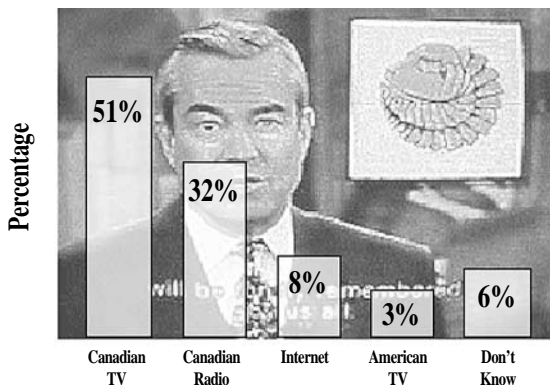


Edmontonians' poll station

By Linda Banister

News stations are intended to keep citizens informed and up-to-date with the on-going changes in the world. This month's Poll Station takes a look not only at where Edmontonians are getting their news, but also their thoughts and opinions about some of our local news stations and personalities.

WHAT IS YOUR MAIN, LIVE, DAILY NEWS SOURCE?



Just over half of respondents (51%) turn to Canadian television as their daily news source while just under one-third (32%) prefer the radio. Eight percent (8%) indicated that they use the Internet as their source and another 3 percent follow American television. Six percent (6%) of respondents could not state their main, daily news source.

WHAT IS YOUR FAVOURITE TELEVISION NEWS CHANNEL?

When asked for their favourite television news channel, 29 percent of respondents cited Global. CTV and A-Channel were favoured by 18 percent of respondents, while 10 percent preferred the CBC. Nine percent (9%) of respondents indicated they turn to foreign news stations such as CNN and the BBC. Another 9 percent responded they do not watch television news, and 5 percent were unsure of their favourite channel.

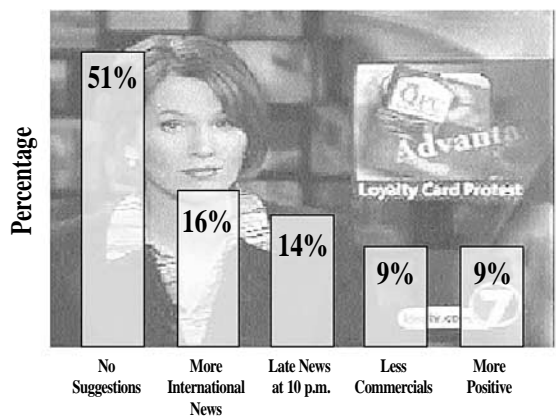
WHO IS YOUR FAVOURITE ANCHORMAN?

Almost one-half (47%) of respondents did not have a favourite anchorman. Of those who did have a favourite, just over one-third (35%) chose Global's Gord Steinke because he is well spoken, credible, easy to relate to as well as becoming a household figure. Darryl MacIntyre of CFRN captured 13 percent of respondents for his quality news reporting, charming personality and the fact that he, himself, is an Edmontonian. Ten percent (10%) of respondents chose Mark Sholtz and Steve Antle from the A-Channel's Big Breakfast as their favourites for their entertaining, down-to-earth style.

WHO IS YOUR FAVOURITE ANCHORWOMAN?

One-half of respondents (50%) did not have a favourite anchorwoman. Of those who did have a favourite, 41 percent chose Gord Steinke's counterpart at Global, Lynda Steele. Followers of Steele were won over by her serious nature, attractive looks and the competence she displays at her job. Another 12 percent of respondents chose Carrie Doll for her warm, positive personality and the fact that she appears to truly enjoy her job.

WHAT SUGGESTIONS DO YOU HAVE TO IMPROVE YOUR FAVOURITE NEWS PROGRAM?



Just over half of respondents (51%) did not offer suggestions for improvement. But of those who had suggestions, 16 percent felt they should have more international news and 14 percent preferred the news at 10 p.m. as opposed to 11 p.m. Other comments included respondents feeling there should be less commercials (9%) and that the news should be presented in a more positive light (9%).

The *Edmontonians* Poll Station surveyed 100 city of Edmonton residents on this topic and while the results of the research are not statistically reliable, they do provide a qualitative indication of what Edmontonians are thinking. ✓



Linda Banister is a certified management consultant and the owner of Banister Research & Consulting Inc., a full service provider of market research and program evaluation services. If you have a question you would like included

in the Edmontonians Poll, contact Linda at 780.451.4444 or e-mail at research@banister.ab.ca. For further information on the firm visit www.banister.ab.ca.