

1. In general, how much trust and confidence do you have in traditional news media - such as newspapers, news magazines, TV and radio news - when it comes to reporting the news fully, accurately and fairly?

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	655	655	-	290	240	-147	-58	-190	635	608	522
	65%	100%	-	93%	66%	58%	44%	61%	66%	66%	64%
		B		D					J	J	
A great deal	115	115	-	56	38	-19	-9	-25	109	104	98
	11%	18%	-	18%	11%	8%	7%	8%	11%	11%	12%
		B		D							
A fair amount	540	540	-	234	202	-127	-49	-165	525	505	424
	54%	82%	-	75%	56%	51%	37%	53%	55%	55%	52%
		B		D					J	J	
Bottom 2 Box (Net)	345	-	345	23	122	-105	-74	-122	328	315	293
	35%	-	100%	7%	34%	42%	56%	39%	34%	34%	36%
			A		C						HI
Not very much	290	-	290	33	102	-92	-57	-97	275	267	245
	29%	-	84%	11%	28%	37%	44%	31%	29%	29%	30%
			A		C						
None at all	56	-	56	-10	19	-13	-16	-25	53	48	47
	6%	-	16%	-3%	5%	5%	12%	8%	6%	5%	6%
			A		C						
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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2. From time to time, senior government officials deny reports in the national news media and say that news reports are not accurate. In such cases, who do you tend to believe?

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
The government	207	111	96	45	77	-36	-2	-50	203	192	183
	21%	17%	28%	14%	21%	14%	2%	16%	21%	21%	22%
			A		C						I
The news media	793	544	249	269	285	-215	-129	-262	760	732	631
	79%	83%	72%	86%	79%	86%	98%	84%	79%	79%	78%
		B		D						J	
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3. In the last month, have you gotten news from any of the following?

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Broadcast TV news	511	360	151	167	186	-144	-66	-186	499	496	425
	51%	55%	44%	53%	51%	57%	50%	60%	52%	54%	52%
		B								H	
Facebook	460	307	153	183	208	-81	-27	-131	440	435	390
	46%	47%	44%	58%	58%	32%	21%	42%	46%	47%	48%
										H	H
Cable news	389	272	118	153	150	-105	-16	-102	384	377	342
	39%	42%	34%	49%	42%	42%	12%	33%	40%	41%	42%
											H
Print newspapers	397	275	122	140	134	-141	-58	-151	391	384	338
	40%	42%	35%	45%	37%	56%	44%	48%	41%	42%	41%
Social media (generally)	418	272	145	164	177	-79	-33	-119	409	399	360
	42%	42%	42%	52%	49%	31%	25%	38%	42%	43%	44%
Newspapers' websites	365	253	112	137	123	-110	-32	-131	360	355	323
	37%	39%	32%	44%	34%	44%	25%	42%	37%	38%	40%
				D							H
News radio	413	282	131	134	140	-131	-65	-148	409	399	341
	41%	43%	38%	43%	39%	52%	49%	48%	43%	43%	42%
Online-only news publications	253	167	85	84	82	-73	-13	-93	245	250	227
	25%	26%	25%	27%	23%	29%	10%	30%	25%	27%	28%
										H	H
Twitter	134	82	52	61	63	-25	5	-46	130	131	128
	13%	13%	15%	20%	17%	10%	-4%	15%	14%	14%	16%
											HI
	285	196	89	103	106	-62	-32	-85	284	270	248

Talk radio	29%	30%	26%	33%	29%	25%	24%	27%	30%	29%	30%
None of these	41	14	26	4	6	-9	-3	-8	32	25	18
	4%	2%	8%	1%	2%	3%	3%	2%	3%	3%	2%
			A						IJ	J	
Sigma	3665	2480	1185	-	-	-	-	-	3584	3521	3139
	367%	379%	343%	-	-	-	-	-	372%	381%	385%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3B. Thinking about the news that you are exposed to, do you feel...

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Like you can't get enough and want more	114	81	32	34	50	-14	-6	-20	110	104	99
	11%	12%	9%	11%	14%	6%	4%	6%	11%	11%	12%
Like you are exposed to just the right amount of news	609	411	198	206	197	-181	-72	-198	588	571	491
	61%	63%	57%	66%	54%	72%	55%	63%	61%	62%	60%
Like you're overwhelmed by all of the news coming at you	278	162	116	73	115	-56	-53	-94	265	248	224
	28%	25%	33%	23%	32%	22%	41%	30%	27%	27%	27%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_1. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Social media

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	376	250	126	112	124	-116	-59	-133	365	356	300
	38%	38%	36%	36%	34%	46%	45%	42%	38%	38%	37%
Some detail to know a little about what's going on	397	267	130	137	149	-109	-51	-122	381	351	310
	40%	41%	38%	44%	41%	43%	39%	39%	40%	38%	38%
Deep-dive to understand issues more fully	114	63	50	20	42	-13	-17	-35	106	108	105
	11%	10%	15%	6%	12%	5%	13%	11%	11%	12%	13%
Commentary or opinion pieces about politics or other important issues	114	74	40	45	47	-14	-5	-22	110	109	100
	11%	11%	11%	14%	13%	6%	4%	7%	11%	12%	12%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_2. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Facebook

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	368	247	121	119	112	-110	-64	-158	353	349	304
	37%	38%	35%	38%	31%	44%	48%	51%	37%	38%	37%
Some detail to know a little about what's going on	448	297	151	147	189	-118	-48	-120	436	400	346
	45%	45%	44%	47%	52%	47%	37%	38%	45%	43%	42%
Deep-dive to understand issues more fully	77	44	33	10	24	1	-9	-7	73	74	76
	8%	7%	9%	3%	7%	*	7%	2%	8%	8%	9%
Commentary or opinion pieces about politics or other important issues	107	66	41	38	37	-25	-10	-27	100	101	90
	11%	10%	12%	12%	10%	10%	8%	9%	10%	11%	11%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_3. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Twitter

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	410	274	136	140	152	-117	-55	-153	395	387	336
	41%	42%	39%	45%	42%	47%	42%	49%	41%	42%	41%
Some detail to know a little about what's going on	424	273	151	127	149	-114	-62	-127	412	378	335
	42%	42%	44%	41%	41%	45%	47%	41%	43%	41%	41%
Deep-dive to understand issues more fully	40	23	17	6	16	-7	-3	-5	35	39	39
	4%	3%	5%	2%	4%	3%	2%	2%	4%	4%	5%
Commentary or opinion pieces about politics or other important issues	126	86	40	41	45	-14	-11	-27	121	121	106
	13%	13%	12%	13%	12%	6%	9%	9%	13%	13%	13%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_4. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Online-only news publications

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	284	168	115	68	90	-74	-39	-89	269	261	215
	28%	26%	33%	22%	25%	30%	30%	28%	28%	28%	26%
Some detail to know a little about what's going on			A							J	
	371	246	125	97	151	-83	-76	-124	360	328	281
	37%	38%	36%	31%	42%	33%	58%	40%	37%	35%	35%
Deep-dive to understand issues more fully					C				IJ		
	210	147	63	84	72	-58	-23	-65	201	203	196
	21%	22%	18%	27%	20%	23%	17%	21%	21%	22%	24%
Commentary or opinion pieces about politics or other important issues											HI
	136	94	42	64	49	-36	7	-34	133	132	122
	14%	14%	12%	20%	14%	14%	-5%	11%	14%	14%	15%
Sigma				D							
	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_5. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Cable news

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	257	166	91	75	94	-58	-19	-67	248	239	199
	26%	25%	26%	24%	26%	23%	15%	22%	26%	26%	24%
Some detail to know a little about what's going on	323	199	124	75	115	-81	-54	-110	310	283	244
	32%	30%	36%	24%	32%	32%	41%	35%	32%	31%	30%
Deep-dive to understand issues more fully	273	194	79	102	87	-72	-40	-97	264	261	238
	27%	30%	23%	32%	24%	29%	31%	31%	27%	28%	29%
Commentary or opinion pieces about politics or other important issues	147	96	52	62	66	-40	-18	-37	140	141	133
	15%	15%	15%	20%	18%	16%	14%	12%	15%	15%	16%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_6. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Broadcast TV news

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	239	145	94	64	71	-53	-28	-57	225	224	198
	24%	22%	27%	20%	20%	21%	22%	18%	23%	24%	24%
Some detail to know a little about what's going on	300	182	118	66	97	-88	-47	-97	291	261	224
	30%	28%	34%	21%	27%	35%	36%	31%	30%	28%	28%
Deep-dive to understand issues more fully	326	237	89	125	130	-79	-33	-125	314	305	268
	33%	36%	26%	40%	36%	31%	25%	40%	33%	33%	33%
Commentary or opinion pieces about politics or other important issues	136	91	45	59	63	-31	-23	-33	132	134	124
	14%	14%	13%	19%	17%	12%	17%	11%	14%	14%	15%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_7. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Newspapers' websites

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	260	148	112	58	99	-41	-34	-66	246	242	196
	26%	23%	33%	19%	27%	16%	26%	21%	26%	26%	24%
			A		C					J	
Some detail to know a little about what's going on	283	191	92	66	94	-78	-49	-86	273	248	214
	28%	29%	27%	21%	26%	31%	37%	27%	28%	27%	26%
									IJ		
Deep-dive to understand issues more fully	319	234	85	141	123	-95	-42	-112	310	302	281
	32%	36%	25%	45%	34%	38%	32%	36%	32%	33%	34%
		B		D							HI
Commentary or opinion pieces about politics or other important issues	138	82	56	49	46	-38	-6	-49	134	132	124
	14%	13%	16%	15%	13%	15%	4%	16%	14%	14%	15%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_8. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Print newspapers

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	241	155	86	62	94	-14	-14	-47	232	227	177
	24%	24%	25%	20%	26%	6%	11%	15%	24%	25%	22%
Some detail to know a little about what's going on	265	163	102	65	88	-64	-39	-73	256	227	211
	26%	25%	29%	21%	24%	26%	30%	23%	27%	25%	26%
Deep-dive to understand issues more fully	371	260	111	159	141	-129	-50	-148	356	353	318
	37%	40%	32%	51%	39%	51%	38%	47%	37%	38%	39%
Commentary or opinion pieces about politics or other important issues	124	77	47	28	39	-44	-27	-45	118	116	109
	12%	12%	14%	9%	11%	18%	20%	14%	12%	13%	13%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_9. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - News radio

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	263	180	82	88	74	-53	-25	-67	251	242	210
	26%	28%	24%	28%	20%	21%	19%	22%	26%	26%	26%
				D							
Some detail to know a little about what's going on	376	234	142	101	157	-90	-72	-113	367	337	291
	38%	36%	41%	32%	43%	36%	55%	36%	38%	36%	36%
				C					IJ		
Deep-dive to understand issues more fully	213	143	69	77	66	-65	-31	-83	200	200	178
	21%	22%	20%	24%	18%	26%	23%	26%	21%	22%	22%
Commentary or opinion pieces about politics or other important issues	149	97	52	48	64	-43	-3	-49	144	145	135
	15%	15%	15%	15%	18%	17%	2%	16%	15%	16%	17%
											H
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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3C_10. Thinking about the following sources of news, which of the following best describes the kind of news you like to consume from each source: - Talk radio

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top-line headlines only to keep track of events	244	170	74	71	77	-65	-31	-64	235	223	186
	24%	26%	21%	23%	21%	26%	24%	21%	24%	24%	23%
Some detail to know a little about what's going on	338	210	127	103	130	-71	-42	-88	326	299	264
	34%	32%	37%	33%	36%	28%	32%	28%	34%	32%	32%
Deep-dive to understand issues more fully	203	126	77	62	67	-51	-33	-67	194	195	167
	20%	19%	22%	20%	18%	20%	25%	21%	20%	21%	20%
Commentary or opinion pieces about politics or other important issues	215	148	67	77	88	-64	-26	-93	208	207	198
	21%	23%	19%	25%	24%	26%	20%	30%	22%	22%	24%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. Do you trust the news you read or hear - Social media

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	170	139	31	57	77	-12	-1	-11	169	161	143
	17%	21%	9%	18%	21%	5%	1%	3%	18%	17%	17%
All the time	13	13	*	8	3	1	2	1	13	12	11
	1%	2%	*	2%	1%	*	-1%	*	1%	1%	1%
Most of the time	157	126	31	49	74	-12	-2	-12	156	149	132
	16%	19%	9%	16%	20%	5%	2%	4%	16%	16%	16%
About half the time	369	254	115	151	170	-72	-17	-95	354	349	311
	37%	39%	33%	48%	47%	29%	13%	30%	37%	38%	38%
Bottom 2 Box (Net)	401	221	180	95	100	-154	-101	-195	384	368	326
	40%	34%	52%	30%	28%	61%	77%	63%	40%	40%	40%
Rarely	257	142	115	85	90	-84	-43	-120	251	239	212
	26%	22%	33%	27%	25%	33%	33%	39%	26%	26%	26%
Almost never	144	79	65	11	10	-70	-58	-75	133	128	114
	14%	12%	19%	3%	3%	28%	44%	24%	14%	14%	14%
Don't know	59	41	19	11	15	-14	-12	-11	56	46	36
	6%	6%	5%	3%	4%	5%	9%	3%	6%	5%	4%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. Do you trust the news you read or hear - Facebook

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	145	113	32	42	68	*	3	-10	140	141	128
	14%	17%	9%	13%	19%	*	-2%	3%	15%	15%	16%
		B									
All the time	15	10	6	5	5	4	1	2	15	13	13
	2%	1%	2%	1%	1%	-2%	-1%	-1%	2%	1%	2%
Most of the time	130	103	27	37	63	-4	2	-12	125	128	115
	13%	16%	8%	12%	18%	1%	-1%	4%	13%	14%	14%
		B									
About half the time	316	213	103	136	127	-61	-11	-87	305	291	258
	32%	32%	30%	43%	35%	24%	8%	28%	32%	32%	32%
Bottom 2 Box (Net)	458	270	188	110	144	-170	-113	-196	440	427	370
	46%	41%	55%	35%	40%	68%	86%	63%	46%	46%	45%
			A								
Rarely	295	192	103	97	119	-76	-36	-95	286	276	241
	29%	29%	30%	31%	33%	30%	28%	31%	30%	30%	30%
Almost never	164	78	86	12	24	-94	-77	-100	154	152	130
	16%	12%	25%	4%	7%	37%	58%	32%	16%	16%	16%
			A								
Don't know	81	59	22	26	23	-21	-11	-19	77	64	58
	8%	9%	6%	8%	6%	8%	8%	6%	8%	7%	7%
									I		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_3. Do you trust the news you read or hear - Twitter

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	123	102	21	48	54	-4	4	-13	122	119	109
	12%	16%	6%	15%	15%	2%	-3%	4%	13%	13%	13%
All the time		B									
	17	17	-	1	5	6	*	5	17	17	17
	2%	3%	-	*	1%	-2%	*	-2%	2%	2%	2%
Most of the time		B									
	106	85	21	47	49	-10	4	-18	105	101	92
	11%	13%	6%	15%	13%	4%	-3%	6%	11%	11%	11%
About half the time		B									
	274	184	90	112	127	-41	4	-59	265	262	225
	27%	28%	26%	36%	35%	16%	-3%	19%	28%	28%	28%
Bottom 2 Box (Net)		B									
	404	229	175	105	117	-154	-103	-183	384	366	327
	40%	35%	51%	34%	32%	61%	78%	59%	40%	40%	40%
Rarely		A									
	229	127	102	74	85	-63	-45	-87	221	208	194
	23%	19%	29%	24%	24%	25%	34%	28%	23%	23%	24%
Almost never		A									
	175	102	73	31	32	-91	-58	-96	163	158	134
	17%	16%	21%	10%	9%	36%	44%	31%	17%	17%	16%
Don't know		B									
	200	140	60	48	64	-53	-36	-57	191	178	153
	20%	21%	17%	15%	18%	21%	28%	18%	20%	19%	19%
Sigma		B									
	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_4. Do you trust the news you read or hear - Online-only news publications

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	337	280	57	151	130	-62	-28	-98	330	320	283
	34%	43%	16%	48%	36%	25%	21%	31%	34%	35%	35%
All the time	30	26	4	13	16	*	3	-2	30	29	27
	3%	4%	1%	4%	4%	*	-2%	1%	3%	3%	3%
Most of the time	307	254	52	138	114	-62	-31	-97	301	291	257
	31%	39%	15%	44%	31%	24%	24%	31%	31%	31%	32%
About half the time	398	241	157	132	156	-104	-40	-134	383	368	333
	40%	37%	46%	42%	43%	41%	31%	43%	40%	40%	41%
Bottom 2 Box (Net)	194	90	104	14	58	-67	-48	-67	184	176	156
	19%	14%	30%	5%	16%	27%	36%	21%	19%	19%	19%
Rarely	134	64	71	26	48	-39	-23	-34	128	125	111
	13%	10%	20%	8%	13%	15%	18%	11%	13%	14%	14%
Almost never	59	26	33	-12	10	-29	-24	-33	56	51	45
	6%	4%	10%	-4%	3%	11%	19%	11%	6%	6%	6%
Don't know	71	44	27	17	18	-18	-16	-13	66	60	42
	7%	7%	8%	5%	5%	7%	12%	4%	7%	6%	5%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_5. Do you trust the news you read or hear - Cable news

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	510	441	69	239	213	-123	-45	-155	498	480	417
	51%	67%	20%	76%	59%	49%	34%	50%	52%	52%	51%
		B		D							
All the time	78	69	9	35	37	-19	-4	-20	75	70	58
	8%	11%	3%	11%	10%	7%	3%	6%	8%	8%	7%
		B									
Most of the time	432	372	60	204	176	-104	-41	-135	423	410	359
	43%	57%	17%	65%	49%	42%	31%	43%	44%	44%	44%
		B		D							
About half the time	306	148	157	69	98	-78	-42	-87	295	287	256
	31%	23%	46%	22%	27%	31%	32%	28%	31%	31%	31%
			A								
Bottom 2 Box (Net)	138	46	93	-5	36	-40	-37	-56	129	120	109
	14%	7%	27%	-2%	10%	16%	28%	18%	13%	13%	13%
			A		C						
Rarely	92	30	62	5	24	-23	-11	-32	83	80	74
	9%	5%	18%	2%	7%	9%	8%	10%	9%	9%	9%
			A		C						
Almost never	47	16	31	-10	12	-17	-26	-24	46	40	35
	5%	2%	9%	-3%	3%	7%	20%	8%	5%	4%	4%
			A		C						
Don't know	46	19	26	11	15	-10	-7	-14	41	37	33
	5%	3%	8%	4%	4%	4%	5%	4%	4%	4%	4%
			A								
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_6. Do you trust the news you read or hear - Broadcast TV news

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	593	497	96	255	229	-140	-65	-197	577	561	484
	59%	76%	28%	81%	63%	56%	50%	63%	60%	61%	59%
All the time	103	95	8	54	44	-25	-4	-34	101	94	81
	10%	14%	2%	17%	12%	10%	3%	11%	10%	10%	10%
Most of the time	490	402	88	201	185	-115	-61	-163	476	467	403
	49%	61%	26%	64%	51%	46%	47%	52%	49%	51%	49%
About half the time	262	114	149	60	96	-65	-34	-74	251	238	216
	26%	17%	43%	19%	27%	26%	26%	24%	26%	26%	27%
Bottom 2 Box (Net)	110	30	80	-9	26	-40	-27	-32	103	100	91
	11%	5%	23%	-3%	7%	16%	21%	10%	11%	11%	11%
Rarely	67	21	46	*	20	-23	-10	-13	64	65	57
	7%	3%	13%	*	6%	9%	8%	4%	7%	7%	7%
Almost never	43	9	34	-9	6	-17	-17	-19	39	35	34
	4%	1%	10%	-3%	2%	7%	13%	6%	4%	4%	4%
Don't know	34	13	21	8	10	-7	-5	-9	31	24	24
	3%	2%	6%	3%	3%	3%	4%	3%	3%	3%	3%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_7. Do you trust the news you read or hear - Newspapers' websites

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	510	434	77	246	207	-129	-45	-179	497	480	426
	51%	66%	22%	78%	57%	51%	35%	57%	52%	52%	52%
All the time	59	58	1	37	26	-17	-7	-18	59	53	51
	6%	9%	*	12%	7%	7%	5%	6%	6%	6%	6%
Most of the time	452	376	76	208	181	-112	-39	-160	438	427	375
	45%	57%	22%	66%	50%	45%	29%	51%	45%	46%	46%
About half the time	290	133	157	51	102	-73	-47	-81	280	272	244
	29%	20%	45%	16%	28%	29%	36%	26%	29%	29%	30%
Bottom 2 Box (Net)	141	54	87	1	43	-40	-31	-51	132	126	113
	14%	8%	25%	*	12%	16%	24%	16%	14%	14%	14%
Rarely	96	37	59	7	28	-25	-20	-31	90	86	80
	10%	6%	17%	2%	8%	10%	16%	10%	9%	9%	10%
Almost never	45	17	28	-6	15	-15	-11	-20	42	40	33
	5%	3%	8%	-2%	4%	6%	8%	6%	4%	4%	4%
Don't know	59	35	24	16	10	-10	-7	-2	54	46	32
	6%	5%	7%	5%	3%	4%	5%	1%	6%	5%	4%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_8. Do you trust the news you read or hear - Print newspapers

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	589	495	94	252	225	-155	-62	-195	571	552	481
	59%	76%	27%	80%	62%	62%	48%	63%	59%	60%	59%
All the time	89	77	12	44	29	-28	-12	-22	87	83	68
	9%	12%	3%	14%	8%	11%	9%	7%	9%	9%	8%
Most of the time	500	418	82	208	196	-126	-50	-173	483	470	413
	50%	64%	24%	66%	54%	50%	38%	56%	50%	51%	51%
About half the time	258	110	148	52	89	-62	-41	-69	248	238	218
	26%	17%	43%	17%	25%	25%	31%	22%	26%	26%	27%
Bottom 2 Box (Net)	125	39	86	1	38	-33	-26	-40	119	112	98
	12%	6%	25%	*	11%	13%	20%	13%	12%	12%	12%
Rarely	79	22	57	1	31	-16	-9	-24	77	73	62
	8%	3%	16%	*	9%	6%	7%	8%	8%	8%	8%
Almost never	46	17	29	*	7	-17	-18	-17	42	39	36
	5%	3%	8%	*	2%	7%	13%	5%	4%	4%	4%
Don't know	28	10	18	8	10	-1	-2	-7	25	21	17
	3%	2%	5%	3%	3%	*	1%	2%	3%	2%	2%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_9. Do you trust the news you read or hear - News radio

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	509	417	92	237	201	-135	-60	-181	499	481	414
	51%	64%	27%	76%	56%	54%	46%	58%	52%	52%	51%
		B		D							
All the time	68	66	2	43	32	-17	4	-11	66	61	49
	7%	10%	1%	14%	9%	7%	-3%	3%	7%	7%	6%
		B									
Most of the time	441	351	90	194	169	-118	-64	-170	432	420	365
	44%	54%	26%	62%	47%	47%	49%	55%	45%	46%	45%
		B		D							
About half the time	308	160	148	64	108	-69	-41	-80	290	283	252
	31%	24%	43%	20%	30%	27%	32%	26%	30%	31%	31%
			A		C						
Bottom 2 Box (Net)	139	51	88	2	42	-39	-23	-38	134	127	121
	14%	8%	26%	1%	12%	15%	18%	12%	14%	14%	15%
			A		C						
Rarely	89	37	52	5	34	-22	-8	-23	87	83	78
	9%	6%	15%	2%	9%	9%	6%	8%	9%	9%	10%
			A		C						
Almost never	50	14	36	-3	9	-17	-16	-14	46	43	42
	5%	2%	10%	-1%	2%	7%	12%	5%	5%	5%	5%
			A		C						
Don't know	44	27	17	10	11	-10	-6	-13	40	32	28
	4%	4%	5%	3%	3%	4%	5%	4%	4%	3%	3%
									IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4_10. Do you trust the news you read or hear - Talk radio

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	405	337	68	183	165	-86	-20	-122	399	382	323
	40%	51%	20%	58%	46%	34%	15%	39%	41%	41%	40%
		B		D						J	
All the time	47	46	1	20	17	-8	-10	-8	47	44	38
	5%	7%	*	6%	5%	3%	8%	3%	5%	5%	5%
		B									
Most of the time	358	291	67	163	148	-78	-9	-113	352	338	286
	36%	44%	19%	52%	41%	31%	7%	36%	37%	37%	35%
		B		D							
About half the time	355	202	153	93	132	-89	-60	-103	336	334	310
	36%	31%	44%	30%	36%	35%	46%	33%	35%	36%	38%
			A							H	HI
Bottom 2 Box (Net)	183	76	107	23	50	-57	-40	-72	175	162	144
	18%	12%	31%	7%	14%	23%	31%	23%	18%	18%	18%
			A		C						
Rarely	127	53	75	18	48	-35	-26	-49	125	114	105
	13%	8%	22%	6%	13%	14%	20%	16%	13%	12%	13%
			A		C						
Almost never	55	23	32	5	2	-21	-14	-24	50	48	40
	6%	4%	9%	2%	1%	9%	11%	8%	5%	5%	5%
			A								
Don't know	58	40	18	14	15	-21	-11	-15	53	46	37
	6%	6%	5%	5%	4%	8%	9%	5%	6%	5%	5%
									IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Do you trust the news you read or hear - Top 2 Box Summary

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Broadcast TV news	593	497	96	255	229	-140	-65	-197	577	561	484
	59%	76%	28%	81%	63%	56%	50%	63%	60%	61%	59%
		B		D							
Print newspapers	589	495	94	252	225	-155	-62	-195	571	552	481
	59%	76%	27%	80%	62%	62%	48%	63%	59%	60%	59%
		B		D							
Cable news	510	441	69	239	213	-123	-45	-155	498	480	417
	51%	67%	20%	76%	59%	49%	34%	50%	52%	52%	51%
		B		D							
Newspapers' websites	510	434	77	246	207	-129	-45	-179	497	480	426
	51%	66%	22%	78%	57%	51%	35%	57%	52%	52%	52%
		B		D							
News radio	509	417	92	237	201	-135	-60	-181	499	481	414
	51%	64%	27%	76%	56%	54%	46%	58%	52%	52%	51%
		B		D							
Talk radio	405	337	68	183	165	-86	-20	-122	399	382	323
	40%	51%	20%	58%	46%	34%	15%	39%	41%	41%	40%
		B		D						J	
Online-only news publications	337	280	57	151	130	-62	-28	-98	330	320	283
	34%	43%	16%	48%	36%	25%	21%	31%	34%	35%	35%
		B		D							
Social media	170	139	31	57	77	-12	-1	-11	169	161	143
	17%	21%	9%	18%	21%	5%	1%	3%	18%	17%	17%
		B									
Facebook	145	113	32	42	68	*	3	-10	140	141	128
	14%	17%	9%	13%	19%	*	-2%	3%	15%	15%	16%
		B									
	123	102	21	48	54	-4	4	-13	122	119	109

Twitter	12%	16%	6%	15%	15%	2%	-3%	4%	13%	13%	13%
		B									

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Do you trust the news you read or hear - Bottom 2 Box Summary

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Facebook	458	270	188	110	144	-170	-113	-196	440	427	370
	46%	41%	55%	35%	40%	68%	86%	63%	46%	46%	45%
			A								
Twitter	404	229	175	105	117	-154	-103	-183	384	366	327
	40%	35%	51%	34%	32%	61%	78%	59%	40%	40%	40%
			A								
Social media	401	221	180	95	100	-154	-101	-195	384	368	326
	40%	34%	52%	30%	28%	61%	77%	63%	40%	40%	40%
			A								
Online-only news publications	194	90	104	14	58	-67	-48	-67	184	176	156
	19%	14%	30%	5%	16%	27%	36%	21%	19%	19%	19%
			A		C						
Talk radio	183	76	107	23	50	-57	-40	-72	175	162	144
	18%	12%	31%	7%	14%	23%	31%	23%	18%	18%	18%
			A		C						
Newspapers' websites	141	54	87	1	43	-40	-31	-51	132	126	113
	14%	8%	25%	*	12%	16%	24%	16%	14%	14%	14%
			A		C						
News radio	139	51	88	2	42	-39	-23	-38	134	127	121
	14%	8%	26%	1%	12%	15%	18%	12%	14%	14%	15%
			A		C						
Cable news	138	46	93	-5	36	-40	-37	-56	129	120	109
	14%	7%	27%	-2%	10%	16%	28%	18%	13%	13%	13%
			A		C						
Print newspapers	125	39	86	1	38	-33	-26	-40	119	112	98
	12%	6%	25%	*	11%	13%	20%	13%	12%	12%	12%
			A		C						
	110	30	80	-9	26	-40	-27	-32	103	100	91

Broadcast TV news	11%	5%	23%	-3%	7%	16%	21%	10%	11%	11%	11%
			A		C						

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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6_1. Are you more or less trusting of a news story if it has been shared on social media (i.e. Facebook, Twitter) by the following sources: - A traditional Canadian media company

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
More trusting	397	318	79	397	179	-95	3	-129	386	377	329
	40%	49%	23%	127%	49%	38%	-3%	41%	40%	41%	40%
No impact	519	308	211	-	176	-105	-88	-127	499	470	410
	52%	47%	61%	-	49%	42%	67%	41%	52%	51%	50%
Less trusting	83	28	56	-83	7	-52	-46	-56	77	77	75
	8%	4%	16%	-27%	2%	21%	35%	18%	8%	8%	9%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%
Summary											
Net Score	314	290	23	481	173	-43	50	-73	309	300	254
	31%	44%	7%	153%	48%	17%	-38%	23%	32%	32%	31%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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6_2. Are you more or less trusting of a news story if it has been shared on social media (i.e. Facebook, Twitter) by the following sources: - Your friends or family

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
More trusting	439	298	141	176	439	-76	-29	-116	429	412	364
	44%	46%	41%	56%	121%	30%	22%	37%	45%	45%	45%
				C							
No impact	484	299	185	133	-	-125	-58	-145	463	445	387
	48%	46%	53%	42%	-	50%	44%	46%	48%	48%	47%
				D							
Less trusting	77	58	20	4	-77	-51	-44	-51	71	67	64
	8%	9%	6%	1%	-21%	20%	34%	16%	7%	7%	8%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%
Summary											
Net Score	362	240	122	173	516	-24	16	-66	358	345	300
	36%	37%	35%	55%	143%	10%	-12%	21%	37%	37%	37%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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6_3. Are you more or less trusting of a news story if it has been shared on social media (i.e. Facebook, Twitter) by the following sources: - A celebrity

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
More trusting	75	53	22	38	56	75	19	19	74	71	66
	8%	8%	6%	12%	16%	-30%	-15%	-6%	8%	8%	8%
No impact	598	401	196	194	225	-	-37	-124	576	549	474
	60%	61%	57%	62%	62%	-	29%	40%	60%	59%	58%
Less trusting	327	200	127	81	81	-327	-113	-207	312	304	275
	33%	31%	37%	26%	22%	130%	86%	66%	32%	33%	34%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%
Summary											
Net Score	-252	-147	-105	-43	-24	402	132	226	-238	-233	-209
	-25%	-22%	-30%	-14%	-7%	-160%	-101%	-72%	-25%	-25%	-26%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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6_4. Are you more or less trusting of a news story if it has been shared on social media (i.e. Facebook, Twitter) by the following sources: - A prominent business or political leader

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
More trusting	142	114	29	91	85	-5	142	-22	139	135	122
	14%	17%	8%	29%	23%	2%	-109%	7%	14%	15%	15%
No impact	584	370	214	181	208	-109	-	-122	561	537	467
	58%	56%	62%	58%	57%	43%	-	39%	58%	58%	57%
Less trusting	274	171	102	41	69	-137	-274	-169	262	251	226
	27%	26%	30%	13%	19%	55%	209%	54%	27%	27%	28%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%
Summary											
Net Score	-131	-58	-74	50	16	132	416	147	-123	-117	-105
	-13%	-9%	-21%	16%	4%	-53%	-317%	-47%	-13%	-13%	-13%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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6_5. Are you more or less trusting of a news story if it has been shared on social media (i.e. Facebook, Twitter) by the following sources: - A sponsored post

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
More trusting	77	60	17	41	53	18	20	77	73	76	65
	8%	9%	5%	13%	15%	-7%	-15%	-25%	8%	8%	8%
No impact		B									
	534	344	190	159	191	-63	-23	-	516	484	428
Less trusting	53%	53%	55%	51%	53%	25%	18%	-	54%	52%	53%
	389	250	139	114	119	-207	-128	-389	373	364	321
Sigma	39%	38%	40%	36%	33%	82%	97%	125%	39%	39%	39%
	1000	655	345	-	-	-	-	-	963	924	814
Summary	100%	100%	100%	-	-	-	-	-	100%	100%	100%
Net Score	-312	-190	-122	-73	-66	226	147	466	-300	-289	-256
	-31%	-29%	-35%	-23%	-18%	-90%	-112%	-149%	-31%	-31%	-31%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_1. What percentage of the news that you consume comes from the following sources: - % local news sources (i.e. your local newspaper, radio station, or local TV station)

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
0	37	20	17	5	4	-13	-8	-12	-	31	23
	4%	3%	5%	2%	1%	5%	6%	4%	-	3%	3%
1-10	115	75	39	34	44	-29	-3	-32	115	114	106
	11%	12%	11%	11%	12%	12%	2%	10%	12%	12%	13%
11-20	81	53	28	30	22	-31	-18	-44	81	80	79
	8%	8%	8%	10%	6%	12%	14%	14%	8%	9%	10%
21-30	119	86	33	50	40	-33	-18	-35	119	118	109
	12%	13%	9%	16%	11%	13%	14%	11%	12%	13%	13%
31-40	130	81	50	50	41	-31	-9	-43	130	130	127
	13%	12%	14%	16%	11%	12%	7%	14%	14%	14%	16%
41-50	188	121	67	54	75	-29	-18	-42	188	181	151
	19%	18%	19%	17%	21%	11%	14%	13%	20%	20%	19%
51-60	57	41	15	16	25	-14	-12	-22	57	56	55
	6%	6%	4%	5%	7%	6%	9%	7%	6%	6%	7%
61-70	51	37	14	21	20	-24	-11	-29	51	51	49
	5%	6%	4%	7%	5%	10%	9%	9%	5%	6%	6%
71-80	108	71	37	26	45	-25	-11	-30	108	104	79
	11%	11%	11%	8%	12%	10%	8%	10%	11%	11%	10%
	50	29	20	11	25	-9	-14	-13	50	46	29

81-90	5%	4%	6%	4%	7%	4%	10%	4%	5%	5%	4%
									J	J	
91-99	14	9	5	3	4	-4	-1	1	14	12	7
	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%
									J	J	
100	50	31	20	14	17	-10	-8	-10	50	-	-
	5%	5%	6%	4%	5%	4%	6%	3%	5%	-	-
									IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%
Summary											
Mean	46	45.8	46.2	-	-	-	-	-	47.7	42.9	41.3
					C				IJ	J	
Std. Dev.	28.04	27.63	28.85	-	-	-	-	-	27.06	25.52	24.5
Std. Err.	0.89	1.08	1.55	-	-	-	-	-	0.87	0.84	0.86
Median	45	45	46.7	-10	17.3	10	-5	-	50	40	40

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_2. What percentage of the news that you consume comes from the following sources: - % national news sources (i.e. national news broadcast or national paper or magazine)

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
0	76	46	30	14	17	-19	-14	-23	71	-	26
	8%	7%	9%	4%	5%	8%	11%	7%	7%	-	3%
									IJ		I
1-10	145	86	59	36	70	-25	-11	-28	143	145	121
	15%	13%	17%	12%	19%	10%	9%	9%	15%	16%	15%
					C						
11-20	148	97	50	49	61	-42	-27	-52	146	148	134
	15%	15%	15%	16%	17%	17%	20%	17%	15%	16%	17%
21-30	216	139	77	62	93	-48	-19	-67	215	216	196
	22%	21%	22%	20%	26%	19%	15%	22%	22%	23%	24%
											H
31-40	156	98	58	66	52	-46	-21	-53	155	156	153
	16%	15%	17%	21%	14%	18%	16%	17%	16%	17%	19%
											HI
41-50	130	92	38	44	41	-39	-24	-33	124	130	93
	13%	14%	11%	14%	11%	16%	18%	11%	13%	14%	11%
									J	HJ	
51-60	31	23	8	9	7	-13	-3	-19	30	31	29
	3%	4%	2%	3%	2%	5%	2%	6%	3%	3%	4%
61-70	33	26	7	12	15	-2	-6	-11	33	33	28
	3%	4%	2%	4%	4%	1%	5%	3%	3%	4%	3%
71-80	24	16	8	8	3	-8	-3	-13	22	24	16
	2%	2%	2%	3%	1%	3%	3%	4%	2%	3%	2%
										J	
	14	13	1	6	*	-5	-5	-3	12	14	11

81-90	1%	2%	*	2%	*	2%	4%	1%	1%	2%	1%
				D							
91-99	11	9	2	4	-	-3	3	-7	11	11	5
	1%	1%	1%	1%	-	1%	-2%	2%	1%	1%	1%
									J	J	
100	14	8	6	3	4	-1	1	-3	-	14	-
	1%	1%	2%	1%	1%	*	-1%	1%	-	1%	-
										HJ	
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%
Summary											
Mean	31.9	33.4	29	-	-	-	-	-	30.8	34.5	31.5
		B		D						HJ	
Std. Dev.	22.58	22.99	21.5	-	-	-	-	-	20.99	21.46	19.42
Std. Err.	0.71	0.9	1.16	-	-	-	-	-	0.68	0.71	0.68
Median	30	30	25	5	-5	-	-	-5	30	30	30

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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7_3. What percentage of the news that you consume comes from the following sources: - % international news sources (i.e. the BBC, CNN, Reuters or other international companies)

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
0	186	133	53	60	63	-43	-27	-56	172	135	-
	19%	20%	15%	19%	17%	17%	20%	18%	18%	15%	-
									IJ	J	
1-10	261	178	83	76	84	-73	-51	-93	260	257	261
	26%	27%	24%	24%	23%	29%	39%	30%	27%	28%	32%
											HI
11-20	149	105	44	51	60	-28	-6	-42	148	145	149
	15%	16%	13%	16%	17%	11%	5%	14%	15%	16%	18%
											HI
21-30	144	93	51	45	66	-29	-25	-36	143	142	144
	14%	14%	15%	14%	18%	12%	19%	12%	15%	15%	18%
											HI
31-40	104	51	53	35	33	-25	-10	-33	102	104	104
	10%	8%	15%	11%	9%	10%	7%	11%	11%	11%	13%
			A								HI
41-50	82	50	32	31	35	-25	-2	-28	76	75	82
	8%	8%	9%	10%	10%	10%	1%	9%	8%	8%	10%
											HI
51-60	28	20	8	8	8	-13	-7	-13	27	27	28
	3%	3%	2%	3%	2%	5%	5%	4%	3%	3%	3%
61-70	11	7	4	2	5	-1	-3	-5	11	10	11
	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%
71-80	19	11	9	9	8	-6	6	2	17	19	19
	2%	2%	2%	3%	2%	2%	-4%	-1%	2%	2%	2%
											H
	10	4	6	-1	5	-3	-3	-4	7	10	10

81-90	1%	1%	2%	*	1%	1%	2%	1%	1%	1%	1%
					C					H	H
91-99	1	1	-	*	-	*	-	-	1	*	1
	*	*	-	*	-	*	-	-	*	*	*
100	6	3	3	-2	-5	-5	-5	-6	-	-	6
	1%	*	1%	-1%	-1%	2%	4%	2%	-	-	1%
											HI
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%
Summary											
Mean	22.1	20.7	24.9	-	-	-	-	-	21.4	22.5	27.2
			A							H	HI
Std. Dev.	21.26	20.51	22.38	-	-	-	-	-	19.92	20.16	20.44
Std. Err.	0.67	0.8	1.2	-	-	-	-	-	0.64	0.66	0.72
Median	20	15	20	-	-	-	-	-	20	20	20

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8_1. To what extent do you agree or disagree with the following: - I want to see more established news brands (known as mainstream media) news stories in my social media feeds

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	494	381	113	216	210	-103	-35	-146	482	475	419
	49%	58%	33%	69%	58%	41%	26%	47%	50%	51%	51%
		B		D						H	
Strongly agree	105	92	13	75	54	-30	7	-25	105	103	93
	10%	14%	4%	24%	15%	12%	-5%	8%	11%	11%	11%
		B		D							
Somewhat agree	389	289	100	141	156	-73	-41	-121	377	372	326
	39%	44%	29%	45%	43%	29%	32%	39%	39%	40%	40%
		B									
Bottom 2 Box (Net)	347	168	179	65	107	-97	-61	-122	328	318	280
	35%	26%	52%	21%	30%	38%	46%	39%	34%	34%	34%
			A		C						
Somewhat disagree	215	112	103	51	72	-43	-24	-61	203	202	177
	21%	17%	30%	16%	20%	17%	18%	20%	21%	22%	22%
			A								
Strongly disagree	132	56	76	14	36	-54	-37	-61	125	116	103
	13%	9%	22%	4%	10%	21%	28%	20%	13%	13%	13%
			A		C						
Don't know	159	105	54	33	45	-52	-36	-44	153	131	116
	16%	16%	16%	10%	12%	21%	27%	14%	16%	14%	14%
									IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8_2. To what extent do you agree or disagree with the following: - I trust established news brands (known as mainstream media) to give unbiased coverage on political issues

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	589	484	104	266	237	-136	-47	-158	571	557	472
	59%	74%	30%	85%	66%	54%	36%	50%	59%	60%	58%
		B		D						J	
Strongly agree	110	102	8	68	49	-19	8	-9	106	105	97
	11%	16%	2%	22%	14%	7%	-6%	3%	11%	11%	12%
		B		D							
Somewhat agree	478	382	96	198	189	-118	-55	-149	466	452	375
	48%	58%	28%	63%	52%	47%	42%	48%	48%	49%	46%
		B		D					J	J	
Bottom 2 Box (Net)	332	128	204	38	103	-94	-70	-141	315	309	288
	33%	20%	59%	12%	28%	37%	54%	45%	33%	33%	35%
			A		C						HI
Somewhat disagree	223	113	110	56	72	-45	-39	-91	215	207	191
	22%	17%	32%	18%	20%	18%	29%	29%	22%	22%	23%
			A								
Strongly disagree	108	15	93	-18	31	-48	-32	-50	100	102	98
	11%	2%	27%	-6%	9%	19%	24%	16%	10%	11%	12%
			A		C						H
Don't know	80	43	37	10	22	-21	-14	-13	77	57	54
	8%	6%	11%	3%	6%	9%	11%	4%	8%	6%	7%
			A						IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8_3. To what extent do you agree or disagree with the following: - I can always tell the difference between a news story and an opinion or commentary piece

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	679	477	202	247	253	-166	-87	-206	655	645	573
	68%	73%	59%	79%	70%	66%	66%	66%	68%	70%	70%
		B		D						H	H
Strongly agree	170	129	42	81	70	-33	-10	-44	168	162	156
	17%	20%	12%	26%	19%	13%	7%	14%	17%	18%	19%
		B									HI
Somewhat agree	509	349	160	166	183	-133	-77	-162	487	483	417
	51%	53%	46%	53%	51%	53%	59%	52%	51%	52%	51%
										H	
Bottom 2 Box (Net)	237	129	108	62	86	-61	-33	-85	226	217	184
	24%	20%	31%	20%	24%	24%	25%	27%	23%	24%	23%
			A								
Somewhat disagree	207	112	95	54	75	-55	-35	-73	196	192	159
	21%	17%	28%	17%	21%	22%	27%	23%	20%	21%	20%
			A								
Strongly disagree	30	17	13	8	11	-5	2	-12	30	26	25
	3%	3%	4%	3%	3%	2%	-2%	4%	3%	3%	3%
Don't know	84	49	35	4	24	-25	-11	-20	82	61	58
	8%	7%	10%	1%	7%	10%	9%	7%	9%	7%	7%
					C				IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8_4. To what extent do you agree or disagree with the following: - I want the news in my social media feed to reflect my political leanings or point of view

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	340	250	90	122	133	-72	-19	-54	328	317	295
	34%	38%	26%	39%	37%	29%	15%	17%	34%	34%	36%
		B									HI
Strongly agree	61	54	7	25	24	-7	7	-6	60	55	51
	6%	8%	2%	8%	7%	3%	-5%	2%	6%	6%	6%
		B									
Somewhat agree	280	197	83	97	109	-65	-26	-48	268	262	243
	28%	30%	24%	31%	30%	26%	20%	15%	28%	28%	30%
											H
Bottom 2 Box (Net)	499	297	202	152	171	-139	-90	-199	480	472	406
	50%	45%	59%	48%	47%	55%	69%	64%	50%	51%	50%
			A								
Somewhat disagree	293	174	119	107	110	-57	-42	-104	283	282	240
	29%	27%	34%	34%	30%	22%	32%	33%	29%	30%	29%
			A								
Strongly disagree	207	123	83	45	61	-82	-48	-95	197	191	166
	21%	19%	24%	14%	17%	33%	37%	30%	20%	21%	20%
Don't know	160	107	53	40	58	-41	-22	-60	154	134	114
	16%	16%	15%	13%	16%	16%	17%	19%	16%	15%	14%
									IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8_5. To what extent do you agree or disagree with the following: - News organization unfairly pile on Canadian political leaders if they have a misstep or gaffe

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	489	339	150	176	191	-108	-34	-141	479	462	412
	49%	52%	43%	56%	53%	43%	26%	45%	50%	50%	51%
		B									
Strongly agree	84	58	26	33	37	-15	8	-24	83	77	72
	8%	9%	8%	10%	10%	6%	-6%	8%	9%	8%	9%
Somewhat agree	405	282	124	143	153	-93	-42	-117	396	385	340
	41%	43%	36%	46%	42%	37%	32%	38%	41%	42%	42%
Bottom 2 Box (Net)	393	241	152	121	131	-115	-81	-143	370	365	318
	39%	37%	44%	39%	36%	46%	61%	46%	38%	40%	39%
Somewhat disagree	301	185	116	105	98	-77	-58	-99	280	280	243
	30%	28%	34%	33%	27%	31%	44%	32%	29%	30%	30%
										H	
Strongly disagree	93	56	36	17	33	-38	-22	-44	90	85	75
	9%	9%	11%	5%	9%	15%	17%	14%	9%	9%	9%
Don't know	117	74	43	16	41	-29	-17	-28	114	97	84
	12%	11%	12%	5%	11%	11%	13%	9%	12%	10%	10%
					C				I		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8_6. To what extent do you agree or disagree with the following: - News organizations are fair in their coverage of Canadian political leaders

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	529	425	104	229	200	-119	-37	-143	515	502	442
	53%	65%	30%	73%	55%	47%	28%	46%	54%	54%	54%
		B		D							
Strongly agree	74	68	6	43	29	-11	*	-10	73	71	59
	7%	10%	2%	14%	8%	4%	*	3%	8%	8%	7%
		B		D							
Somewhat agree	455	357	98	186	171	-108	-37	-133	442	431	383
	46%	55%	28%	59%	47%	43%	28%	43%	46%	47%	47%
		B		D							
Bottom 2 Box (Net)	372	168	204	71	136	-110	-77	-140	354	347	308
	37%	26%	59%	23%	38%	44%	58%	45%	37%	38%	38%
			A		C						
Somewhat disagree	268	145	124	84	102	-63	-48	-93	255	253	216
	27%	22%	36%	27%	28%	25%	37%	30%	26%	27%	27%
			A								
Strongly disagree	104	24	80	-13	34	-47	-28	-47	99	94	92
	10%	4%	23%	-4%	9%	19%	22%	15%	10%	10%	11%
			A		C						I
Don't know	99	62	37	13	26	-22	-18	-29	93	74	64
	10%	9%	11%	4%	7%	9%	14%	9%	10%	8%	8%
									IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8. To what extent do you agree or disagree with the following: - Top 2 Box Summary

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
I can always tell the difference between a news story and an opinion or commentary piece	679	477	202	247	253	-166	-87	-206	655	645	573
	68%	73%	59%	79%	70%	66%	66%	66%	68%	70%	70%
		B		D						H	H
I trust established news brands (known as mainstream media) to give unbiased coverage on political issues	589	484	104	266	237	-136	-47	-158	571	557	472
	59%	74%	30%	85%	66%	54%	36%	50%	59%	60%	58%
		B		D						J	
News organizations are fair in their coverage of Canadian political leaders	529	425	104	229	200	-119	-37	-143	515	502	442
	53%	65%	30%	73%	55%	47%	28%	46%	54%	54%	54%
		B		D							
I want to see more established news brands (known as mainstream media) news stories in my social media feeds	494	381	113	216	210	-103	-35	-146	482	475	419
	49%	58%	33%	69%	58%	41%	26%	47%	50%	51%	51%
		B		D						H	
News organization unfairly pile on Canadian political leaders if they have a misstep or gaffe	489	339	150	176	191	-108	-34	-141	479	462	412
	49%	52%	43%	56%	53%	43%	26%	45%	50%	50%	51%
		B									
I want the news in my social media feed to reflect my political leanings or point of view	340	250	90	122	133	-72	-19	-54	328	317	295
	34%	38%	26%	39%	37%	29%	15%	17%	34%	34%	36%
		B									HI

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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8. To what extent do you agree or disagree with the following: - Bottom 2 Box Summary

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
I want the news in my social media feed to reflect my political leanings or point of view	499	297	202	152	171	-139	-90	-199	480	472	406
	50%	45%	59%	48%	47%	55%	69%	64%	50%	51%	50%
			A								
News organization unfairly pile on Canadian political leaders if they have a misstep or gaffe	393	241	152	121	131	-115	-81	-143	370	365	318
	39%	37%	44%	39%	36%	46%	61%	46%	38%	40%	39%
News organizations are fair in their coverage of Canadian political leaders	372	168	204	71	136	-110	-77	-140	354	347	308
	37%	26%	59%	23%	38%	44%	58%	45%	37%	38%	38%
			A		C						
I want to see more established news brands (known as mainstream media) news stories in my social media feeds	347	168	179	65	107	-97	-61	-122	328	318	280
	35%	26%	52%	21%	30%	38%	46%	39%	34%	34%	34%
			A		C						
I trust established news brands (known as mainstream media) to give unbiased coverage on political issues	332	128	204	38	103	-94	-70	-141	315	309	288
	33%	20%	59%	12%	28%	37%	54%	45%	33%	33%	35%
			A		C						HI
I can always tell the difference between a news story and an opinion or commentary piece	237	129	108	62	86	-61	-33	-85	226	217	184
	24%	20%	31%	20%	24%	24%	25%	27%	23%	24%	23%
			A								

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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9_1. Thinking about the news coverage of President Donald Trump, to you agree or disagree with the following: - When it comes to Donald Trump, I can't get enough news

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	189	126	63	55	72	-43	11	-33	180	183	171
	19%	19%	18%	17%	20%	17%	-8%	11%	19%	20%	21%
Strongly agree	66	46	19	24	32	-24	5	-10	63	63	61
	7%	7%	6%	8%	9%	10%	-4%	3%	6%	7%	8%
Somewhat agree	123	79	44	31	40	-19	6	-23	118	120	110
	12%	12%	13%	10%	11%	8%	-5%	7%	12%	13%	14%
Bottom 2 Box (Net)	750	499	251	256	271	-206	-142	-274	723	692	600
	75%	76%	73%	82%	75%	82%	108%	88%	75%	75%	74%
Somewhat disagree	278	189	89	88	98	-73	-57	-103	265	262	234
	28%	29%	26%	28%	27%	29%	43%	33%	28%	28%	29%
Strongly disagree	472	310	162	167	173	-133	-85	-172	458	430	366
	47%	47%	47%	53%	48%	53%	65%	55%	48%	47%	45%
Don't know	61	30	31	3	19	-2	*	-5	59	49	43
	6%	5%	9%	1%	5%	1%	*	2%	6%	5%	5%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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9_2. Thinking about the news coverage of President Donald Trump, to you agree or disagree with the following: - I try to avoid news about Donald Trump

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	534	357	177	183	192	-115	-80	-163	515	489	418
	53%	55%	51%	58%	53%	46%	61%	52%	54%	53%	51%
Strongly agree	246	161	85	85	100	-41	-30	-59	239	225	200
	25%	25%	25%	27%	28%	16%	23%	19%	25%	24%	25%
Somewhat agree	288	196	92	98	92	-74	-50	-104	276	265	218
	29%	30%	27%	31%	25%	29%	38%	33%	29%	29%	27%
Bottom 2 Box (Net)	423	273	150	126	156	-138	-52	-146	406	402	365
	42%	42%	43%	40%	43%	55%	40%	47%	42%	44%	45%
Somewhat disagree	267	183	84	88	81	-76	-44	-95	256	251	232
	27%	28%	24%	28%	22%	30%	34%	31%	27%	27%	29%
Strongly disagree	157	91	66	38	75	-61	-8	-51	151	151	133
	16%	14%	19%	12%	21%	24%	6%	16%	16%	16%	16%
Don't know	42	24	18	4	14	1	1	-3	41	32	31
	4%	4%	5%	1%	4%	*	-1%	1%	4%	3%	4%
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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9_3. Thinking about the news coverage of President Donald Trump, to you agree or disagree with the following: - News organizations in Canada give unbiased coverage about Donald Trump

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	434	344	90	199	159	-121	-33	-150	424	414	353
	43%	53%	26%	64%	44%	48%	25%	48%	44%	45%	43%
		B		D							
Strongly agree	91	82	9	49	44	-20	-12	-31	88	88	74
	9%	13%	3%	16%	12%	8%	9%	10%	9%	9%	9%
		B									
Somewhat agree	343	262	81	150	115	-101	-21	-119	335	327	279
	34%	40%	24%	48%	32%	40%	16%	38%	35%	35%	34%
		B		D							
Bottom 2 Box (Net)	396	207	189	69	134	-101	-70	-125	377	363	338
	40%	32%	55%	22%	37%	40%	53%	40%	39%	39%	42%
			A		C						HI
Somewhat disagree	233	140	93	66	78	-45	-34	-58	220	214	202
	23%	21%	27%	21%	21%	18%	26%	19%	23%	23%	25%
											HI
Strongly disagree	163	67	96	2	56	-57	-35	-67	157	149	136
	16%	10%	28%	1%	16%	23%	27%	22%	16%	16%	17%
			A		C						
Don't know	170	104	66	46	69	-29	-28	-37	162	147	124
	17%	16%	19%	15%	19%	12%	22%	12%	17%	16%	15%
									IJ		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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9_4. Thinking about the news coverage of President Donald Trump, to you agree or disagree with the following: - News organizations are fair in their coverage of Donald Trump

	Total	Q1		Q6 - Net Score					Q7		
		T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	497	393	103	217	170	-120	-54	-166	481	461	401
	50%	60%	30%	69%	47%	48%	41%	53%	50%	50%	49%
		B		D							
Strongly agree	151	130	22	70	57	-36	-21	-48	149	144	121
	15%	20%	6%	22%	16%	14%	16%	15%	15%	16%	15%
		B									
Somewhat agree	345	264	82	147	114	-85	-34	-118	333	318	280
	35%	40%	24%	47%	31%	34%	26%	38%	35%	34%	34%
		B		D							
Bottom 2 Box (Net)	363	182	181	66	141	-99	-51	-116	348	343	315
	36%	28%	52%	21%	39%	39%	39%	37%	36%	37%	39%
			A		C						H
Somewhat disagree	194	121	73	54	66	-42	-19	-54	186	183	167
	19%	19%	21%	17%	18%	17%	15%	17%	19%	20%	21%
Strongly disagree	169	61	108	12	75	-56	-32	-62	162	160	148
	17%	9%	31%	4%	21%	22%	24%	20%	17%	17%	18%
			A		C						
Don't know	140	79	62	31	50	-33	-26	-30	133	119	98
	14%	12%	18%	10%	14%	13%	20%	10%	14%	13%	12%
			A						I		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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9_5. Thinking about the news coverage of President Donald Trump, to you agree or disagree with the following: - Donald Trump is a newsmaker, so he should be featured prominently in the news

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
Top 2 Box (Net)	338	224	114	110	139	-91	-25	-105	329	320	291
	34%	34%	33%	35%	38%	36%	19%	34%	34%	35%	36%
Strongly agree	79	54	25	25	38	-27	-3	-17	78	76	72
	8%	8%	7%	8%	10%	11%	3%	5%	8%	8%	9%
Somewhat agree	259	170	89	85	101	-64	-21	-88	252	244	219
	26%	26%	26%	27%	28%	26%	16%	28%	26%	26%	27%
Bottom 2 Box (Net)	597	388	209	191	207	-155	-99	-195	570	550	477
	60%	59%	61%	61%	57%	62%	75%	62%	59%	60%	59%
Somewhat disagree	275	195	80	97	80	-71	-43	-85	257	256	220
	27%	30%	23%	31%	22%	28%	33%	27%	27%	28%	27%
				D							
Strongly disagree	322	193	130	93	127	-84	-55	-110	313	294	257
	32%	29%	38%	30%	35%	33%	42%	35%	32%	32%	32%
			A								
Don't know	65	43	22	13	16	-6	-8	-12	64	53	47
	6%	7%	6%	4%	4%	2%	6%	4%	7%	6%	6%
									I		
Sigma	1000	655	345	-	-	-	-	-	963	924	814
	100%	100%	100%	-	-	-	-	-	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Thinking about the news coverage of President Donald Trump, to you agree or disagree with the following: - Top 2 Box Summary

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
I try to avoid news about Donald Trump	534	357	177	183	192	-115	-80	-163	515	489	418
	53%	55%	51%	58%	53%	46%	61%	52%	54%	53%	51%
News organizations are fair in their coverage of Donald Trump	497	393	103	217	170	-120	-54	-166	481	461	401
	50%	60%	30%	69%	47%	48%	41%	53%	50%	50%	49%
News organizations in Canada give unbiased coverage about Donald Trump	434	344	90	199	159	-121	-33	-150	424	414	353
	43%	53%	26%	64%	44%	48%	25%	48%	44%	45%	43%
Donald Trump is a newsmaker, so he should be featured prominently in the news	338	224	114	110	139	-91	-25	-105	329	320	291
	34%	34%	33%	35%	38%	36%	19%	34%	34%	35%	36%
When it comes to Donald Trump, I can't get enough news	189	126	63	55	72	-43	11	-33	180	183	171
	19%	19%	18%	17%	20%	17%	-8%	11%	19%	20%	21%
									H	H	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Thinking about the news coverage of President Donald Trump, to you agree or disagree with the following: - Bottom 2 Box Summary

		Q1		Q6 - Net Score					Q7		
	Total	T2B	B2B	A traditional Canadian media	Your friends or family	A celebrity	A prominent business or political	A sponsored post	% who get mostly local	% for mostly national	% for mostly international
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents (unwtd)	1000	655	345	343	341	-279	-134	-363	965	922	822
Base: All Respondents (wtd)	1000	655	345	314	362	-252	-131	-312	963	924	814
When it comes to Donald Trump, I can't get enough news	750	499	251	256	271	-206	-142	-274	723	692	600
	75%	76%	73%	82%	75%	82%	108%	88%	75%	75%	74%
Donald Trump is a newsmaker, so he should be featured prominently in the news	597	388	209	191	207	-155	-99	-195	570	550	477
	60%	59%	61%	61%	57%	62%	75%	62%	59%	60%	59%
I try to avoid news about Donald Trump	423	273	150	126	156	-138	-52	-146	406	402	365
	42%	42%	43%	40%	43%	55%	40%	47%	42%	44%	45%
News organizations in Canada give unbiased coverage about Donald Trump	396	207	189	69	134	-101	-70	-125	377	363	338
	40%	32%	55%	22%	37%	40%	53%	40%	39%	39%	42%
			A		C						HI
News organizations are fair in their coverage of Donald Trump	363	182	181	66	141	-99	-51	-116	348	343	315
	36%	28%	52%	21%	39%	39%	39%	37%	36%	37%	39%
			A		C						H

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B, C/D/E/F/G,H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

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