

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?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	717	334	383	168	256	294	89	210	234	184
	72%	68%	75%	60%	74%	79%	61%	76%	70%	76%
			A		C	C	*	F		F
A great deal	137	70	67	25	51	61	9	43	47	38
	14%	14%	13%	9%	15%	16%	6%	15%	14%	16%
					C	C	*			
A fair amount	580	264	316	143	205	232	80	168	187	146
	58%	54%	62%	51%	59%	62%	55%	61%	56%	60%
			A			C	*			
Bottom 2 Box (Net)	285	156	129	114	91	80	57	66	102	60
	28%	32%	25%	40%	26%	21%	39%	24%	30%	24%
		B		DE			GI*			
Not very much	246	128	117	98	77	70	48	56	88	54
	25%	26%	23%	35%	22%	19%	33%	20%	26%	22%
				DE			*			
None at all	39	28	11	15	14	10	9	10	14	6
	4%	6%	2%	5%	4%	3%	6%	4%	4%	2%
		B					*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Broadcast TV news	520	256	264	100	175	245	59	134	186	141
	52%	52%	51%	36%	50%	66%	41%	48%	55%	58%
					C	CD	*			FG
Facebook	472	210	262	165	172	135	67	120	172	112
	47%	43%	51%	59%	50%	36%	46%	43%	51%	46%
			A	E	E		*			
Cable news	351	185	166	72	137	142	33	89	126	102
	35%	38%	32%	26%	39%	38%	23%	32%	38%	42%
					C	C	*		F	FG
Print newspapers	386	194	192	85	126	174	32	106	132	116
	39%	40%	38%	30%	36%	47%	22%	38%	39%	48%
						CD	*	F	F	FGH
Social media (generally)	404	176	228	177	137	90	44	98	150	112
	40%	36%	44%	63%	40%	24%	30%	35%	45%	46%
			A	DE	E		*		G	FG
Newspapers' websites	341	163	178	96	126	119	22	70	122	128
	34%	33%	35%	34%	36%	32%	15%	25%	36%	53%
							*		FG	FGH
News radio	435	221	214	105	156	173	52	103	142	137
	43%	45%	42%	37%	45%	46%	36%	37%	42%	56%
							*			FGH
Online-only newspapers	242	129	113	73	97	73	17	48	83	94
	24%	26%	22%	26%	28%	19%	12%	17%	25%	39%
					E		*		FG	FGH
Twitter	172	100	72	78	61	33	17	42	51	62
	17%	20%	14%	28%	18%	9%	11%	15%	15%	25%
		B		DE	E		*			FGH
Talk radio	278	136	142	77	113	87	20	73	105	79
	28%	28%	28%	27%	33%	23%	14%	26%	31%	33%
					E		*		F	F
None of these	48	19	29	11	11	26	18	16	11	3
	5%	4%	6%	4%	3%	7%	12%	6%	3%	1%
						D	HI*	I	I	
Sigma	3648	1790	1858	1039	1312	1297	382	898	1281	1087
	364%	365%	363%	369%	379%	347%	261%	325%	382%	446%

Statistics:

Overlap formulae used

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

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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3_1. Do you trust the news you hear from the following sources.... - Social media

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	139	81	58	62	57	20	18	41	38	42
	14%	17%	11%	22%	17%	5%	13%	15%	11%	17%
		B		E	E		*			H
All the time	27	18	8	14	9	3	3	7	4	12
	3%	4%	2%	5%	3%	1%	2%	3%	1%	5%
				E			*			H
Most of the time	113	63	50	48	49	17	15	33	34	30
	11%	13%	10%	17%	14%	4%	10%	12%	10%	12%
				E	E		*			
About half the time	333	138	195	92	120	122	46	94	113	80
	33%	28%	38%	33%	34%	33%	31%	34%	34%	33%
			A				*			
Bottom 2 Box (Net)	478	254	224	123	156	198	75	124	169	111
	48%	52%	44%	44%	45%	53%	51%	45%	50%	45%
		B					*			
Rarely	313	153	161	86	111	116	57	81	106	69
	31%	31%	31%	31%	32%	31%	39%	29%	32%	28%
							*			
Almost never	165	102	63	37	46	82	18	43	62	42
	16%	21%	12%	13%	13%	22%	12%	15%	19%	17%
		B				CD	*			
Don't know	52	17	35	5	13	34	7	18	16	11
	5%	4%	7%	2%	4%	9%	5%	6%	5%	4%
			A			CD	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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

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3_2. Do you trust the news you hear from the following sources.... - Facebook

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	112	55	57	44	45	24	12	39	32	30
	11%	11%	11%	15%	13%	6%	8%	14%	9%	12%
				E	E		*			
All the time	20	14	6	10	7	2	-	10	*	10
	2%	3%	1%	4%	2%	1%	-	3%	*	4%
				E			*	H		H
Most of the time	92	41	51	33	38	21	12	30	31	19
	9%	8%	10%	12%	11%	6%	8%	11%	9%	8%
				E	E		*			
About half the time	338	148	190	96	121	121	59	91	105	82
	34%	30%	37%	34%	35%	32%	41%	33%	31%	34%
			A				*			
Bottom 2 Box (Net)	492	260	233	132	164	196	75	121	179	117
	49%	53%	45%	47%	47%	53%	51%	44%	53%	48%
		B					*		G	
Rarely	278	136	142	73	103	102	37	65	106	70
	28%	28%	28%	26%	30%	27%	25%	24%	32%	29%
							*		G	
Almost never	214	123	90	59	60	95	38	55	73	47
	21%	25%	18%	21%	17%	25%	26%	20%	22%	19%
		B				D	*			
Don't know	59	27	32	9	17	33	-	26	19	14
	6%	6%	6%	3%	5%	9%	-	9%	6%	6%
						C	*	F		
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3_3. Do you trust the news you hear from the following sources.... - Twitter

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	105	55	50	43	44	18	15	32	26	31
	10%	11%	10%	15%	13%	5%	10%	12%	8%	13%
				E	E		*			H
All the time	15	4	10	6	6	2	-	5	4	6
	1%	1%	2%	2%	2%	1%	-	2%	1%	2%
							*			
Most of the time	90	51	39	36	38	16	15	28	22	25
	9%	10%	8%	13%	11%	4%	10%	10%	7%	10%
				E	E		*			
About half the time	208	114	95	77	73	58	20	58	68	63
	21%	23%	19%	27%	21%	15%	14%	21%	20%	26%
				E			*			
Bottom 2 Box (Net)	417	229	189	120	150	148	57	100	152	108
	42%	47%	37%	42%	43%	39%	39%	36%	45%	44%
		B					*		G	
Rarely	235	115	120	86	81	68	38	54	74	70
	23%	23%	24%	31%	23%	18%	26%	19%	22%	29%
				E			*			GH
Almost never	182	114	68	33	70	79	19	47	78	38
	18%	23%	13%	12%	20%	21%	13%	17%	23%	16%
		B			C	C	*		I	
Don't know	272	93	179	42	79	151	55	86	90	41
	27%	19%	35%	15%	23%	40%	37%	31%	27%	17%
			A		C	CD	I*	I	I	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3_4. Do you trust the news you hear from the following sources.... - Online-only news publications

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	278	132	146	81	108	89	24	75	98	82
	28%	27%	29%	29%	31%	24%	16%	27%	29%	34%
							*			F
All the time	32	12	20	13	11	8	-	13	9	10
	3%	2%	4%	5%	3%	2%	-	5%	3%	4%
							*			
Most of the time	246	120	126	68	97	81	24	62	88	72
	25%	24%	25%	24%	28%	22%	16%	22%	26%	29%
							*			
About half the time	372	182	189	99	132	141	43	112	119	97
	37%	37%	37%	35%	38%	38%	30%	41%	36%	40%
							*			
Bottom 2 Box (Net)	227	133	94	84	81	62	40	61	79	47
	23%	27%	18%	30%	23%	17%	27%	22%	24%	19%
		B		E	E		*			
Rarely	186	107	79	69	64	52	38	54	57	37
	19%	22%	15%	25%	19%	14%	26%	20%	17%	15%
		B		E			*			
Almost never	42	26	15	14	17	10	2	7	22	10
	4%	5%	3%	5%	5%	3%	2%	3%	7%	4%
							*		G	
Don't know	125	43	82	18	26	82	39	28	40	18
	12%	9%	16%	6%	7%	22%	27%	10%	12%	7%
			A			CD	GHI*		I	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3_5. Do you trust the news you hear from the following sources.... - Cable news

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	510	239	271	124	197	189	53	145	182	130
	51%	49%	53%	44%	57%	50%	36%	53%	54%	53%
					C		*	F	F	F
All the time	75	26	48	20	39	16	3	26	29	17
	7%	5%	9%	7%	11%	4%	2%	9%	8%	7%
			A		E		*			
Most of the time	435	213	222	104	158	173	49	119	153	113
	43%	43%	43%	37%	46%	46%	34%	43%	46%	46%
						C	*			
About half the time	259	136	122	84	81	93	37	62	89	71
	26%	28%	24%	30%	23%	25%	25%	23%	26%	29%
							*			
Bottom 2 Box (Net)	158	96	62	58	52	47	40	37	46	35
	16%	20%	12%	21%	15%	13%	27%	13%	14%	15%
		B		E			GHI*			
Rarely	107	61	45	41	37	29	27	22	33	24
	11%	13%	9%	15%	11%	8%	19%	8%	10%	10%
				E			*			
Almost never	51	34	16	17	15	18	12	14	13	11
	5%	7%	3%	6%	4%	5%	8%	5%	4%	5%
		B					*			
Don't know	76	19	57	16	16	45	17	32	19	8
	8%	4%	11%	6%	4%	12%	12%	12%	6%	3%
			A			CD	I*	HI		
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3_6. Do you trust the news you hear from the following sources.... - Broadcast TV news

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	611	277	334	135	221	255	71	167	215	158
	61%	57%	65%	48%	64%	68%	48%	61%	64%	65%
			A		C	C	*		F	F
All the time	131	58	73	28	54	49	12	45	44	31
	13%	12%	14%	10%	15%	13%	8%	16%	13%	13%
							*			
Most of the time	479	219	261	107	167	206	58	123	171	127
	48%	45%	51%	38%	48%	55%	40%	44%	51%	52%
					C	C	*			
About half the time	222	116	106	68	73	81	28	62	79	53
	22%	24%	21%	24%	21%	22%	19%	22%	24%	22%
							*			
Bottom 2 Box (Net)	140	88	52	68	44	27	48	31	33	28
	14%	18%	10%	24%	13%	7%	33%	11%	10%	12%
		B		DE	E		GHI*			
Rarely	91	57	34	44	31	16	32	15	23	21
	9%	12%	7%	16%	9%	4%	22%	5%	7%	9%
		B		DE	E		GHI*			
Almost never	49	31	17	24	13	11	16	16	10	7
	5%	6%	3%	9%	4%	3%	11%	6%	3%	3%
				DE			HI*			
Don't know	30	9	21	11	8	11	-	16	9	5
	3%	2%	4%	4%	2%	3%	-	6%	3%	2%
							*	I		
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3_7. Do you trust the news you hear from the following sources.... - Newspapers' websites

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	518	243	275	135	189	194	49	135	181	154
	52%	50%	54%	48%	54%	52%	33%	49%	54%	63%
							*		F	FGH
All the time	76	33	44	22	37	18	9	22	21	25
	8%	7%	9%	8%	11%	5%	6%	8%	6%	10%
					E		*			
Most of the time	441	210	231	113	152	176	40	113	160	129
	44%	43%	45%	40%	44%	47%	27%	41%	48%	53%
							*		F	FG
About half the time	249	137	112	80	87	82	40	66	86	57
	25%	28%	22%	28%	25%	22%	27%	24%	25%	23%
							*			
Bottom 2 Box (Net)	141	91	51	55	54	32	34	34	47	25
	14%	19%	10%	20%	16%	9%	23%	12%	14%	10%
		B		E	E		I*			
Rarely	96	58	38	37	37	22	26	20	34	16
	10%	12%	7%	13%	11%	6%	18%	7%	10%	7%
		B		E	E		I*			
Almost never	45	32	13	18	17	10	9	14	14	9
	5%	7%	3%	7%	5%	3%	6%	5%	4%	4%
		B					*			
Don't know	94	19	75	11	17	66	23	41	22	7
	9%	4%	15%	4%	5%	18%	16%	15%	7%	3%
			A			CD	HI*	HI	I	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3_8. Do you trust the news you hear from the following sources.... - Print newspapers

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	585	265	319	148	205	232	57	161	205	162
	58%	54%	62%	53%	59%	62%	39%	58%	61%	66%
			A			C	*	F	F	F
All the time	109	49	59	34	42	32	26	32	29	21
	11%	10%	12%	12%	12%	9%	18%	12%	9%	9%
							*			
Most of the time	476	216	260	114	162	200	31	129	175	141
	48%	44%	51%	40%	47%	53%	21%	47%	52%	58%
						C	*	F	F	FG
About half the time	247	126	121	67	85	95	49	64	81	52
	25%	26%	24%	24%	24%	25%	34%	23%	24%	21%
							*			
Bottom 2 Box (Net)	142	87	56	60	51	32	32	41	41	28
	14%	18%	11%	21%	15%	8%	22%	15%	12%	12%
		B		E	E		*			
Rarely	101	61	40	42	37	22	17	30	32	22
	10%	13%	8%	15%	11%	6%	11%	11%	9%	9%
		B		E	E		*			
Almost never	41	25	16	18	13	10	16	10	9	6
	4%	5%	3%	6%	4%	3%	11%	4%	3%	2%
							HI*			
Don't know	28	12	16	7	6	15	7	11	9	1
	3%	2%	3%	2%	2%	4%	5%	4%	3%	1%
							*	I	I	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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3_9. Do you trust the news you hear from the following sources.... - News radio

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	542	244	298	129	192	220	56	144	192	149
	54%	50%	58%	46%	55%	59%	38%	52%	57%	61%
			A		C	C	*		F	FG
All the time	95	43	52	23	42	29	9	32	29	26
	9%	9%	10%	8%	12%	8%	6%	11%	9%	10%
							*			
Most of the time	447	201	246	106	150	191	48	112	163	124
	45%	41%	48%	37%	43%	51%	33%	40%	49%	51%
						C	*		F	FG
About half the time	277	142	135	84	91	102	51	78	90	59
	28%	29%	26%	30%	26%	27%	35%	28%	27%	24%
							*			
Bottom 2 Box (Net)	135	88	47	54	53	28	32	37	35	30
	13%	18%	9%	19%	15%	7%	22%	13%	10%	13%
		B		E	E		H*			
Rarely	104	65	39	42	42	20	27	30	26	21
	10%	13%	8%	15%	12%	5%	18%	11%	8%	9%
		B		E	E		H*			
Almost never	31	23	8	12	12	7	6	7	8	9
	3%	5%	2%	4%	3%	2%	4%	3%	3%	4%
		B					*			
Don't know	48	16	32	14	10	24	7	18	18	5
	5%	3%	6%	5%	3%	6%	5%	6%	5%	2%
						D	*	I	I	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3_10. Do you trust the news you hear from the following sources.... - Talk radio

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	418	184	233	108	165	144	34	132	143	108
	42%	38%	46%	39%	48%	39%	23%	48%	43%	44%
			A		E		*	F	F	F
All the time	70	33	37	29	23	18	12	26	15	18
	7%	7%	7%	10%	7%	5%	8%	9%	4%	8%
				E			*	H		
Most of the time	347	151	196	79	142	126	22	107	128	90
	35%	31%	38%	28%	41%	34%	15%	39%	38%	37%
			A		C		*	F	F	F
About half the time	314	167	147	97	97	120	62	72	101	79
	31%	34%	29%	34%	28%	32%	42%	26%	30%	33%
							G*			
Bottom 2 Box (Net)	189	119	69	58	68	63	36	44	64	44
	19%	24%	14%	20%	20%	17%	25%	16%	19%	18%
		B					*			
Rarely	139	82	57	44	56	39	22	32	50	35
	14%	17%	11%	16%	16%	10%	15%	12%	15%	14%
		B			E		*			
Almost never	50	37	13	14	12	24	14	12	14	9
	5%	8%	3%	5%	3%	6%	10%	4%	4%	4%
		B					*			
Don't know	82	19	62	18	17	46	14	28	28	12
	8%	4%	12%	7%	5%	12%	9%	10%	8%	5%
			A			CD	*	I		
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3. Do you trust the news you hear from the following sources.... - Top 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Social media	139	81	58	62	57	20	18	41	38	42
	14%	17%	11%	22%	17%	5%	13%	15%	11%	17%
		B		E	E		*			H
Facebook	112	55	57	44	45	24	12	39	32	30
	11%	11%	11%	15%	13%	6%	8%	14%	9%	12%
				E	E		*			
Twitter	105	55	50	43	44	18	15	32	26	31
	10%	11%	10%	15%	13%	5%	10%	12%	8%	13%
				E	E		*			H
Online-only news publications	278	132	146	81	108	89	24	75	98	82
	28%	27%	29%	29%	31%	24%	16%	27%	29%	34%
							*			F
Cable news	510	239	271	124	197	189	53	145	182	130
	51%	49%	53%	44%	57%	50%	36%	53%	54%	53%
					C		*	F	F	F
Broadcast TV news	611	277	334	135	221	255	71	167	215	158
	61%	57%	65%	48%	64%	68%	48%	61%	64%	65%
			A		C	C	*		F	F
Newspapers' websites	518	243	275	135	189	194	49	135	181	154
	52%	50%	54%	48%	54%	52%	33%	49%	54%	63%
							*		F	FGH
Print newspapers	585	265	319	148	205	232	57	161	205	162
	58%	54%	62%	53%	59%	62%	39%	58%	61%	66%
			A			C	*	F	F	F
News radio	542	244	298	129	192	220	56	144	192	149
	54%	50%	58%	46%	55%	59%	38%	52%	57%	61%
			A		C	C	*		F	FG
Talk radio	418	184	233	108	165	144	34	132	143	108
	42%	38%	46%	39%	48%	39%	23%	48%	43%	44%
			A		E		*	F	F	F

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3. Do you trust the news you hear from the following sources.... - Bottom 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Social media	478	254	224	123	156	198	75	124	169	111
	48%	52%	44%	44%	45%	53%	51%	45%	50%	45%
		B					*			
Facebook	492	260	233	132	164	196	75	121	179	117
	49%	53%	45%	47%	47%	53%	51%	44%	53%	48%
		B					*		G	
Twitter	417	229	189	120	150	148	57	100	152	108
	42%	47%	37%	42%	43%	39%	39%	36%	45%	44%
		B					*		G	
Online-only news publications	227	133	94	84	81	62	40	61	79	47
	23%	27%	18%	30%	23%	17%	27%	22%	24%	19%
		B		E	E		*			
Cable news	158	96	62	58	52	47	40	37	46	35
	16%	20%	12%	21%	15%	13%	27%	13%	14%	15%
		B		E			GHI*			
Broadcast TV news	140	88	52	68	44	27	48	31	33	28
	14%	18%	10%	24%	13%	7%	33%	11%	10%	12%
		B		DE	E		GHI*			
Newspapers' websites	141	91	51	55	54	32	34	34	47	25
	14%	19%	10%	20%	16%	9%	23%	12%	14%	10%
		B		E	E		I*			
Print newspapers	142	87	56	60	51	32	32	41	41	28
	14%	18%	11%	21%	15%	8%	22%	15%	12%	12%
		B		E	E		*			
News radio	135	88	47	54	53	28	32	37	35	30
	13%	18%	9%	19%	15%	7%	22%	13%	10%	13%
		B		E	E		H*			
Talk radio	189	119	69	58	68	63	36	44	64	44
	19%	24%	14%	20%	20%	17%	25%	16%	19%	18%
		B					*			

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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4. Do you prefer to get your news from....

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
News aggregators - news sites which compile top headlines and news stories from across multiple news sources and platforms.	295	149	146	120	108	67	56	74	86	79
	29%	30%	28%	43%	31%	18%	38%	27%	25%	32%
				DE	E		*			H
Traditional news organizations, directly - news organizations that have their own reporters, columnists and editors who write or produce news content based on their own research or interviews.	707	341	366	162	238	307	90	202	250	164
	71%	70%	72%	57%	69%	82%	62%	73%	75%	68%
					C	CD	*		I	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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5_1. To what extent do you agree or disagree with the following: - I have no idea how to distinguish between real news and fake news.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	292	123	169	70	102	120	43	94	94	62
	29%	25%	33%	25%	29%	32%	30%	34%	28%	25%
			A				*	I		
Strongly agree	33	13	20	9	13	11	10	9	7	6
	3%	3%	4%	3%	4%	3%	7%	3%	2%	3%
							*			
Somewhat agree	259	110	150	61	89	110	33	84	87	55
	26%	22%	29%	22%	26%	29%	23%	31%	26%	23%
			A				*			
Bottom 2 Box (Net)	710	367	343	212	245	253	103	183	242	182
	71%	75%	67%	75%	71%	68%	70%	66%	72%	75%
		B					*			G
Somewhat disagree	470	240	231	125	152	193	72	125	159	115
	47%	49%	45%	45%	44%	52%	49%	45%	47%	47%
							*			
Strongly disagree	239	127	112	86	93	60	31	58	83	67
	24%	26%	22%	31%	27%	16%	21%	21%	25%	27%
				E	E		*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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5_2. To what extent do you agree or disagree with the following: - I have falsely believed a news story was real until I found out otherwise.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	577	287	290	183	206	188	85	166	193	134
	58%	59%	57%	65%	59%	50%	58%	60%	57%	55%
				E	E		*			
Strongly agree	97	54	43	57	24	16	20	27	33	17
	10%	11%	8%	20%	7%	4%	14%	10%	10%	7%
				DE			*			
Somewhat agree	481	234	247	127	182	172	65	138	160	118
	48%	48%	48%	45%	52%	46%	44%	50%	48%	48%
							*			
Bottom 2 Box (Net)	425	202	222	98	141	185	62	111	143	109
	42%	41%	43%	35%	41%	50%	42%	40%	43%	45%
						CD	*			
Somewhat disagree	331	161	170	80	111	140	49	88	111	83
	33%	33%	33%	29%	32%	37%	33%	32%	33%	34%
							*			
Strongly disagree	94	42	52	18	30	46	13	23	31	26
	9%	9%	10%	6%	9%	12%	9%	8%	9%	11%
						C	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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5_3. To what extent do you agree or disagree with the following: - If I disagree with a news story, it is likely fake.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	282	147	135	72	112	98	54	92	85	51
	28%	30%	26%	26%	32%	26%	37%	33%	25%	21%
							I*	HI		
Strongly agree	40	20	20	13	18	8	8	14	12	6
	4%	4%	4%	5%	5%	2%	6%	5%	4%	2%
							*			
Somewhat agree	242	126	115	59	94	89	45	79	73	45
	24%	26%	23%	21%	27%	24%	31%	28%	22%	18%
							*	I		
Bottom 2 Box (Net)	720	343	377	210	235	276	93	184	251	193
	72%	70%	74%	74%	68%	74%	63%	67%	75%	79%
							*		G	FG
Somewhat disagree	533	261	272	134	177	221	68	142	182	141
	53%	53%	53%	48%	51%	59%	46%	51%	54%	58%
						C	*			
Strongly disagree	188	83	105	75	57	55	25	42	68	52
	19%	17%	20%	27%	17%	15%	17%	15%	20%	21%
				DE			*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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5_4. To what extent do you agree or disagree with the following: - I am concerned about foreign interference in the upcoming Federal Election.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	610	286	323	154	217	238	69	167	211	162
	61%	58%	63%	55%	63%	64%	47%	61%	63%	66%
							*		F	F
Strongly agree	162	71	91	33	52	76	12	43	54	53
	16%	15%	18%	12%	15%	20%	8%	15%	16%	22%
						C	*			F
Somewhat agree	448	215	232	121	165	161	57	125	157	109
	45%	44%	45%	43%	48%	43%	39%	45%	47%	45%
							*			
Bottom 2 Box (Net)	392	204	189	127	129	136	77	109	124	82
	39%	42%	37%	45%	37%	36%	53%	39%	37%	34%
							HI*			
Somewhat disagree	311	153	158	100	102	109	64	85	96	66
	31%	31%	31%	36%	29%	29%	44%	31%	29%	27%
							HI*			
Strongly disagree	81	50	31	27	27	27	13	24	28	15
	8%	10%	6%	10%	8%	7%	9%	9%	8%	6%
		B					*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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5_5. To what extent do you agree or disagree with the following: - I am confident in my ability to distinguish between legitimate and accurate news, fake news, and false news and alternative facts.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	806	421	385	225	297	285	119	209	275	202
	80%	86%	75%	80%	86%	76%	82%	76%	82%	83%
		B			E		*			
Strongly agree	184	105	79	57	76	52	23	46	60	56
	18%	22%	15%	20%	22%	14%	15%	17%	18%	23%
		B			E		*			
Somewhat agree	622	316	306	168	221	233	97	163	216	146
	62%	64%	60%	60%	64%	62%	66%	59%	64%	60%
							*			
Bottom 2 Box (Net)	196	69	127	57	50	89	27	68	60	41
	20%	14%	25%	20%	14%	24%	18%	24%	18%	17%
			A			D	*			
Somewhat disagree	180	58	121	49	48	82	20	66	56	38
	18%	12%	24%	17%	14%	22%	14%	24%	17%	16%
			A			D	*	HI		
Strongly disagree	16	11	6	8	2	6	7	2	4	3
	2%	2%	1%	3%	1%	2%	5%	1%	1%	1%
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

- Columns Tested (5%): A/B,C/D/E,F/G/H/I
 - Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
- Columns Tested (5%): A/B,C/D/E,F/G/H/I
 - Minimum Base: 30 (**), Small Base: 100 (*)

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
I have no idea how to distinguish between real news and fake news.	292	123	169	70	102	120	43	94	94	62
	29%	25%	33%	25%	29%	32%	30%	34%	28%	25%
			A				*	I		
I have falsely believed a news story was real until I found out otherwise.	577	287	290	183	206	188	85	166	193	134
	58%	59%	57%	65%	59%	50%	58%	60%	57%	55%
				E	E		*			
If I disagree with a news story, it is likely fake.	282	147	135	72	112	98	54	92	85	51
	28%	30%	26%	26%	32%	26%	37%	33%	25%	21%
							I*	HI		
I am concerned about foreign interference in the upcoming Federal Election.	610	286	323	154	217	238	69	167	211	162
	61%	58%	63%	55%	63%	64%	47%	61%	63%	66%
							*		F	F
I am confident in my ability to distinguish between legitimate and accurate news, fake news, and false news and alternative facts.	806	421	385	225	297	285	119	209	275	202
	80%	86%	75%	80%	86%	76%	82%	76%	82%	83%
		B			E		*			

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
I have no idea how to distinguish between real news and fake news.	710	367	343	212	245	253	103	183	242	182
	71%	75%	67%	75%	71%	68%	70%	66%	72%	75%
		B					*			G
I have falsely believed a news story was real until I found out otherwise.	425	202	222	98	141	185	62	111	143	109
	42%	41%	43%	35%	41%	50%	42%	40%	43%	45%
						CD	*			
If I disagree with a news story, it is likely fake.	720	343	377	210	235	276	93	184	251	193
	72%	70%	74%	74%	68%	74%	63%	67%	75%	79%
							*		G	FG
I am concerned about foreign interference in the upcoming Federal Election.	392	204	189	127	129	136	77	109	124	82
	39%	42%	37%	45%	37%	36%	53%	39%	37%	34%
							HI*			
I am confident in my ability to distinguish between legitimate and accurate news, fake news, and false news and alternative facts.	196	69	127	57	50	89	27	68	60	41
	20%	14%	25%	20%	14%	24%	18%	24%	18%	17%
			A			D	*			

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7_1. How willing would you be to pay to access the following type of content: - Local news

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	376	166	210	120	134	122	55	95	133	93
	37%	34%	41%	43%	39%	33%	37%	35%	40%	38%
			A	E			*			
Very willing	85	34	51	30	31	25	14	18	31	22
	8%	7%	10%	10%	9%	7%	9%	7%	9%	9%
							*			
Somewhat willing	291	131	159	90	103	97	41	77	102	70
	29%	27%	31%	32%	30%	26%	28%	28%	30%	29%
							*			
Bottom 2 Box (Net)	626	324	302	162	213	251	92	181	203	151
	63%	66%	59%	57%	61%	67%	63%	65%	60%	62%
		B				C	*			
Not very willing	318	155	163	82	114	123	34	87	111	86
	32%	32%	32%	29%	33%	33%	23%	32%	33%	35%
							*			
Not at all willing	308	169	139	80	99	129	58	94	92	65
	31%	35%	27%	29%	29%	34%	39%	34%	27%	27%
		B					*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7_2. How willing would you be to pay to access the following type of content: - National news

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	357	170	187	116	131	110	40	95	126	95
	36%	35%	36%	41%	38%	29%	27%	34%	38%	39%
				E	E		*			
Very willing	82	36	45	37	24	21	13	22	23	23
	8%	7%	9%	13%	7%	6%	9%	8%	7%	10%
				DE			*			
Somewhat willing	275	134	141	79	107	89	27	73	104	72
	27%	27%	28%	28%	31%	24%	18%	26%	31%	29%
							*			
Bottom 2 Box (Net)	645	320	325	165	216	264	106	181	209	148
	64%	65%	64%	59%	62%	71%	73%	66%	62%	61%
						CD	*			
Not very willing	338	157	182	82	117	139	34	97	113	94
	34%	32%	35%	29%	34%	37%	23%	35%	34%	39%
							*			F
Not at all willing	307	163	144	83	99	125	72	84	96	54
	31%	33%	28%	30%	29%	33%	49%	30%	29%	22%
							GHI*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7_3. How willing would you be to pay to access the following type of content: - International news

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	300	156	145	101	109	90	20	83	108	89
	30%	32%	28%	36%	32%	24%	14%	30%	32%	37%
				E	E		*	F	F	F
Very willing	62	30	32	31	19	12	6	9	18	28
	6%	6%	6%	11%	5%	3%	4%	3%	5%	12%
				DE			*			GH
Somewhat willing	239	126	113	70	91	78	14	74	90	61
	24%	26%	22%	25%	26%	21%	9%	27%	27%	25%
							*	F	F	F
Bottom 2 Box (Net)	702	334	367	181	237	284	126	194	228	154
	70%	68%	72%	64%	68%	76%	86%	70%	68%	63%
						CD	GHI*			
Not very willing	366	162	204	96	129	142	51	97	119	99
	37%	33%	40%	34%	37%	38%	35%	35%	35%	41%
							*			
Not at all willing	335	172	163	85	109	141	75	96	109	55
	33%	35%	32%	30%	31%	38%	51%	35%	32%	23%
							GHI*	I	I	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7_4. How willing would you be to pay to access the following type of content: - News sources you trust, regardless of the content

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	409	204	205	145	141	123	54	100	141	114
	41%	42%	40%	51%	41%	33%	37%	36%	42%	47%
				DE			*			G
Very willing	96	48	48	41	33	22	12	21	34	28
	10%	10%	9%	15%	10%	6%	8%	8%	10%	12%
				E			*			
Somewhat willing	313	156	157	104	107	102	42	78	107	85
	31%	32%	31%	37%	31%	27%	29%	28%	32%	35%
				E			*			
Bottom 2 Box (Net)	593	286	307	137	206	250	93	177	194	130
	59%	58%	60%	49%	59%	67%	63%	64%	58%	53%
					C	C	*	I		
Not very willing	323	147	177	71	119	133	40	97	109	77
	32%	30%	34%	25%	34%	36%	27%	35%	33%	31%
					C	C	*			
Not at all willing	270	139	131	66	87	117	53	79	85	53
	27%	28%	26%	23%	25%	31%	36%	29%	25%	22%
							I*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7_5. How willing would you be to pay to access the following type of content: - News aggregator services

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	211	114	97	75	86	51	24	50	68	69
	21%	23%	19%	27%	25%	14%	16%	18%	20%	28%
				E	E		*			GH
Very willing	27	12	15	15	9	3	3	5	6	13
	3%	3%	3%	5%	3%	1%	2%	2%	2%	5%
				E			*			GH
Somewhat willing	184	102	83	59	77	48	21	45	63	56
	18%	21%	16%	21%	22%	13%	14%	16%	19%	23%
				E	E		*			
Bottom 2 Box (Net)	791	376	415	207	261	323	123	226	267	175
	79%	77%	81%	73%	75%	86%	84%	82%	80%	72%
						CD	*	I	I	
Not very willing	398	179	219	111	132	154	48	112	142	97
	40%	37%	43%	39%	38%	41%	33%	40%	42%	40%
							*			
Not at all willing	393	197	196	96	128	169	75	115	125	78
	39%	40%	38%	34%	37%	45%	51%	41%	37%	32%
						C	I*	I		
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7_6. How willing would you be to pay to access the following type of content: - Deep-dive news stories

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	297	165	131	112	110	74	33	76	94	93
	30%	34%	26%	40%	32%	20%	23%	27%	28%	38%
		B		E	E		*			FGH
Very willing	59	31	28	30	16	14	6	13	17	23
	6%	6%	5%	11%	4%	4%	4%	5%	5%	9%
				DE			*			GH
Somewhat willing	238	134	104	82	95	61	27	63	77	70
	24%	27%	20%	29%	27%	16%	18%	23%	23%	29%
		B		E	E		*			
Bottom 2 Box (Net)	705	325	381	170	236	299	113	201	242	150
	70%	66%	74%	60%	68%	80%	77%	73%	72%	62%
			A			CD	I*	I	I	
Not very willing	368	166	202	96	131	140	40	108	131	89
	37%	34%	39%	34%	38%	37%	27%	39%	39%	36%
							*			
Not at all willing	338	159	179	73	105	159	73	93	111	61
	34%	32%	35%	26%	30%	43%	50%	34%	33%	25%
						CD	GHI*		I	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7_7. How willing would you be to pay to access the following type of content: - News radio

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	219	117	102	66	89	63	17	65	71	65
	22%	24%	20%	23%	26%	17%	12%	23%	21%	27%
					E		*			F
Very willing	53	22	32	19	21	13	6	13	14	20
	5%	4%	6%	7%	6%	3%	4%	5%	4%	8%
							*			H
Somewhat willing	166	95	71	47	68	51	11	52	58	45
	17%	19%	14%	17%	20%	14%	8%	19%	17%	19%
		B					*			F
Bottom 2 Box (Net)	783	373	410	215	257	310	129	212	264	178
	78%	76%	80%	77%	74%	83%	88%	77%	79%	73%
						D	I*			
Not very willing	386	173	213	102	129	155	44	102	143	97
	39%	35%	42%	36%	37%	42%	30%	37%	43%	40%
							*			
Not at all willing	397	200	196	113	128	155	85	109	121	81
	40%	41%	38%	40%	37%	41%	58%	39%	36%	33%
							GHI*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7. How willing would you be to pay to access the following type of content: - Top 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Local news	376	166	210	120	134	122	55	95	133	93
	37%	34%	41%	43%	39%	33%	37%	35%	40%	38%
			A	E			*			
National news	357	170	187	116	131	110	40	95	126	95
	36%	35%	36%	41%	38%	29%	27%	34%	38%	39%
				E	E		*			
International news	300	156	145	101	109	90	20	83	108	89
	30%	32%	28%	36%	32%	24%	14%	30%	32%	37%
				E	E		*	F	F	F
News sources you trust, regardless of the content	409	204	205	145	141	123	54	100	141	114
	41%	42%	40%	51%	41%	33%	37%	36%	42%	47%
				DE			*			G
News aggregator services	211	114	97	75	86	51	24	50	68	69
	21%	23%	19%	27%	25%	14%	16%	18%	20%	28%
				E	E		*			GH
Deep-dive news stories	297	165	131	112	110	74	33	76	94	93
	30%	34%	26%	40%	32%	20%	23%	27%	28%	38%
		B		E	E		*			FGH
News radio	219	117	102	66	89	63	17	65	71	65
	22%	24%	20%	23%	26%	17%	12%	23%	21%	27%
					E		*			F

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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7. How willing would you be to pay to access the following type of content: - Bottom 2 Box Summary

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Local news	626	324	302	162	213	251	92	181	203	151
	63%	66%	59%	57%	61%	67%	63%	65%	60%	62%
		B				C	*			
National news	645	320	325	165	216	264	106	181	209	148
	64%	65%	64%	59%	62%	71%	73%	66%	62%	61%
						CD	*			
International news	702	334	367	181	237	284	126	194	228	154
	70%	68%	72%	64%	68%	76%	86%	70%	68%	63%
						CD	GHI*			
News sources you trust, regardless of the content	593	286	307	137	206	250	93	177	194	130
	59%	58%	60%	49%	59%	67%	63%	64%	58%	53%
					C	C	*	I		
News aggregator services	791	376	415	207	261	323	123	226	267	175
	79%	77%	81%	73%	75%	86%	84%	82%	80%	72%
						CD	*	I	I	
Deep-dive news stories	705	325	381	170	236	299	113	201	242	150
	70%	66%	74%	60%	68%	80%	77%	73%	72%	62%
			A			CD	I*	I	I	
News radio	783	373	410	215	257	310	129	212	264	178
	78%	76%	80%	77%	74%	83%	88%	77%	79%	73%
						D	I*			

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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8. How easy is it for you to find news from a source you consider reliable and trustworthy?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	824	414	410	222	299	302	106	225	283	210
	82%	85%	80%	79%	86%	81%	73%	81%	84%	86%
					C		*			F
Very easy	294	145	149	81	101	111	37	67	105	84
	29%	30%	29%	29%	29%	30%	26%	24%	31%	35%
							*			G
Somewhat easy	530	269	261	141	198	191	69	158	178	125
	53%	55%	51%	50%	57%	51%	47%	57%	53%	51%
							*			
Bottom 2 Box (Net)	178	76	102	59	47	72	40	51	53	34
	18%	15%	20%	21%	14%	19%	27%	19%	16%	14%
				D			I*			
Not very easy	166	68	99	58	44	64	38	48	49	31
	17%	14%	19%	20%	13%	17%	26%	17%	15%	13%
			A	D			I*			
Not at all easy	12	8	4	2	3	7	2	3	4	3
	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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9. How do you identify whether a news source is credible and trustworthy?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
I fact check the stories myself	522	270	252	176	182	165	73	130	183	136
	52%	55%	49%	62%	52%	44%	50%	47%	55%	56%
				DE			*			
From a source whose name I recognize	506	241	264	137	177	191	67	128	164	146
	50%	49%	52%	49%	51%	51%	46%	46%	49%	60%
							*			GH
A friend shared it with me, so I trust it	68	41	27	30	23	15	8	26	15	18
	7%	8%	5%	11%	7%	4%	6%	9%	5%	7%
				E			*	H		
It aligns with my point of view	85	50	35	31	32	22	10	30	27	18
	8%	10%	7%	11%	9%	6%	7%	11%	8%	7%
							*			
I don't know what sources to trust	98	37	61	20	28	50	22	36	27	14
	10%	7%	12%	7%	8%	13%	15%	13%	8%	6%
			A			CD	I*	I		
Sigma	1279	639	640	394	441	444	180	350	416	332
	128%	130%	125%	140%	127%	119%	123%	127%	124%	136%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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10_1. To what extent do you agree or disagree with the following: - I believe the news industry in Canada is introducing new ways of consuming news that is exciting and relevant to me.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	591	279	311	165	220	206	77	164	206	145
	59%	57%	61%	58%	63%	55%	52%	59%	61%	59%
					E		*			
Strongly agree	58	28	30	22	17	19	12	14	17	15
	6%	6%	6%	8%	5%	5%	8%	5%	5%	6%
							*			
Somewhat agree	533	251	282	142	203	188	65	150	189	130
	53%	51%	55%	50%	59%	50%	44%	54%	56%	53%
					E		*			
Bottom 2 Box (Net)	411	211	201	117	127	167	70	113	130	99
	41%	43%	39%	42%	37%	45%	48%	41%	39%	41%
						D	*			
Somewhat disagree	337	171	167	96	104	137	52	91	109	85
	34%	35%	33%	34%	30%	37%	35%	33%	33%	35%
							*			
Strongly disagree	74	40	34	20	23	31	18	21	21	14
	7%	8%	7%	7%	7%	8%	12%	8%	6%	6%
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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10_2. To what extent do you agree or disagree with the following: - I believe the news industry is Canada is well-positioned to adapt to changing preferences for news consumption in Canada.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	722	338	384	178	251	294	93	197	256	177
	72%	69%	75%	63%	72%	79%	63%	71%	76%	73%
					C	C	*			
Strongly agree	78	40	38	30	25	23	13	21	27	17
	8%	8%	7%	11%	7%	6%	9%	8%	8%	7%
							*			
Somewhat agree	644	297	346	148	226	270	80	176	229	159
	64%	61%	68%	52%	65%	72%	54%	64%	68%	65%
					C	C	*			
Bottom 2 Box (Net)	280	152	128	104	96	80	54	80	80	67
	28%	31%	25%	37%	28%	21%	37%	29%	24%	27%
				DE			*			
Somewhat disagree	233	117	115	89	77	67	43	65	67	57
	23%	24%	23%	32%	22%	18%	29%	24%	20%	23%
				DE			*			
Strongly disagree	47	35	12	15	19	13	11	14	13	10
	5%	7%	2%	5%	6%	4%	7%	5%	4%	4%
		B					*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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10_3. To what extent do you agree or disagree with the following: - Local news is dead in Canada.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	240	142	97	68	97	75	26	69	71	73
	24%	29%	19%	24%	28%	20%	18%	25%	21%	30%
		B			E		*			H
Strongly agree	39	26	14	13	14	12	-	12	12	15
	4%	5%	3%	5%	4%	3%	-	4%	4%	6%
							*			F
Somewhat agree	201	117	84	55	83	63	26	56	60	58
	20%	24%	16%	19%	24%	17%	18%	20%	18%	24%
		B			E		*			H
Bottom 2 Box (Net)	762	348	415	214	250	299	120	208	264	170
	76%	71%	81%	76%	72%	80%	82%	75%	79%	70%
			A			D	*		I	
Somewhat disagree	524	252	272	151	180	193	87	142	185	109
	52%	51%	53%	54%	52%	52%	59%	51%	55%	45%
							*		I	
Strongly disagree	239	96	143	63	70	106	33	65	79	61
	24%	20%	28%	22%	20%	28%	23%	24%	24%	25%
			A			D	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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10_4. To what extent do you agree or disagree with the following: - I regularly see news stories that matter to my community.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	673	324	349	166	240	266	65	196	236	175
	67%	66%	68%	59%	69%	71%	45%	71%	70%	72%
					C	C	*	F	F	F
Strongly agree	121	49	72	37	40	44	10	29	49	33
	12%	10%	14%	13%	12%	12%	7%	10%	15%	14%
							*			
Somewhat agree	552	275	277	129	200	223	55	168	187	142
	55%	56%	54%	46%	58%	60%	38%	61%	56%	58%
					C	C	*	F	F	F
Bottom 2 Box (Net)	329	166	163	115	107	107	81	80	99	68
	33%	34%	32%	41%	31%	29%	55%	29%	30%	28%
				DE			GHI*			
Somewhat disagree	275	133	141	95	89	91	65	61	88	61
	27%	27%	28%	34%	26%	24%	45%	22%	26%	25%
				E			GHI*			
Strongly disagree	55	33	21	20	18	16	16	19	12	8
	5%	7%	4%	7%	5%	4%	11%	7%	3%	3%
							HI*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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10_5. To what extent do you agree or disagree with the following: - I think that Canadian news will be increasingly replaced by international news.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	382	202	180	141	131	111	58	116	119	90
	38%	41%	35%	50%	38%	30%	39%	42%	35%	37%
				DE	E		*			
Strongly agree	57	28	29	26	17	13	6	24	15	11
	6%	6%	6%	9%	5%	3%	4%	9%	5%	4%
				E			*			
Somewhat agree	325	174	151	114	113	98	51	92	103	79
	32%	36%	30%	41%	33%	26%	35%	33%	31%	33%
				E			*			
Bottom 2 Box (Net)	620	288	332	141	216	263	89	161	217	153
	62%	59%	65%	50%	62%	70%	61%	58%	65%	63%
					C	CD	*			
Somewhat disagree	510	236	274	115	181	214	64	132	184	131
	51%	48%	53%	41%	52%	57%	44%	48%	55%	54%
					C	C	*			
Strongly disagree	109	51	58	25	35	49	25	29	33	23
	11%	10%	11%	9%	10%	13%	17%	10%	10%	9%
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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10_6. To what extent do you agree or disagree with the following: - Traditional news sources are becoming less relevant to me.

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Top 2 Box (Net)	392	220	172	159	145	88	57	116	117	103
	39%	45%	34%	56%	42%	24%	39%	42%	35%	42%
		B		DE	E		*			H
Strongly agree	95	53	42	48	29	18	20	27	24	23
	9%	11%	8%	17%	8%	5%	14%	10%	7%	9%
				DE			*			
Somewhat agree	298	168	130	111	116	71	36	89	92	80
	30%	34%	25%	39%	34%	19%	25%	32%	28%	33%
		B		E	E		*			
Bottom 2 Box (Net)	610	270	340	123	202	285	90	160	219	141
	61%	55%	66%	44%	58%	76%	61%	58%	65%	58%
			A		C	CD	*		I	
Somewhat disagree	482	210	273	97	155	230	75	135	169	103
	48%	43%	53%	35%	45%	61%	51%	49%	50%	42%
			A		C	CD	*		I	
Strongly disagree	127	60	67	25	46	56	14	25	50	38
	13%	12%	13%	9%	13%	15%	10%	9%	15%	16%
							*		G	G
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
I believe the news industry in Canada is introducing new ways of consuming news that is exciting and relevant to me.	591	279	311	165	220	206	77	164	206	145
	59%	57%	61%	58%	63%	55%	52%	59%	61%	59%
					E		*			
I believe the news industry is Canada is well-positioned to adapt to changing preferences for news consumption in Canada.	722	338	384	178	251	294	93	197	256	177
	72%	69%	75%	63%	72%	79%	63%	71%	76%	73%
					C	C	*			
Local news is dead in Canada.	240	142	97	68	97	75	26	69	71	73
	24%	29%	19%	24%	28%	20%	18%	25%	21%	30%
		B			E		*			H
I regularly see news stories that matter to my community.	673	324	349	166	240	266	65	196	236	175
	67%	66%	68%	59%	69%	71%	45%	71%	70%	72%
					C	C	*	F	F	F
I think that Canadian news will be increasingly replaced by international news.	382	202	180	141	131	111	58	116	119	90
	38%	41%	35%	50%	38%	30%	39%	42%	35%	37%
				DE	E		*			
Traditional news sources are becoming less relevant to me.	392	220	172	159	145	88	57	116	117	103
	39%	45%	34%	56%	42%	24%	39%	42%	35%	42%
		B		DE	E		*			H

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
I believe the news industry in Canada is introducing new ways of consuming news that is exciting and relevant to me.	411	211	201	117	127	167	70	113	130	99
	41%	43%	39%	42%	37%	45%	48%	41%	39%	41%
						D	*			
I believe the news industry is Canada is well-positioned to adapt to changing preferences for news consumption in Canada.	280	152	128	104	96	80	54	80	80	67
	28%	31%	25%	37%	28%	21%	37%	29%	24%	27%
				DE			*			
Local news is dead in Canada.	762	348	415	214	250	299	120	208	264	170
	76%	71%	81%	76%	72%	80%	82%	75%	79%	70%
			A			D	*		I	
I regularly see news stories that matter to my community.	329	166	163	115	107	107	81	80	99	68
	33%	34%	32%	41%	31%	29%	55%	29%	30%	28%
				DE			GHI*			
I think that Canadian news will be increasingly replaced by international news.	620	288	332	141	216	263	89	161	217	153
	62%	59%	65%	50%	62%	70%	61%	58%	65%	63%
					C	CD	*			
Traditional news sources are becoming less relevant to me.	610	270	340	123	202	285	90	160	219	141
	61%	55%	66%	44%	58%	76%	61%	58%	65%	58%
			A		C	CD	*		I	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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GENDER

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Male	490	490	-	153	173	163	77	132	158	123
	49%	100%	-	54%	50%	44%	52%	48%	47%	51%
		B		E			*			
Female	512	-	512	128	173	210	70	145	177	120
	51%	-	100%	46%	50%	56%	48%	52%	53%	49%
			A			C	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
18-34 (Net)	282	153	128	282	-	-	70	61	85	66
	28%	31%	25%	100%	-	-	48%	22%	25%	27%
				DE			GHI*			
18-24	111	71	41	111	-	-	36	29	32	13
	11%	14%	8%	39%	-	-	25%	11%	10%	5%
		B		DE			GHI*		I	
25-34	170	83	88	170	-	-	33	31	53	53
	17%	17%	17%	61%	-	-	23%	11%	16%	22%
				DE			*			GH
35-54 (Net)	347	173	173	-	347	-	27	100	116	105
	35%	35%	34%	-	100%	-	18%	36%	35%	43%
					CE		*	F	F	FH
35-44	177	97	80	-	177	-	11	49	55	62
	18%	20%	16%	-	51%	-	7%	18%	16%	25%
					CE		*			FGH
45-54	170	77	93	-	170	-	16	51	61	43
	17%	16%	18%	-	49%	-	11%	18%	18%	18%
					CE		*			
55+ (Net)	374	163	210	-	-	374	50	116	135	73
	37%	33%	41%	-	-	100%	34%	42%	40%	30%
			A			CD	*	I	I	
55-64	208	98	110	-	-	208	30	66	74	39
	21%	20%	22%	-	-	56%	20%	24%	22%	16%
						CD	*	I	I	
65+	165	65	100	-	-	165	20	50	61	34
	17%	13%	20%	-	-	44%	14%	18%	18%	14%
			A			CD	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Mean	46.8	45	48.5	26.2	44.3	64.6	41.3	48.9	48.3	45.6
			A		C	CD	*	FI	FI	
STD. DEV.	16.78	17.14	16.26	5.16	5.87	7.7	17.66	17.23	16.62	15.11
STD. ERR.	0.53	0.78	0.72	0.31	0.3	0.41	2.6	1.25	0.77	0.88
Median	47	44	49	27	44	63	37	51	49	44

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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EDUCATION

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Primary School or less	6	6	-	-	4	2	6	-	-	-
	1%	1%	-	-	1%	1%	4%	-	-	-
		B					GHI*			
Some high school	141	71	70	70	23	48	141	-	-	-
	14%	14%	14%	25%	7%	13%	96%	-	-	-
				DE		D	GHI*			
Graduated high school	277	132	145	61	100	116	-	277	-	-
	28%	27%	28%	22%	29%	31%	-	100%	-	-
						C	*	FHI		
Some college / CEGEP / Trade School	87	43	44	27	33	27	-	-	87	-
	9%	9%	9%	10%	10%	7%	-	-	26%	-
							*		FGI	
Graduated from college / CEGEP / Trade School	193	81	113	44	68	81	-	-	193	-
	19%	16%	22%	16%	20%	22%	-	-	58%	-
							*		FGI	
Some university, but did not finish	55	34	21	14	15	27	-	-	55	-
	5%	7%	4%	5%	4%	7%	-	-	16%	-
							*		FGI	
University undergraduate degree	169	82	87	46	77	46	-	-	-	169
	17%	17%	17%	16%	22%	12%	-	-	-	70%
					E		*			FGH
University graduate degree	74	41	33	20	27	27	-	-	-	74
	7%	8%	6%	7%	8%	7%	-	-	-	30%
							*			FGH
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
<HS	146	77	70	70	27	50	146	-	-	-
	15%	16%	14%	25%	8%	13%	100%	-	-	-
				DE		D	GHI*			
HS	277	132	145	61	100	116	-	277	-	-
	28%	27%	28%	22%	29%	31%	-	100%	-	-
						C	*	FHI		
Post Sec	336	158	177	85	116	135	-	-	336	-
	34%	32%	35%	30%	33%	36%	-	-	100%	-
							*		FGI	
Univ Grad	243	123	120	66	105	73	-	-	-	243
	24%	25%	24%	23%	30%	20%	-	-	-	100%
					E		*			FGH

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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REGION

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
BC	134	59	75	26	38	70	18	35	46	36
	13%	12%	15%	9%	11%	19%	12%	13%	14%	15%
						CD	*			
AB	113	52	62	41	27	45	21	22	43	27
	11%	11%	12%	14%	8%	12%	15%	8%	13%	11%
				D			*			
SK/MB	62	33	29	13	24	26	8	22	19	13
	6%	7%	6%	5%	7%	7%	5%	8%	6%	5%
							*			
Ontario	386	166	220	146	120	120	65	97	133	91
	38%	34%	43%	52%	35%	32%	44%	35%	40%	37%
			A	DE			*			
Quebec	240	143	96	42	106	92	27	73	75	64
	24%	29%	19%	15%	30%	25%	19%	27%	22%	26%
		B			C	C	*			
Atlantic Canada	67	37	30	14	32	21	8	27	20	12
	7%	8%	6%	5%	9%	6%	5%	10%	6%	5%
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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INCOME

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
<\$25K	188	99	90	75	55	59	58	72	42	17
	19%	20%	17%	26%	16%	16%	40%	26%	12%	7%
				DE			HI*	HI	I	
\$25K - <\$55K	306	148	158	71	108	127	55	109	99	43
	31%	30%	31%	25%	31%	34%	38%	39%	29%	18%
						C	I*	HI	I	
\$55K - <\$100K	254	138	116	65	85	103	17	50	109	79
	25%	28%	23%	23%	25%	28%	11%	18%	32%	32%
							*		FG	FG
\$100K - <\$150K	133	54	79	39	61	32	3	20	49	60
	13%	11%	15%	14%	18%	9%	2%	7%	15%	25%
					E		*		FG	FGH
\$150K+	40	23	18	6	23	11	-	3	7	31
	4%	5%	3%	2%	7%	3%	-	1%	2%	13%
					CE		*			FGH
Prefer not to answer	80	29	51	25	13	42	12	24	31	14
	8%	6%	10%	9%	4%	11%	8%	9%	9%	6%
			A	D		D	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Under \$50K	441	217	224	127	141	172	114	160	119	48
	44%	44%	44%	45%	41%	46%	78%	58%	36%	20%
							GHI*	HI	I	
\$50K+	480	244	236	129	192	159	20	93	185	182
	48%	50%	46%	46%	56%	43%	14%	33%	55%	75%
					CE		*	F	FG	FGH
Under \$40K	344	176	168	108	108	128	104	122	83	35
	34%	36%	33%	38%	31%	34%	71%	44%	25%	14%
							GHI*	HI	I	
\$40K to less than \$60K	183	83	100	47	61	75	17	61	73	33
	18%	17%	20%	17%	18%	20%	11%	22%	22%	14%
							*	I	I	
\$60K to less than \$100K	222	125	96	56	80	86	10	47	94	71
	22%	26%	19%	20%	23%	23%	7%	17%	28%	29%
		B					*		FG	FG
\$100K or more	173	76	97	46	85	43	3	23	56	91
	17%	16%	19%	16%	24%	11%	2%	8%	17%	37%
					CE		*		FG	FGH
Mean (,000)	64.2	62.9	65.5	58.8	73.2	59.2	31.5	49.9	65.9	96.6
					CE		*	F	FG	FGH
STD. DEV.	48.1	47.54	48.67	47.89	53.93	40.19	25.83	38.88	37.93	58.59
STD. ERR.	1.58	2.21	2.27	2.99	2.95	2.21	2.23	2.44	2.17	3.86

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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HOUSEHOLD COMPOSITION

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Kids	264	129	135	96	149	19	44	63	82	75
	26%	26%	26%	34%	43%	5%	30%	23%	24%	31%
				E	CE		*			
No Kids	738	361	377	186	197	355	102	213	254	168
	74%	74%	74%	66%	57%	95%	70%	77%	76%	69%
				D		CD	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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HHCMP1. How many people are living or staying at your current address?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
1	240	118	122	51	71	118	26	75	72	66
	24%	24%	24%	18%	21%	32%	18%	27%	21%	27%
						CD	*			
2	356	168	188	67	107	181	54	91	136	75
	36%	34%	37%	24%	31%	49%	37%	33%	41%	31%
						CD	*		I	
3	195	99	96	70	86	39	36	55	55	50
	19%	20%	19%	25%	25%	10%	24%	20%	16%	20%
				E	E		*			
4	140	66	73	53	61	25	16	38	45	40
	14%	14%	14%	19%	18%	7%	11%	14%	14%	16%
				E	E		*			
5	36	17	19	18	15	3	-	9	20	7
	4%	4%	4%	7%	4%	1%	-	3%	6%	3%
				E	E		*			
6	19	14	5	13	6	1	7	4	4	4
	2%	3%	1%	5%	2%	*	5%	1%	1%	2%
				E			*			
7	10	2	8	5	*	5	7	-	2	1
	1%	*	2%	2%	*	1%	5%	-	1%	*
							G*			
8	2	2	-	2	-	-	-	2	-	-
	*	*	-	1%	-	-	-	1%	-	-
							*			
9	2	2	1	2	-	-	-	2	1	-
	*	*	*	1%	-	-	-	1%	*	-
							*			
12+	2	2	-	-	-	2	-	2	-	-
	*	*	-	-	-	*	-	1%	-	-
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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EMPLOYMENT STATUS

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Employed full-time	382	220	162	102	202	78	16	90	127	149
	38%	45%	32%	36%	58%	21%	11%	33%	38%	61%
		B		E	CE		*	F	F	FGH
Employed part-time	100	48	52	36	36	28	14	33	38	15
	10%	10%	10%	13%	10%	8%	9%	12%	11%	6%
							*	I	I	
Self employed	68	33	35	19	37	13	14	13	24	17
	7%	7%	7%	7%	11%	3%	10%	5%	7%	7%
					E		*			
Unemployed but looking for a job	48	30	17	28	15	4	17	14	15	2
	5%	6%	3%	10%	4%	1%	11%	5%	4%	1%
				DE	E		I*	I	I	
Unemployed and not looking for a job/Long-term sick or disabled	88	36	52	32	31	25	36	22	24	6
	9%	7%	10%	11%	9%	7%	24%	8%	7%	3%
							GHI*	I	I	
Full-time parent, homemaker	40	6	34	17	12	10	7	19	9	4
	4%	1%	7%	6%	4%	3%	5%	7%	3%	2%
			A				*	HI		
Retired	217	79	138	-	7	210	29	68	80	39
	22%	16%	27%	-	2%	56%	20%	25%	24%	16%
			A		C	CD	*	I	I	
Student/Pupil	46	29	18	44	2	-	10	10	16	10
	5%	6%	3%	16%	1%	-	7%	4%	5%	4%
				DE			*			
Military	4	4	-	2	1	2	-	3	1	-
	*	1%	-	1%	*	*	-	1%	*	-
							*			
Prefer not to answer	9	5	4	3	3	3	4	3	1	1
	1%	1%	1%	1%	1%	1%	3%	1%	*	*
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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USMAR2. What is your marital status?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
Single, never married	341	204	137	181	108	52	88	93	87	73
	34%	42%	27%	64%	31%	14%	60%	34%	26%	30%
		B		DE	E		GHI*	H		
Living with partner	126	53	73	49	46	31	24	23	54	26
	13%	11%	14%	18%	13%	8%	16%	8%	16%	11%
				E			*		GI	
Married	386	183	203	46	155	185	27	103	141	115
	38%	37%	40%	16%	45%	50%	18%	37%	42%	47%
					C	C	*	F	F	FG
Widowed	46	9	38	-	4	42	4	22	14	7
	5%	2%	7%	-	1%	11%	3%	8%	4%	3%
			A			CD	*	I		
Divorced or separated	103	42	61	5	34	63	4	35	41	23
	10%	9%	12%	2%	10%	17%	3%	13%	12%	9%
					C	CD	*	F	F	
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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PGS01. How much of your household's grocery shopping do you, yourself, do?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
All of it	547	243	304	139	209	199	72	174	166	135
	55%	50%	59%	49%	60%	53%	49%	63%	49%	56%
			A		C		*	H		
Almost all of it	198	78	120	51	67	80	18	45	77	58
	20%	16%	23%	18%	19%	21%	12%	16%	23%	24%
			A				*			G
About half of it	159	104	55	40	57	61	23	32	64	39
	16%	21%	11%	14%	17%	16%	16%	12%	19%	16%
		B					*		G	
Less than half of it	67	42	25	30	11	26	17	21	21	8
	7%	9%	5%	11%	3%	7%	12%	8%	6%	3%
		B		D		D	I*			
None	31	23	8	21	3	8	16	5	8	3
	3%	5%	2%	7%	1%	2%	11%	2%	2%	1%
		B		DE			GHI*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1002	486	516	272	385	345	46	191	470	295
Base: All Respondents (wtd)	1002	490	512	282	347	374	146	277	336	243
North American origins (Net)	619	310	309	178	221	220	106	180	202	131
	62%	63%	60%	63%	64%	59%	73%	65%	60%	54%
North American Aboriginal origins	59	30	29	28	23	8	17	19	14	9
	6%	6%	6%	10%	7%	2%	12%	7%	4%	4%
Canadian	589	296	293	164	210	215	103	170	193	124
	59%	60%	57%	58%	61%	57%	70%	61%	57%	51%
Other North American origins	12	4	7	1	7	4	-	3	5	4
	1%	1%	1%	*	2%	1%	-	1%	1%	2%
British Isles origins (Net)	319	142	177	98	88	134	38	78	128	75
	32%	29%	35%	35%	25%	36%	26%	28%	38%	31%
English	230	106	124	66	65	99	26	62	86	54
	23%	22%	24%	24%	19%	26%	18%	23%	26%	22%
Irish	136	56	80	46	35	55	19	38	52	27
	14%	11%	16%	16%	10%	15%	13%	14%	15%	11%
Scottish	147	56	91	48	36	62	17	33	60	36
	15%	11%	18%	17%	10%	17%	12%	12%	18%	15%
Other British Isles origins	25	10	14	5	6	14	-	7	10	8
	2%	2%	3%	2%	2%	4%	-	3%	3%	3%
Western European origins (Net)	195	90	104	82	55	58	30	56	70	39
	19%	18%	20%	29%	16%	15%	21%	20%	21%	16%
French origins	93	36	57	39	29	25	10	33	38	13
	9%	7%	11%	14%	8%	7%	7%	12%	11%	5%
Dutch	29	8	21	15	5	9	3	10	12	4
	3%	2%	4%	5%	2%	2%	2%	4%	3%	1%
German	80	48	32	38	23	19	17	19	26	18
	8%	10%	6%	13%	7%	5%	12%	7%	8%	7%
Other Western European origins	31	13	18	13	11	7	3	4	14	9
	3%	3%	3%	5%	3%	2%	2%	2%	4%	4%
Eastern European origins (Net)	101	52	49	35	30	36	21	20	36	24
	10%	11%	9%	13%	9%	10%	14%	7%	11%	10%
Hungarian	9	5	4	4	2	3	-	-	6	4
	1%	1%	1%	1%	1%	1%	-	-	2%	1%
Polish	22	9	13	4	10	8	3	6	7	6
	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%
Russian	22	15	7	13	5	4	7	6	6	3
	2%	3%	1%	5%	1%	1%	5%	2%	2%	1%
Ukrainian	43	18	25	12	13	17	14	11	10	8
	4%	4%	5%	4%	4%	5%	9%	4%	3%	3%
Other Eastern European origins	26	16	10	8	8	10	3	2	13	8
	3%	3%	2%	3%	2%	3%	2%	1%	4%	3%
Southern European origins (Net)	59	27	32	26	22	12	10	15	15	19
	6%	6%	6%	9%	6%	3%	7%	6%	4%	8%
Greek	9	5	3	3	2	4	-	3	1	5
	1%	1%	1%	1%	1%	1%	-	1%	*	2%
Italian	29	15	14	11	12	5	3	8	10	7
	3%	3%	3%	4%	4%	1%	2%	3%	3%	3%
Portuguese	16	2	14	10	6	1	6	3	3	4
	2%	1%	3%	3%	2%	*	4%	1%	1%	2%
Spanish	5	3	2	1	2	2	-	-	2	3
	*	1%	*	1%	*	*	-	-	1%	1%
Other Southern European origins	3	2	1	2	1	-	-	2	1	1
	*	*	*	1%	*	-	-	1%	*	*
Other European origins (Net)	25	14	11	15	6	4	7	5	6	8
	3%	3%	2%	5%	2%	1%	4%	2%	2%	3%
Other Northern European origins (excl. British Isles Origins)	24	14	9	14	6	4	7	5	5	7
	2%	3%	2%	5%	2%	1%	4%	2%	1%	3%
Other European origins	2	-	2	2	1	-	-	-	1	2
	*	-	*	1%	*	-	-	-	*	1%
Caribbean origins (Net)	26	11	15	18	5	2	7	8	6	5
	3%	2%	3%	6%	2%	1%	4%	3%	2%	2%
Jamaican	13	7	7	11	2	1	7	3	2	1
	1%	1%	1%	4%	*	*	4%	1%	1%	1%
Other Caribbean origins	13	4	9	7	4	2	-	5	4	4
	1%	1%	2%	2%	1%	*	-	2%	1%	2%
Latin, Central and South American origins (Net)	16	11	6	10	7	-	7	3	1	6
	2%	2%	1%	3%	2%	-	4%	1%	*	2%
Latin, Central and South American origins	16	11	6	10	7	-	7	3	1	6
	2%	2%	1%	3%	2%	-	4%	1%	*	2%
African origins (Net)	27	13	14	19	7	2	10	8	3	6
	3%	3%	3%	7%	2%	*	7%	3%	1%	2%
African origins	27	13	14	19	7	2	10	8	3	6
	3%	3%	3%	7%	2%	*	7%	3%	1%	2%
Asian origins (Net)	77	44	33	49	19	9	13	16	16	32
	8%	9%	6%	17%	6%	2%	9%	6%	5%	13%
West Central Asian and Middle Eastern origins	16	6	9	9	5	2	3	2	1	10
	2%	1%	2%	3%	1%	*	2%	1%	*	4%
East Indian	10	2	7	6	3	-	3	2	1	3
	1%	1%	1%	2%	1%	-	2%	1%	*	1%
Other South Asian origins	13	10	3	10	2	1	3	5	1	4
	1%	2%	1%	4%	1%	*	2%	2%	*	1%
Chinese	23	15	9	12	8	3	3	1	9	10
	2%	3%	2%	4%	2%	1%	2%	*	3%	4%
Filipino	11	5	7	6	3	3	-	6	1	4
	1%	1%	1%	2%	1%	1%	-	2%	*	2%
Other East and Southeast Asian origins	9	7	2	8	1	-	3	2	1	3
	1%	2%	*	3%	*	-	2%	1%	*	1%
Oceania origins (Net)	10	7	3	8	2	-	7	2	-	2
	1%	1%	1%	3%	1%	-	4%	1%	-	1%
Oceania origins	10	7	3	8	2	-	7	2	-	2
	1%	1%	1%	3%	1%	-	4%	1%	-	1%
Prefer not to answer	30	13	17	10	12	8	9	9	4	8
	3%	3%	3%	4%	3%	2%	6%	3%	1%	3%
Sigma	1830	868	963	664	571	595	315	489	604	422
	183%	177%	188%	236%	165%	159%	215%	177%	180%	173%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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