

Government Communications

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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.

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 ...



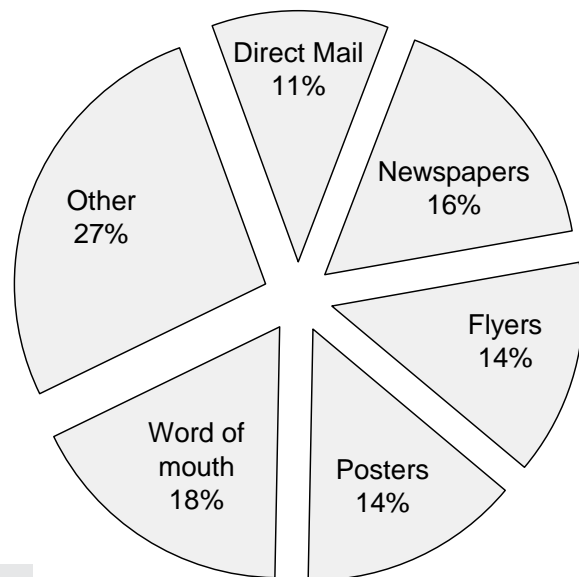
... along with the possible answers to the question.

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*)



A chart or table displays the breakdown of the answers to the question ...



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:

- | | |
|-----------------|--------------------------------------|
| 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 (<i>please specify</i>) |

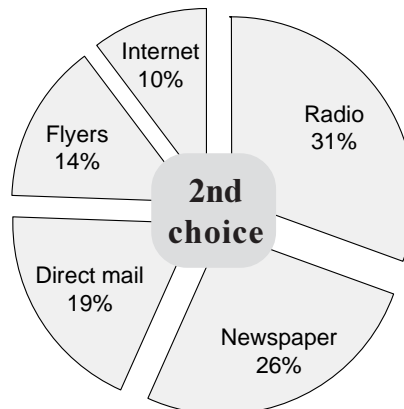
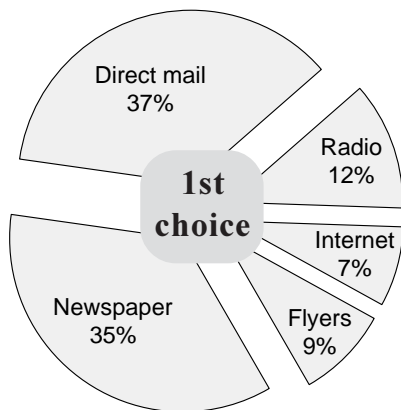


The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 59% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included “word of mouth”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

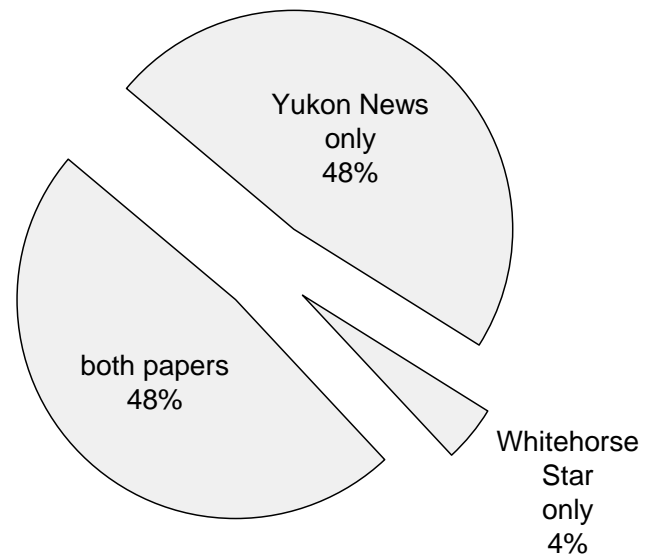
1.12 Which Yukon newspapers do you read?

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.

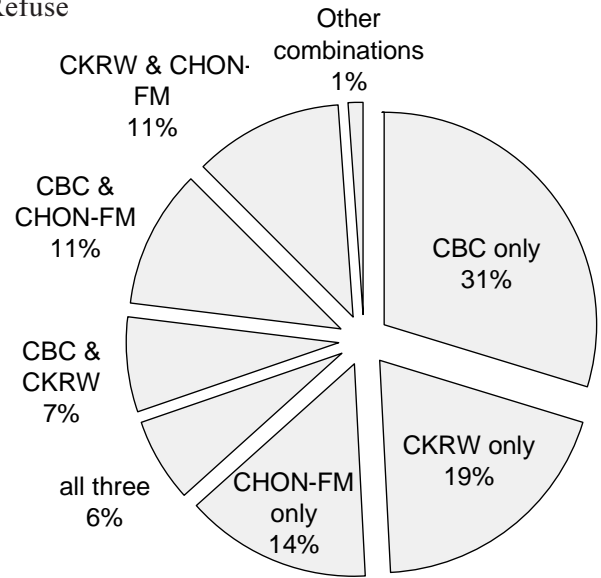
The hard copy editions of the Whitehorse Star were read by the vast majority of Star readers: only 12% reported reading the on-line editions of the paper, either alone or in combination with the hard copy editions.

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.

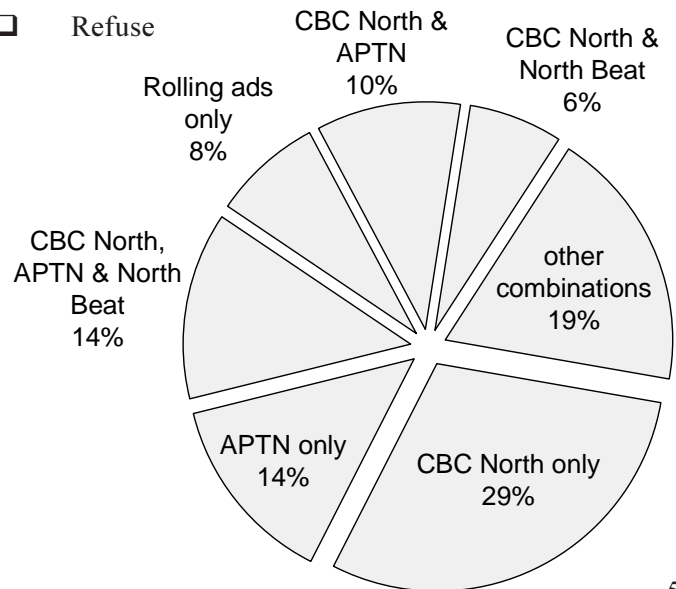


Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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

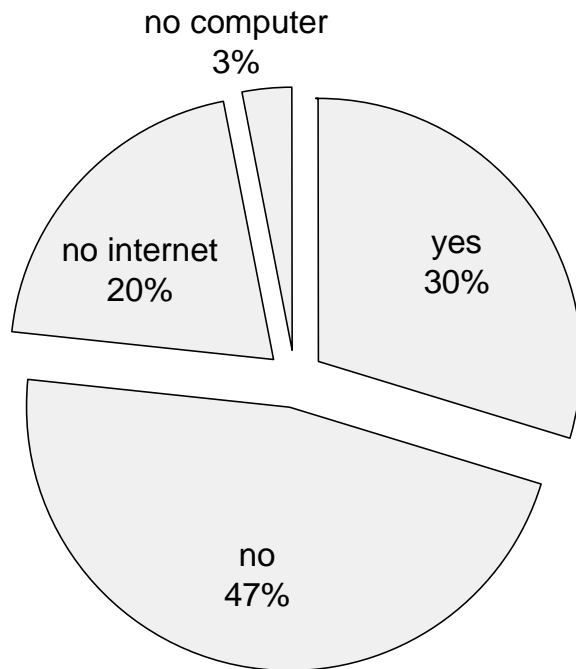
Of the 1,440 survey respondents in the Yukon, 161 (11%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 161 respondents, 72% reported watching CBC North, either only or in combination with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



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?



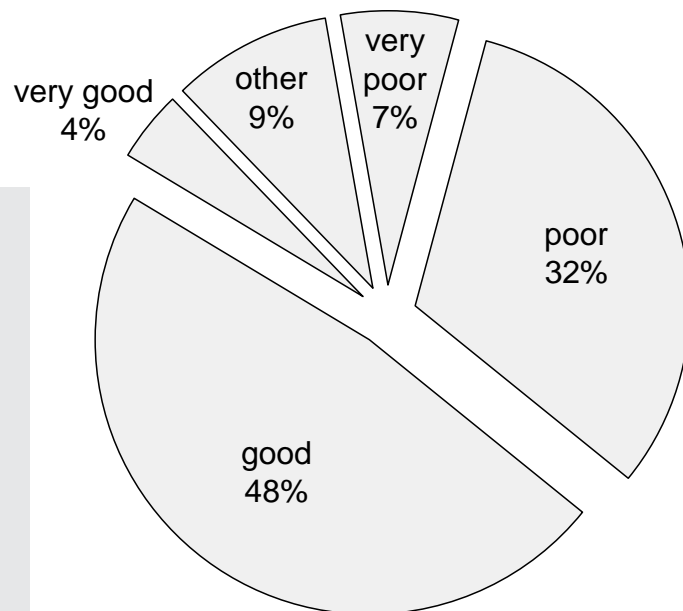
Of the 1,440 survey respondents in the Yukon, 30% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 47% of respondents said they did not use the web site to obtain information. 20% of 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)?



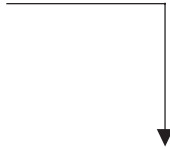
52% of respondents in the Yukon indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 32% felt the Yukon Government is doing a “poor” job and 7% felt it is doing a “very poor”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



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:

- | | |
|-----------------|-----------------------------|
| 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) |

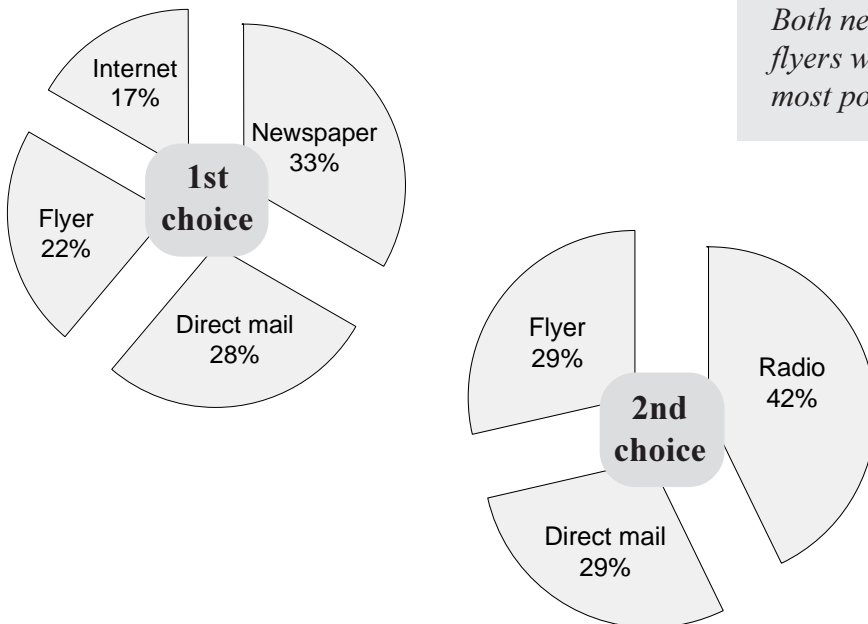


The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 56% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included newspapers at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

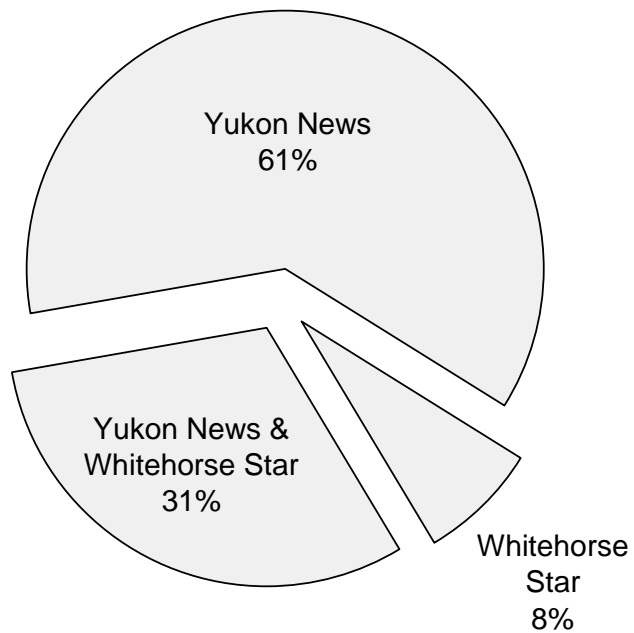
1.12 Which Yukon newspapers do you read?

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.

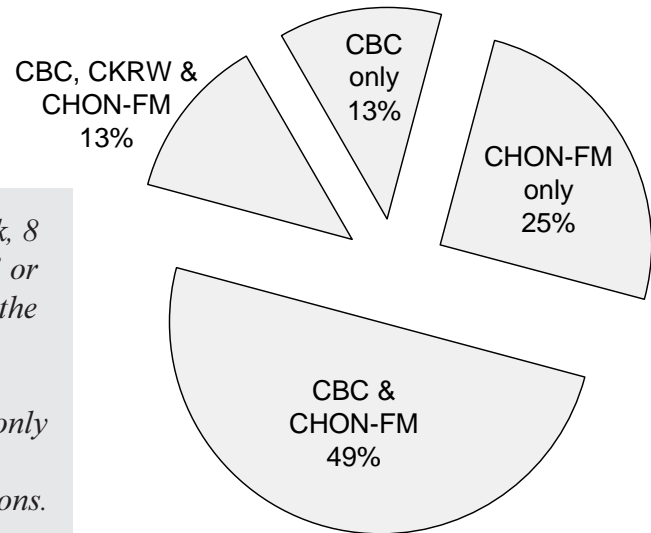
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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

↓

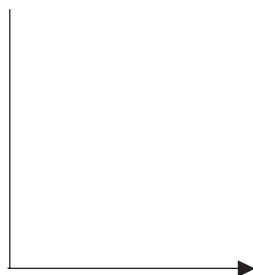
Of the 25 survey respondents in Beaver Creek, 8 (32%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 88% of 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

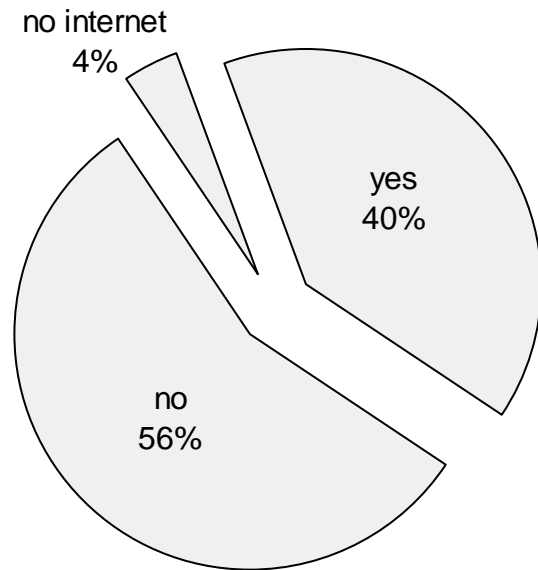


Of the 25 survey respondents in Beaver Creek, 3 (12%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. All of these respondents reported watching only APTN. No respondents reported watching any of the 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?



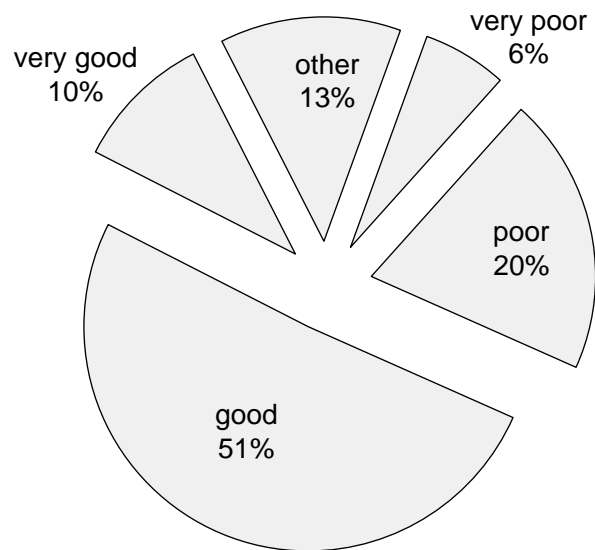
Of the 25 survey respondents in Beaver Creek, 40% reported using the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 56% did not use the government’s website to access information. 4% of respondents reported having a computer but not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

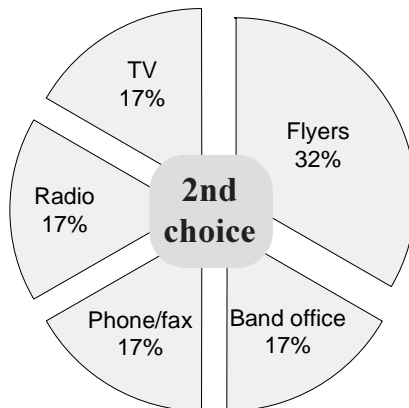
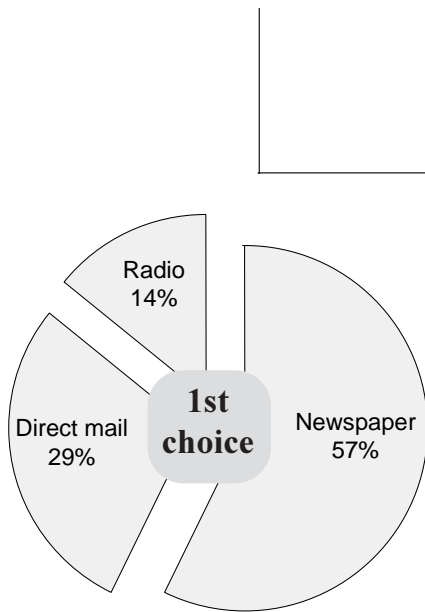
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

- | | |
|-----------------|--------------------------------------|
| 1.1 Newspaper | 1.6 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 (<i>please specify</i>) |



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:

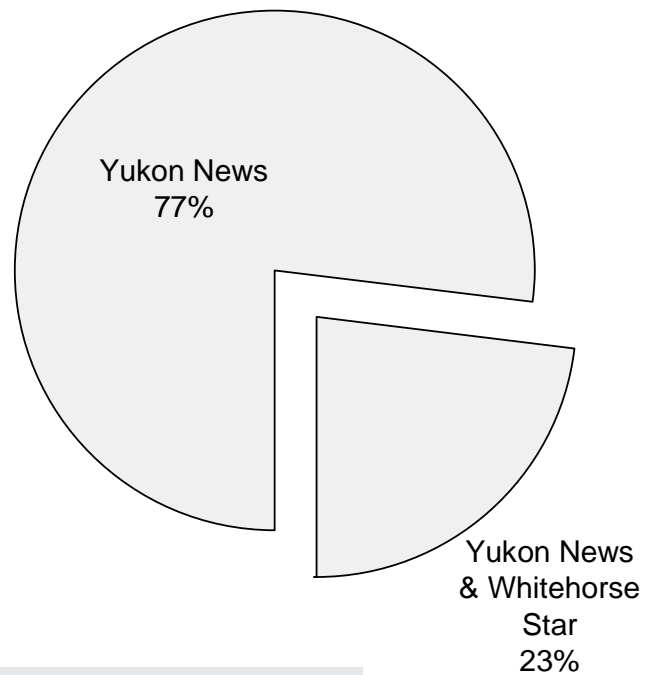
Which editions (day printed) of the _____ do you occasionally read:



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.



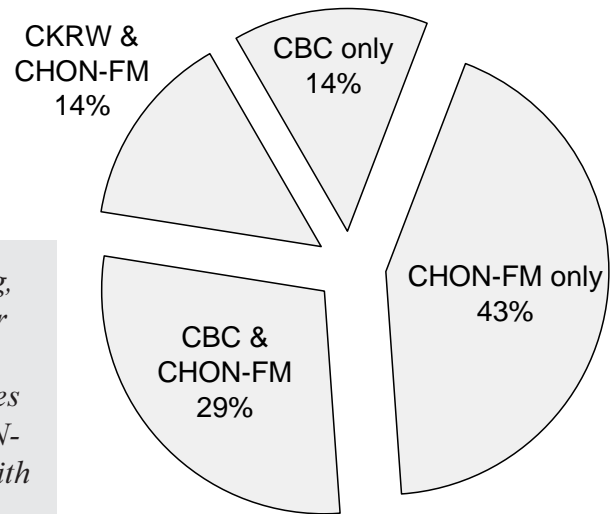
The hard copy editions of the Whitehorse Star were the most popular editions with Burwash residents. 67% reported reading the hard copy editions. 33% reported reading the on-line editions.



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

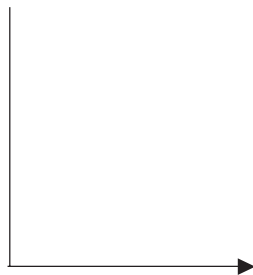


Of the 21 survey respondents in Burwash Landing, 7 (33%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CHON-FM was the most commonly listened to station, with 86% 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).

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

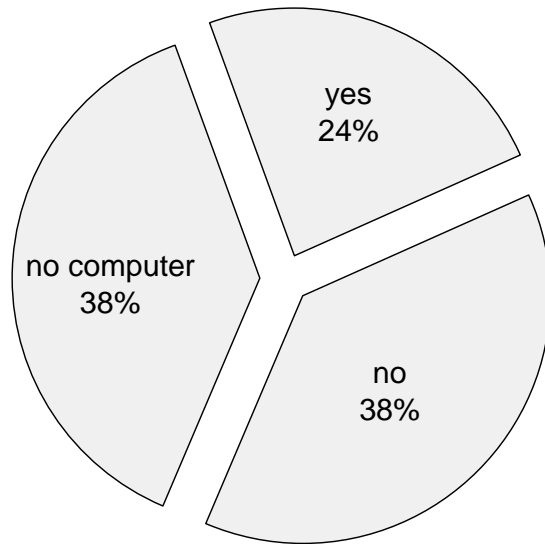


Of the 21 survey respondents in Burwash Landing, only 1 reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.

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?



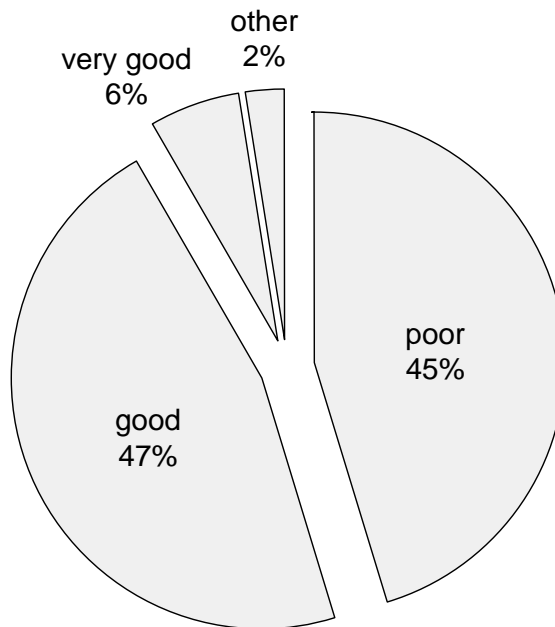
Of the 21 survey respondents in Burwash Landing, 24% reported using the Yukon government’s website to obtain information about Yukon Government programs, initiatives, services and events. 38% did not use the government’s website to access information. 38% of respondents reported that they do not have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



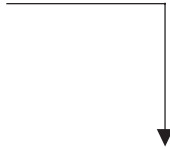
53% of respondents in Burwash Landing indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 45% felt the Yukon government is doing a “poor” job. 2% of respondents either “didn’t know”, had “no opinion” or refused the question.



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:

- | | |
|-----------------|--------------------------------------|
| 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 (<i>please specify</i>) |

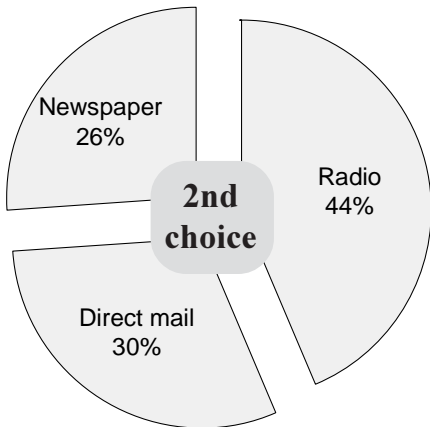
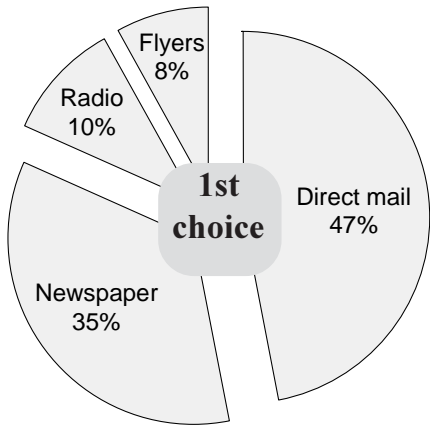


The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 60% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the radio at 44%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

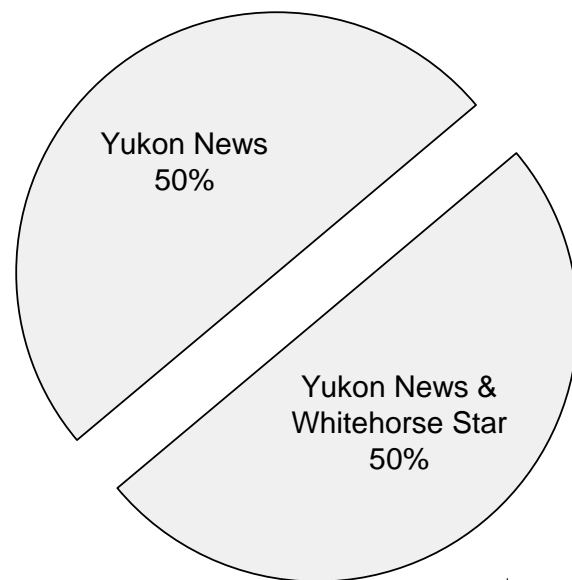
1.12 Which Yukon newspapers do you read?

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.

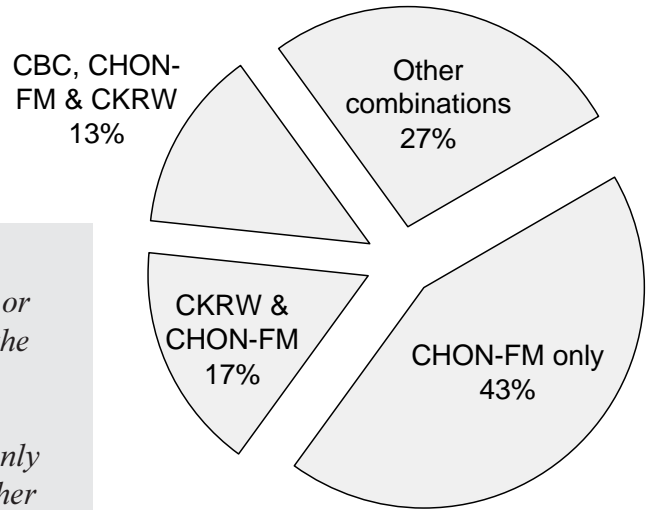
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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).



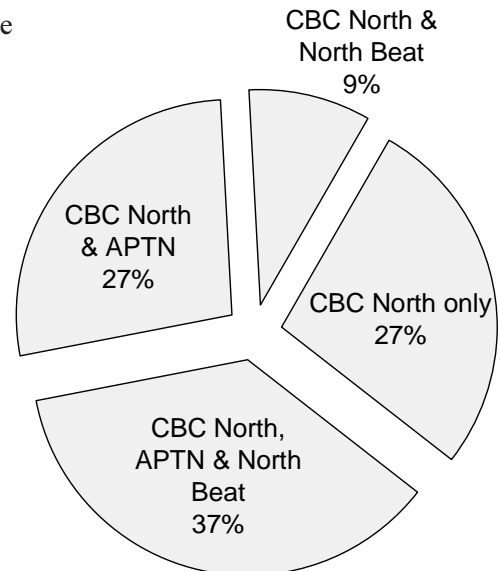
Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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



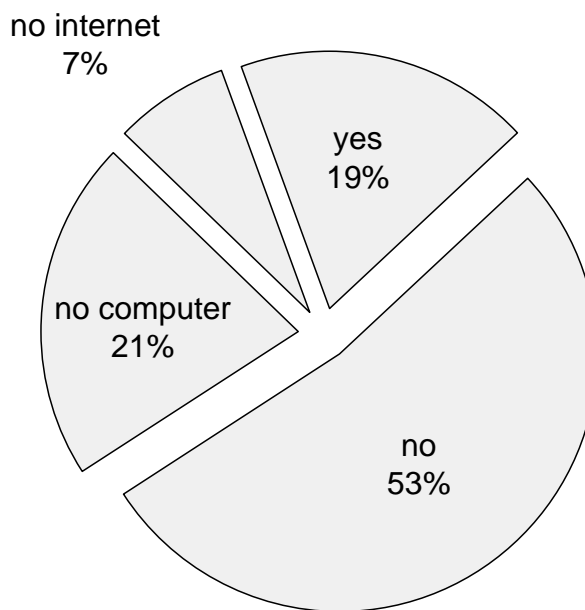
Of the 70 survey respondents in Carcross, 11 (16%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. All respondents reported watching CBC North TV, either only or in combination with other television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



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?



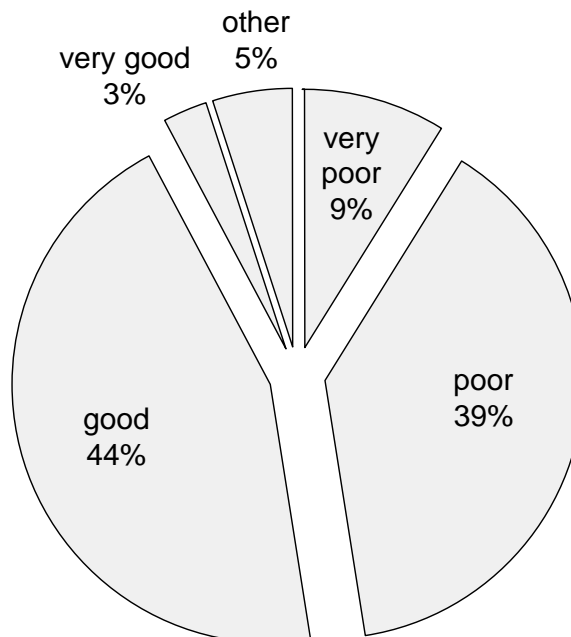
Of the 70 survey respondents in Carcross, 19% reported using the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 53% did not use the government’s website to access information. 21% of respondents reported that they do not have a computer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



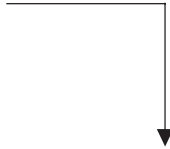
47% of respondents in Carcross indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 39% felt the Yukon government is doing a “poor” job and 9% felt it is doing a “very poor” job. 5% of respondents either “didn’t know”, had “no opinion” or refused the question.



CARMACKS - 66 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 (<i>please specify</i>) |

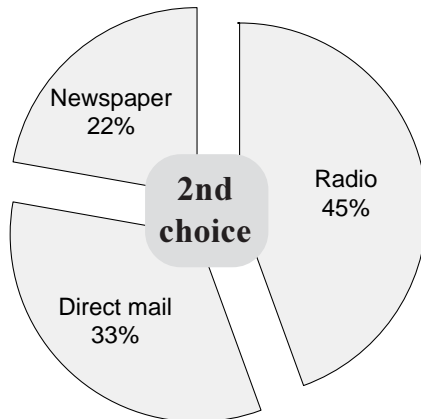
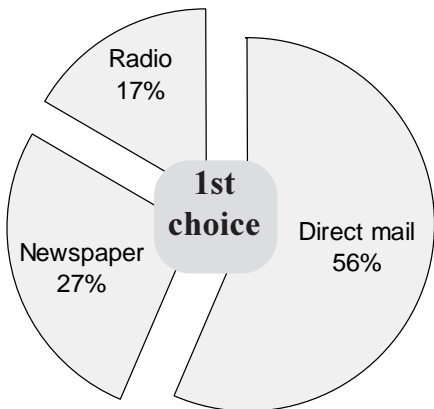


The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 42% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the newspaper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

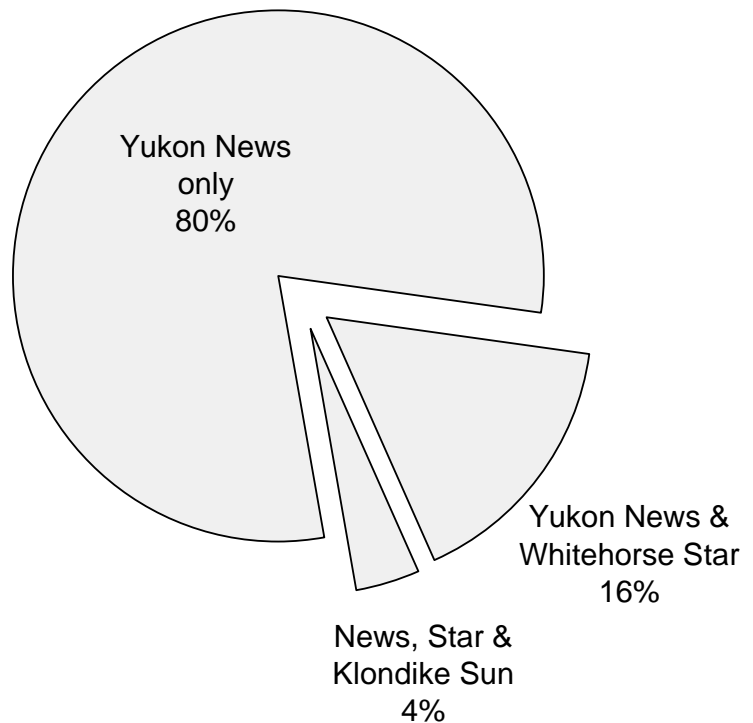
Which editions (day printed) of the _____ do you occasionally read:



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 Aurore 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.



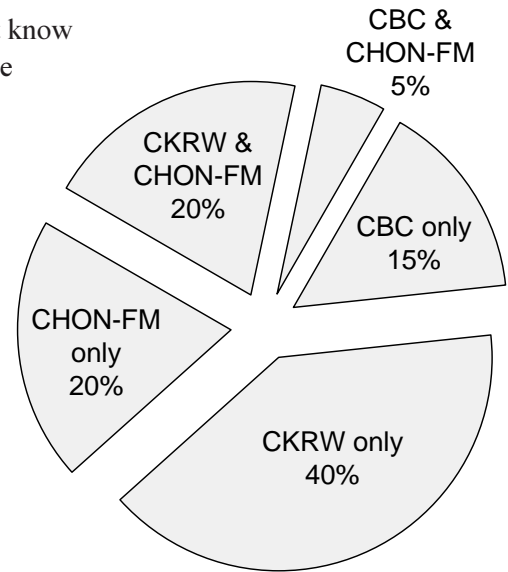
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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

- CBC
- CKRW
- CHON-FM
- CIAY
- CBC (French)
- 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).



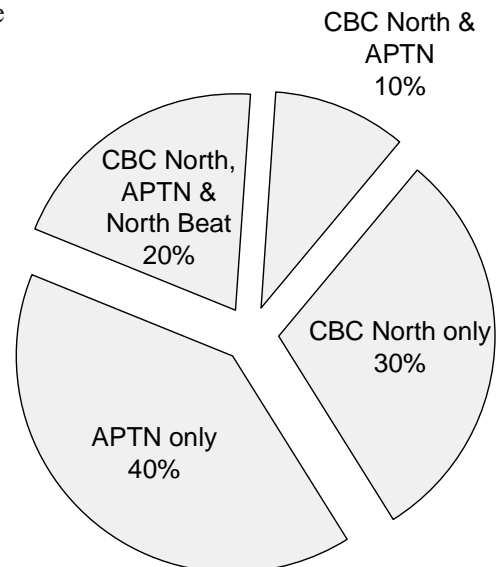
Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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



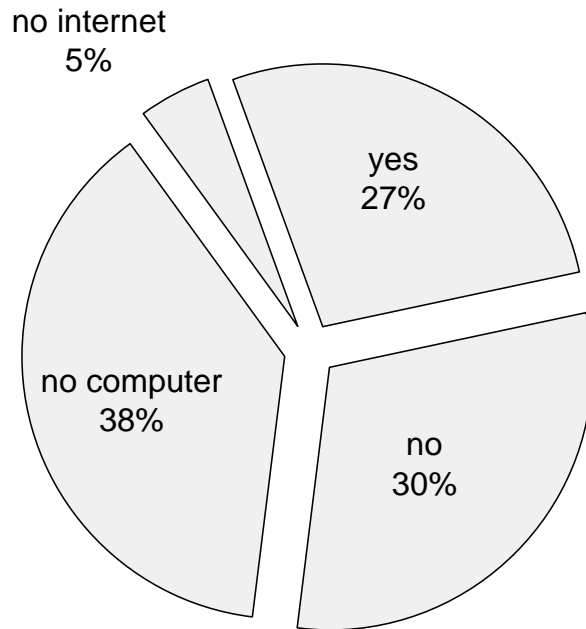
Of the 66 survey respondents in Carmacks, 10 (15%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The most popular station was APTN. 70% of respondents reported watching it either only or in combination 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?



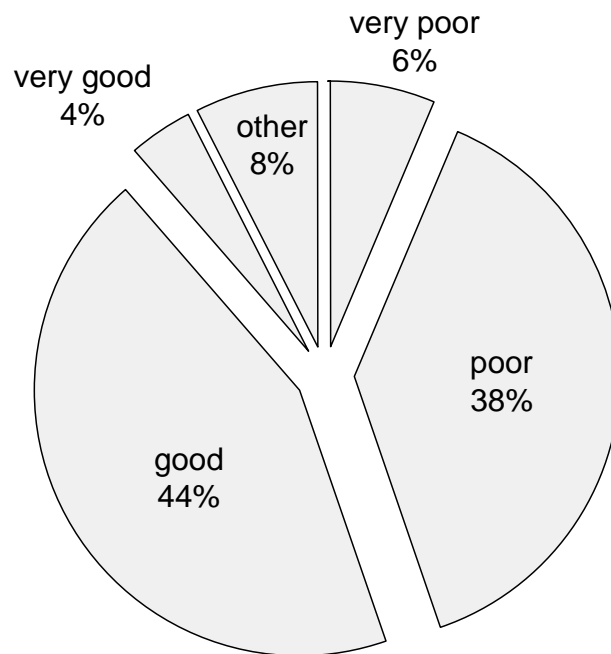
Of the 66 survey respondents in Carmacks, 27% reported using the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 30% did not use the government’s website to access information. 38% of respondents reported that they do not have a computer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



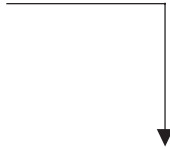
48% of respondents in Carmacks indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 38% felt the Yukon Government is doing a “poor” job and 6% felt it is doing a “very poor”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



DAWSON - 103 respondents

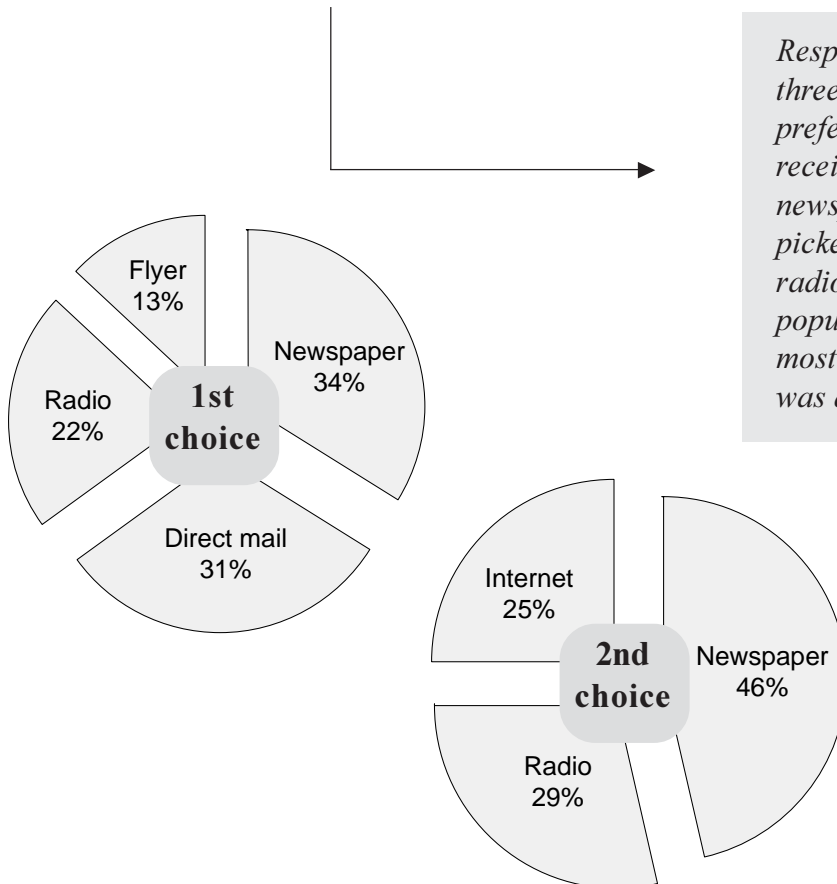
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

- | | |
|-----------------|--------------------------------------|
| 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 (<i>please specify</i>) |



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.

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

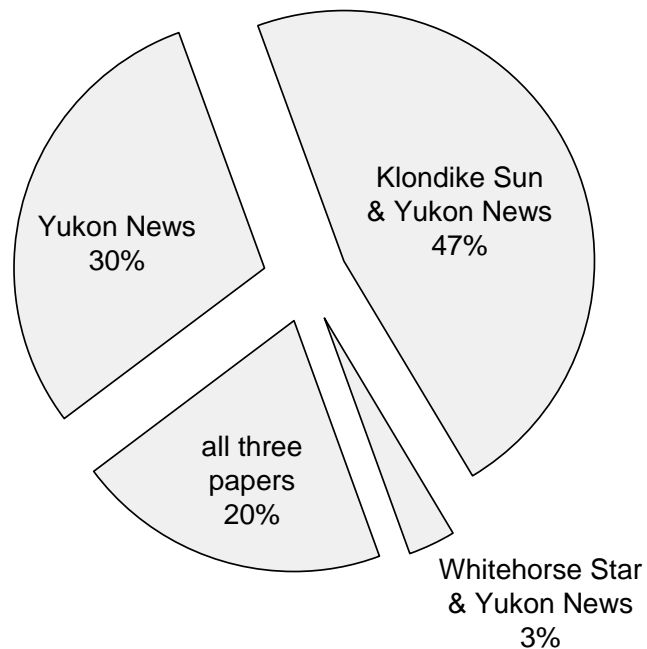
1.12 Which Yukon newspapers do you read?

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.

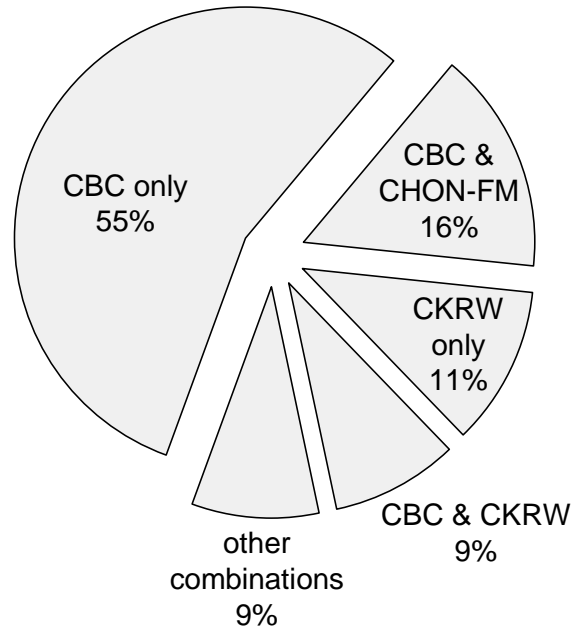
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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.



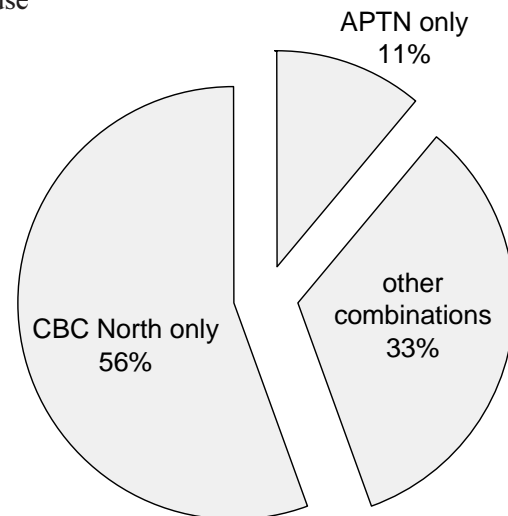
Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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



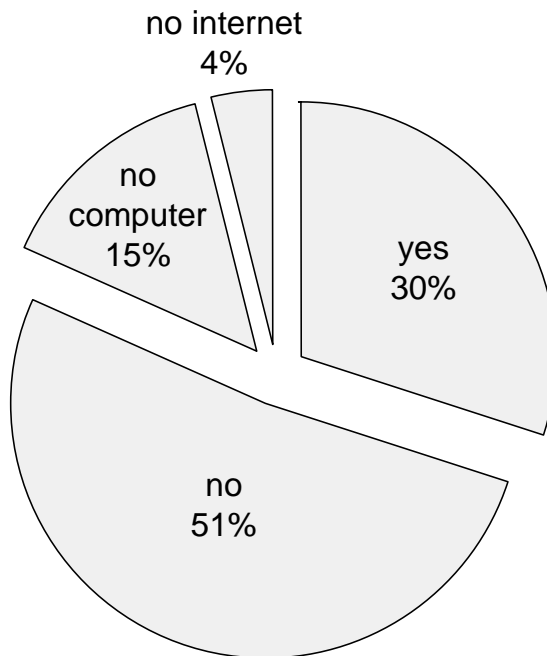
Of the 103 survey respondents in Dawson, 18 (17%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The majority of these respondents reported watching only CBC North.



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?



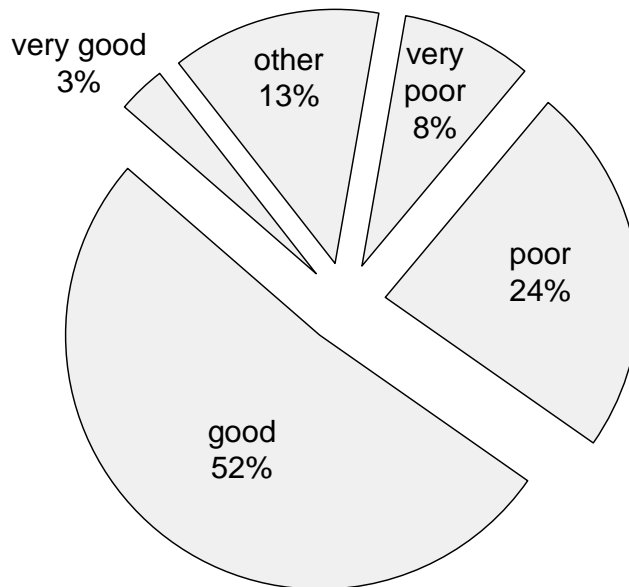
Of the 103 survey respondents in Dawson, 30% reported using the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 51% did not use the government’s website to access information. 15% of respondents reported that they do not have a computer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

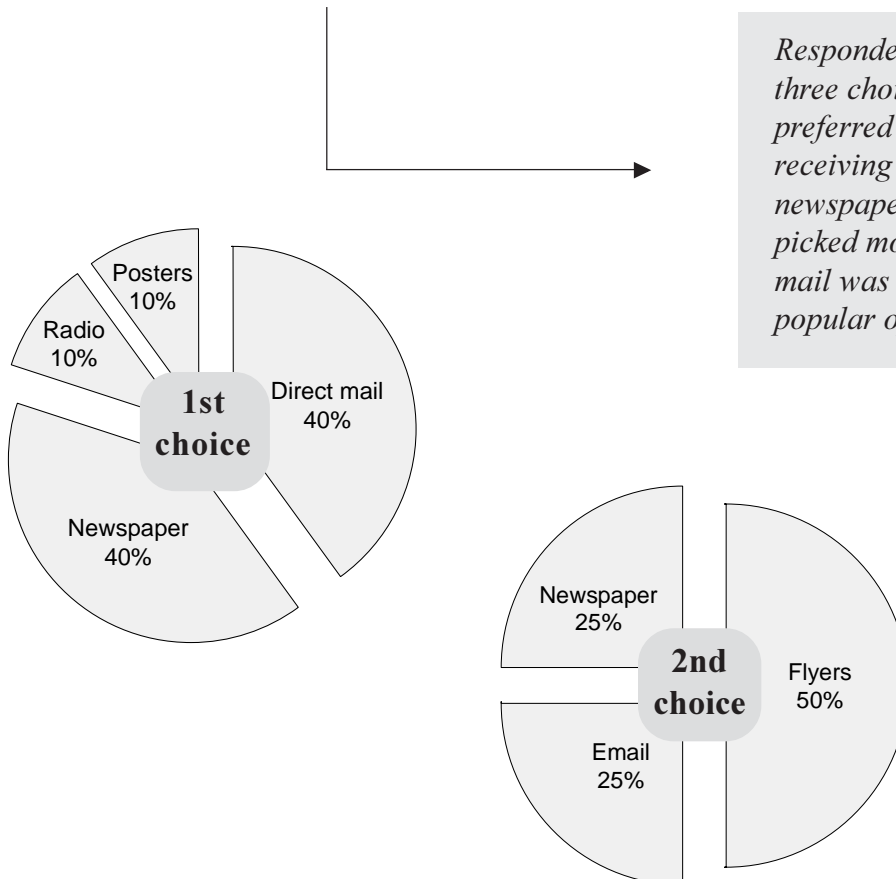
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government's programs, initiatives, services and events. Do you get "a lot", "some", "a little" or "no information" from:

- | | |
|-----------------|--------------------------------------|
| 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 (<i>please specify</i>) |



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:

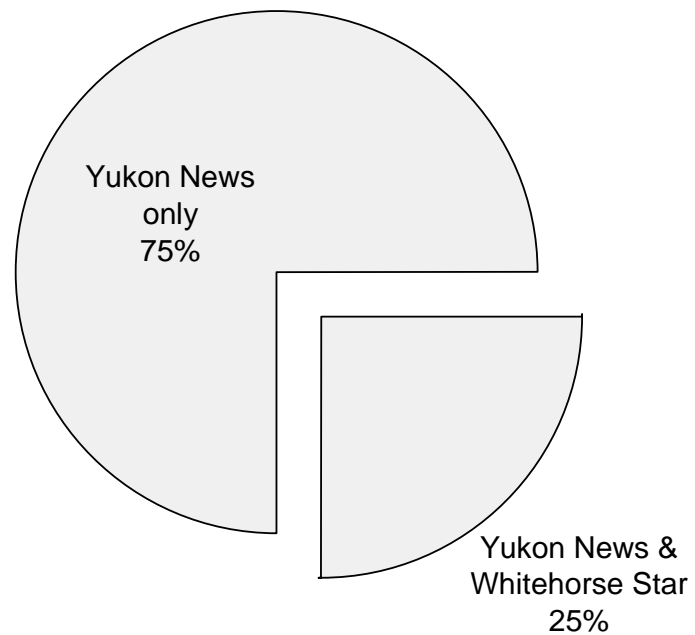
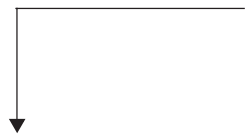
1.12 Which Yukon newspapers do you read?

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.



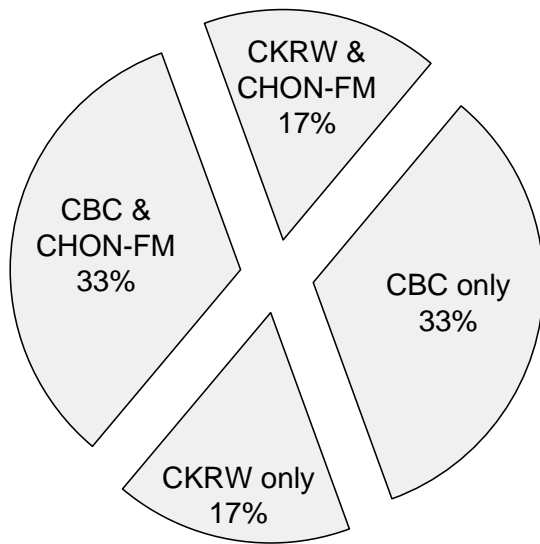
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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



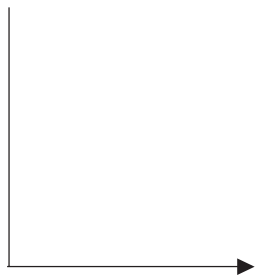
Of the 13 survey respondents in Destruction Bay, 6 (46%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CBC was the most commonly listened to station, with 67% listening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



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

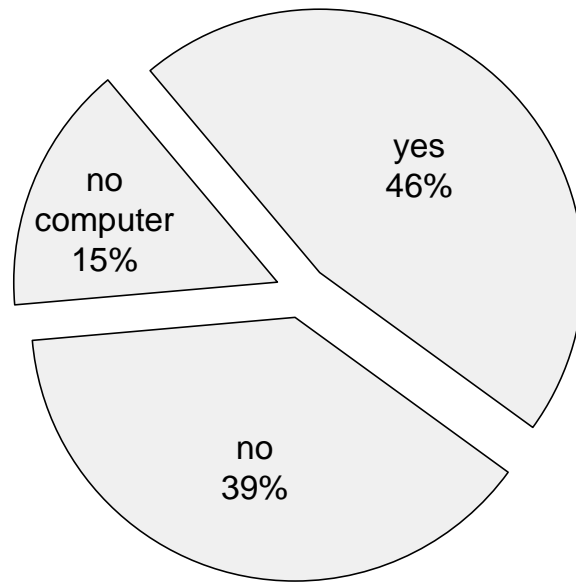


Of the 13 survey respondents in Destruction Bay, no one reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.

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?



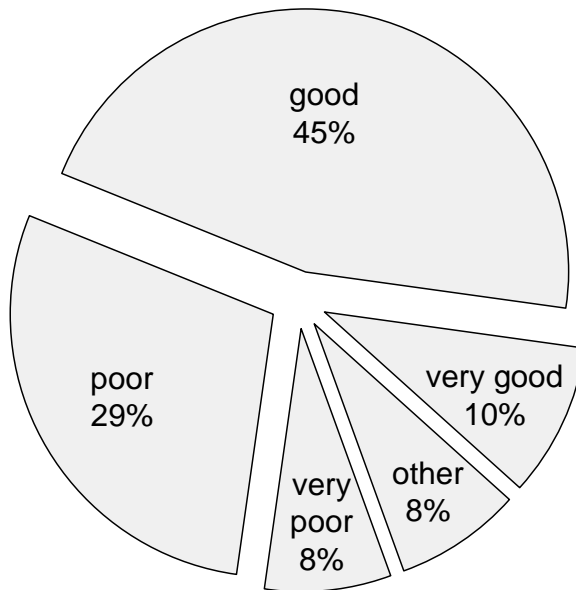
Of the 13 survey respondents in Destruction Bay, 46% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 39% of respondents said they did not use the web site to obtain information. 15% 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.



FARO - 69 respondents

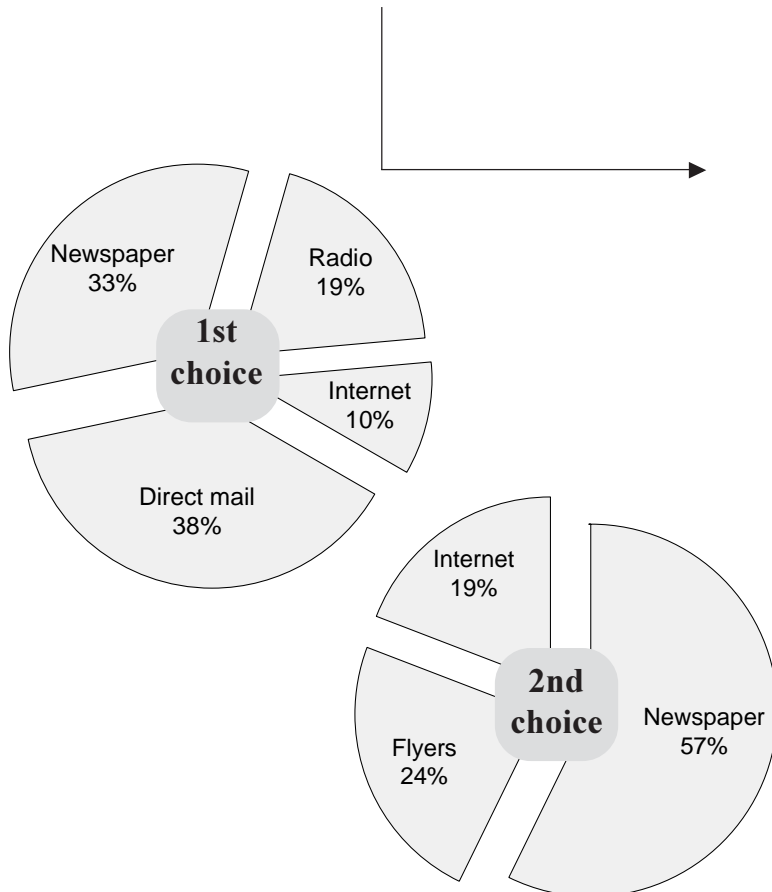
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

- 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. 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:

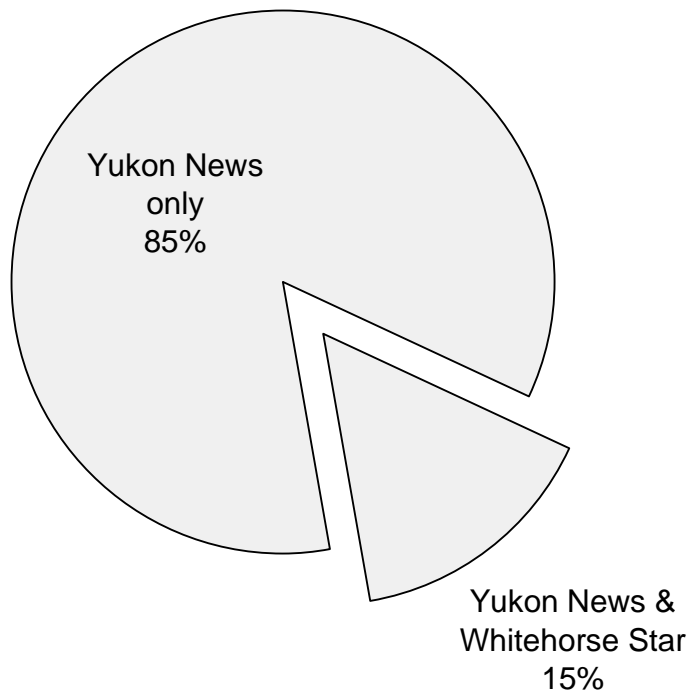
1.12 Which Yukon newspapers do you read?

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.

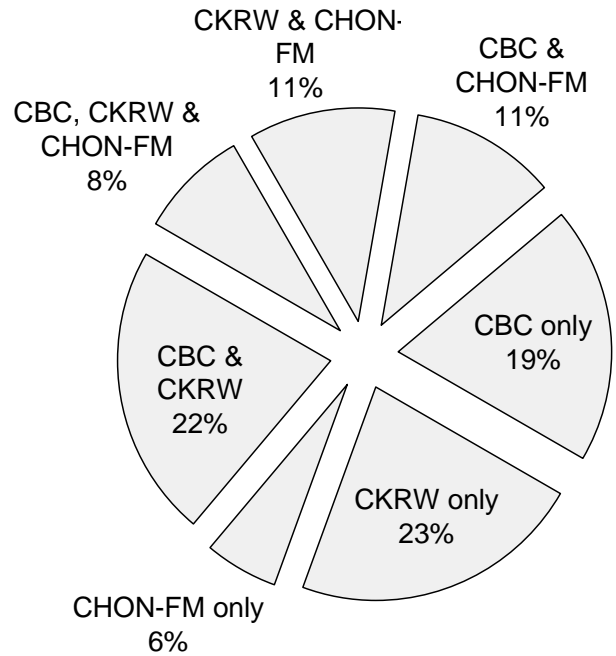
The hard copy editions of the Whitehorse Star were read by the majority of the Star readers: 86% of readers reported reading the hard copy editions of the paper. 14% reported reading the on-line editions.

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).

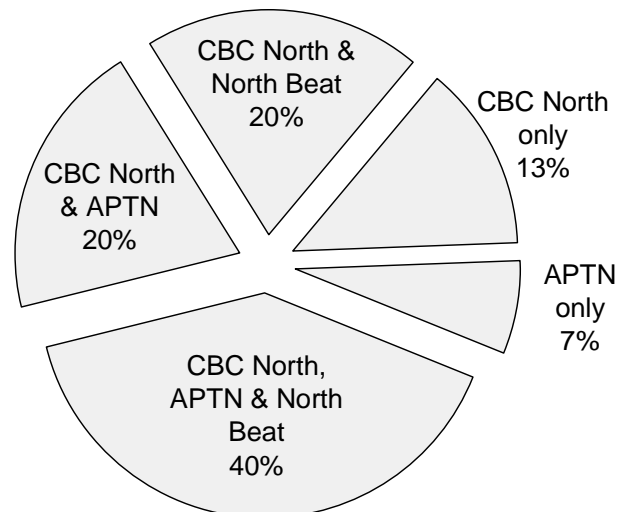


Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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

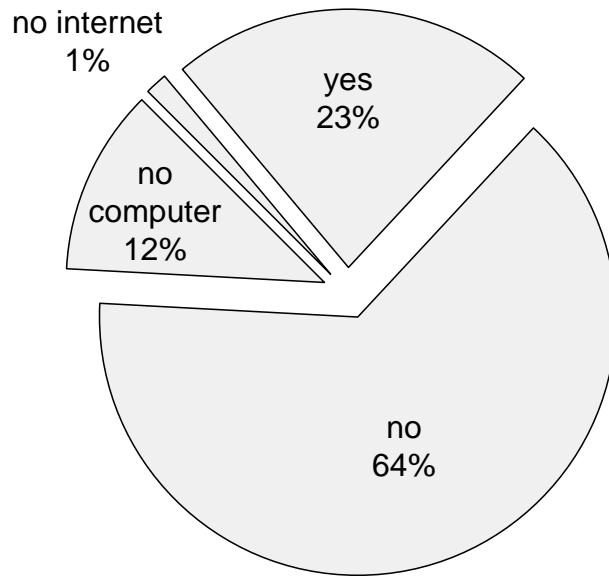
Of the 69 survey respondents in Faro, 16 (23%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The most popular station was CBC North. 93% of respondents reported watching it either only or in combination 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?



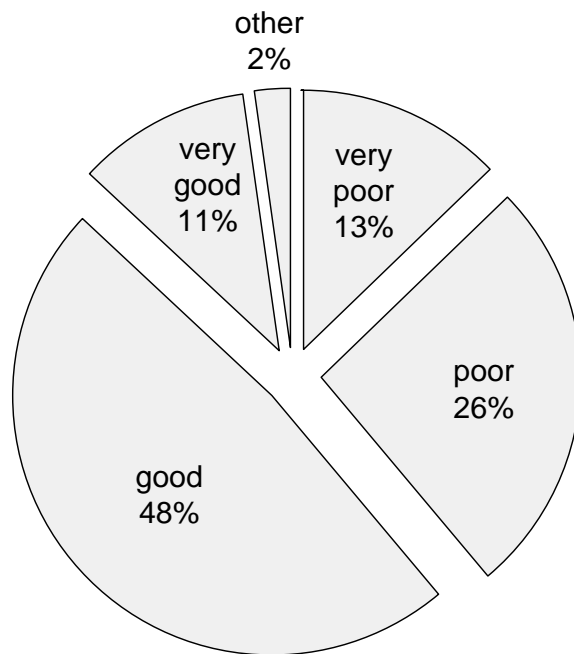
Of the 69 survey respondents in Faro, 23% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 64% of respondents said they did not use the web site to obtain information. 12% of respondents 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

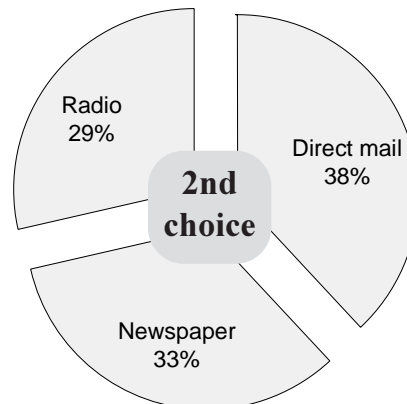
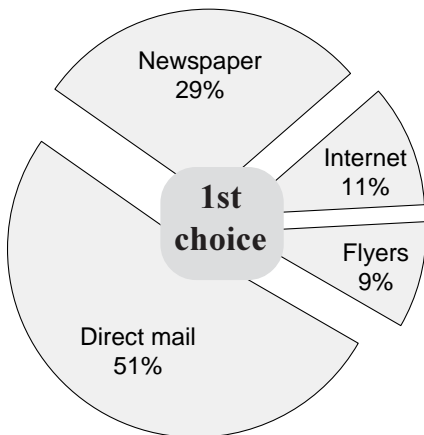
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government's programs, initiatives, services and events. Do you get "a lot", "some", "a little" or "no information" from:

- | | |
|-----------------|-----------------------------|
| 1.1 Newspaper | 1.6 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". 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:

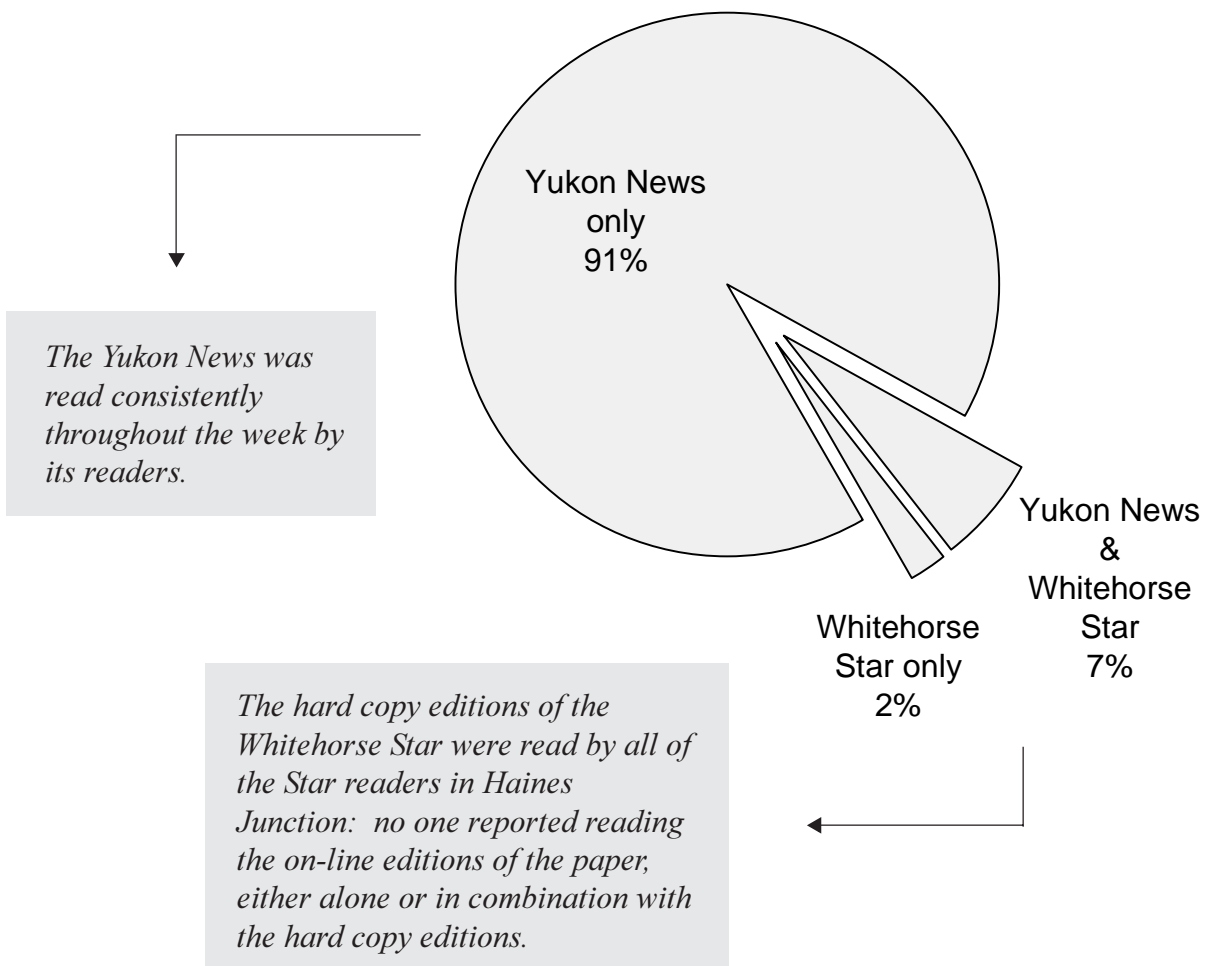
1.12 Which Yukon newspapers do you read?

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.



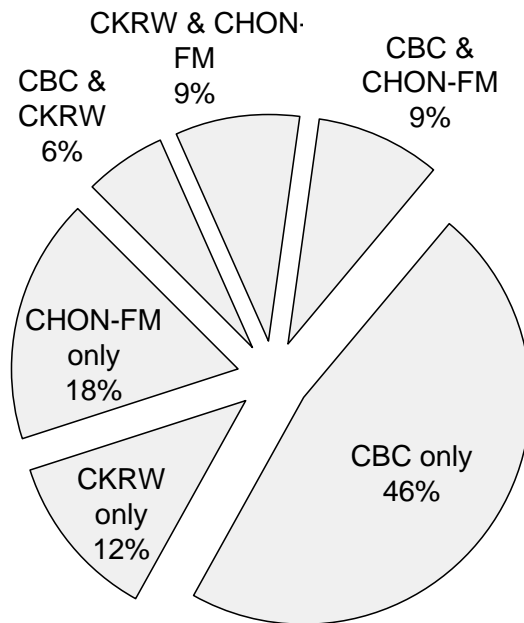
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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).



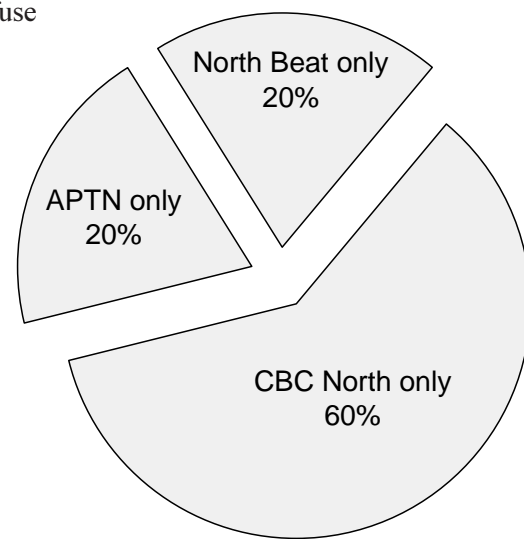
Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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

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



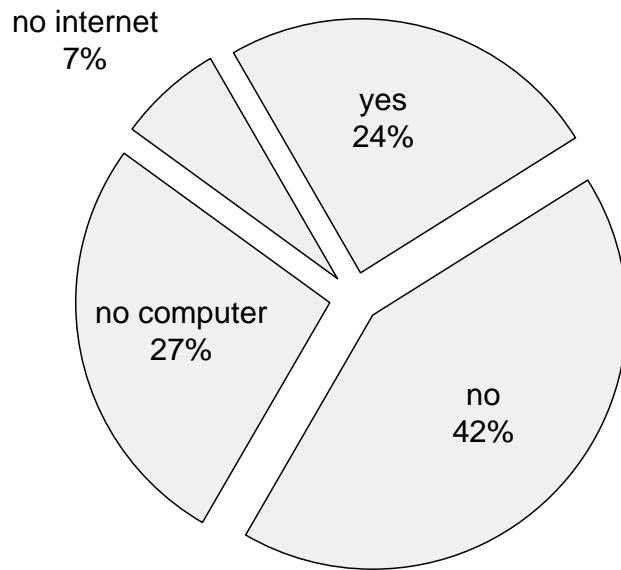
Of the 90 survey respondents in Haines Junction, 6 (7%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The majority of these respondents reported watching only CBC North.



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?



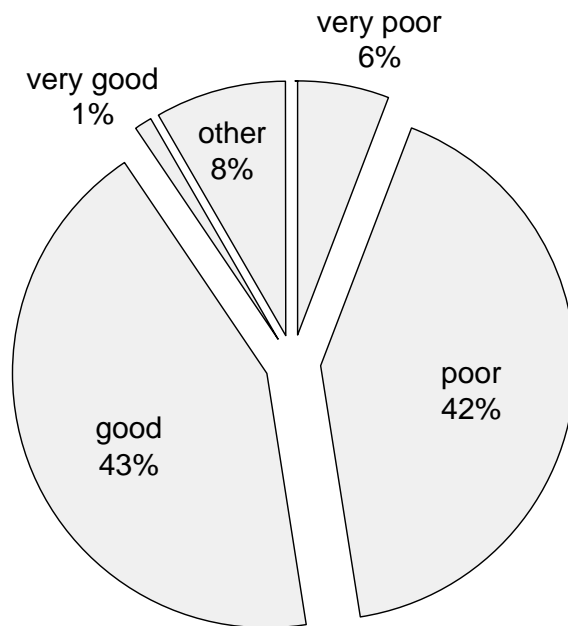
Of the 90 survey respondents in Haines Junction, 24% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 42% of respondents said they did not use the web site to obtain information. 27% 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.



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:

- | | |
|-----------------|--------------------------------------|
| 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 (<i>please specify</i>) |

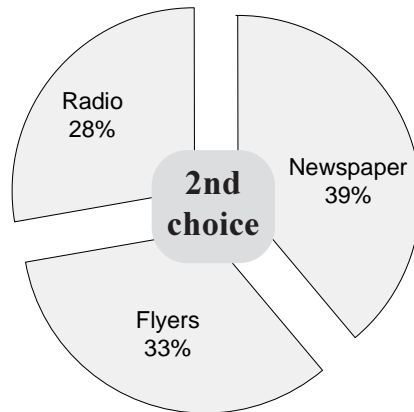
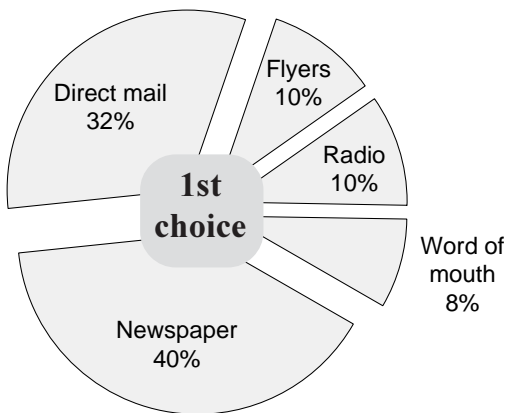


The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the newspaper. 59% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included “word of mouth”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

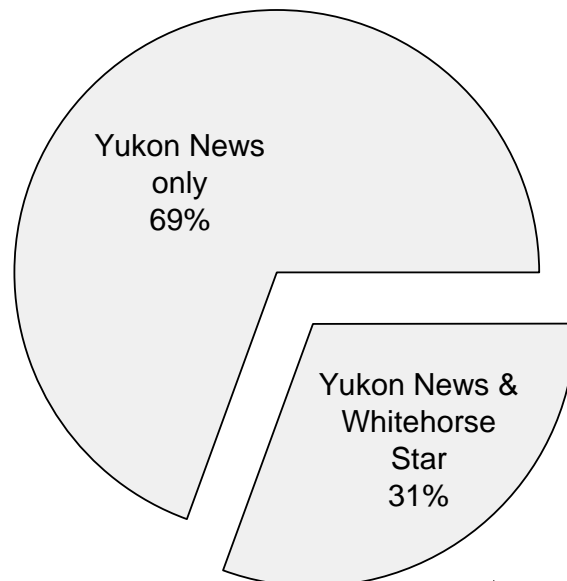
1.12 Which Yukon newspapers do you read?

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.

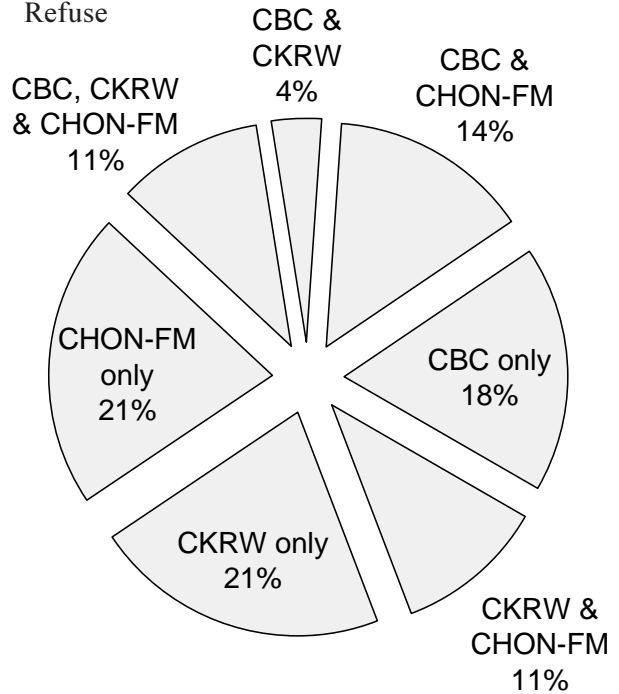
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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).



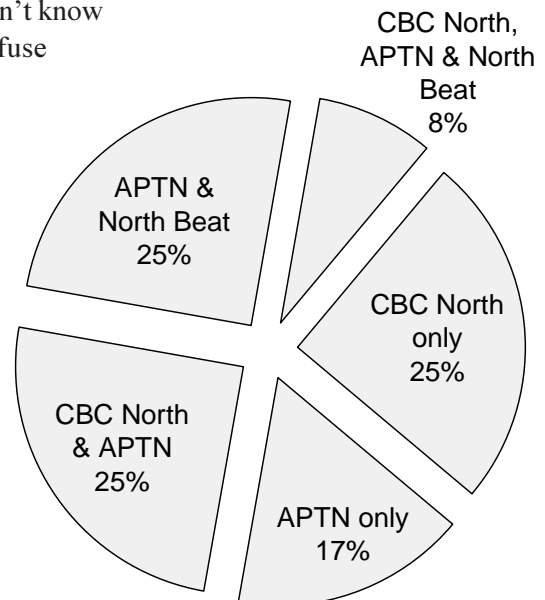
Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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



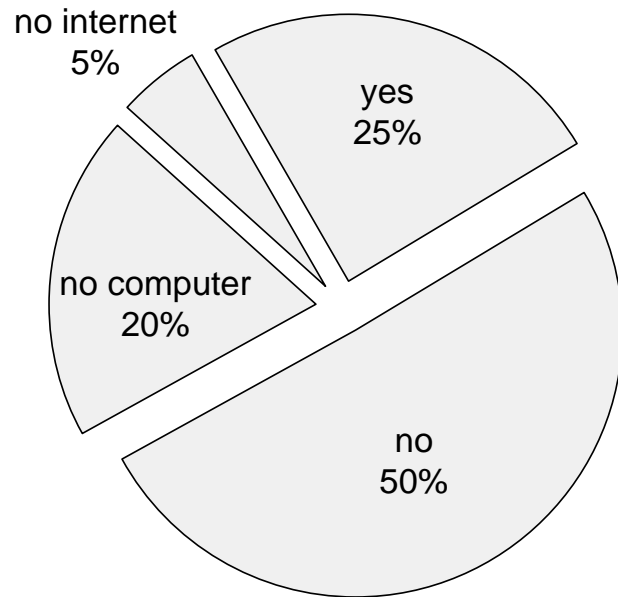
Of the 61 survey respondents in Mayo, 13 (21%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. The majority of these respondents reported watching APTN, either only or in combination with other television 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?



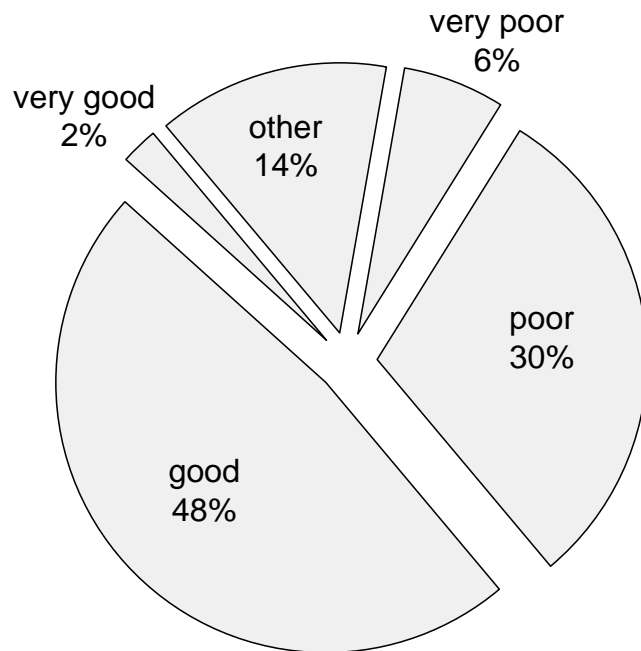
Of the 61 survey respondents in Mayo, 25% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 50% of respondents said they did not use the web site to obtain information. 20% of respondents 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)?



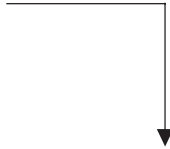
50% of respondents in Mayo indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 30% felt the Yukon Government is doing a “poor” job and 6% felt it is doing a “very poor” job. 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:

- 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)

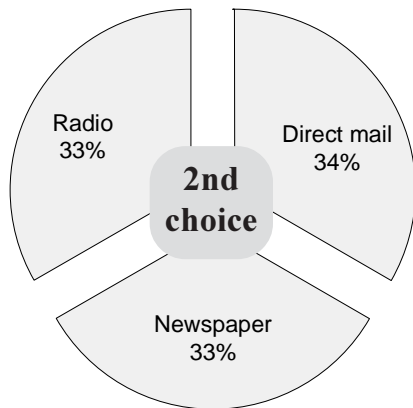
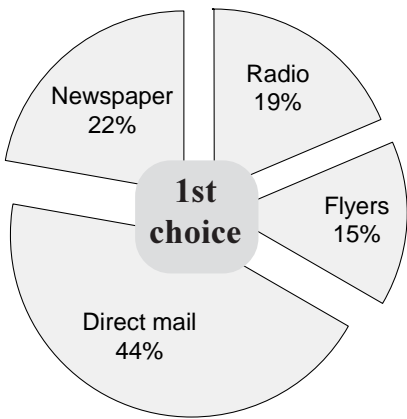


The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was the radio. 38% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included posters at 33% of respondents,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

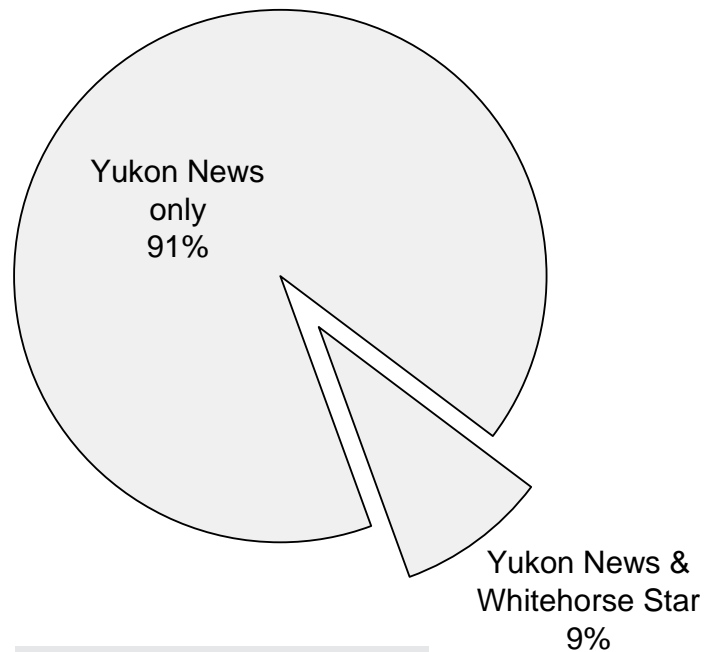
1.12 Which Yukon newspapers do you read?

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.

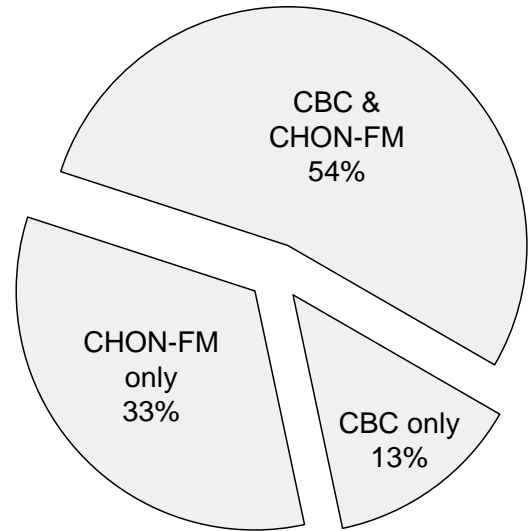
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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).



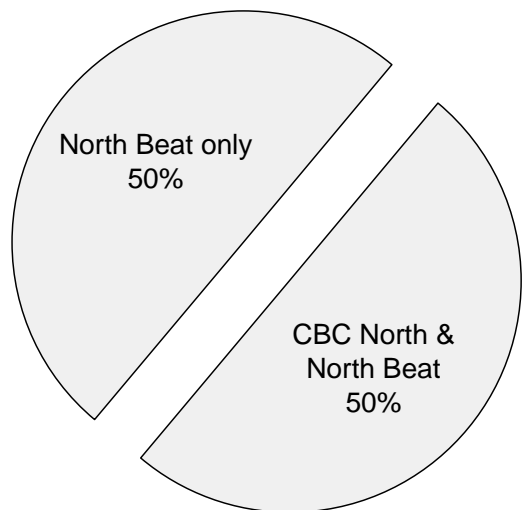
Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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



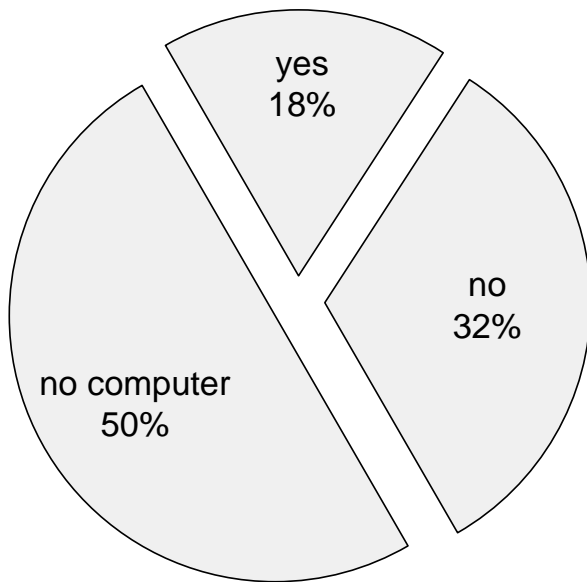
Of the 40 survey respondents in Old Crow, only 2 reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.



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?



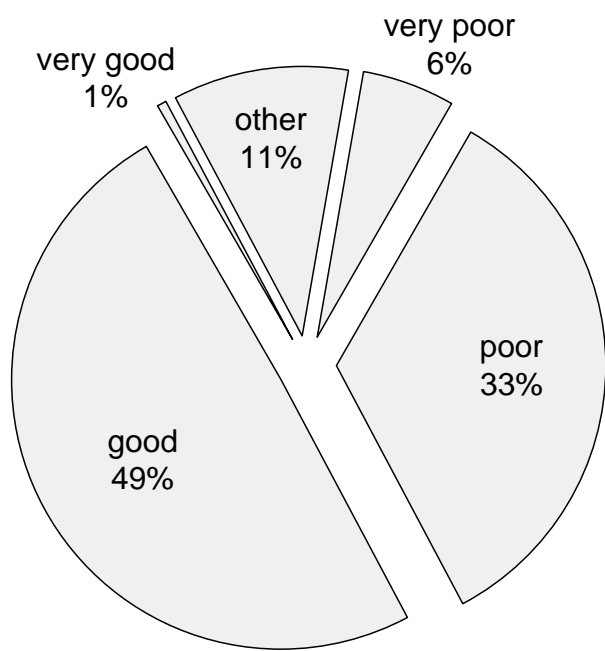
Of the 40 survey respondents in Old Crow, 18% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 32% of respondents said they did not use the web site to obtain information. 50% of respondents 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

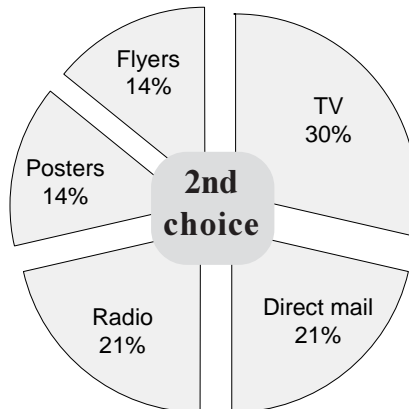
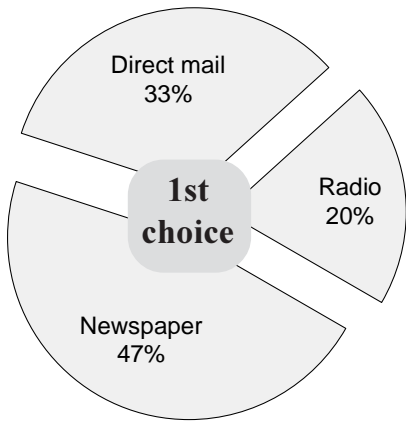
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

- | | |
|-----------------|-----------------------------|
| 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”. 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:

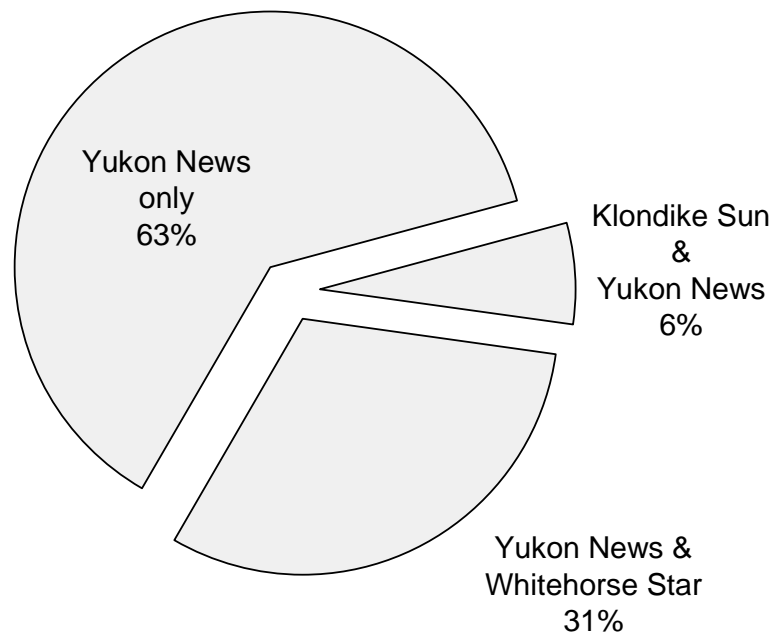
1.12 Which Yukon newspapers do you read?

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.

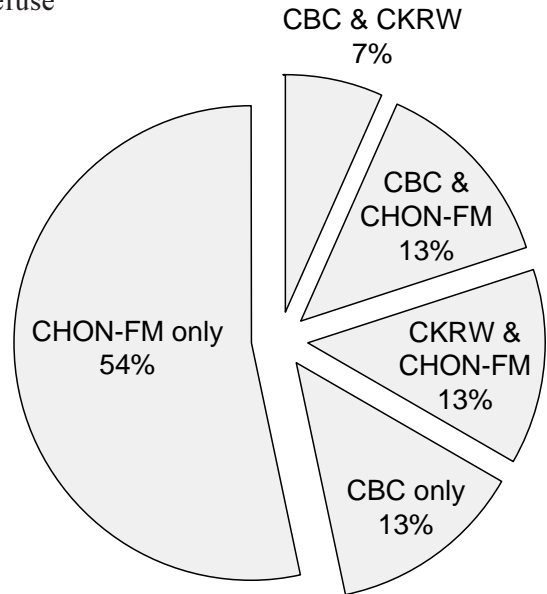
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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).



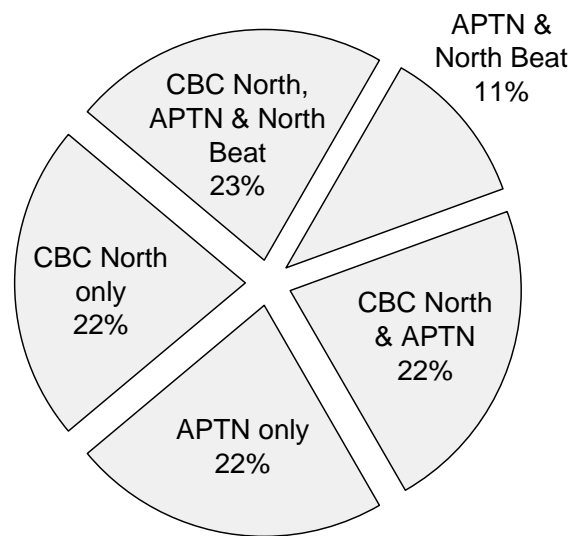
Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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



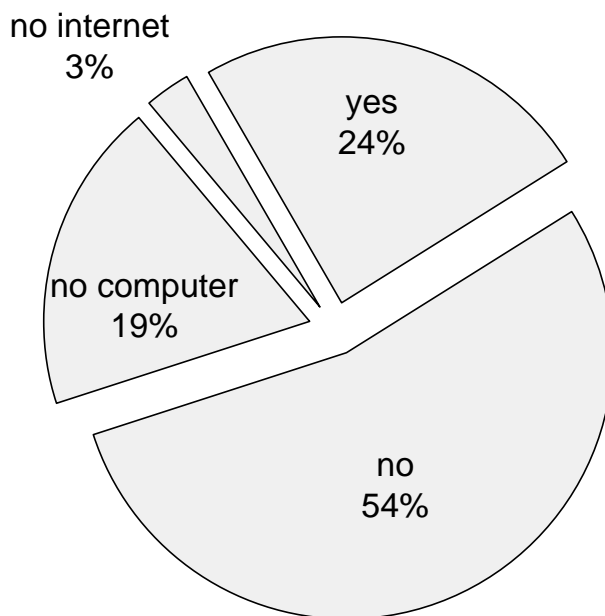
Of the 37 survey respondents in Pelly Crossing, 9 (24%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. APTN was the most commonly watched station, with 78% of respondents watching it either only or 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?



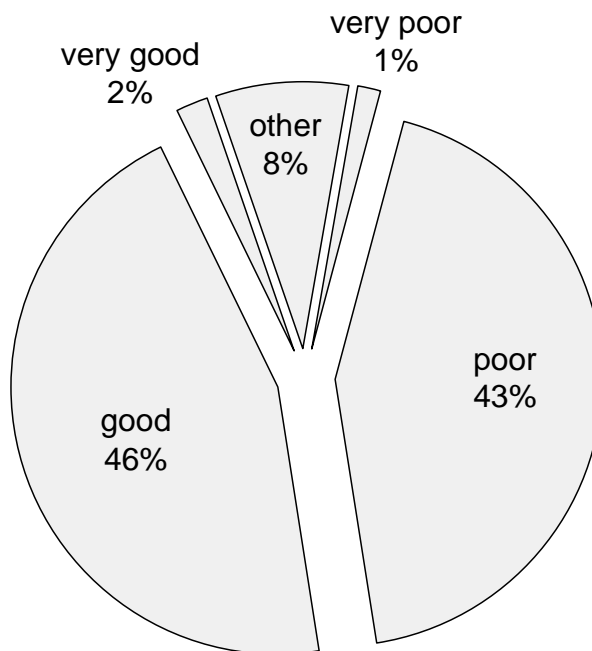
Of the 37 survey respondents in Pelly Crossing, 24% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 54% of respondents said they did not use the web site to obtain information. 19% 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)?



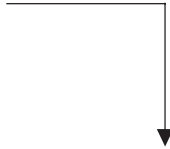
48% of respondents in Pelly Crossing indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 43% felt the Yukon Government is doing a “poor” job and 1% felt it is doing a “very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



ROSS RIVER - 33 respondents

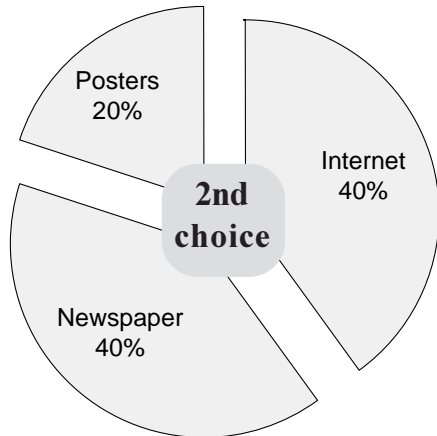
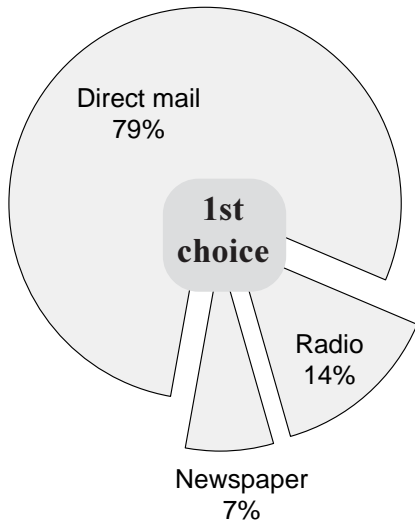
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

- | | |
|-----------------|-----------------------------|
| 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.

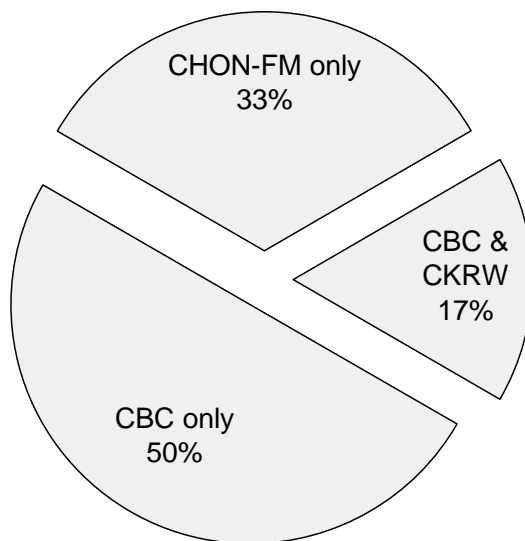
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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



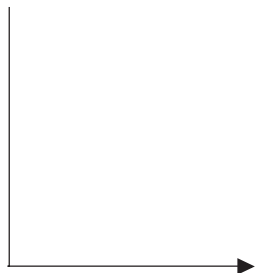
Of the 33 survey respondents in Ross River, 6 (18%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CBC was the most commonly listened to station, with 67% listening 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

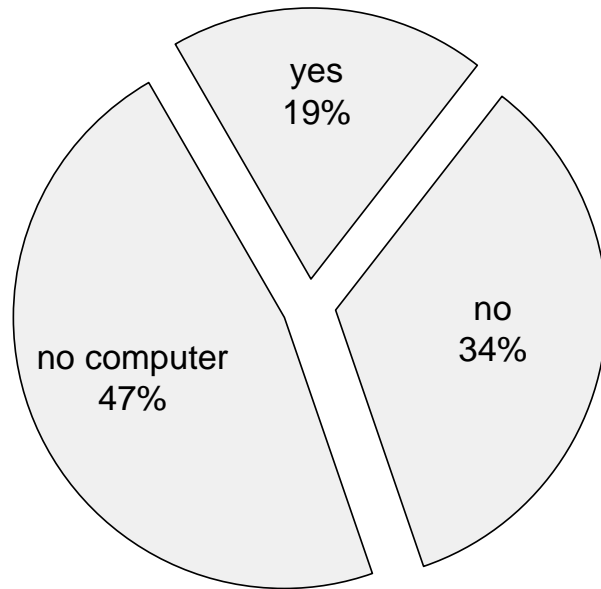


Of the 33 survey respondents in Ross River, only 2 people reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.

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?



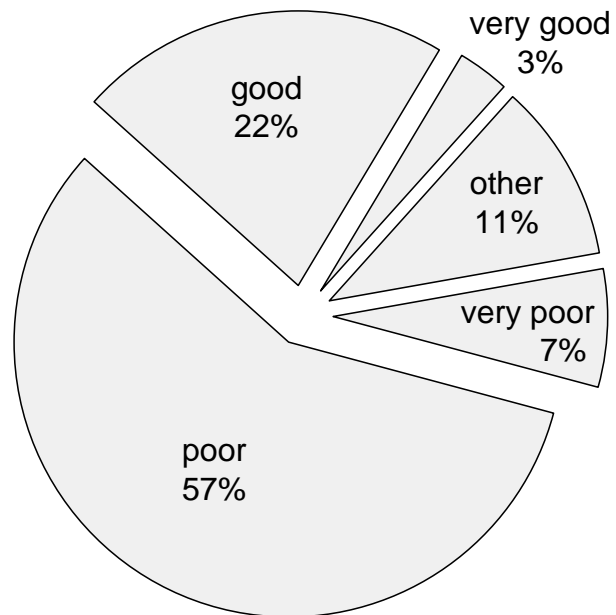
Of the 33 survey respondents in Ross River, 19% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 34% of respondents said they did not use the web site to obtain information. 47% of 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)?



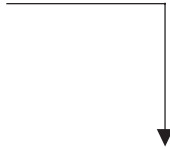
25% of respondents in Ross River indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 57% felt the Yukon Government is doing a “poor” job and 7% felt it is doing a “very poor” job. 11% of respondents to this survey question either “didn’t know”, had “no opinion” or refused the question.



TAGISH - 50 respondents

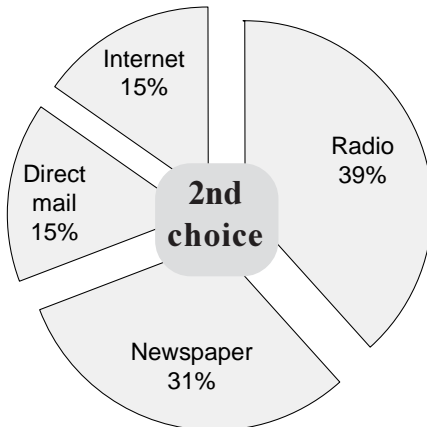
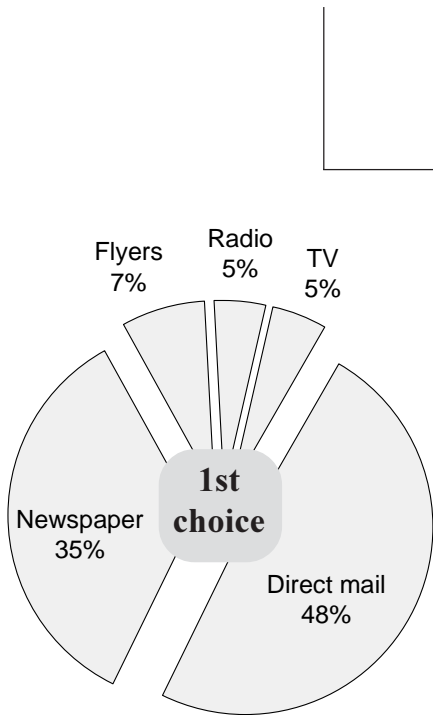
1. Please rate each of the following sources by how much information you obtain from them about the Yukon Government’s programs, initiatives, services and events. Do you get “a lot”, “some”, “a little” or “no information” from:

- 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 “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:

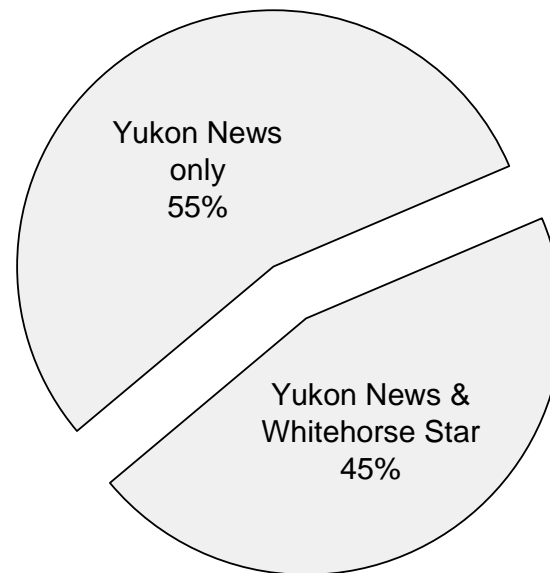
1.12 Which Yukon newspapers do you read?

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.

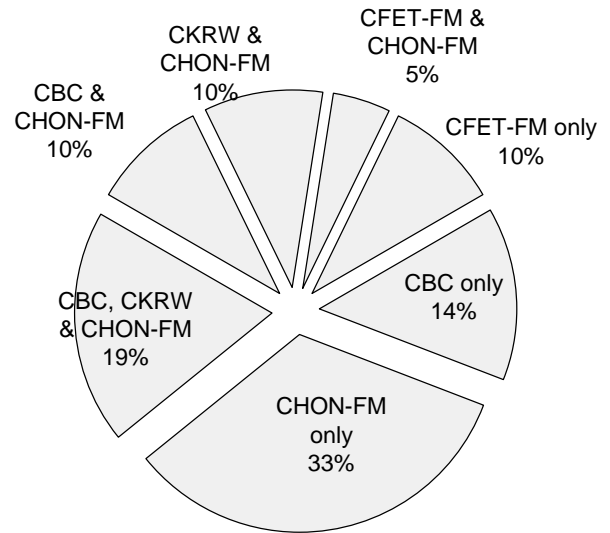
Question 1.13 was asked only of respondents who answered “a lot” or “some” to the RADIO option in question #1:

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).



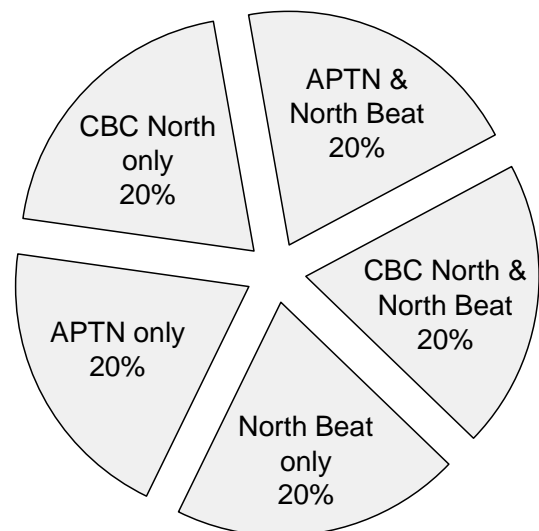
Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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



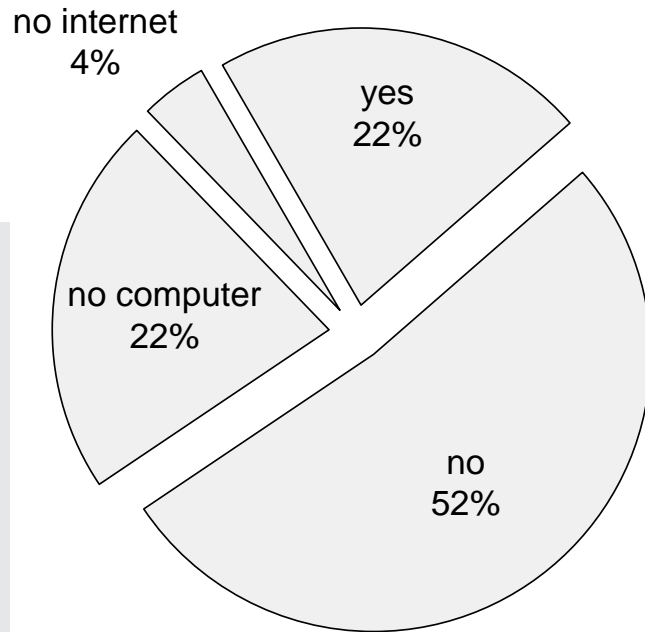
Of the 50 survey respondents in Tagish, only 5 people reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.



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?



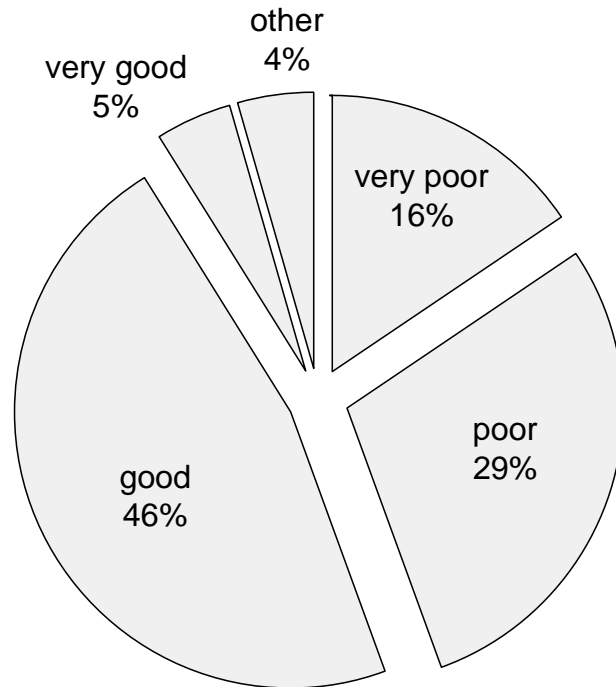
Of the 50 survey respondents in Tagish, 22% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 52% of respondents said they did not use the web site to obtain information. 22% of respondents 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.



TESLIN - 64 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 (<i>please specify</i>) |

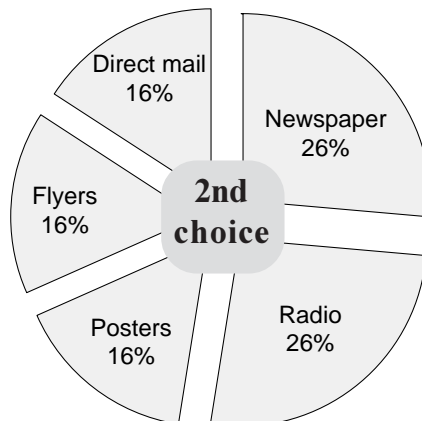
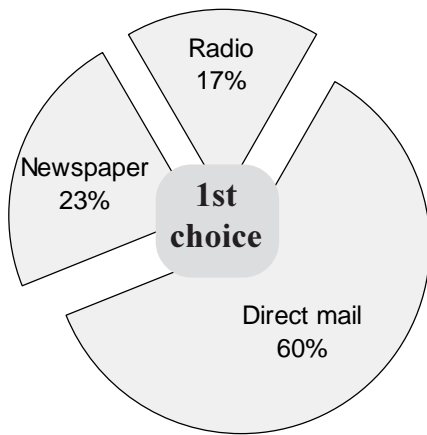


The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 47% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the newspaper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

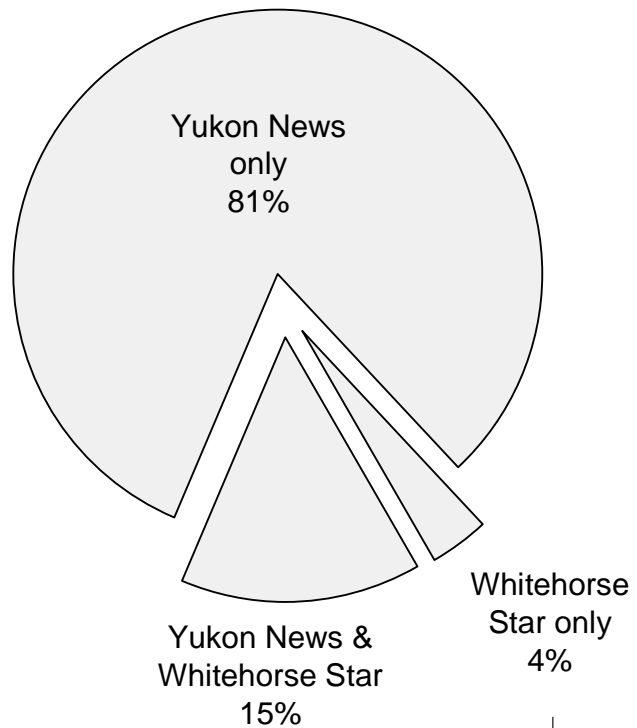
1.12 Which Yukon newspapers do you read?

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.



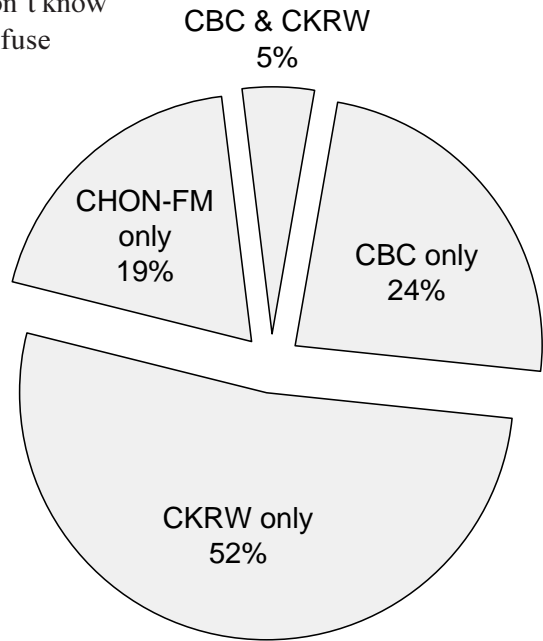
The most widely read edition of the Yukon News was the Friday edition. All News readers reported reading this edition.

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
- CIAY
- CBC (French)
- Don't know
- Refuse

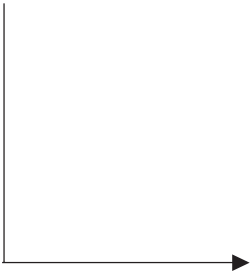


Of the 64 survey respondents in Teslin, 23 (36%) reported using the radio either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. For this group of respondents, CKRW was the most commonly listened to station, with 57% listening 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
- Don't know
- Refuse

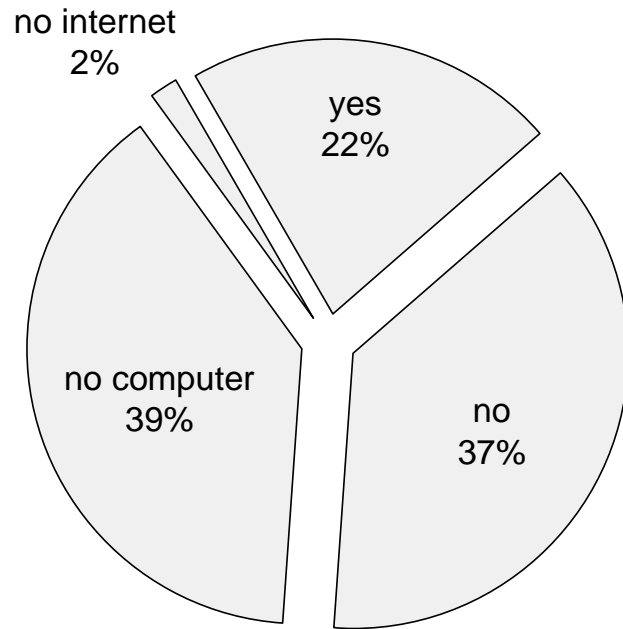


Of the 64 survey respondents in Teslin, only 2 people reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events.

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?



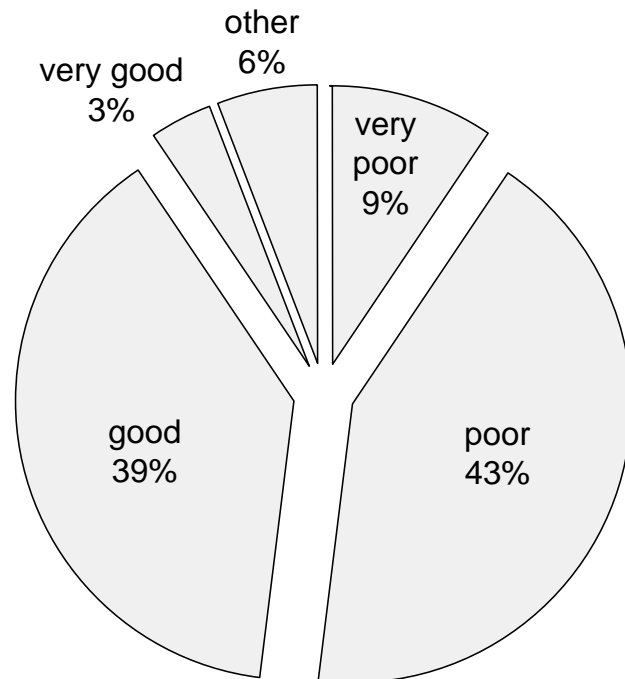
Of the 64 survey respondents in Teslin, 22% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 37% of respondents said they did not use the web site to obtain information. 39% of respondents 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)?



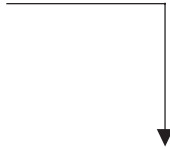
42% of respondents in Teslin indicated that they believed the Yukon Government is currently doing a “very good” or “good” job at keeping them informed of government programs, initiatives, services and events. 43% felt the Yukon Government is doing a “poor” job and 9% felt it is doing a “very poor” job. 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 | 1.6 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 (<i>please specify</i>) |

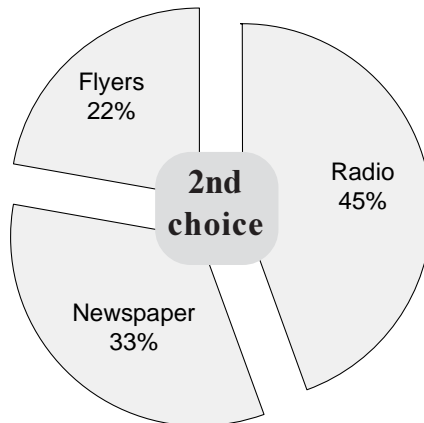
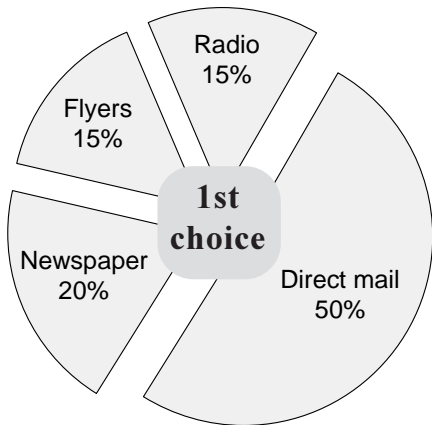


The most popular option chosen for receiving information on the Yukon Government’s programs, initiatives, services and events was “word of mouth”. 49% of respondents indicated that they used this option either “a lot” or “some”. Other options indicated as sources of information included the newspaper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

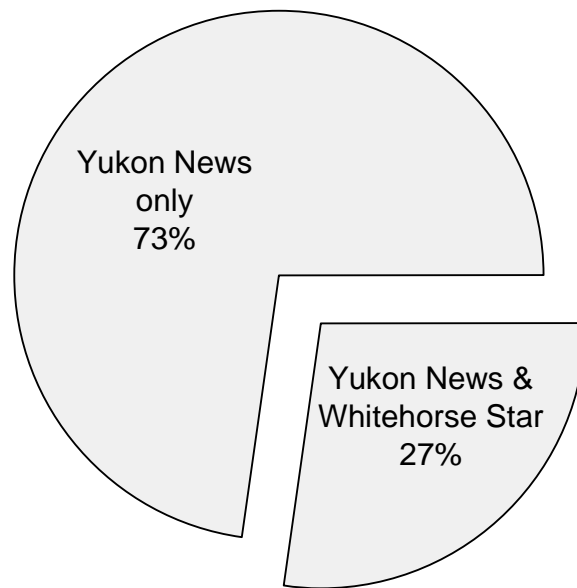
1.12 Which Yukon newspapers do you read?

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.

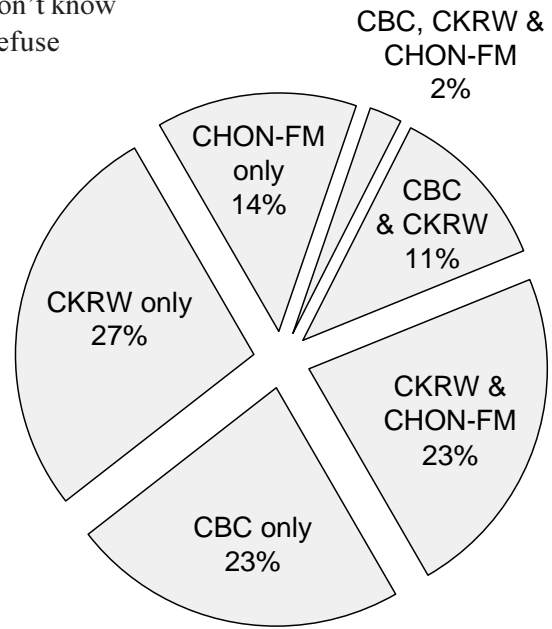
The hard copy editions of the Whitehorse Star were the most popular editions with Watson Lake residents. 75% of Star readers reported reading the hard copy editions. 33% reported reading the on-line editions.

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).

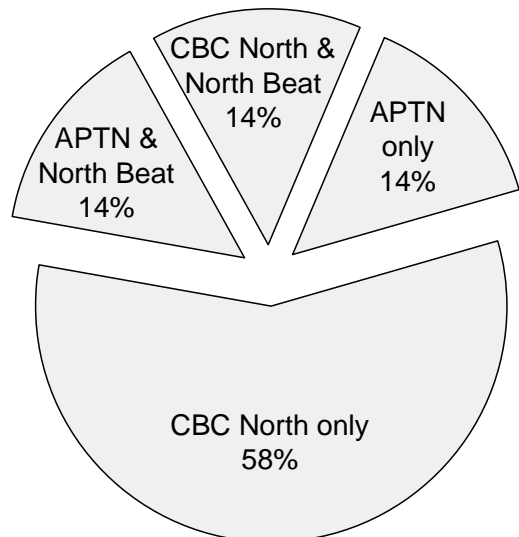


Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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

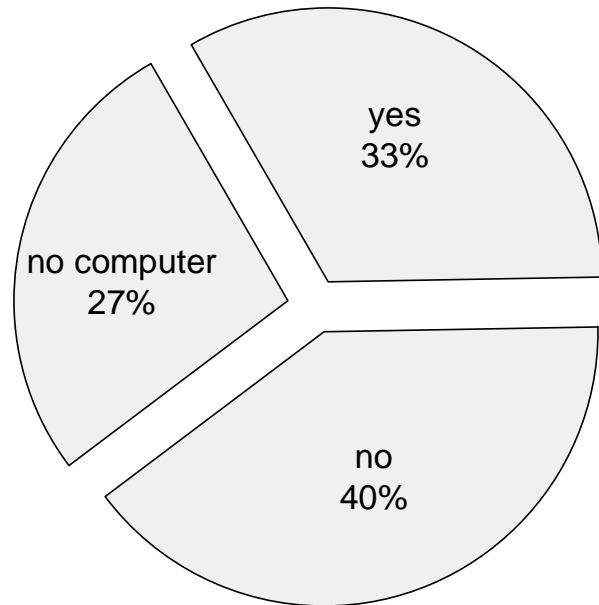
Of the 100 survey respondents in Watson Lake, 7 people (7%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. CBC North was the most commonly viewed station.



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?



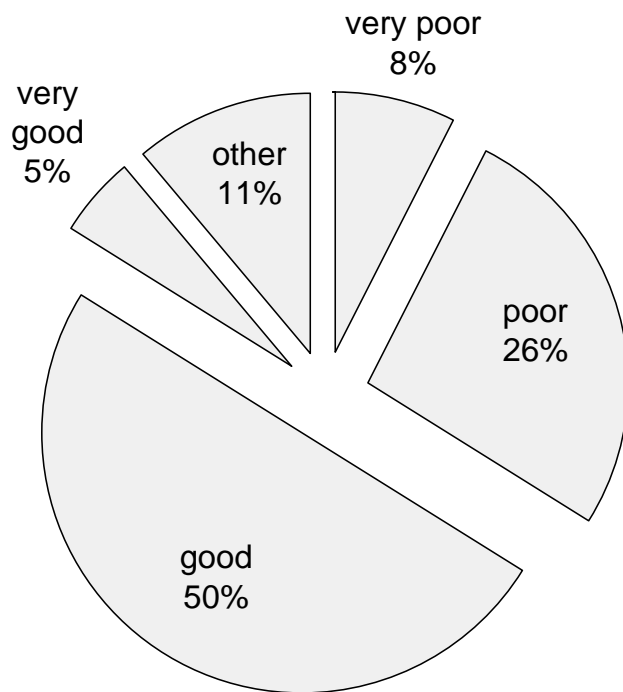
Of the 100 survey respondents in Watson Lake, 33% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 40% of respondents said they did not use the web site to obtain information. 27% of 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.



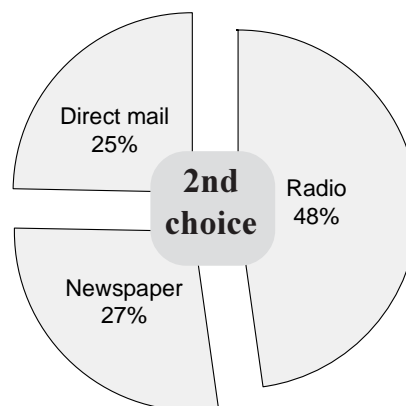
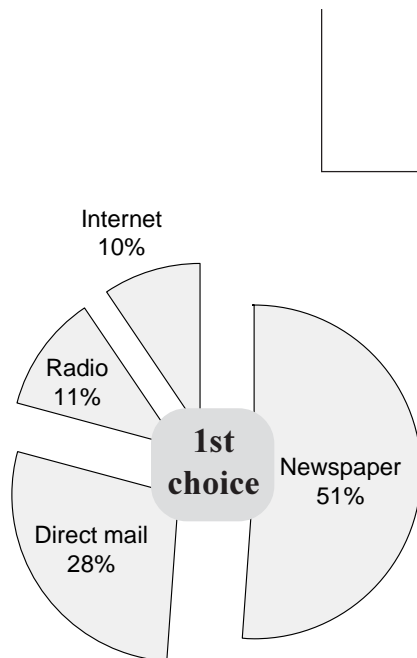
WHITEHORSE - 598 respondents

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:

- | | |
|-----------------|--------------------------------------|
| 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 (<i>please specify</i>) |

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:

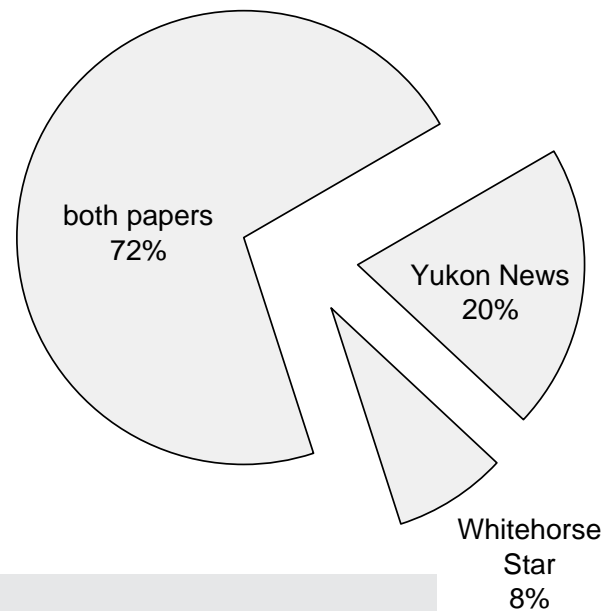
1.12 Which Yukon newspapers do you read?

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.

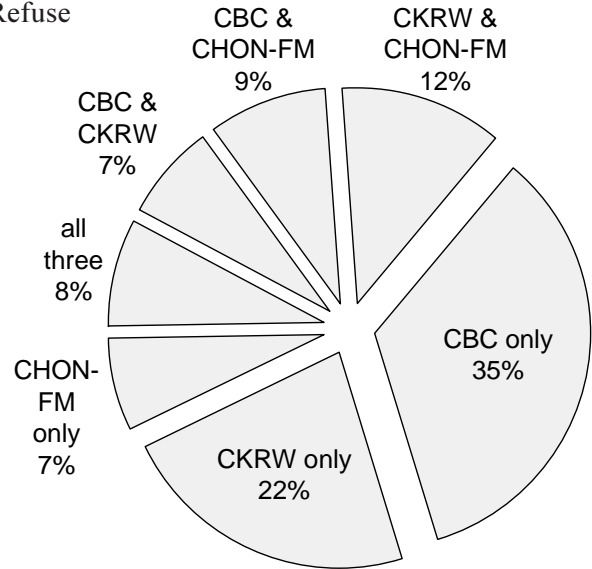
The hard copy editions of the Whitehorse Star were read by the vast majority of Star readers: only 8% reported reading the on-line editions of the paper, either alone or in combination with the hard copy editions.

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.

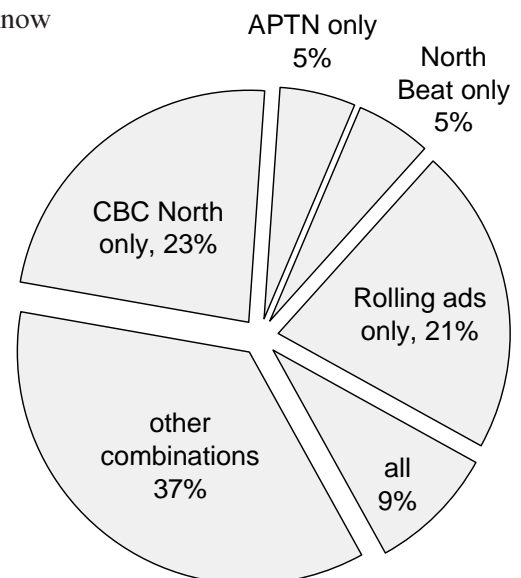


Question 1.14 was asked only of respondents who answered “a lot” or “some” to the TV option in question #1:

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

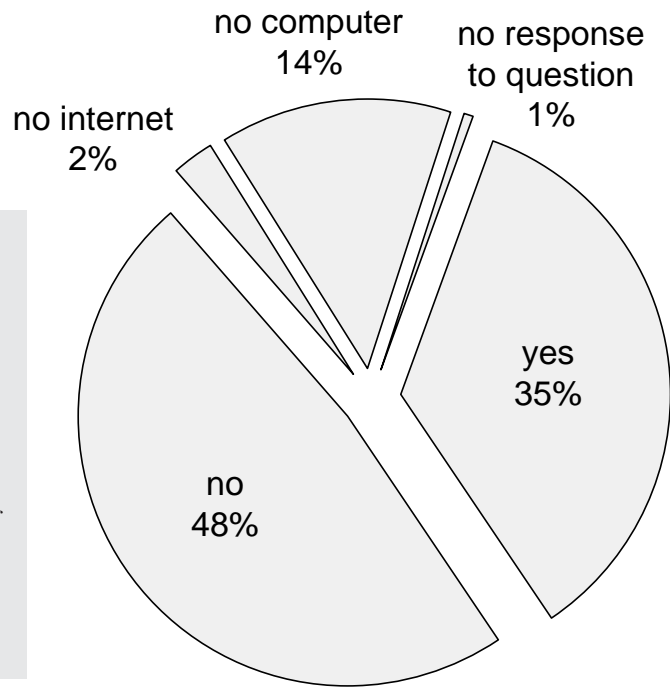
Of the 598 survey respondents in Whitehorse, 56 (9%) reported using the TV either “a lot” or “some” as their source of information about the Yukon Government’s programs, initiatives, services and events. Of these 56 respondents, over 71% reported watching CBC North, either only or in combination with 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?



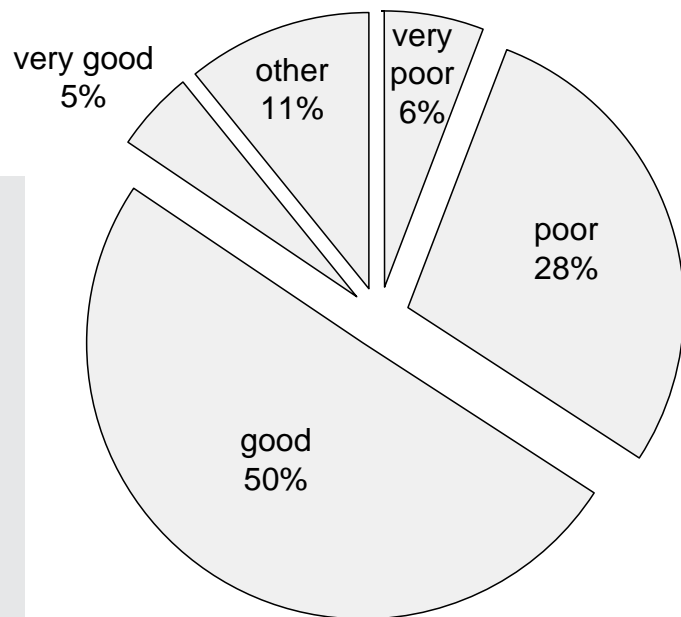
Of the 598 survey respondents in Whitehorse, 35% of people reported that they specifically access the Yukon Government’s website to obtain information about Yukon Government programs, initiatives, services and events. 48% of respondents said they did not use the web site to obtain information. 14% of 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

Monday		Wednesday		Friday	
Post Office		Post Office		Post Office	
Community	Circulation	Community	Circulation	Community	Circulation
Atlin	175	Atlin	175	Atlin	175
Beaver Creek	45	Beaver Creek	45	Beaver Creek	45
Burwash landing	30	Burwash landing	30	Burwash landing	30
Carcross	100	Carcross	100	Carcross	100
Carmacks	100	Carmacks	100	Carmacks	100
Dawson City	400	Dawson City	400	Dawson City	400
Destruction Bay	35	Destruction Bay	35	Destruction Bay	35
Faro	250	Faro	250	Faro	250
Haines Junction	210	Haines Junction	260	Haines Junction	160
Kluane Wild. Vill.	12	Kluand Wild. Vill.	12	Kluand Wild. Vill.	12
Mayo	220	Mayo	220	Mayo	220
McCabe Creek	2	McCabe Creek	2	McCabe Creek	2
Old Crow	50	Old Crow	50	Old Crow	50
Pelly Crossing	75	Pelly Crossing	75	Pelly Crossing	75
Ross River	100	Ross River	100	Ross River	100
Stewart Crossing	15	Stewart Crossing	15	Stewart Crossing	15
Tagish	75	Tagish	75	Tagish	75
Total Post Office	1894		1944		1844
Bus Depot		Bus Depot		Bus Depot	
Big Horn Motel W.L.	10	Big Horn Motel W.L.	10	Big Horn Motel W.L.	10
BJ's Services W.L.	40	BJ's Services W.L.	40	BJ's Services W.L.	40
Campground Services W.L.		Campground Services W.L.	50	Campground Services W.L.	50
Contact Creek	10	Contact Creek	10	Contact Creek	10
Johnsons' Crossing	15	Johnsons' Crossing	15	Johnsons' Crossing	15
Judith Fash. W.L.	50	Judith Fash. W.L.	50	Judith Fash. W.L.	50
Laker Pub W.L.	10	Laker Pub W.L.	10	Laker Pub W.L.	10
Morley River Lodge Teslin	10	Morley River Lodge Teslin	10	Morley River Lodge Teslin	10
Northlake Motel (Tes.)	25	Northlake Motel (Tes.)	25	Northlake Motel (Tes.)	25
Rancheria	5	Rancheria	5	Rancheria	5
Swift River	6	Swift River	6	Swift River	6
Teslin Lake Motors	50	Teslin Lake Motors	50	Teslin Lake Motors	50
Totem Pole Teslin	40	Totem Pole Teslin	40	Totem Pole Teslin	40
Watson Lake Motors	25	Watson Lake Motors	25	Watson Lake Motors	25
Wytech W.L.	50	Wytech W.L.	50	Wytech W.L.	50
Total Bus Depot	346		396		396
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.

Column Inch Size	Line Size	Yukon News Production	Camera Ready
1 column x 2"	1 column x 28 lines	\$35.28	\$26.60
1 column x 3"	1 column x 42 lines	\$52.92	\$39.90
2 columns x 1"	2 columns x 14 lines	\$35.28	\$26.60
2 columns x 2"	2 columns x 28 lines	\$70.56	\$53.20
2 columns x 3"	2 columns x 42 lines	\$105.84	\$79.80
2 columns x 4" (1/8 page)	2 columns x 56 lines	\$141.12	\$106.40
2 columns x 5"	2 columns x 70 lines	\$176.40	\$133.00
2 columns x 6"	2 columns x 84 lines	\$211.68	\$159.60
2 columns x 7" (1/4 page)	2 columns x 98 lines	\$246.96	\$186.32
3 columns x 5" (1/4 page)	3 columns x 70 lines	\$264.60	\$199.50
3 columns x 3"	3 columns x 42 lines	\$158.76	\$119.70
3 columns x 6"	3 columns x 84 lines	\$317.52	\$239.40
3 columns x 7"	3 columns x 98 lines	\$370.44	\$279.30
3 columns x 8"	3 columns x 112 lines	\$423.36	\$319.20
2 columns x 14"	2 columns x 195 lines	\$491.40	\$370.50
3 columns x 9"	3 columns x 126 lines	\$476.28	\$359.10
3 columns x 10"	3 columns x 140 lines	\$529.20	\$399.00
5 columns x 7" (1/2 page)	5 columns x 98 lines	\$617.40	\$465.50
3 columns x 14"	3 columns x 195 lines	\$737.10	\$555.75
4 columns x 14"	4 columns x 195 lines	\$982.80	\$741.00
Full Page (5 columns x 14")	5 columns x 195 lines	\$1,228.50	\$926.25
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

Number of Pages	Cost per Flyer
4 - 8	\$0.08
12 - 16	\$0.09
20 - 24	\$0.10
28 - 32	\$0.11
36 - 40	\$0.12
44 - 48	\$0.13
52 - 56	\$0.14
60 - 64	\$0.15
Non-Profit Rate	\$0.075
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:

Location	Monday through Thursday	Friday
Whitehorse	2,254	3,761
Dawson	17	14
Atlin	70	70
Carmacks	10	10
Mail subscriptions	16	18
All other	70	145
Total	2,437	4,018

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).

Community	Summer Distribution	Winter Distribution
Beaver Creek	25	1
Burwash Landing	25	1
Carcross	25	1
Carmacks	25	1
Dawson	50	25
Destruction Bay	25	1
Elsa	25	1
Faro	25	1
Haines Junction	25	1
Keno	25	0
Mayo	25	6
Old Crow	25	1
Pelly Crossing	25	1
Ross River	25	1
Stewart Crossing	25	1
Swift River	25	1
Tagish	25	1
Teslin	25	1
Watson Lake	25	25
Whitehorse	205	634
Total Yukon	705	705
Other provinces	225	225
Europe & Asia	15	15
Total	945	945

Column x inches	Cost
1 col x 2 inches	\$25.20
2 col x 2 inches	\$50.40
1 col x 5 inches	\$63.00
2 col x 3 inches	\$75.60
2 col x 4 inches	\$100.80
3 col x 3 inches	\$113.40
2 col x 5 inches	\$126.00
2 col x 5 inches	\$151.20
2 col x 7 inches	\$176.40
3 col x 5 inches	\$189.00
2 col x 9 inches	\$226.80
3 col x 6 inches	\$226.80
3 col x 7 inches	\$264.60
3 col x 8 inches	\$302.40
2 col x 12 inches	\$302.40
3 col x 10 inches	\$378.00
4 col x 8 inches	\$403.20
5 col x 7 inches	\$441.00
4 col x 10 inches	\$504.00
4 col x 11 inches	\$554.40
4 col x 12 inches	\$604.80
5 col x 10 inches	\$630.00
5 col x 12 inches	\$756.00
5 col x 13 inches	\$819.00
5 col x 14 inches	\$882.00

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	

ANIKINFO

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 desirable:
 - 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 excerpts 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, libelous 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.

10. Production details: for slide, audio, film and videotape public service messages.

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 3/4" 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
Whitehorse, Yukon
Y1A 1H6

Phone: (867) 668-6100
Fax: (867) 668-4029
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:		668-6100 ext 226 news@ckrw.com
	Ron McFadyen	ron@ckrw.com
	George Moratos	news@ckrw.com
Advertising Sales:	Vicki Malchow	668-6100 ext 223 marketing@ckrw.com
Ad Copy:	Jennifer Johnstone	668-8100 ext 221 ckrwcoppy@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: Times (6:00-10:00) (12:00-13:00) (15:00-19:00)
60 seconds \$33.00
30 seconds \$28.00
15 seconds \$17.00

Classification (AA) Daily: Times (10:00-12:00) (13:00-15:00)
60 seconds \$25.00
30 seconds \$20.00
15 seconds \$14.00

Classification (A) Daily: Times (19:00-24:00)
60 seconds \$23.00
30 seconds \$18.00
15 seconds \$12.00

Total Audience Plan (TAP): Times (06:00-24:00) (40%AAA, 35%AA, 25%A)
Package of 25+
60 seconds \$20.00
30 seconds \$16.00
15 seconds \$10.00

Less than 25
60 seconds \$23.00
30 seconds \$18.00
15 seconds \$12.00

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

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 Tutchone, Northern Tutchone, 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:

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

Mail Delivery Information:

Departure time	Monday	Tuesday	Wednesday	Thursday	Friday	Sunday
7:00	Haines Junction, Destruction Bay, Beaver Creek,	Haines Junction	Haines Junction, Destruction Bay, Beaver Creek,	Haines Junction	Haines Junction, Destruction Bay, Beaver Creek,	
12:00	Atlin, Tagish, Carcross		Atlin, Tagish, Carcross		Atlin, Tagish, Carcross	
12:30						Faro, Ross River
13:00		Faro, Ross River		Faro, Ross River		
16:00	Old Crow		Old Crow		Old Crow	
16:30	Carmacks, Pelly Crossing, Mayo, Dawson City	Carmacks, Pelly Crossing, Mayo, Dawson City	Carmacks, Pelly Crossing, Mayo, Dawson City	Carmacks, Pelly Crossing, Mayo, Dawson City	Carmacks, Pelly Crossing, Mayo, Dawson City	
17:30	Teslin, Watson Lake	Teslin, Watson Lake	Teslin, Watson Lake	Teslin, Watson Lake		Teslin, Watson Lake

BUS

Contact Information:

Alaska Direct: 668 - 4833

Dawson City Courier: 393 - 3394

Greyhound: 667 - 2223

Communities	Greyhound	Dawson City Courier	Alaska Direct	Bus Stop
Braeburn		*		Braeburn Lodge
Carmacks		*		Sunrise Service Center
Pelly Crossing		*		Selkirk Groceries
Stewart Crossing		*		Stewart Crossing Shell
Dempster Cut Off		*		Klondike River Lodge
Dawson		*		2nd & York, beind VRC
Haines Junction			*	Glacier View Inn
Burwash			*	Burwash Landing Resort
Beaver Creek			*	1202 Motor Inn
Carcross			*	Montana Services
Teslin	*			Totem Pole
Swift River	*			Swift River Lodge

Schedules:

Greyhound: Winter - leaves Whitehorse at 1:30 p.m. every Monday, Wednesday & Friday.
 Summer - 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:

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

***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:

Envelope	0 to	10 to	25 to	50 to	100 to	200 to
	10 lbs	25 lbs	50 lbs	99 lbs	199 lbs	299 lbs
\$11.00	\$13.75	\$16.50	\$19.50	\$25.15	\$32.80	\$43.05
300 to	400 to	500 to	600 to	700 to	800 to	900 to
399 lbs	499 lbs	599 lbs	699 lbs	799 lbs	899 lbs	999 lbs
\$51.45	\$60.25	\$69.05	\$76.75	\$85.80	\$95.70	\$103.95

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:

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

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:**

0 to 49 lbs	50 to 99 lbs	100 to 199 lbs	200 to 299 lbs	300 to 399 lbs	400 to 499 lbs
\$13.75	\$16.50	\$19.50	\$25.15	\$32.80	\$43.05
500 to 599 lbs	600 to 699 lbs	700 to 799 lbs	800 to 899 lbs	900 to 999 lbs	
\$51.45	\$60.25	\$69.05	\$76.75	85.80	

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:

up to 1,000 lbs	up to 2,000 lbs	up to 5,000 lbs	up to 10,000 lbs	up to 20,000 lbs
\$7.73/100 lbs	\$6.56/100 lbs	\$5.92/100 lbs	\$5.20/100 lbs	\$4.45/100 lbs

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

Kluane Freight Lines:

Whitehorse to Mayo & points between: Dawson:	0 to 25 lbs	26 to 49 lbs	50 to 99 lbs	100 to 199 lbs	200 to 299 lbs
	\$16.50	\$19.50	\$25.15	\$32.80	\$43.05
	\$17.05	\$21.95	\$28.66	\$38.56	\$48.95
Mayo & points between: Dawson:	300 to 399 lbs	400 to 499 lbs	500 to 599 lb	600 to 699 lbs	700 to 799 lbs
	\$51.45	\$60.25	\$69.05	\$76.75	85.80
	\$59.02	\$68.97	\$79.31	\$90.05	\$100.43
Mayo & points between: Dawson:	800 to 899 lbs	900 to 999 lbs	1,000 to 1,999 lb	2,000 to 4,999 lbs	5,000 to 9,999 lbs
	\$51.45	\$60.25	\$11.72/100 lbs	\$10.73/100 lbs	\$9.41/100 lbs
	\$59.02	\$68.97	\$12.32/100 lbs	\$11.33/100 lbs	\$10.01/100 lbs

**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:

	Phone	Fax
Bob Laking Territorial Agent Box 285 Dawson, Yukon Y0B 1G0	(867) 993-5348	(867) 993-5104
Jeniece Raymond Territorial Agent Box 490 Faro, Yukon Y0B 1K0	(867) 994-2724	(867) 994-2323
Susan Shaver Territorial Agent Box 539 Haines Junction, Yukon Y0B 1L0	(867) 634-2201	(867) 634-2400
Scott Bolton Territorial Agent Box 129 Mayo, Yukon Y0B 1M0	(867) 996-2276	(867) 996-2400
Valerie Clark Territorial Agent Box 100 Watson Lake, Yukon Y0A 1C0	(867) 536-7311	(867) 536-2169

Raw Data:

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	413	432	401	186	5	2
1.2	Radio	266	405	476	288	2	2
1.3	TV	49	112	380	895	2	1
1.4	Rolling ads	12	68	161	1,192	4	2
1.5	Internet	122	164	181	966	5	1
1.6	Posters	68	335	469	559	7	1
1.7	Flyers	73	326	495	537	6	2
1.8	Direct mail	58	278	466	621	11	5
1.9	Word of mouth	252	489	423	267	6	2
1.10	Other (<i>please specify</i>):						
	Work	37	13				
	Personal inquiry	14	9	5			

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	415	105	20
Radio	141	124	
TV			
Rolling ads			
Internet	87	42	
Posters			
Flyers	102	57	
Direct mail	426	76	
Word of mouth			
Don't know	65 respondents		
Refuse	4 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:

	Whitehorse Star		Yukon News	
	----- # of respondents -----			
On-line	54			
Hard copy	411			
Every day it is printed	137		434	
No specific day	119		122	
Don't know			1	
	read regularly	read occasionally	read regularly	read occasionally
Monday	52	55	20	129
Tuesday	3	70	N/A	N/A
Wednesday	47	63	29	140
Thursday	3	66	N/A	N/A
Friday	131	25	168	76

	Klondike Sun
	# of respondents
Friday regularly	35
Friday occasionally	17
Don't know	1

	Aurore Boreale
	# of respondents
Friday regularly	8
Friday occasionally	7
Don't know	

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?

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

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North	4	3	2		33	63	2	30
<input type="checkbox"/> APTN		3		3	11	34		36
<input type="checkbox"/> North Beat					24	16	1	13
<input type="checkbox"/> Rolling Ads	3	1				5		20

<input type="checkbox"/> Don't know	2 respondents
<input type="checkbox"/> 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?

Yes	No	No computer	Have a computer, but not connected to internet	No reply
----- # of respondents -----				
426	671	294	42	7

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)?

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

(three people did not respond)

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:

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

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	6		
Radio		3	
TV			1
Rolling ads			
Internet	3		
Posters			1
Flyers	4	2	
Direct mail	5	2	
Word of mouth			

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		Yukon News	
	----- # of respondents -----			
On-line	1			
Hard copy	4			
Every day it is printed	1		7	
No specific day	2		4	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday				
Tuesday	1		N/A	N/A
Wednesday				
Thursday	1		N/A	N/A
Friday			1	

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	5		2	1	2	1		
<input type="checkbox"/> CKRW			1					
<input type="checkbox"/> CHON-FM	1	1	1	2	3	2	2	
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North								
<input type="checkbox"/> APTN					1	2		
<input type="checkbox"/> North Beat								
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
10	14		1

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	2	7	10	3	2		1
3.2	Yukon Government initiatives	1	6	14	1	2		1
3.3	Yukon Government services	2	2	14	3	3		1
3.4	Yukon Government events	1	5	13	3	2		1

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	10	3	5	3		
1.2	Radio	2	5	11	3		
1.3	TV		1	4	16		
1.4	Rolling ads				21		
1.5	Internet	3		3	15		
1.6	Posters	2	6	7	6		
1.7	Flyers	1	7	5	8		
1.8	Direct mail	1	2	6	12		
1.9	Word of mouth	1	5	10	5		
1.10	Other (please specify):						
	Band office	2	1				
	MLA visit		1	1			
	Email	1					

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	8		
Radio	2	1	
TV		1	
Rolling ads			
Internet			
Posters			
Flyers		2	
Direct mail	4		
Word of mouth			
Band office		1	
Phone/fax		1	
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		Yukon News	
	----- # of respondents -----			
On-line	1			
Hard copy	2			
Every day it is printed			13	
No specific day	2			
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday				
Tuesday			N/A	N/A
Wednesday				
Thursday			N/A	N/A
Friday				

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	1	1					1	1
<input type="checkbox"/> CKRW		1						
<input type="checkbox"/> CHON-FM	3	1	1				2	
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North								1
<input type="checkbox"/> APTN								
<input type="checkbox"/> North Beat								
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
5	8	8	

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs		8	13				
3.2	Yukon Government initiatives		10	9	1	1		
3.3	Yukon Government services		11	8	1	1		
3.4	Yukon Government events		9	9	3			

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:

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

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	17	6	
Radio	5	10	
TV			
Rolling ads			
Internet			
Posters			4
Flyers	4		
Direct mail	23	7	
Word of mouth			
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:

	Whitehorse Star		Yukon News	
	----- # of respondents -----			
On-line	1			
Hard copy	19			
Every day it is printed	7		29	
No specific day	11		5	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday		1		7
Tuesday		1	N/A	N/A
Wednesday		1		8
Thursday			N/A	N/A
Friday	1	1	2	6

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	4		3		3		2	3
<input type="checkbox"/> CKRW	3	2	3	1	2		1	6
<input type="checkbox"/> CHON-FM	7	4	3	4	6	4	5	6
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North	2				5	7		3
<input type="checkbox"/> APTN					2	3		3
<input type="checkbox"/> North Beat					2	1		3
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
13	37	15	5

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	6	25	35	1	3		
3.2	Yukon Government initiatives	8	28	29	1	4		
3.3	Yukon Government services	4	26	34	4	2		
3.4	Yukon Government events	7	29	27	2	5		

CARMACKS - 66 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:

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

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	13	4	
Radio	8	8	
TV			
Rolling ads			
Internet			
Posters			
Flyers			
Direct mail	27	6	
Word of mouth			
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:

	Whitehorse Star		Yukon News	
	----- # of respondents -----			
On-line	1			
Hard copy	4			
Every day it is printed	1		13	
No specific day	1		1	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday		1		11
Tuesday	1		N/A	N/A
Wednesday		2		11
Thursday		1	N/A	N/A
Friday		1	3	8

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	1

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	2						1	1
<input type="checkbox"/> CKRW	3	1			1		6	3
<input type="checkbox"/> CHON-FM	3		1		1		3	2
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North					1	5		2
<input type="checkbox"/> APTN					1	1		6
<input type="checkbox"/> North Beat					1	1		1
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
18	20	25	3

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	4	24	29	4	4		1
3.2	Yukon Government initiatives	5	27	27	2	4		1
3.3	Yukon Government services	5	23	31	2	4		1
3.4	Yukon Government events	3	27	29	2	4		1

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	29	35	20	18	1	
1.2	Radio	23	22	39	19		
1.3	TV	9	9	33	52		
1.4	Rolling ads	3	5	30	64	1	
1.5	Internet	8	12	12	71		
1.6	Posters	2	23	43	35		
1.7	Flyers	4	28	47	24		
1.8	Direct mail	5	28	33	37		
1.9	Word of mouth	18	41	28	16		
1.10	Other (<i>please specify</i>):						
	Internal memos	3					
	Email	1	1				

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	26	13	5
Radio	17	8	
TV			
Rolling ads			
Internet		7	
Posters			
Flyers	10		
Direct mail	24		
Word of mouth			
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:

	Whitehorse Star		Yukon News	
	----- # of respondents -----			
On-line	7			
Hard copy	10			
Every day it is printed	2		43	
No specific day	8		13	
Don't know			1	
	read regularly	read occasionally	read regularly	read occasionally
Monday		1	2	5
Tuesday		1	N/A	N/A
Wednesday		1		7
Thursday		1	N/A	N/A
Friday	1		3	4

	Klondike Sun
	# of respondents
Friday regularly	34
Friday occasionally	8
Don't know	1

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	27	2	3	2	6	3	7	1
<input type="checkbox"/> CKRW	6	1		2	2	2	3	1
<input type="checkbox"/> CHON-FM	2	1	3		2	2	1	1
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)	1			1				

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North		1			4	11	1	
<input type="checkbox"/> APTN						4		
<input type="checkbox"/> North Beat					1	2		
<input type="checkbox"/> 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?

Yes	No	No computer	Have a computer, but not connected to internet
----- # of respondents -----			
31	53	15	4

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	10	24	60	1	3	1	4
3.2	Yukon Government initiatives	9	23	48	5	7	1	10
3.3	Yukon Government services	9	22	55	3	5	1	8
3.4	Yukon Government events	6	29	50	3	6	1	8

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	4	4	4	1		
1.2	Radio	1	5	4	3		
1.3	TV			3	10		
1.4	Rolling ads				13		
1.5	Internet	2	2	4	5		
1.6	Posters	3	1	4	5		
1.7	Flyers	1	3	4	5		
1.8	Direct mail	1	3	4	5		
1.9	Word of mouth		7	6			
1.10	Other (<i>please specify</i>):						
	Email at work	1					

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	4	1	
Radio	1		
TV			
Rolling ads			
Internet			1
Posters	1		
Flyers		2	
Direct mail	4		
Word of mouth			
Email		1	
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		Yukon News	
	----- # of respondents -----			
On-line				
Hard copy	2			
Every day it is printed			5	
No specific day	2		3	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday				
Tuesday			N/A	N/A
Wednesday				
Thursday			N/A	N/A
Friday				

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	3		1		2	1	2	
<input type="checkbox"/> CKRW	1							2
<input type="checkbox"/> CHON-FM	1			1				1
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North								
<input type="checkbox"/> APTN								
<input type="checkbox"/> North Beat								
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
6	5	2	

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	1	3	7	1	1		
3.2	Yukon Government initiatives	1	5	5	1	1		
3.3	Yukon Government services	1	3	7	1	1		
3.4	Yukon Government events	1	4	5	2	1		

FARO - 69 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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	23	23	18	5		
1.2	Radio	13	25	21	10		
1.3	TV	6	10	22	31		
1.4	Rolling ads		1	3	65		
1.5	Internet	6	3	9	51		
1.6	Posters	6	20	22	21		
1.7	Flyers	5	17	26	21		
1.8	Direct mail	4	15	27	23		
1.9	Word of mouth	14	23	29	3		
1.10	Other (please specify):						
	Web page	1					
	Faxes	1					
	Email	1					

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	17	12	
Radio	10		2
TV			
Rolling ads			
Internet	5	4	
Posters			
Flyers		5	2
Direct mail	20		2
Word of mouth			
Don't know	1 respondent		
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		Yukon News	
	----- # of respondents -----			
On-line	1			
Hard copy	6			
Every day it is printed	1		32	
No specific day	5		5	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday		1		8
Tuesday		1	N/A	N/A
Wednesday		1		8
Thursday		1	N/A	N/A
Friday	1		3	5

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	18	2	3		4	2		5
<input type="checkbox"/> CKRW	5	4	5	5	5	1	6	6
<input type="checkbox"/> CHON-FM	3	2	1	1	1	1	1	6
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North		1			4	6	1	4
<input type="checkbox"/> APTN					1	3		8
<input type="checkbox"/> North Beat					6			3
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
16	44	8	1

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	10	17	34	6	1	1	
3.2	Yukon Government initiatives	10	19	32	7		1	
3.3	Yukon Government services	7	17	39	5		1	
3.4	Yukon Government events	8	19	28	12	1	1	

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	16	30	28	16		
1.2	Radio	16	18	32	24		
1.3	TV	4	2	18	66		
1.4	Rolling ads			3	87		
1.5	Internet	6	12	11	61		
1.6	Posters	7	26	29	28		
1.7	Flyers	7	16	28	39		
1.8	Direct mail	8	17	27	38		
1.9	Word of mouth	15	33	19	23		
1.10	Other (<i>please specify</i>):						
	Personal inquiry	1		1			
	Workplace		1				

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	19	7	
Radio		6	
TV			
Rolling ads			
Internet	7		
Posters			
Flyers	6		
Direct mail	34	8	
Word of mouth			

Don't know	6 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:

	Whitehorse Star		Yukon News	
	----- # of respondents -----			
On-line				
Hard copy	4			
Every day it is printed			36	
No specific day	2		1	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday		1		7
Tuesday			N/A	N/A
Wednesday				7
Thursday		1	N/A	N/A
Friday		1		8

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	17		3		3	2	2	1
<input type="checkbox"/> CKRW	3	1					4	2
<input type="checkbox"/> CHON-FM	5		2		1	1	3	4
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North						2		1
<input type="checkbox"/> APTN						1		
<input type="checkbox"/> North Beat								1
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
22	38	24	6

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	5	36	42	1	5		1
3.2	Yukon Government initiatives	6	38	37	1	7		1
3.3	Yukon Government services	5	38	37	1	8		1
3.4	Yukon Government events	5	38	39	1	5		2

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
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 (<i>please specify</i>):						
	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?

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	20	7	1
Radio	5	5	
TV			
Rolling ads			
Internet			
Posters			1
Flyers	5	6	
Direct mail	16		
Word of mouth	4		
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:

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

	Clondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	9	2	3	1	2	1	2	2
<input type="checkbox"/> CKRW	7	3		3		1	2	
<input type="checkbox"/> CHON-FM	6	4	4	6	2	1	2	2
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North					4	4		1
<input type="checkbox"/> APTN					2	6		1
<input type="checkbox"/> North Beat					1	3		
<input type="checkbox"/> Rolling Ads								

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?

Yes	No	No computer	Have a computer, but not connected to internet
----- # of respondents -----			
15	31	12	3

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	5	17	32	1	4		2
3.2	Yukon Government initiatives	4	21	25	1	5		5
3.3	Yukon Government services	3	17	31	2	4		4
3.4	Yukon Government events	3	18	29	1	5		5

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	5	7	21	7		
1.2	Radio	5	10	16	9		
1.3	TV	1	1	9	29		
1.4	Rolling ads				40		
1.5	Internet		6	4	30		
1.6	Posters	7	6	5	22		
1.7	Flyers	2	6	10	22		
1.8	Direct mail	2	1	10	27		
1.9	Word of mouth	3	7	11	19		
1.10	Other (please specify):						
	Work		2				
	Band office		1				

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	6	2	
Radio	5	2	
TV			
Rolling ads			
Internet			
Posters			
Flyers	4		
Direct mail	12	2	
Word of mouth			
Don't know	1 respondent		
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		Yukon News	
	----- # of respondents -----			
On-line				
Hard copy	1			
Every day it is printed			6	
No specific day	1		5	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday				
Tuesday			N/A	N/A
Wednesday				
Thursday			N/A	N/A
Friday				

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	4	2	4		3		1	2
<input type="checkbox"/> CKRW								
<input type="checkbox"/> CHON-FM	7	2	3	4	2	2	2	
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North					1			
<input type="checkbox"/> APTN								
<input type="checkbox"/> North Beat					1	1		
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
7	13	20	

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	3	13	19	1	3		1
3.2	Yukon Government initiatives	2	15	19		3		1
3.3	Yukon Government services	2	14	20		3		1
3.4	Yukon Government events	2	12	21		4		1

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:

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

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	14		2
Radio	6	3	
TV		4	
Rolling ads			
Internet			
Posters		2	
Flyers		2	
Direct mail	10	3	
Word of mouth			

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		Yukon News	
	----- # of respondents -----			
On-line	2			
Hard copy	4			
Every day it is printed			10	
No specific day	3		2	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday		1		3
Tuesday		1	N/A	N/A
Wednesday		1		3
Thursday		1	N/A	N/A
Friday		1		3

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	1
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	3							2
<input type="checkbox"/> CKRW					1			2
<input type="checkbox"/> CHON-FM	3	2	2	2	1	2	3	4
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North					2	4		2
<input type="checkbox"/> APTN		1		2	1	2		4
<input type="checkbox"/> North Beat						1		2
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
9	20	7	1

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs		17	16	1	3		
3.2	Yukon Government initiatives	2	12	19	1	3		
3.3	Yukon Government services		18	15	1	3		
3.4	Yukon Government events		17	17		3		

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	4	3	19	7		
1.2	Radio	3	3	17	10		
1.3	TV	2		7	24		
1.4	Rolling ads				33		
1.5	Internet	2			30	1	
1.6	Posters	1	6	9	17		
1.7	Flyers	1	5	5	21	1	
1.8	Direct mail	2	6	5	20		
1.9	Word of mouth	2	9	8	14		
1.10	Other (<i>please specify</i>):						

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	2	2	1
Radio	4		
TV			
Rolling ads			
Internet		2	
Posters		1	
Flyers			
Direct mail	22		1
Word of mouth			
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:

	Whitehorse Star		Yukon News	
	----- # of respondents -----			
On-line				
Hard copy				
Every day it is printed			5	
No specific day				
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday				2
Tuesday			N/A	N/A
Wednesday				2
Thursday			N/A	N/A
Friday				2

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	2						2	
<input type="checkbox"/> CKRW	1							
<input type="checkbox"/> CHON-FM	1		1				1	
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North						1		
<input type="checkbox"/> APTN								
<input type="checkbox"/> North Beat								
<input type="checkbox"/> Rolling Ads								

<input type="checkbox"/> Refuse	1 respondent
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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	No reply
----- # of respondents -----				
6	11	15		1

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	2	17	10	1	2	1	
3.2	Yukon Government initiatives	2	19	6	1	4	1	
3.3	Yukon Government services	2	20	7	1	2	1	
3.4	Yukon Government events	3	20	6	1	2	1	

TAGISH - 50 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:

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

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	15	4	
Radio	2	5	
TV	2		
Rolling ads			
Internet		2	
Posters			
Flyers	3		
Direct mail	21	2	
Word of mouth			
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:

	Whitehorse Star		Yukon News	
	----- # of respondents -----			
On-line	1			
Hard copy	13			
Every day it is printed	6		20	
No specific day	4		4	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday		1		5
Tuesday	1	1	N/A	N/A
Wednesday		1		6
Thursday		1	N/A	N/A
Friday	2		2	5

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	4	2	3	1	3			4
<input type="checkbox"/> CKRW	1							5
<input type="checkbox"/> CHON-FM	7	3	4	3	1		2	4
<input type="checkbox"/> CFET-FM	2		1				1	
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North								2
<input type="checkbox"/> APTN						1		1
<input type="checkbox"/> North Beat					2	1		
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
11	26	11	2

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	10	14	22	2	2		
3.2	Yukon Government initiatives	8	15	23	2	2		
3.3	Yukon Government services	7	16	22	2	3		
3.4	Yukon Government events	6	13	26	3	2		

TESLIN - 64 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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	11	16	20	16	1	
1.2	Radio	9	14	28	13		
1.3	TV		2	16	46		
1.4	Rolling ads				64		
1.5	Internet	3	4	11	46		
1.6	Posters	4	18	26	16		
1.7	Flyers	5	12	29	18		
1.8	Direct mail	3	5	28	28		
1.9	Word of mouth	12	18	14	19	1	
1.10	Other (<i>please specify</i>):						
	First Nations band	1					
	Personal inquiry		1				

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	11	5	
Radio	8	5	1
TV			
Rolling ads			
Internet			
Posters		3	1
Flyers		3	
Direct mail	29	3	
Word of mouth			

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:

	Whitehorse Star		Yukon News	
	read regularly	read occasionally	read regularly	read occasionally
	----- # of respondents -----			
On-line	1			
Hard copy	4			
Every day it is printed	1		20	
No specific day	1			
Don't know				
Monday		2		5
Tuesday		2	N/A	N/A
Wednesday		2		5
Thursday		2	N/A	N/A
Friday		2		6

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	4				2			2
<input type="checkbox"/> CKRW	4		3	1			7	
<input type="checkbox"/> CHON-FM	4							
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North								
<input type="checkbox"/> APTN								1
<input type="checkbox"/> North Beat								
<input type="checkbox"/> Rolling Ads								

<input type="checkbox"/> 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?

Yes	No	No computer	Have a computer, but not connected to internet
----- # of respondents -----			
14	24	25	1

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	6	25	27	3	3		
3.2	Yukon Government initiatives	6	28	25	1	4		
3.3	Yukon Government services	6	26	25	3	4		
3.4	Yukon Government events	6	30	22	2	4		

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:

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

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	16	6	1
Radio	12	8	
TV			1
Rolling ads			
Internet			
Posters			
Flyers	12	4	
Direct mail	41		
Word of mouth			
Notices			1
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		Yukon News	
	----- # of respondents -----			
On-line	4			
Hard copy	9			
Every day it is printed	3		18	
No specific day	8			
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday			3	5
Tuesday			N/A	N/A
Wednesday			1	6
Thursday			N/A	N/A
Friday			4	5

	Klondike Sun
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	
Friday occasionally	
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	11	2	6	1	4	3	2	1
<input type="checkbox"/> CKRW	8	3	4	4	1	3	8	8
<input type="checkbox"/> CHON-FM	7		1	3	2	1	2	5
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North						4		1
<input type="checkbox"/> APTN						1		1
<input type="checkbox"/> North Beat					1	1		
<input type="checkbox"/> Rolling Ads								

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
----- # of respondents -----			
33	40	27	

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	10	24	53	5	6		2
3.2	Yukon Government initiatives	8	29	46	4	9		4
3.3	Yukon Government services	6	27	49	5	10		3
3.4	Yukon Government events	6	25	52	6	8		3

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:

		A lot	Some	A little	None	Don't know	No opinion
		----- # of respondents -----					
1.1	Newspaper	213	201	134	46	1	2
1.2	Radio	119	210	156	109	1	2
1.3	TV	10	46	158	381	1	1
1.4	Rolling ads	7	49	105	433	1	2
1.5	Internet	54	85	85	372		1
1.6	Posters	14	126	196	254	5	2
1.7	Flyers	24	148	206	215	2	2
1.8	Direct mail	16	129	197	245	8	2
1.9	Word of mouth	123	221	180	68	4	1
1.10	Other (<i>please specify</i>):						
	Work	32	11				
	Personal inquiry	7	6	4			

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

	1st choice	2nd choice	3rd choice
	----- # of respondents -----		
Newspaper	220	32	5
Radio	49	56	
TV			
Rolling ads			
Internet	41		
Posters			
Flyers			
Direct mail	120	29	
Word of mouth			

Don't know	40 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:

	Whitehorse Star		Yukon News	
	----- # of respondents -----			
On-line	28			
Hard copy	324			
Every day it is printed	116		146	
No specific day			59	
Don't know				
	read regularly	read occasionally	read regularly	read occasionally
Monday	52	46	15	70
Tuesday		63	N/A	N/A
Wednesday	47	54	28	76
Thursday	2	58	N/A	N/A
Friday	126	19	149	23

	Klondike Sun
	# of respondents
Friday regularly	1
Friday occasionally	8
Don't know	

	Aurore Boreale
	# of respondents
Friday regularly	8
Friday occasionally	7
Don't know	

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC	141	15	22	10	54	15	29	23
<input type="checkbox"/> CKRW	70	18	22	28	34	12	34	46
<input type="checkbox"/> CHON-FM	26	14	8	18	16	14	14	44
<input type="checkbox"/> CIAY								2
<input type="checkbox"/> CBC (French)	2		1			2		

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North	2	1	2		12	19		13
<input type="checkbox"/> APTN		2		1	3	10		10
<input type="checkbox"/> North Beat					9	5	1	3
<input type="checkbox"/> Rolling Ads	3	1				3		20

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	No reply
----- # of respondents -----				
210	287	82	15	4

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)?

		Very poor	Poor	Good	Very good	Don't know	Refused	No opinion
		----- # of respondents -----						
3.1	Yukon Government programs	38	162	311	25	29	5	27
3.2	Yukon Government initiatives	43	191	273	22	33	4	31
3.3	Yukon Government services	32	165	311	27	28	4	30
3.4	Yukon Government events	24	163	304	41	32	4	29

(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:

	<u>A lot</u>	<u>Some</u>	<u>A little</u>	<u>None</u>	<u>Don't know</u>	<u>No opinion</u>
1.1 Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2 Radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3 TV	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4 Rolling ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.5 Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.6 Posters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.7 Flyers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.8 Direct mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.9 Word of Mouth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.10 Other (<i>please specify</i>): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Yukon News

On-line

Hard Copy

Every day it is printed

Every day it is printed

Monday R O

Monday R O

Tuesday R O

Wednesday R O

Wednesday R O

Friday R O

Thursday R O

Friday R O

No specific day

No specific day

Don't know

Don't know

Klondike Sun (bi-weekly)

Aurore Boreale (bi-weekly)

Friday R O

Friday R O

Don't know

Don't know

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
	----- # of respondents -----							
<input type="checkbox"/> CBC								
<input type="checkbox"/> CKRW								
<input type="checkbox"/> CHON-FM								
<input type="checkbox"/> CIAY								
<input type="checkbox"/> CBC (French)								

Don't Know

Refuse

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?

	Before 9am	9-noon	noon hour	1-4pm	4-7pm	after 7pm	all day	no specific time
<input type="checkbox"/> CBC North								
<input type="checkbox"/> APTN								
<input type="checkbox"/> North Beat								
<input type="checkbox"/> Rolling Ads								

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)?

	Very Poor	Poor	Good	Very Good	DK	R	No Opinion
3.1 Yukon Government programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Yukon Government initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Yukon Government services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.4 Yukon Government events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Age Group	Female	Male
15 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 plus		