions.
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

1.13 Which of the following Yukon radio stations do you listen to most often?

☐ CBC
☐ CKRW
☐ CHON-FM
☐ CIAY
☐ CBC (French)
☐ Don’t know
☐ Refuse

Of the 598 survey respondents in Whitehorse, 329 (55%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. CBC was the most commonly listened to station, with 58% of these respondents listening to it either only or in combination with other stations. CKRW was the second most commonly listened to station, with 50% of respondents listening to it either only or in combination with other stations. CHON-FM had a total of 36% of respondents listening to it either only or in combination with other stations. Of the total respondents asked to comment on their radio listening habits, less than 1% reported listening to both CBC (French) and CIAY.

Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

1.14 Which of the following TV programs or channels do you watch most often?

☐ CBC North
☐ APTN
☐ North Beat
☐ Rolling ads
☐ Don’t know
☐ Refuse

Of the 598 survey respondents in Whitehorse, 56 (9%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 56 respondents, over 71% reported watching CBC North, either only or in combination with other TV stations/programs. The Rollings ads was the next most popular station. 48% of these respondents reported watching it either only or in combination with other stations/programs.
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

Of the 598 survey respondents in Whitehorse, 35% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 48% of respondents said they did not use the web site to obtain information. 14% of respondents had no computer and 2% had a computer but were not connected to the internet.

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

55% of respondents in Whitehorse indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 28% felt the Yukon Government is doing a “poor” job and 6% felt it is doing a “very poor” job. 11% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.
Media Section
WAYS OF REACHING THE PUBLIC

The media section contains information on newspaper, radio and television advertising. The information includes a brief description of each type of media, contact information, broadcast area, broadcast times, publishing dates and advertising costs.

Other ways to reach people include:

Press conferences and/or speeches
Mini and large posters
Direct mail
Brochures or pamphlets
Newsletters
Displays in malls or other locations
Audio visual presentations
Trade shows
Bumper stickers
Ministerial announcements (in the legislature, in public or at events).
YUKON NEWS

Address: 211 Wood Street
Whitehorse, Yukon
Y1A 2E4

Phone: (867) 667-6285
Fax: (867) 668-3755
Email: stever@yukon-news.com

Synopsis: The Yukon News is published Monday, Wednesday and Friday throughout the year by Media North Limited. The Yukon News editions are delivered to paid subscribers and sold through news stands. In addition, copies are distributed free by mail to homes in outlying areas and in bulk to seniors’ residences and commercial outlets.

Staff:

President: Stephen Robertson stever@yukon-news.com
Publisher: Doug Bell dougbell@yukon-news.com
Editor: Peter Lesniak plesniak@yukon-news.com
Senior Reporter: Richard Mostyn mostyn@yukon-news.com
Reporter: Juliann Fraser jfraser@yukon-news.com
Sports Reporter: Jillian Rogers jrogers@yukon-news.com
Photo Editor: Mike Thomas mthomas@yukon-news.com
Advertising: Sandy Olynyk sandy@yukon-news.com
Joyce Harmon jharmon@yukon-news.com
Caroline Bell cbell@yukon-news.com
Tammy Beese tbeese@yukon-news.com
Copy Editor: Erling Friis-Baastad friis@yukon-news.com
Administration: Pat Shearer
Ruth Whitney
Circulation: Sheila Sellars
Design/Composition: Pat Holder
Wyatt Tremblay
Amy Mallatratt
Louise Skookum
Marce Nowatzki
Production: Rob Goulet
Mike Benoit
Dan Benoit
Dawson City: Chris Beacom cbeacom@yukon-news.com
(867) 993-6671
National Representative: Francois Freyvogel (604) 926-9526
### Published:
Mondays, Wednesdays and Fridays

### Deadlines:
- Monday by 3pm for Wednesday
- Wednesday by 3pm for Friday
- Thursday by 3pm for Monday

### Distribution:
Yukon Territory, Skagway Alaska and Northern British Columbia

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| Total out of Town          | 2240| 2340| 2240|
| Total Whitehorse           | 3485| 3887| 5467|
| Total Circulation          | 5725| 6227| 7707|
Advertising: YTG rate card - the following rates work out to $1.26 per line for a Yukon News production and $0.95 for Camera Ready.

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<th>Line Size</th>
<th>Yukon News Production</th>
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<td>2 columns x 70 lines</td>
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<td>2 columns x 7&quot;</td>
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<tr>
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<td>3 columns x 70 lines</td>
<td>$264.60</td>
<td>$199.50</td>
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<td>3 columns x 84 lines</td>
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<td>$239.40</td>
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<td>3 columns x 98 lines</td>
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<td>3 columns x 112 lines</td>
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The above sizes are common sizes  Colour: $200 per page per colour

Flyer Insertion Rates: The following flyer insertion rates are as of January 2004

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<th>Number of Pages</th>
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<td>12 - 16</td>
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<td>28 - 32</td>
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<td>36 - 40</td>
<td>$0.12</td>
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<td>44 - 48</td>
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<td>60 - 64</td>
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<tr>
<td>Non-Profit Rate</td>
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Note: Flyers must be in our Press Plant by 5:00 P.M. the day before publication.
THE WHITEHORSE STAR

Address: 2149 Second Avenue
          Whitehorse, Yukon
          Y1A 1C5

Phone: (867)668-2060

Fax: (867)668-7130

Email: star@whitehorsestar.com

Website: www.whitehorsestar.com

Synopsis: Established in 1900 the Whitehorse Star is published Monday through Friday. We have news stand dealers throughout Whitehorse, and some larger Yukon communities. Home delivery within Whitehorse is also available. The Whitehorse Star website offers subscriptions to view on-line or receive electronic delivery.

Staff:

Publisher/Owner: Jackie Pierce 668-2063
Editor: Jim Butler 667-4481
Business Manager: Pat Wilson 667-2013
Advertising Manager: Michele Pierce 668-2060
Circulation Manager: John Stuckey 667-4774
Local News: Chuck Tobin 667-4481
          Jason Small 667-4481
          Stephanie Waddell 667-4481
          Sarah Elizabeth Brown 667-4481

National News Editor: Kelly Crowe 667-4481
Sports Editor: Echo Ross 667-4481
Photography: Vince Fedoroff 668-2060
Display Advertising: Angela Sale-Roche 668-2060
          Naomi Blindheim 668-2060
          Jennifer Skinner 668-2060

Classified Advertising: Rhonda Glenn 668-2002
Circulation Assistant: Joni Pierce 667-4774
Production: Paul Getson 668-2002
          Jolie Patterson 668-2002
          Diane Villeseche 668-2002
          Kim Mathews 668-2002

Pressroom: Don Campbell 668-2002
          Bill Ledyit 668-2002

Published: Monday, Tuesday, Wednesday, Thursday and Friday.
**Distribution:**

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<tr>
<th>Location</th>
<th>Monday through Thursday</th>
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<td>Dawson</td>
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<tr>
<td>Atlin</td>
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<td>70</td>
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<tr>
<td>Carmacks</td>
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<td>10</td>
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<tr>
<td>Mail subscriptions</td>
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<td>18</td>
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<tr>
<td>All other</td>
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**Advertising:** Federal and National Agate Line Rate: $1.38 display; $1.55 career/legal
Yukon Government Agate Line Rate: $1.17, with volume discounts
Note: An agate line is defined as one column wide by 1/14 inch deep. Rates are subject to change annually.
KLONDIKE SUN

Please Note: the following information was taken from the Klondike Sun Website.

Address: Bag 6040 Dawson City, Yukon Y0B 1G0
Phone: (867) 993-6318
Fax: (867) 993-6625
Email: klondikesun@cityofdawson.ca

Synopsis: The Klondike Sun is a non-profit, volunteer based newspaper published bi-weekly by the Literary Society of the Klondike, which is the parent organization. For advertisers, the safest way to contact us is by fax machine. There’s more of a record that way. Out of town contributors, we’d appreciate it if you’d use e-mail. It saves typing at this end.

President: Palma Berger
Vice-President: Dan Davidson
Directors: Sally Derry, Ren Causer, Jennifer Last

Volunteer Staff: Editor: Dan Davidson
Subscriptions: Ren Causer
Writers: Dan Davidson, Palma Berger, and others as noted on bylines
Keyboarding: Palma Berger, Christine MacDonald
Assistant Editor & Production Manager: vacant
Pasteup & Layout Assistant: Christine MacDonald

Paid Staff: Bookkeeper Evelyn Dubois
Advertising & Officer Manager Kerry Barber

Published: Every second Friday. Printed by the Yukon News.
L’AURORE BOREALE

Address: L’aurore Boreale
302, Strickland Street
Whitehorse, Yukon
Y1A 2K1

Phone: (867) 667-2931
Fax: (867) 667-2932
E-mail: aurore@afy.yk.ca
Website: www.afy.ca/aurore

Synopsis: L’Aurore Boreale is published every second Friday, except in July when it closes, for a total of 24 issues. L’aurore Boreale is available in all Yukon communities and has subscribers across Canada, Europe and in Asia. Regular features include: editorials, readers’ mail, community news, territorial and national news, news of the francophone world, TV schedules, jobs and employment and a community calender. Columns include: finance, health, sports, culture, environment, religion, career and more.

Staff:
Director and Committee Member: Cecile Girard
Assistant and Committee Member: Marie-Helene Comeau
National Correspondent: Yves Lusignan
Committee Members: Didier Delahaye, Leo Martel, Daniele Remillard

Published: Every second Friday except during the month of July.

Deadlines: Deadline to submit ads is the last Tuesday before publication date.

Distribution: Available in all Yukon communities and subscribers in Canada, Europe and Asia.

Rate Card: The following rates work out to $0.90 per line (14 lines/inch).

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<td>Ross River</td>
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<td>Stewart Crossing</td>
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<td>1</td>
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<td>$189.00</td>
</tr>
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<td>$226.80</td>
</tr>
<tr>
<td>3 col x 6 inches</td>
<td>$226.80</td>
</tr>
<tr>
<td>3 col x 7 inches</td>
<td>$264.60</td>
</tr>
<tr>
<td>3 col x 8 inches</td>
<td>$302.40</td>
</tr>
<tr>
<td>2 col x 12 inches</td>
<td>$302.40</td>
</tr>
<tr>
<td>3 col x 10 inches</td>
<td>$378.00</td>
</tr>
<tr>
<td>4 col x 8 inches</td>
<td>$403.20</td>
</tr>
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<td>5 col x 7 inches</td>
<td>$441.60</td>
</tr>
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<td>4 col x 10 inches</td>
<td>$504.00</td>
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<td>$756.00</td>
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<td>5 col x 13 inches</td>
<td>$819.00</td>
</tr>
<tr>
<td>5 col x 14 inches</td>
<td>$882.00</td>
</tr>
</tbody>
</table>

Also: Complete design and translation services, and discount for non-profit organizations.
CBC RADIO/TELEVISION

Address: 3103 3rd Avenue
Whitehorse, Yukon
Y1A 1E5

Phone: (867) 668-8400
Fax: (867) 668-8408
Email: cbcnorth@cbc.ca
Website: www.north.cbc.ca

Synopsis: CBC television broadcasts in the Yukon to various communities (see below). It is on the air from 6:00 a.m. to approximately 1:30 a.m. CBC is a non-profit organization. All advertising is free of charge, however you must pay for the production of the commercial. We advise that you hire someone outside YTG who is experienced in making commercials. For more information on production see the guidelines on the following pages. For further information phone CBC in Whitehorse and ask for Kathy John (main number) or email Kathy_John@cbc.ca

Staff: Regional Director of Radio/TV: Mike Linder 668-8421
Program Manager: Frank Fry 668-8434
AM Show Producer: Arnold Hedstrom 668-8422
AM Show Co-Host (A New Day): Sandi Coleman 668-8482
AM Show Co-Host (A New Day): David White 668-8484
Noon and PM Show Producer: Leonard Linklater 668-8428
Noon Show Host (Lunch Break): Nancy Thomson 668-8429
PM Show Host (Afternoon Show): Russell Knutson 668-8483
News Producer (TV and Radio): James Miller 668-8485
News main line: 668-8470
News Reporters: Vic Ischenko, David Croft, Peter Novak, Trisha Estabrooks, Susan Stanley, Brian Boyle
Public Service Announcement Contact: Kathy John 668-8400

Broadcast Times: CBC broadcasts from 0600 to approximately 0130

Broadcast Area: The following communities have CBC radio:

Beaver Creek Ferry Hill Swift River
Burwash Landing Haines Junction Tagish
Carcross Keno Teslin
Carmacks Mayo Watson Lake
Dawson Old Crow Whitehorse
Destruction Bay Pelly Crossing White River
Elsa Ross River
Faro Stewart Crossing

ANI KINFO

1. Anikinfo refers to the Public Service Announcements produced for and transmitted to the North via satellite as part of the CBC’s northern television program service.
2. Northern Television Service is prepared to broadcast non-commercial educational and informational messages designed specifically for northern residents. The offer is intended primarily for federal and territorial government departments and agencies, and citizens groups, particularly native organizations.

3. The present satellite television service to the North is regional rather than local. One service is for the Northeast, the second is for the Northwest. Subjects selected should therefore be of general interest to each or both of the above regions. Example: notice of a special meeting of the Fort Macpherson settlement council might not qualify but a meeting including attendance from all of the Lower Mackenzie Region likely would.

4. Public service messages about the following topics are highly desireable:
   a) Health and Hygiene
   b) Government Services available to Native people
   c) Alcoholism
   d) Safety
   e) Job opportunities
   f) Notice of special regional events.

5. We recommend against the use of the very formal type of presentation such as a person behind a desk talking to the camera. The presentation of your message will be much more effective if it is possible to include in the production: cartoon-type visuals, animation and sound effects, dramatizations, etc.

6. The special concerns of the north are of prime importance.

7. This public service is not a substitute for paid advertising in northern media. It must not adversely effect the revenue of local newspapers.

8. Ground rules:
   a) The CBC is responsible for all materials it transmits and reserves the right to make all necessary editorial judgement regarding the use of submitted material.
   b) Only finished items will be acceptable for transmission. The Northern Television Service cannot provide production assistance. However, for those contributors who are not familiar with television requirements a copy of relevant exerpts from the “CBC Policy of Public Service Messages” is included in Section”A” of these Anikinfo Guidelines (available at CBC in Whitehorse). Please study this material carefully before beginning production and should there be any questions about content, distribution and technical requirements we recommend that you get in touch with CBC. In exceptional circumstances, contributors should consider submitting story-boards.
   c) Material is to be delivered, ready for transmission, to the Northern Television Service of the CBC. When feasible please send a copy of the written material to the manager of the CBC station in Whitehorse.
   d) After one year from the date of transmission, upon request, CBC will endeavour to return the film and videotape items.
9. Warranties:
Contributors warrant that the messages to be supplied for the CBC Northern Television Service shall not contain: defamatory, libellous or slanderous material of a partisan political nature, material which if broadcast would result in copyright infringement, material which infringes the property or civil rights of any person and material which is in breach of any law, regulation or program policy, or material which could mislead the public.

Contributors warrant that they shall indemnify CBC against: breach of the warranties contained herein, any damage to property or person or claim for copyright infringement, for breach of contract of collective agreement, or for defamation, libel, slander or any other causes of action or against legal and other like expense in connection with such damage or claims, or any claim resulting from its act or default, arising in respect of the programs or part thereof furnished by it for broadcast by the CBC.

Contributors warrant that they shall promptly notify and consult with the CBC regarding any claim, action or proceeding to which the indemnity set forth in this agreement applies.


Slide and Audio Messages:
i) Length of item: 0.28 seconds or 0.58 seconds
ii) Form: colour slide(s) with accompanying script or audiotape recording. More than one slide can be used per announcement. When an announcement is longer than 0.28 seconds, several slides should be used.
iii) Type: normal 35 MM colour slides. Slide mountings should be of the plastic type. Information should be framed horizontally (4X3 aspect ratio). A safe area should be left outside of the visual information. This “safe area” is slipped in transmission.
iv) Audio (if recording is supplied by group or agency). Recorded on ¼ inch regular tape reels, 7 ½ inches per sec. Tape reels (labeled) should give subject, length, language, expiry date, etc.
v) Audio (if script is supplied by group or agency). Script should be timed before sending. Script is subject to revision by CBC. Expiry date should be noted at the bottom of the script. When an address, location or phone number is mentioned in the message, it is advisable to repeat it.
vi) Delivery Date: Material should be delivered to the address listed previously. Material should arrive there no later than two weeks before the scheduled air date.

Film Presentations:
i) Length of items (same as slides)
ii) Form: 15 MM colour (optical or magnetic stripe)
iii) Audio: Sound-on-film or silent (with audio tape or script)
iv) Delivery date two weeks before scheduled air date.
Video Presentations:
We are able to accept material on 2” and ¾” videotape
i) Length of item (same as slides and film)
ii) Form: 2” and 3/4” colour videotape.
iii) Delivery date two weeks before scheduled air date.

11. Credits:
The time allotted each announcement is brief therefore it is highly desirable that all available time be used for conveying useful information. Credits, logos, etc., for the suppliers of the announcements are undesirable. However, if such “mentions” are in the public interest, the following may be allowed at the end of the message:
• in a 1 second announcement a 5 second visual credit.
• in a 30 second announcement a 3 second visual credit.
• no audio mention is allowed.
• total screen area is occupied by the credit is the lower one third.

This policy is subject to annual review by CBC.
CKRW

Address: 203-4103 4th Avenue  Phone: (867) 668-6100
Whitehorse, Yukon  Fax: (867) 668-4029
Y1A 1H6  Website: www.ckrw.com

Synopsis: Established in 1969. CKRW is owned and operated locally by Klondike Broadcasting Co. Ltd. CKRW broadcasts to the Yukon, B.C., Northwest Territories, Northern Saskatchewan and additional sites by cable and via Star Choice(*856). CKRW broadcasts 24 hours a day 7 days a week.

Staff: Operations Manager: Jennifer Johnstone  668-6100 ext 221
News:
Ron McFadyen  668-6100 ext 226
George Moratos  news@ckrw.com
Advertising Sales: Vicki Malchow  668-6100 ext 223
marketing@ckrw.com
Ad Copy: Jennifer Johnstone  668-8100 ext 221
crwcopys@ckrw.com
On-Air: Whitehorse  668-7891
Toll free  1-800-661-0530
Cell phone  *610
Web: Kevin Briones  668-6100 ext 224
design@ckrw.com
Admin. Assistant/ Accounts Receivable: Amanda Smith  668-6100 ext 230
ckradmin@ckrw.com

Broadcast Times: CKRW broadcasts 24 hours a day, 7 days a week. Live broadcasts are Monday to Friday 6:00 - 1800, Saturdays 10:00 - 15:00.

Broadcast Area: Within the Yukon CKRW broadcasts to the following areas; Faro, Watson Lake, Stewart Crossing, Ross River, Dawson City, Teslin, Pelly Crossing, Haines Junction, Old Crow, Carmacks, Carcross, Burwash Landing, Mayo, Liard, Teslin and Eagle Plains. Other broadcast areas outside of the Yukon include British Columbia, Northwest Territories and Northern Saskatchewan.
**CKRW Rate Card:**  (net rates) 2004

**Classification (AAA) Daily:**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
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<td>30 seconds</td>
<td>$28.00</td>
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<td>15 seconds</td>
<td>$17.00</td>
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**Classification (AA) Daily:**

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<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$25.00</td>
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<tr>
<td>30 seconds</td>
<td>$20.00</td>
</tr>
<tr>
<td>15 seconds</td>
<td>$14.00</td>
</tr>
</tbody>
</table>

**Classification (A) Daily:**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$23.00</td>
</tr>
<tr>
<td>30 seconds</td>
<td>$18.00</td>
</tr>
<tr>
<td>15 seconds</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

**Total Audience Plan (TAP):**

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<th>Cost</th>
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<tbody>
<tr>
<td>60 seconds</td>
<td>$20.00</td>
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<tr>
<td>30 seconds</td>
<td>$16.00</td>
</tr>
<tr>
<td>15 seconds</td>
<td>$10.00</td>
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Less than 25
<table>
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<tr>
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<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>60 seconds</td>
<td>$23.00</td>
</tr>
<tr>
<td>30 seconds</td>
<td>$18.00</td>
</tr>
<tr>
<td>15 seconds</td>
<td>$12.00</td>
</tr>
</tbody>
</table>

**Feature Sponsorships:**

Includes a live introduction and 1 x 30 second ad Monday to Friday  
$399.00/month or $349.00/month, 3 month minimum.

**Remote Broadcasts:**

5 consecutive hours  
Includes 3 X 60 second reports/hour, CKRW on-air personality on location, line and set-up charges, 25-30 second TAP ads  
$975.00 per remote.

**Note:** Above rates include all in-house production charges.

**Klondike Broadcasting Production Rate Card:**

**Hourly studio rate, includes producer, minimum 1 hour charge:**  $100.00

**Voice talent fee dependent upon length and complexity:**  $ quote

*Government Communications*
CHON-FM

Address: 4230A – 4th Avenue
Whitehorse, Yukon
Y1A 1K1

Phone: (867) 668-6629
Fax: (867) 668-6612
Website: www.nnby.net

Synopsis: CHON FM broadcasts 24 hours a day 7 days a week. It has transmitters and
broadcasts to all Yukon communities, NWT and Northern B.C. CHON is also
streamlined on the NNBY website which in turn expanded our listening audience to
Germany, Florida, California, Alaska, etc.

Staff: General Manager: Shirley Adamson
Director of Radio: Les Carpenter
News: Chuck Hendrie
Advertising Sales Manager: Pamela Fraser

Broadcast Times: CHON broadcasts 24 hours a day.

Broadcast Area: CHON broadcasts to all Yukon communities

CHON Advertising Rate Card: (effective April 1, 2001):

AAA Time: Times (06:00-09:00) (12:00-13:00) 16:00-18:00
60 seconds $36.00 + gst
45 seconds $33.00 + gst
30 seconds $30.00 + gst
15 seconds $20.00 + gst

Run of Schedule (ROS) 25 spots or more
60 seconds $23.00 + gst
45 seconds $20.00 + gst
30 seconds $18.00 + gst
15 seconds $15.00 + gst

less than 25 spots
60 seconds $26.00 + gst
45 seconds $23.00 + gst
30 seconds $21.00 + gst
15 seconds $18.00 + gst

Translation Services: Translation services include the following languages: Southern Tutche, Northern Tutche, Gwitchen, Kaska and Tlingit. Rates are $100.00 plus
GST for written and spoken translation which includes production. One
week advance notice is required.
CIAY-FM

Address: 91806 Alaska Highway
Whitehorse, Yukon
Y1A 5B7

Phone: (867) 393-2429
Request Line: (867) 393-2429
Fax: (867) 393-2439
Website: www.newlifefm.ca/yukon.htm

CFET-FM

Address: Tagish, Yukon
Y0B 1T0

Phone: (867) 667-6397
Fax: (867) 668-2633
Studio: (867) 399-3012
Email: cfet@tagishtel.ca
Website: www.tagishtel.ca/radio

Synopsis: CFET broadcasts 24 hours a day. Broadcasts include local news and weather, public service announcements and programs featuring the First Nations peoples and the history of the area. Other programming offered by the station is received from CFMI-FM Vancouver via satellite.

Staff: Owner/Operator Rob Hopkins

Phone: (867) 667-6397 or 399-3012
Email: rhopkins@tagishtel.ca

More information can be found at www.tagishtel.ca/radio
WHTV NORTHERN TELEVISION SYSTEMS

Address: 203-4103 4th Avenue
           Whitehorse, Yukon
           Y1A 4H6
Phone: (867) 393-2225
Fax: (867) 393-2224
Website: www.whtvcable.com

Synopsis: WHTV offers full service advertising packages, from birthday ads to consumer information. WHTV will come to your location, take photos and create a custom advertisement to suit your needs. WHTV will also customize your ad and make changes to promote sales or for special events. Cable Channel 8 contains text only public service announcements and upcoming events. Cable Channel 9 contains commercial and personal display advertising. Residential advertising is available on the top portion of our Channel 21 – Prevue Channel listings.

Contacts: Advertising: Debbie Summer 393-2225 ext. 207
deb@whtvcable.com
Advertising Information: advertising@whtvcable.com
General Information: info@whtvcable.com
Billing Information: accounts@whtvcable.com

Rates: Channel 8 Commercial Advertising:

1 to 7 weeks $50.00 per week
8 to 24 weeks $40.00 per week
25 to 52 weeks $30.00 per week

This package includes basic layout, and use 2 of the following: photo, logo or graphic. Text should be concise.

Channel 21 Prevue Guide: $300.00 per month.

5% discount for a 6 month period $285/month per ad
10% discount for a 1 year contract $270/month per ad
3 pages and up $250/month per ad

Channel 8 Non-Profit Organization Rates:
Announcing an event to the public $25.00 per week

Note: These ads are required to run a minimum of 2 weeks.

All above prices are subject to GST. Minimum of 2 months must be prepaid in advance for all contract advertising. Advertiser is responsible for providing copy, photo and logos. WHTV Advertising Department requires a minimum of 3 business days for new ads, 24 hours for text changes only. Discount rates are available for businesses wishing to run more than 1 ad, or additional pages.
during the same time frame. All ads produced by WHTV are the property of WHTV.

**Distribution:** channel 8 ads
- viewed in Whitehorse
- 4500 viewers
- 24 hour service - non stop
- ads cycle every 30 minutes
- 15 second spot
- full color
- digital logos and photos
- local support and design

**Rolling Ads Dawson City:**

**Address:** P.O. Box 689
Dawson City, Yukon
Y0B 1G0

**Fax:** (867) 993-6834

**Synopsis:** Dawson city runs rolling ads through the **Dawson City Community Radio Society.**

**Contacts:**

- **Rolling Ads**
  - Madeline Gould (867) 993-5366
  - Sylvie Gammie (867) 993-5392

- **Radio Station**
  - Jon Magnusson (867) 993-5649
  - Kelly Miller (867) 993-5624
  - Ian Nyland (867) 993-5122

**Rates:**

- Weekly $10.00 per week
- Yearly-business (1 page) $400.00
- Yearly-non profit (1 page) $75.00
- Seasonal business (1 page) $250.00

Ads are generally updated three times per week, on Mondays, Wednesdays and Fridays.
Distribution Section
SENDING YOUR MESSAGE

The distribution section contains information on shipping via Canada Post, bus, air and truck. Included are contact information, schedules, rates, and where shipping is available within the Yukon. Also included is contact information on territorial government agents.
CANADA POST

Contact Information:

<table>
<thead>
<tr>
<th>Office</th>
<th>Postmaster/Contact</th>
<th>Postal Code</th>
<th>Phone Number</th>
<th>Fax Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaver Creek</td>
<td>Lorraine Letantre</td>
<td>Y0B 1A0</td>
<td>867-862-7013</td>
<td>867-862-7337</td>
</tr>
<tr>
<td>Burwash Landing</td>
<td>Lucyanne Carroll</td>
<td>Y0B 1V0</td>
<td>867-841-5277</td>
<td>867-841-5900</td>
</tr>
<tr>
<td>Carcross</td>
<td>Rhonda Passmore</td>
<td>Y0B 1B0</td>
<td>867-821-4503</td>
<td>N/A</td>
</tr>
<tr>
<td>Carmacks</td>
<td>Joyce Gage</td>
<td>Y0B 1C0</td>
<td>867-863-5015</td>
<td>867-863-5611</td>
</tr>
<tr>
<td>CSC</td>
<td>Brenda Dick</td>
<td>Y1A 2B0</td>
<td>867-668-2195</td>
<td>867-668-6149</td>
</tr>
<tr>
<td>Dawson City</td>
<td>Lambert Curzon</td>
<td>Y0B 1G0</td>
<td>867-993-5342</td>
<td>867-993-6227</td>
</tr>
<tr>
<td>Destruction Bay</td>
<td>Dennis Guthrie</td>
<td>Y0B 1H0</td>
<td>867-841-4191</td>
<td>N/A</td>
</tr>
<tr>
<td>Faro</td>
<td>Doris Unruh</td>
<td>Y0B 1K0</td>
<td>867-994-2759</td>
<td>867-994-3342</td>
</tr>
<tr>
<td>Haines Jct.</td>
<td>Donna Kardash</td>
<td>Y0B 1L0</td>
<td>867-634-3802</td>
<td>867-634-2245</td>
</tr>
<tr>
<td>Mayo</td>
<td>Connie Buycck</td>
<td>Y0B 1M0</td>
<td>867-996-2277</td>
<td>867-996-2278</td>
</tr>
<tr>
<td>Old Crow</td>
<td>Greg Turnbull (manager)</td>
<td>Y0B 1N0</td>
<td>867-966-3727</td>
<td>867-966-3720</td>
</tr>
<tr>
<td>Pelly Crossing</td>
<td>Sue Franks</td>
<td>Y0B 1P0</td>
<td>867-537-3614</td>
<td>867-537-3618</td>
</tr>
<tr>
<td>Ross River</td>
<td>Johny Ladue</td>
<td>Y0B 1S0</td>
<td>867-969-2280</td>
<td>867-969-2000</td>
</tr>
<tr>
<td>Tagish</td>
<td>Renie Smith</td>
<td>Y0B 1T0</td>
<td>867-399-3670</td>
<td>N/A</td>
</tr>
<tr>
<td>Teslin</td>
<td>Joanne Brown</td>
<td>Y0A 1B0</td>
<td>867-390-2221</td>
<td>N/A</td>
</tr>
<tr>
<td>Watson Lake</td>
<td>Barry Hinde</td>
<td>Y0A 1C0</td>
<td>867-536-7325</td>
<td>867-536-7315</td>
</tr>
<tr>
<td>Whitehorse M.P.P</td>
<td>Dale Giblin</td>
<td>Y1A 2B0</td>
<td>867-633-4245</td>
<td>867-668-6149</td>
</tr>
<tr>
<td>Local Area Manager</td>
<td>Liz Irvine</td>
<td>Y1A 2B0</td>
<td>867-667-6131</td>
<td>867-668-6149</td>
</tr>
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Mail Delivery Information:

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<th>Tuesday</th>
<th>Wednesday</th>
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<tbody>
<tr>
<td>7:00</td>
<td>Haines Junction, Destruction Bay, Beaver Creek,</td>
<td>Haines Junction</td>
<td>Haines Junction, Destruction Bay, Beaver Creek,</td>
<td>Haines Junction</td>
<td>Haines Junction, Destruction Bay, Beaver Creek,</td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>Atlin, Tagish, Carcross</td>
<td>Atlin, Tagish, Carcross</td>
<td>Atlin, Tagish, Carcross</td>
<td>Atlin, Tagish, Carcross</td>
<td>Atlin, Tagish, Carcross</td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Faro, Ross River</td>
</tr>
<tr>
<td>13:00</td>
<td>Faro, Ross River</td>
<td>Faro, Ross River</td>
<td>Faro, Ross River</td>
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<tr>
<td>16:00</td>
<td>Old Crow</td>
<td>Old Crow</td>
<td>Old Crow</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>16:30</td>
<td>Carmacks, Pelly Crossing, Mayo, Dawson City</td>
<td>Carmacks, Pelly Crossing, Mayo, Dawson City</td>
<td>Carmacks, Pelly Crossing, Mayo, Dawson City</td>
<td>Carmacks, Pelly Crossing, Mayo, Dawson City</td>
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<td></td>
</tr>
</tbody>
</table>

Government Communications 93
BUS

Contact Information:
Alaska Direct: 668 - 4833
Dawson City Courier: 393 - 3394
Greyhound: 667 - 2223

<table>
<thead>
<tr>
<th>Communities</th>
<th>Greyhound</th>
<th>Dawson City Courier</th>
<th>Alaska Direct</th>
<th>Bus Stop</th>
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<tbody>
<tr>
<td>Braeburn</td>
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<td></td>
<td>Braeburn Lodge</td>
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<tr>
<td>Carmacks</td>
<td>*</td>
<td></td>
<td>Selkirk Groceries</td>
<td>Stewart Crossing Shell</td>
</tr>
<tr>
<td>Pelly Crossing</td>
<td>*</td>
<td></td>
<td></td>
<td>Klondike River Lodge</td>
</tr>
<tr>
<td>Stewart Crossing</td>
<td>*</td>
<td></td>
<td></td>
<td>2nd &amp; York, beind VRC</td>
</tr>
<tr>
<td>Dempster Cut Off</td>
<td>*</td>
<td></td>
<td></td>
<td>Glacier View Inn</td>
</tr>
<tr>
<td>Dawson</td>
<td>*</td>
<td></td>
<td></td>
<td>Burwash Landing Resort</td>
</tr>
<tr>
<td>Haines Junction</td>
<td></td>
<td>*</td>
<td></td>
<td>1202 Motor Inn</td>
</tr>
<tr>
<td>Burwash</td>
<td></td>
<td>*</td>
<td></td>
<td>Montana Services</td>
</tr>
<tr>
<td>Beaver Creek</td>
<td></td>
<td>*</td>
<td></td>
<td>Totem Pole</td>
</tr>
<tr>
<td>Carcross</td>
<td></td>
<td>*</td>
<td></td>
<td>Swift River Lodge</td>
</tr>
<tr>
<td>Teslin</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swift River</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Schedules:

Greyhound: Winter - leaves Whitehorse at 1:30 p.m. every Monday, Wednesday & Friday.
Sumner - leaves Whitehorse at 1:30 p.m. everyday except Sunday.

Dawson City Courier: leaves Whitehorse at 2:00 p.m. (load at Yukon Inn Plaza)
Summer: April 1st, 2004 - Monday to Friday.
May 1st to September 14th - Sunday to Friday.
Winter: Sept 15th to March 31st - Monday, Wednesday & Friday.

Alaska Direct: Alaska Highway North:
Summer: leaves Whitehorse at 6:00 a.m. every Sunday, Wednesday & Friday.
Winter: leaves Whitehorse at 6:00 a.m. every Sunday and Wednesday.

Carcross:
Year around: leaves Whitehorse at 12:00 p.m
Rates:

Greyhound:

<table>
<thead>
<tr>
<th></th>
<th>Docu-Pak*</th>
<th>1 lb</th>
<th>5 lb</th>
<th>10 lb</th>
<th>15 lb</th>
<th>20 lb</th>
<th>25 lb</th>
<th>30 lb</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teslin</td>
<td>$11.45</td>
<td>$13.11</td>
<td>$13.96</td>
<td>$15.03</td>
<td>$16.16</td>
<td>$17.28</td>
<td>$18.40</td>
<td>$19.50</td>
</tr>
<tr>
<td>Swift River</td>
<td>$11.87</td>
<td>$14.45</td>
<td>$15.39</td>
<td>$16.56</td>
<td>$17.79</td>
<td>$19.02</td>
<td>$20.26</td>
<td>$21.49</td>
</tr>
<tr>
<td>Watson Lake</td>
<td>$12.28</td>
<td>$15.19</td>
<td>$16.48</td>
<td>$18.08</td>
<td>$19.96</td>
<td>$21.83</td>
<td>$23.70</td>
<td>$25.73</td>
</tr>
</tbody>
</table>

*Docu-Pak envelopes or packages may weigh up to .9 lbs.

Greyhound rates are by the pound. The above chart gives you 5 pound estimates.

Dawson City Courier:

<table>
<thead>
<tr>
<th>Envelope</th>
<th>0 to 10 lbs</th>
<th>10 to 25 lbs</th>
<th>25 to 50 lbs</th>
<th>50 to 99 lbs</th>
<th>100 to 199 lbs</th>
<th>200 to 299 lbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$11.00</td>
<td>$13.75</td>
<td>$16.50</td>
<td>$19.50</td>
<td>$25.15</td>
<td>$32.80</td>
<td>$43.05</td>
</tr>
<tr>
<td>300 to 499 lbs</td>
<td>$300 to 500 lbs</td>
<td>$500 to 600 lbs</td>
<td>$700 to 900 lbs</td>
<td>$800 to 1000 lbs</td>
<td>$900 to 1200 lbs</td>
<td>$1000 to 1500 lbs</td>
</tr>
<tr>
<td>$51.45</td>
<td>$60.25</td>
<td>$69.05</td>
<td>$76.75</td>
<td>$85.80</td>
<td>$95.70</td>
<td>$103.95</td>
</tr>
</tbody>
</table>

1,000 to 4,999 lbs: $10.45 per 100 lbs
5,000 to 9,999 lbs: $9.45 per 100 lbs
10,000 to 19,999 lbs: $8.55 per 100 lbs
Over 20,000 lbs: $5.50 per 100 lbs

Alaska Direct:

Small package freight is available. Price will be given at the time freight is picked up or dropped off.

Note: Drivers will stop at a destination along the highway if asked.
**AIR**

**Contact Information:**

Air North Cargo: Dawson: (867) 993-5175  
Old Crow: (867) 966-5113  
Whitehorse: (867) 688-2228 ext. 227  
Email: cargo@flyairnorth.com

**Schedule:**

<table>
<thead>
<tr>
<th>Flight #</th>
<th>Departing</th>
<th>Arriving</th>
<th>Days Of Operation</th>
<th>Stops</th>
<th>Date Flights Start</th>
<th>Date Flights Stop</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>DAWSON CITY (YDA)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>208</td>
<td>Dawson City 9:40am</td>
<td>Old Crow 12:10pm</td>
<td>M T W T F S S</td>
<td>1</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>307</td>
<td>Dawson City 9:40am</td>
<td>Old Crow 10:50am</td>
<td>M T W T F S S</td>
<td>0</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>305</td>
<td>Dawson City 9:40am</td>
<td>Old Crow 10:50am</td>
<td>M T W T F S S</td>
<td>0</td>
<td>15-May-03</td>
<td>01-May-05</td>
</tr>
<tr>
<td>306</td>
<td>Dawson City 2:35pm</td>
<td>Whitehorse 3:45pm</td>
<td>M T W T F S S</td>
<td>0</td>
<td>15-May-03</td>
<td>01-May-05</td>
</tr>
<tr>
<td>308</td>
<td>Dawson City 2:30pm</td>
<td>Whitehorse 3:40pm</td>
<td>M T W T F S S</td>
<td>0</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>OLD CROW (YOC)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>306</td>
<td>Old Crow 11:15am</td>
<td>Dawson City 2:15pm</td>
<td>M T W T F S S</td>
<td>1</td>
<td>15-May-03</td>
<td>01-May-05</td>
</tr>
<tr>
<td>208</td>
<td>Old Crow 12:50pm</td>
<td>Dawson City 2:00pm</td>
<td>M T W T F S S</td>
<td>0</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>307</td>
<td>Old Crow 11:30am</td>
<td>Dawson City 2:00pm</td>
<td>M T W T F S S</td>
<td>1</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>306</td>
<td>Old Crow 11:15am</td>
<td>Whitehorse 3:45pm</td>
<td>M T W T F S S</td>
<td>2</td>
<td>15-May-03</td>
<td>01-May-05</td>
</tr>
<tr>
<td>208</td>
<td>Old Crow 12:50pm</td>
<td>Whitehorse 3:40pm</td>
<td>M T W T F S S</td>
<td>1</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>307</td>
<td>Old Crow 11:30am</td>
<td>Whitehorse 3:40pm</td>
<td>M T W T F S S</td>
<td>2</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>WHITEHORSE (YXY)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>207</td>
<td>Whitehorse 8:00am</td>
<td>Dawson City 9:10am</td>
<td>M T W T F S S</td>
<td>0</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>307</td>
<td>Whitehorse 8:00am</td>
<td>Dawson City 9:10am</td>
<td>M T W T F S S</td>
<td>0</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>305</td>
<td>Whitehorse 8:00am</td>
<td>Dawson City 9:10am</td>
<td>M T W T F S S</td>
<td>0</td>
<td>15-May-03</td>
<td>01-May-05</td>
</tr>
<tr>
<td>207</td>
<td>Whitehorse 8:00am</td>
<td>Old Crow 12:10pm</td>
<td>M T W T F S S</td>
<td>2</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>307</td>
<td>Whitehorse 8:00am</td>
<td>Old Crow 10:50am</td>
<td>M T W T F S S</td>
<td>1</td>
<td>07-May-02</td>
<td>01-May-05</td>
</tr>
<tr>
<td>305</td>
<td>Whitehorse 8:00am</td>
<td>Old Crow 10:50am</td>
<td>M T W T F S S</td>
<td>1</td>
<td>15-May-03</td>
<td>01-May-05</td>
</tr>
</tbody>
</table>
Freight Rates:

(Note: freight rates do not include taxes.)

Whitehorse to:  Dawson $0.90  
                 Old Crow $1.60

Dawson to:      Old Crow $0.90  
                 Whitehorse $1.60

Old Crow to:    Dawson $0.90  
                 Whitehorse $1.60

Note: There is a minimum charge of $25.00 on shipping. Freight rates do not include taxes. Cubic charge may apply: charges are assessed on the greater of the actual weight or the cubic weight.

Cubic weight = length (ft) x width (ft) x height (ft) x 10
TRUCKS

Contact Information:

A-1 Delivery: 668-8140 Serves the communities of Beaver Creek, Burwash Landing, Carmacks, Dawson, Dempster cut-off, Destruction Bay, Faro, Haines Junction, Mayo, Pelly Crossing, Ross River and Stewart Crossing.

Atlin Express: 668-4444 Serves the communities of Carcross and Tagish.
Kluane Freight Lines: 667-7447 Serves the communities of Carmacks, Dawson, Dempster cut-off, Mayo, Pelly Crossing and Stewart Crossing.

Schedules:

A-1 Delivery: Alaska Highway North to Beaver Creek
Summer - leaves Whitehorse at 2:00 a.m. every Thursday.
Winter - leaves Whitehorse at 2:00 a.m. every other Thursday.

North Klondike Highway to Dawson City
Leaves Whitehorse at 2:00 a.m. every Wednesday and Friday

North Campbell Highway to Ross River
Tuesday - leaves Whitehorse at 12:30 p.m.
Wednesday - leaves Whitehorse at 8:00 a.m.
Thursday - leave Whitehorse at 12:30 p.m.
Sunday - leaves Whitehorse at 6:00 a.m.

Haines Junction
Leaves Whitehorse every Wednesday at 8:00 a.m.

Atlin Express (Direct Deliveries): Carcross and Tagish - leaves Whitehorse at 12:15 p.m. every Monday, Wednesday and Friday.

Kluane Freight Lines: Winter - leaves Whitehorse at 5:00 p.m. Sunday through Thursday. Shipping to Mayo Thursday only, for Friday delivery.

Summer - leaves Whitehorse at 5:00 p.m. Sunday through Friday. Shipping to Mayo Thursday only, for Friday delivery.
Rates:

A-1 Delivery:

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>0 to 49 lbs</th>
<th>50 to 99 lbs</th>
<th>100 to 299 lbs</th>
<th>300 to 399 lbs</th>
<th>400 to 499 lbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$13.75</td>
<td>$16.50</td>
<td>$19.50</td>
<td>$25.15</td>
<td>$32.80</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>500 to 599 lbs</th>
<th>600 to 799 lbs</th>
<th>800 to 899 lbs</th>
<th>900 to 999 lbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$51.45</td>
<td>$60.25</td>
<td>$69.05</td>
<td>$76.75</td>
</tr>
</tbody>
</table>

Rates are effective April 1, 2003. A 4% fuel surcharge and the GST are added to the above rates. Prices are subject to change. Phone for pickup and cut-off times.

Atlin Express:

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>1,000 lbs to 2,000 lbs</th>
<th>2,000 lbs to 5,000 lbs</th>
<th>5,000 lbs to 10,000 lbs</th>
<th>10,000 lbs to 20,000 lbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$7.73/100 lbs</td>
<td>$6.56/100 lbs</td>
<td>$5.92/100 lbs</td>
<td>$5.20/100 lbs</td>
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</tbody>
</table>

An additional 4% fuel surcharge and the GST are added to the above rates.

Kluane Freight Lines:

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Whitehorse 25 lbs</th>
<th>Whitehorse 49 lbs</th>
<th>Whitehorse 99 lbs</th>
<th>Whitehorse 199 lbs</th>
<th>Whitehorse 299 lbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mayo &amp; points between:</td>
<td>$16.50</td>
<td>$19.50</td>
<td>$25.15</td>
<td>$32.80</td>
<td>$43.05</td>
</tr>
<tr>
<td>Dawson:</td>
<td>$17.05</td>
<td>$21.95</td>
<td>$28.66</td>
<td>$38.56</td>
<td>$48.95</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Mayo &amp; points between:</th>
<th>Mayo &amp; Dawson:</th>
<th>Mayo &amp; points between:</th>
<th>Mayo &amp; Dawson:</th>
<th>Mayo &amp; points between:</th>
<th>Mayo &amp; Dawson:</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 to 399 lbs to 400 to 499 lbs</td>
<td>$51.45</td>
<td>$60.25</td>
<td>$69.05</td>
<td>$76.75</td>
<td>$85.80</td>
<td></td>
</tr>
<tr>
<td>500 to 599 lbs to 600 to 699 lbs</td>
<td>$59.02</td>
<td>$68.97</td>
<td>$79.31</td>
<td>$90.05</td>
<td>$100.43</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Weight Range</th>
<th>Mayo &amp; points between:</th>
<th>Mayo &amp; Dawson:</th>
<th>Mayo &amp; points between:</th>
<th>Mayo &amp; Dawson:</th>
<th>Mayo &amp; points between:</th>
<th>Mayo &amp; Dawson:</th>
</tr>
</thead>
<tbody>
<tr>
<td>800 to 899 lbs to 900 to 999 lbs</td>
<td>$51.45</td>
<td>$60.25</td>
<td>$11.72/100 lbs</td>
<td>$10.73/100 lbs</td>
<td>$9.41/100 lbs</td>
<td></td>
</tr>
<tr>
<td>1,000 to 1,999 lbs to 2,000 to 4,999 lbs</td>
<td>$59.02</td>
<td>$68.97</td>
<td>$12.32/100 lbs</td>
<td>$11.33/100 lbs</td>
<td>$10.01/100 lbs</td>
<td></td>
</tr>
</tbody>
</table>
10,000 to
19,999 lbs

Mayo &
points between:  $6.44/100 lbs
Dawson:  $7.04/100 lbs

A 5% fuel surcharge will be added to all shipments. Envelopes are $13.00 (no pick-up or delivery). Protective service charge or insurance is 1% of freight charge.

Note: The Yukon Liquor Corporation travel the highway frequently. They have made deliveries for other government departments in the past and are recommended to be used in the future. Contacts at the Yukon Liquor Corporation are Jerry McLachlan (667-8924) and Rhonda McPhail (667-8926).
**TERRITORIAL AGENTS**

When you are sending mail to Dawson, Faro, Haines Junction, Mayo or Watson Lake you can send it to our Territorial Agents that are working there. Their addresses are:

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Fax</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Laking</td>
<td>(867) 993-5348</td>
<td>(867) 993-5104</td>
</tr>
<tr>
<td>Territorial Agent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box 285</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dawson, Yukon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y0B 1G0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeniece Raymond</td>
<td>(867) 994-2724</td>
<td>(867) 994-2323</td>
</tr>
<tr>
<td>Territorial Agent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box 490</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faro, Yukon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y0B 1K0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Susan Shaver</td>
<td>(867) 634-2201</td>
<td>(867) 634-2400</td>
</tr>
<tr>
<td>Territorial Agent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box 539</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Haines Junction, Yukon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y0B 1L0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scott Bolton</td>
<td>(867) 996-2276</td>
<td>(867) 996-2400</td>
</tr>
<tr>
<td>Territorial Agent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box 129</td>
<td></td>
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</tr>
<tr>
<td>Mayo, Yukon</td>
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<tr>
<td>Y0B 1M0</td>
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</tr>
<tr>
<td>Valerie Clark</td>
<td>(867) 536-7311</td>
<td>(867) 536-2169</td>
</tr>
<tr>
<td>Territorial Agent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box 100</td>
<td></td>
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</tr>
<tr>
<td>Watson Lake, Yukon</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Y0A 1C0</td>
<td></td>
<td></td>
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</tbody>
</table>
Raw Data:
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th></th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don't know</th>
<th>No opinion</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>413</td>
<td>432</td>
<td>401</td>
<td>186</td>
<td>5</td>
<td>2</td>
<td>1,146</td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>266</td>
<td>405</td>
<td>476</td>
<td>288</td>
<td>2</td>
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<td>1,146</td>
</tr>
<tr>
<td>1.3 TV</td>
<td>49</td>
<td>112</td>
<td>380</td>
<td>895</td>
<td>2</td>
<td>1</td>
<td>1,146</td>
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<td>1.4 Rolling ads</td>
<td>12</td>
<td>68</td>
<td>161</td>
<td>1,192</td>
<td>4</td>
<td>2</td>
<td>1,146</td>
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<tr>
<td>1.5 Internet</td>
<td>122</td>
<td>164</td>
<td>181</td>
<td>966</td>
<td>5</td>
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<td>1,146</td>
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<td>1.6 Posters</td>
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<td>335</td>
<td>469</td>
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<td>1,146</td>
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<tr>
<td>1.8 Direct mail</td>
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<td>278</td>
<td>466</td>
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<td>1.9 Word of mouth</td>
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<td>489</td>
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<td>2</td>
<td>1,146</td>
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<tr>
<td>1.10 Other (please specify):</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>Work</td>
<td>37</td>
<td>13</td>
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<tr>
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<td>9</td>
<td>5</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th></th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>415</td>
<td>105</td>
<td>20</td>
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<tr>
<td>Radio</td>
<td>141</td>
<td>124</td>
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<td></td>
</tr>
<tr>
<td>TV</td>
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<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>87</td>
<td>42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Flyers</td>
<td>102</td>
<td>57</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td>426</td>
<td>76</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>65</td>
<td></td>
<td></td>
<td>respondents</td>
</tr>
<tr>
<td>Refuse</td>
<td>4</td>
<td></td>
<td></td>
<td>respondents</td>
</tr>
</tbody>
</table>
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td></td>
<td># of respondents</td>
</tr>
<tr>
<td>On-line</td>
<td>54</td>
<td></td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>411</td>
<td></td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>137</td>
<td>434</td>
<td>Don’t know</td>
</tr>
<tr>
<td>No specific day</td>
<td>119</td>
<td>122</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>read regularly</td>
<td>52</td>
<td>3</td>
<td>47</td>
<td>3</td>
<td>131</td>
</tr>
<tr>
<td>read occasionally</td>
<td>55</td>
<td>70</td>
<td>63</td>
<td>66</td>
<td>25</td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>256</td>
<td>28</td>
<td>53</td>
<td>16</td>
<td>88</td>
<td>28</td>
<td>51</td>
<td>48</td>
<td></td>
</tr>
<tr>
<td>CKRW</td>
<td>112</td>
<td>34</td>
<td>38</td>
<td>44</td>
<td>46</td>
<td>19</td>
<td>71</td>
<td>81</td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td>86</td>
<td>34</td>
<td>35</td>
<td>44</td>
<td>38</td>
<td>29</td>
<td>43</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>CBC (French)</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>33</td>
<td>63</td>
<td>2</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>APTN</td>
<td>3</td>
<td>3</td>
<td>11</td>
<td>34</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td>24</td>
<td>16</td>
<td>1</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>20</td>
</tr>
</tbody>
</table>

| Don’t know | 2 respondents |
| Refuse     | 1 respondent  |
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No computer but not connected to internet</th>
<th>No reply</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>426</td>
<td>671</td>
<td>294</td>
<td>42</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>------------</td>
<td>------</td>
<td>------</td>
<td>-----------</td>
<td>------------</td>
<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>3.1 Yukon Government programs</td>
<td>112</td>
<td>433</td>
<td>720</td>
<td>56</td>
<td>71</td>
<td>6</td>
<td>39</td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>115</td>
<td>486</td>
<td>637</td>
<td>51</td>
<td>89</td>
<td>5</td>
<td>54</td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>91</td>
<td>445</td>
<td>705</td>
<td>61</td>
<td>81</td>
<td>5</td>
<td>49</td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>81</td>
<td>458</td>
<td>677</td>
<td>82</td>
<td>84</td>
<td>5</td>
<td>50</td>
</tr>
</tbody>
</table>

(three people did not respond)
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>3</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>2</td>
<td>6</td>
<td>10</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>16</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>3</td>
<td>8</td>
<td>9</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>1</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>2</td>
<td>7</td>
<td>6</td>
<td>9</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>5</td>
<td>9</td>
<td>7</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faxes</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Method</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>3</td>
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<tr>
<td>TV</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don't know
Refuse
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
</tr>
<tr>
<td>On-line</td>
<td>1</td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>4</td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>1 7</td>
<td>Don't know</td>
</tr>
<tr>
<td>No specific day</td>
<td>2 4</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>read regularly</td>
<td>read occasionally</td>
</tr>
<tr>
<td>Monday</td>
<td>1 1</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>1 N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>1 N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Friday</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-Noon</th>
<th>Noon Hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>After 7pm</th>
<th>All Day</th>
<th>No Specific Time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBBC</td>
<td>5</td>
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<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>CKRW</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-Noon</th>
<th>Noon Hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>After 7pm</th>
<th>All Day</th>
<th>No Specific Time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>14</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 Yukon Government programs</td>
<td>2</td>
<td>7</td>
<td>10</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>1</td>
<td>6</td>
<td>14</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>2</td>
<td>2</td>
<td>14</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>1</td>
<td>5</td>
<td>13</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>10</td>
<td>3</td>
<td>5</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>2</td>
<td>5</td>
<td>11</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>3</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>2</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>1</td>
<td>7</td>
<td>5</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>1</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Band office</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MLA visit</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>1</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Direct mail</td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Band office</td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Phone/fax</td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

Don’t know
Refuse
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
</tr>
<tr>
<td>On-line</td>
<td>1</td>
<td></td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>2</td>
<td></td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>13</td>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td>No specific day</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time # of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>CKRW</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Yukon Government programs</td>
<td>8</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>10</td>
<td>9</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>11</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>9</td>
<td>9</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
CARCROSS - 70 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don't know</th>
<th>No opinion</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>25</td>
<td>17</td>
<td>17</td>
<td>11</td>
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<td></td>
<td>17</td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>17</td>
<td>14</td>
<td>27</td>
<td>12</td>
<td></td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>1.3 TV</td>
<td>2</td>
<td>9</td>
<td>19</td>
<td>40</td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td>1</td>
<td>7</td>
<td>8</td>
<td>54</td>
<td></td>
<td></td>
<td>44</td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>7</td>
<td>4</td>
<td>11</td>
<td>48</td>
<td></td>
<td></td>
<td>44</td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>5</td>
<td>13</td>
<td>25</td>
<td>27</td>
<td></td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>4</td>
<td>10</td>
<td>31</td>
<td>25</td>
<td></td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>4</td>
<td>16</td>
<td>26</td>
<td>24</td>
<td></td>
<td></td>
<td>27</td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>8</td>
<td>21</td>
<td>24</td>
<td>17</td>
<td></td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal inquiry</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>17</td>
<td>6</td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>Radio</td>
<td>5</td>
<td>10</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td>4</td>
<td>4</td>
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<tr>
<td>Flyers</td>
<td>4</td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Direct mail</td>
<td>23</td>
<td>7</td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don't know 3 respondents
Refuse
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>-----------</td>
<td>---------</td>
</tr>
<tr>
<td>On-line</td>
<td>1</td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>19</td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>7 29</td>
<td>Don't know</td>
</tr>
<tr>
<td>No specific day</td>
<td>11 5</td>
<td>Friday regularly</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>read regularly</th>
<th>read occasionally</th>
<th>read regularly</th>
<th>read occasionally</th>
</tr>
</thead>
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<tr>
<td>Monday</td>
<td>1</td>
<td>7</td>
<td>Monday</td>
</tr>
<tr>
<td>Tuesday</td>
<td>1</td>
<td>N/A</td>
<td>Tuesday</td>
</tr>
<tr>
<td>Wednesday</td>
<td>1</td>
<td>N/A</td>
<td>Wednesday</td>
</tr>
<tr>
<td>Thursday</td>
<td>1</td>
<td>N/A</td>
<td>Thursday</td>
</tr>
<tr>
<td>Friday</td>
<td>1</td>
<td>2</td>
<td>Friday</td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-Noon</th>
<th>Noon Hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>After 7pm</th>
<th>All Day</th>
<th>No Specific Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>CKRW</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>CHON-FM</td>
<td>7</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>6</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-Noon</th>
<th>Noon Hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>After 7pm</th>
<th>All Day</th>
<th>No Specific Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td>2</td>
<td>5</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td>2</td>
<td>1</td>
<td></td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td># of respondents</td>
</tr>
<tr>
<td>13</td>
<td>37</td>
<td>15</td>
<td>5</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don't know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>-----------</td>
<td>------</td>
<td>------</td>
<td>-----------</td>
<td>------------</td>
<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>3.1 Yukon Government programs</td>
<td>6</td>
<td>25</td>
<td>35</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>8</td>
<td>28</td>
<td>29</td>
<td>1</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>4</td>
<td>26</td>
<td>34</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>7</td>
<td>29</td>
<td>27</td>
<td>2</td>
<td>5</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>9</td>
<td>16</td>
<td>26</td>
<td>14</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>9</td>
<td>11</td>
<td>30</td>
<td>15</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>3</td>
<td>7</td>
<td>15</td>
<td>40</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td></td>
<td></td>
<td>2</td>
<td>63</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>6</td>
<td>4</td>
<td>9</td>
<td>45</td>
<td>2</td>
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</tr>
<tr>
<td>1.6 Posters</td>
<td>3</td>
<td>13</td>
<td>26</td>
<td>23</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>1</td>
<td>7</td>
<td>24</td>
<td>33</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>4</td>
<td>9</td>
<td>18</td>
<td>34</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>10</td>
<td>18</td>
<td>18</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal inquiry</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Method</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>13</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td>27</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don’t know: 3 respondents
Refuse: 3 respondents
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?

Which editions (day printed) of the _____ do you regularly read:

Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
</tr>
<tr>
<td>On-line</td>
<td>1</td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>4</td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>No specific day</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Don’t know</td>
<td>read regularly</td>
<td>read occasionally</td>
</tr>
<tr>
<td>Monday</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Tuesday</td>
<td>1</td>
<td>N/A</td>
</tr>
<tr>
<td>Wednesday</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Thursday</td>
<td>1</td>
<td>N/A</td>
</tr>
<tr>
<td>Friday</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>CKRW</td>
<td>3</td>
<td>1</td>
<td></td>
<td>1</td>
<td>6</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>18</td>
<td>20</td>
<td>25</td>
<td>3</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don't know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1 Yukon Government programs</td>
<td>4</td>
<td>24</td>
<td>29</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>5</td>
<td>27</td>
<td>27</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>5</td>
<td>23</td>
<td>31</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>3</td>
<td>27</td>
<td>29</td>
<td>2</td>
<td>4</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
DAWSON - 103 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>29</td>
<td>35</td>
<td>20</td>
<td>18</td>
<td>1</td>
<td></td>
<td>95</td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>23</td>
<td>22</td>
<td>39</td>
<td>19</td>
<td></td>
<td></td>
<td>83</td>
</tr>
<tr>
<td>1.3 TV</td>
<td>9</td>
<td>9</td>
<td>33</td>
<td>52</td>
<td></td>
<td></td>
<td>77</td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td>3</td>
<td>5</td>
<td>30</td>
<td>64</td>
<td>1</td>
<td></td>
<td>75</td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>8</td>
<td>12</td>
<td>12</td>
<td>71</td>
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<td></td>
<td>82</td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>2</td>
<td>23</td>
<td>43</td>
<td>35</td>
<td></td>
<td></td>
<td>54</td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>4</td>
<td>28</td>
<td>47</td>
<td>24</td>
<td></td>
<td></td>
<td>55</td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>5</td>
<td>28</td>
<td>33</td>
<td>37</td>
<td></td>
<td></td>
<td>53</td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>18</td>
<td>41</td>
<td>28</td>
<td>16</td>
<td></td>
<td></td>
<td>75</td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal memos</td>
<td>3</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>26</td>
<td>13</td>
<td>5</td>
<td>95</td>
</tr>
<tr>
<td>Radio</td>
<td>17</td>
<td>8</td>
<td></td>
<td>83</td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Flyers</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Direct mail</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
<td></td>
<td></td>
<td>75</td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondiike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
</tr>
<tr>
<td>On-line</td>
<td>7</td>
<td>10</td>
<td>Friday regularly 34</td>
</tr>
<tr>
<td>Hard copy</td>
<td>10</td>
<td>8</td>
<td>Friday occasionally 8</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>2</td>
<td>43</td>
<td>Don't know 1</td>
</tr>
<tr>
<td>No specific day</td>
<td>8</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>read regularly</th>
<th>read occasionally</th>
<th>read regularly</th>
<th>read occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>1</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>1</td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Thursday</td>
<td>1</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC</td>
<td>27</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>3</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>CKRW</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC North</td>
<td>1</td>
<td></td>
<td></td>
<td>4</td>
<td>11</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

120 Government Communications
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>53</td>
<td>15</td>
<td>4</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th>3.1 Yukon Government programs</th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>24</td>
<td>60</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>9</td>
<td>23</td>
<td>48</td>
<td>5</td>
<td>7</td>
<td>1</td>
<td>10</td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>9</td>
<td>22</td>
<td>55</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>6</td>
<td>29</td>
<td>50</td>
<td>3</td>
<td>6</td>
<td>1</td>
<td>8</td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td></td>
<td></td>
<td>3</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>3</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>7</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Email at work</td>
<td>1</td>
<td></td>
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</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>4</td>
<td>1</td>
<td></td>
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</tr>
<tr>
<td>Radio</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td>1</td>
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<td></td>
</tr>
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<td>Flyers</td>
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</tr>
<tr>
<td>Direct mail</td>
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<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Email</td>
<td></td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**If answer to 1.1 NEWSPAPER is a lot or some ASK:**

1.12 Which Yukon newspapers do you read?

Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>---------------</td>
<td>------------</td>
<td>--------------</td>
</tr>
<tr>
<td>On-line</td>
<td></td>
<td></td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>2</td>
<td></td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>5</td>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td>No specific day</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>read regularly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>read occasionally</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>---------------</td>
<td>---------</td>
<td>-----------</td>
<td>--------</td>
<td>--------</td>
<td>-----------</td>
<td>---------</td>
<td>------------------</td>
</tr>
<tr>
<td>CBC</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKRW</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td>1</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
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<td></td>
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<td></td>
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</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>6</td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don't know</th>
<th>Refused</th>
<th>No opinion</th>
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</thead>
<tbody>
<tr>
<td># of respondents</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>3.1 Yukon Government programs</td>
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<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
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<td>5</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
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<td>3</td>
<td>7</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
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<td>23</td>
<td>18</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>13</td>
<td>25</td>
<td>21</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>6</td>
<td>10</td>
<td>22</td>
<td>31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td>1</td>
<td>3</td>
<td>65</td>
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<td></td>
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</tr>
<tr>
<td>1.5 Internet</td>
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<td>9</td>
<td>51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>6</td>
<td>20</td>
<td>22</td>
<td>21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>5</td>
<td>17</td>
<td>26</td>
<td>21</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>4</td>
<td>15</td>
<td>27</td>
<td>23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>14</td>
<td>23</td>
<td>29</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
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<td></td>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faxes</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td>1</td>
<td></td>
<td></td>
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<td></td>
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</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Method</th>
<th>1st choice</th>
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<th>3rd choice</th>
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</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>17</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>10</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
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<td></td>
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<tr>
<td>Rolling ads</td>
<td></td>
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<td></td>
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<tr>
<td>Internet</td>
<td>5</td>
<td>4</td>
<td></td>
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<tr>
<td>Posters</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td>20</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>1 respondent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>-----------</td>
<td>-------------</td>
</tr>
<tr>
<td>On-line</td>
<td>1</td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>6</td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>1</td>
<td>Don't know</td>
</tr>
<tr>
<td>No specific day</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Don't know</th>
<th>read regularly</th>
<th>read occasionally</th>
<th>read regularly</th>
<th>read occasionally</th>
</tr>
</thead>
<tbody>
<tr>
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<td>1</td>
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<td></td>
<td></td>
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<tr>
<td>Tuesday</td>
<td>1</td>
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<td>N/A</td>
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<td>Wednesday</td>
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<td>8</td>
<td></td>
<td></td>
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<tr>
<td>Thursday</td>
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<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>1</td>
<td>3</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC</td>
<td>18</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>CKRW</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>CHON-FM</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>44</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Yukon Government programs</td>
<td>10</td>
<td>17</td>
<td>34</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>10</td>
<td>19</td>
<td>32</td>
<td>7</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>7</td>
<td>17</td>
<td>39</td>
<td>5</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>8</td>
<td>19</td>
<td>28</td>
<td>12</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
HAINES JUNCTION - 90 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>16</td>
<td>30</td>
<td>28</td>
<td>16</td>
<td></td>
<td></td>
<td>80</td>
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<td>1.2 Radio</td>
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<td>18</td>
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<td></td>
<td>80</td>
</tr>
<tr>
<td>1.3 TV</td>
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<td>2</td>
<td>18</td>
<td>66</td>
<td></td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>6</td>
<td>12</td>
<td>11</td>
<td>61</td>
<td></td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>7</td>
<td>26</td>
<td>29</td>
<td>28</td>
<td></td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>7</td>
<td>16</td>
<td>28</td>
<td>39</td>
<td></td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>8</td>
<td>17</td>
<td>27</td>
<td>38</td>
<td></td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>15</td>
<td>33</td>
<td>19</td>
<td>23</td>
<td></td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Personal inquiry</td>
<td>1</td>
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<td></td>
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<td>Workplace</td>
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</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Method</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
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<td>7</td>
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<tr>
<td>Radio</td>
<td>6</td>
<td></td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>7</td>
<td></td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td>6</td>
<td></td>
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<td>23</td>
</tr>
<tr>
<td>Direct mail</td>
<td>34</td>
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<td></td>
<td>23</td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
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</tr>
<tr>
<td>Don’t know</td>
<td>6 respondents</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th></th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td></td>
<td># of respondents</td>
</tr>
<tr>
<td>On-line</td>
<td></td>
<td></td>
<td></td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>4</td>
<td></td>
<td></td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>36</td>
<td></td>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td>No specific day</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Monday</td>
<td>1</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>1</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>1</td>
<td>8</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>17</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKRW</td>
<td>3</td>
<td>1</td>
<td>N/A</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22</td>
<td>38</td>
<td>24</td>
<td>6</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Yukon Government programs</td>
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<td>42</td>
<td>1</td>
<td>5</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
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<td>38</td>
<td>37</td>
<td>1</td>
<td>7</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>5</td>
<td>38</td>
<td>37</td>
<td>1</td>
<td>8</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
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<td>38</td>
<td>39</td>
<td>1</td>
<td>5</td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>
MAYO - 61 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A little</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No opinion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 1.1 Newspaper         | 18    | 18   | 20       | 4    | 1          |
| 1.2 Radio             | 11    | 16   | 25       | 9    |            |
| 1.3 TV                | 5     | 8    | 20       | 28   |            |
| 1.4 Rolling ads       | 1     | 2    | 1        | 56   | 1          |
| 1.5 Internet          | 5     | 4    | 5        | 46   | 1          |
| 1.6 Posters           | 7     | 18   | 16       | 20   |            |
| 1.7 Flyers            | 6     | 14   | 18       | 22   | 1          |
| 1.8 Direct mail       | 2     | 14   | 23       | 21   | 1          |
| 1.9 Word of mouth     | 6     | 22   | 21       | 11   | 1          |
| 1.10 Other (please specify): | | | | | |
| Politicians           | 2     |      |          |      |            |
| Toll-free gov. line   | 1     |      |          |      |            |

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lot</td>
<td>20</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Some</td>
<td>7</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>A little</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>5</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Government Communications
**If answer to 1.1 NEWSPAPER is a lot or some ASK:**

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the ____ do you regularly read:
Which editions (day printed) of the ____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-line</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard copy</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No specific day</td>
<td>5</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td>read regularly</td>
<td>read regularly</td>
<td>read occasionally</td>
</tr>
<tr>
<td>Monday</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
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<td>N/A</td>
<td></td>
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<tr>
<td>Friday</td>
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</table>

**If answer to 1.2 RADIO is a lot or some ASK:**

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
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<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>9</td>
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<td>1</td>
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<td>2</td>
<td>9</td>
</tr>
<tr>
<td>CKRW</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>CHON-FM</td>
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<td>4</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**If answer to 1.3 TV is a lot or some ASK:**

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
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<td>4</td>
<td>4</td>
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<td></td>
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<tr>
<td>APTN</td>
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<td>2</td>
<td>6</td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Don't know           |            |        |           |        |        |           |         | 1 respondent    |                  |
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>31</td>
<td>12</td>
<td>3</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Yukon Government programs</td>
<td>5</td>
<td>17</td>
<td>32</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>4</td>
<td>21</td>
<td>25</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>3</td>
<td>17</td>
<td>31</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>3</td>
<td>18</td>
<td>29</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>5</td>
<td>7</td>
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<td>7</td>
<td></td>
<td></td>
</tr>
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<td>1.2 Radio</td>
<td>5</td>
<td>10</td>
<td>16</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>1</td>
<td>1</td>
<td>9</td>
<td>29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>2</td>
<td>6</td>
<td>10</td>
<td>22</td>
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<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>2</td>
<td>1</td>
<td>10</td>
<td>27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>3</td>
<td>7</td>
<td>11</td>
<td>19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Band office</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>6</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td>12</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>1 respondent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
   Which editions (day printed) of the _____ do you regularly read:
   Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
</tr>
<tr>
<td>On-line</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard copy</td>
<td>1</td>
<td></td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>6</td>
<td></td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>No specific day</td>
<td>1</td>
<td></td>
<td>Don’t know</td>
</tr>
<tr>
<td>Don’t know</td>
<td>read regularly</td>
<td>read regularly</td>
<td>read occasionally</td>
</tr>
<tr>
<td></td>
<td>read occasionally</td>
<td>read regularly</td>
<td>read occasionally</td>
</tr>
<tr>
<td>Monday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td></td>
<td>N/A</td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
<td>N/A</td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Thursday</td>
<td></td>
<td>N/A</td>
<td>Don’t know</td>
</tr>
<tr>
<td>Friday</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>CKRW</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td>7</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Government Communications 135
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>7</td>
<td>13</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Yukon Government programs</td>
<td>3</td>
<td>13</td>
<td>19</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>2</td>
<td>15</td>
<td>19</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>2</td>
<td>14</td>
<td>20</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>2</td>
<td>12</td>
<td>21</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>5</td>
<td>11</td>
<td>14</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>6</td>
<td>10</td>
<td>16</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>3</td>
<td>6</td>
<td>19</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td>3</td>
<td>2</td>
<td></td>
<td>32</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>3</td>
<td>10</td>
<td>9</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>1</td>
<td>8</td>
<td>7</td>
<td>20</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>1</td>
<td>4</td>
<td>10</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>3</td>
<td>16</td>
<td>9</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>14</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>6</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td>10</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Response</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
</tr>
</tbody>
</table>
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
   Which editions (day printed) of the _____ do you regularly read:
   Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th>Whitehorse Star</th>
<th>Yukon News</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-line</td>
<td>2</td>
</tr>
<tr>
<td>Hard copy</td>
<td>4</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>10</td>
</tr>
<tr>
<td>No specific day</td>
<td>3</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Whitehorse Star</th>
<th>Yukon News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>1 1</td>
</tr>
<tr>
<td>Tuesday</td>
<td>1 N/A N/A</td>
</tr>
<tr>
<td>Wednesday</td>
<td>1 3</td>
</tr>
<tr>
<td>Thursday</td>
<td>1 N/A N/A</td>
</tr>
<tr>
<td>Friday</td>
<td>1 3</td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

| CBC        | 3 | 2 |
| CKRW       |   | 2 |
| CHON-FM    | 3 | 2 |
| CIAY       |   | 2 |
| CBC (French)| | 4 |

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

| CBC North | 2 | 4 |
| APTN      | 1 | 2 |
| North Beat|   | 1 |
| Rolling Ads | | 2 |
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>20</td>
<td>7</td>
<td>1</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Yukon Government programs</td>
<td>17</td>
<td>16</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>2</td>
<td>12</td>
<td>19</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>18</td>
<td>15</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>17</td>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ROSS RIVER - 33 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>4</td>
<td>3</td>
<td>19</td>
<td>7</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>3</td>
<td>3</td>
<td>17</td>
<td>10</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1.3 TV</td>
<td>2</td>
<td>7</td>
<td>24</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td>2</td>
<td>33</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>2</td>
<td>30</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>1</td>
<td>6</td>
<td>9</td>
<td>17</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>21</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>2</td>
<td>6</td>
<td>5</td>
<td>20</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>2</td>
<td>9</td>
<td>8</td>
<td>14</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>1.10 Other</td>
<td></td>
<td></td>
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<td></td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1.1.10 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Radio</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td>22</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don’t know: 2 respondents
Refuse:
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td></td>
</tr>
<tr>
<td>On-line</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard copy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Every day it is printed</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>No specific day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>read regularly</th>
<th>read occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Wednesday</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Friday</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>CKRW</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>CHON-FM</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>CIAY</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>CBC (French)</td>
<td></td>
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<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
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<tr>
<td>APTN</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 respondent</td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
<th>No reply</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>6</td>
<td>11</td>
<td>15</td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don't know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>------------</td>
<td>------</td>
<td>------</td>
<td>-----------</td>
<td>------------</td>
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</tr>
<tr>
<td>3.1 Yukon Government programs</td>
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<td>2</td>
<td>1</td>
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<td>3.2 Yukon Government initiatives</td>
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<td>4</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
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<td>20</td>
<td>7</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>3</td>
<td>20</td>
<td>6</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>19</td>
<td>12</td>
<td>11</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>14</td>
<td>7</td>
<td>14</td>
<td>15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>1</td>
<td>4</td>
<td>15</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>6</td>
<td>16</td>
<td>27</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>2</td>
<td>13</td>
<td>11</td>
<td>24</td>
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<td></td>
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<tr>
<td>1.8 Direct mail</td>
<td>1</td>
<td>12</td>
<td>11</td>
<td>25</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>8</td>
<td>14</td>
<td>17</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
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<td></td>
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<tr>
<td>Work</td>
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<tr>
<td>Inquiries</td>
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<td></td>
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<td>1</td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>15</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Direct mail</td>
<td>21</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don’t know 2 respondents

Refuse
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?  
Which editions (day printed) of the ______ do you regularly read:  
Which editions (day printed) of the ______ do you occasionally read:

<table>
<thead>
<tr>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Kiondlke Sun</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-line</td>
<td>1</td>
<td></td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>13</td>
<td></td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>6</td>
<td>20</td>
<td>Don't know</td>
</tr>
<tr>
<td>No specific day</td>
<td>4</td>
<td>4</td>
<td>Don't know</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Kiondlke Sun</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>1</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>1</td>
<td>1 N/A N/A</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
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<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>1</td>
<td>N/A N/A</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>2</td>
<td>2 5</td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-Noon</th>
<th>Noon Hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>After 7pm</th>
<th>All Day</th>
<th>No Specific Time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>4</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>CKRW</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>CHON-FM</td>
<td>7</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>CFET-FM</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th>Before 9am</th>
<th>9-Noon</th>
<th>Noon Hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>After 7pm</th>
<th>All Day</th>
<th>No Specific Time</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>26</td>
<td>11</td>
<td>2</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don't know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>------------</td>
<td>------</td>
<td>------</td>
<td>-----------</td>
<td>------------</td>
<td>---------</td>
<td>------------</td>
</tr>
<tr>
<td>3.1 Yukon Government programs</td>
<td>10</td>
<td>14</td>
<td>22</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>8</td>
<td>15</td>
<td>23</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>7</td>
<td>16</td>
<td>22</td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>6</td>
<td>13</td>
<td>26</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>11</td>
<td>16</td>
<td>20</td>
<td>16</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>9</td>
<td>14</td>
<td>28</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>2</td>
<td>16</td>
<td>46</td>
<td></td>
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<td></td>
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<tr>
<td>1.4 Rolling ads</td>
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<td>4</td>
<td>11</td>
<td>46</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>4</td>
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<td>26</td>
<td>16</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>5</td>
<td>12</td>
<td>29</td>
<td>18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>3</td>
<td>5</td>
<td>28</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>12</td>
<td>18</td>
<td>14</td>
<td>19</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>First Nations band</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Personal inquiry</td>
<td>1</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>11</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>8</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Rolling ads</td>
<td></td>
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<td></td>
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<tr>
<td>Internet</td>
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<td></td>
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<tr>
<td>Posters</td>
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<td>1</td>
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<tr>
<td>Flyers</td>
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<td>Direct mail</td>
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</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don't know 2 respondents
Refuse 1 respondent
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Klondike Sun</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td></td>
</tr>
<tr>
<td>On-line</td>
<td>1</td>
<td></td>
<td>Friday regularly</td>
<td></td>
</tr>
<tr>
<td>Hard copy</td>
<td>4</td>
<td></td>
<td>Friday occasionally</td>
<td></td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>1</td>
<td>20</td>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>No specific day</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don’t know

<table>
<thead>
<tr>
<th></th>
<th>read regularly</th>
<th>read occasionally</th>
<th>read regularly</th>
<th>read occasionally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>2</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>2</td>
<td>N/A</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>2</td>
<td>N/A</td>
<td>5</td>
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</tr>
<tr>
<td>Thursday</td>
<td>2</td>
<td>N/A</td>
<td>N/A</td>
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</tr>
<tr>
<td>Friday</td>
<td>2</td>
<td>6</td>
<td></td>
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</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
</tr>
<tr>
<td>CBC</td>
<td>4</td>
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<td>2</td>
<td></td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKRW</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td>7</td>
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<tr>
<td>CHON-FM</td>
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<tr>
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<td></td>
<td></td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
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<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
</tr>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APTN</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 respondent</td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>14</td>
<td>24</td>
<td>25</td>
<td>1</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Yukon Government programs</td>
<td>6</td>
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<td>27</td>
<td>3</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>6</td>
<td>28</td>
<td>25</td>
<td>1</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>6</td>
<td>26</td>
<td>25</td>
<td>3</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>6</td>
<td>30</td>
<td>22</td>
<td>2</td>
<td>4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td>19</td>
<td>26</td>
<td>36</td>
<td>19</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td>16</td>
<td>29</td>
<td>30</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td>2</td>
<td>5</td>
<td>18</td>
<td>75</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td></td>
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<td></td>
<td></td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td>9</td>
<td>16</td>
<td>10</td>
<td>65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td>1</td>
<td>35</td>
<td>27</td>
<td>37</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td>8</td>
<td>22</td>
<td>36</td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>2</td>
<td>10</td>
<td>37</td>
<td>51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>24</td>
<td>25</td>
<td>23</td>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signpost seniors community org</td>
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<td>1</td>
<td></td>
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</tr>
<tr>
<td>Workplace</td>
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<td></td>
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<td></td>
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</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>16</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Radio</td>
<td>12</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Rolling ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td>12</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notices</td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Refuse</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Government Communications**
If answer to 1.1 NEWSPAPER is a lot or some ASK:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Kiondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td># of respondents</td>
<td># of respondents</td>
</tr>
<tr>
<td>On-line</td>
<td>4</td>
<td>9</td>
<td>Friday regularly</td>
</tr>
<tr>
<td>Hard copy</td>
<td>9</td>
<td>18</td>
<td>Friday occasionally</td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>3</td>
<td>18</td>
<td>Don't know</td>
</tr>
<tr>
<td>No specific day</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
<th>Kiondike Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td></td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Tuesday</td>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Thursday</td>
<td></td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Friday</td>
<td></td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

If answer to 1.2 RADIO is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>CBC</td>
<td>11</td>
<td>2</td>
<td>6</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>CKRW</td>
<td>8</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>CHON-FM</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

If answer to 1.3 TV is a lot or some ASK:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>Have a computer, but not connected to internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
<tr>
<td>33</td>
<td>40</td>
<td>27</td>
<td></td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
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<td>53</td>
<td>5</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>106</td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>8</td>
<td>29</td>
<td>46</td>
<td>4</td>
<td>9</td>
<td>4</td>
<td>4</td>
<td>98</td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>6</td>
<td>27</td>
<td>49</td>
<td>5</td>
<td>10</td>
<td>3</td>
<td>3</td>
<td>104</td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>6</td>
<td>25</td>
<td>52</td>
<td>6</td>
<td>8</td>
<td>3</td>
<td>3</td>
<td>101</td>
</tr>
</tbody>
</table>
WHITEHORSE - 598 respondents

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government's programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of respondents</td>
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<tr>
<td>1.1 Newspaper</td>
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<td>201</td>
<td>134</td>
<td>46</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1.2 Radio</td>
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<td>156</td>
<td>109</td>
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<td>2</td>
</tr>
<tr>
<td>1.3 TV</td>
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<td>381</td>
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<td>1</td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
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<td>49</td>
<td>105</td>
<td>433</td>
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<td>2</td>
</tr>
<tr>
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<td>85</td>
<td>372</td>
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<td>1</td>
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<tr>
<td>1.6 Posters</td>
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<td>126</td>
<td>196</td>
<td>254</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>1.7 Flyers</td>
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<td>148</td>
<td>206</td>
<td>215</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td>16</td>
<td>129</td>
<td>197</td>
<td>245</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>1.9 Word of mouth</td>
<td>123</td>
<td>221</td>
<td>180</td>
<td>68</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td>32</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td>7</td>
<td>6</td>
<td>4</td>
<td></td>
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</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

<table>
<thead>
<tr>
<th>Source</th>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>220</td>
<td>32</td>
<td>5</td>
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</tr>
<tr>
<td>Radio</td>
<td>49</td>
<td>56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling ads</td>
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</tr>
<tr>
<td>Internet</td>
<td>41</td>
<td></td>
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</tr>
<tr>
<td>Posters</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td>120</td>
<td>29</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouth</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Don’t know</td>
<td>40</td>
<td></td>
<td></td>
<td>Respondents</td>
</tr>
<tr>
<td>Refuse</td>
<td>3</td>
<td></td>
<td></td>
<td>Respondents</td>
</tr>
</tbody>
</table>

Government Communications
If answer to 1.1 **NEWSPAPER** is a **lot** or some **ASK**:

1.12 Which Yukon newspapers do you read?
Which editions (day printed) of the ____ do you regularly read:
Which editions (day printed) of the ____ do you occasionally read:

<table>
<thead>
<tr>
<th></th>
<th>Whitehorse Star</th>
<th>Yukon News</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-line</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td>Hard copy</td>
<td>324</td>
<td></td>
</tr>
<tr>
<td>Every day it is printed</td>
<td>116</td>
<td>146</td>
</tr>
<tr>
<td>No specific day</td>
<td>59</td>
<td></td>
</tr>
<tr>
<td>Don't know</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td>52</td>
<td>46</td>
</tr>
<tr>
<td>Tuesday</td>
<td>63</td>
<td>N/A</td>
</tr>
<tr>
<td>Wednesday</td>
<td>47</td>
<td>54</td>
</tr>
<tr>
<td>Thursday</td>
<td>2</td>
<td>19</td>
</tr>
<tr>
<td>Friday</td>
<td>126</td>
<td>19</td>
</tr>
</tbody>
</table>

If answer to 1.2 **RADIO** is a **lot** or some **ASK**:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td> CBC</td>
<td>141</td>
<td>15</td>
<td>22</td>
<td>10</td>
<td>54</td>
<td>15</td>
<td>29</td>
<td>23</td>
</tr>
<tr>
<td> CKRW</td>
<td>70</td>
<td>18</td>
<td>22</td>
<td>28</td>
<td>34</td>
<td>12</td>
<td>34</td>
<td>46</td>
</tr>
<tr>
<td> CHON-FM</td>
<td>26</td>
<td>14</td>
<td>8</td>
<td>18</td>
<td>16</td>
<td>14</td>
<td>14</td>
<td>44</td>
</tr>
<tr>
<td> CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td> CBC (French)</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

If answer to 1.3 **TV** is a **lot** or some **ASK**:

1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-Noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td> CBC North</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>12</td>
<td>19</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td> APTN</td>
<td>2</td>
<td></td>
<td>1</td>
<td>3</td>
<td>10</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td> North Beat</td>
<td></td>
<td></td>
<td></td>
<td>9</td>
<td>5</td>
<td>1</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td> Rolling Ads</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
<td>3</td>
<td>20</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Government Communications 153
2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>No computer</th>
<th>No reply</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>210</td>
<td>287</td>
<td>82</td>
<td>15</td>
</tr>
</tbody>
</table>

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very good</th>
<th>Don’t know</th>
<th>Refused</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td># of respondents</td>
<td>210</td>
<td>287</td>
<td>82</td>
<td>15</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

(one person did not respond)
Survey form:
GOVERNMENT COMMUNICATIONS

The following questions ask for your sources of information about the YUKON GOVERNMENT’S programs, initiatives, services and events.

1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

<table>
<thead>
<tr>
<th>Source</th>
<th>A lot</th>
<th>Some</th>
<th>A little</th>
<th>None</th>
<th>Don’t know</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Newspaper</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.2 Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.3 TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.4 Rolling ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5 Internet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.6 Posters</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.7 Flyers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.8 Direct mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.9 Word of Mouth</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.10 Other (please specify):</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.11 What would be your preferred methods for getting information to you about the Yukon Government’s programs, initiatives, services and events?

1 ____________________________________________________________

2 ____________________________________________________________

3 ____________________________________________________________

Don’t Know ☐ Refuse ☐
If answer to 1.1 **NEWSPAPER** is a lot or some ASK:

1.12 Which Yukon newspapers do you read?

Which editions (day printed) of the _____ do you regularly read:
Which editions (day printed) of the _____ do you occasionally read:

- **Whitehorse Star**
  - On-line
  - Hard Copy

- **Yukon News**

Every day it is printed

Monday
  - R
  - O

Tuesday
  - R
  - O

Wednesday
  - R
  - O

Thursday
  - R
  - O

Friday
  - R
  - O

No specific day

Don’t know

- **Klondike Sun (bi-weekly)**

- **Aurore Boréale (bi-weekly)**

If answer to 1.2 **RADIO** is a lot or some ASK:

1.13 Which of the following Yukon radio stations do you listen to most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-noon</th>
<th>noon hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>after 7pm</th>
<th>all day</th>
<th>no specific time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CKRW</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CHON-FM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBC (French)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don’t Know

Refuse
1.14 Which of the following TV programs or channels do you watch most often?

<table>
<thead>
<tr>
<th></th>
<th>Before 9am</th>
<th>9-Noon</th>
<th>Noon Hour</th>
<th>1-4pm</th>
<th>4-7pm</th>
<th>After 7pm</th>
<th>All Day</th>
<th>No Specific Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC North</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APTN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North Beat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rolling Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Don’t Know        ❑ Refuse    ❑

2. If you have a computer connected to the Internet, do you specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events?

❑ Yes    ❑ No    ❑ No computer    ❑ Have a computer, but not connected to Internet

3. How well do you think the Government of Yukon is currently doing in keeping you informed of government programs, initiatives, services and events (scale very poor to very good)?

<table>
<thead>
<tr>
<th></th>
<th>Very Poor</th>
<th>Poor</th>
<th>Good</th>
<th>Very Good</th>
<th>DK</th>
<th>R</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Yukon Government programs</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td></td>
<td>❑</td>
</tr>
<tr>
<td>3.2 Yukon Government initiatives</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td></td>
<td>❑</td>
</tr>
<tr>
<td>3.3 Yukon Government services</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td></td>
<td>❑</td>
</tr>
<tr>
<td>3.4 Yukon Government events</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td>❑</td>
<td></td>
<td>❑</td>
</tr>
</tbody>
</table>

**DEMOGRAPHIC INFORMATION**

4. What language do you speak most often at home?

❑ English    ❑ French    ❑ Both English and French
❑ Other ________________________________________________

5. Are you an Aboriginal person, that is North American Indian, Metis or Inuit?

❑ Yes    ❑ No    ❑ d/k    ❑ r

6. Age Group/Gender

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 to 24</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 to 34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>35 to 44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 to 54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>55 to 64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>65 plus</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>