

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	717	94	71	43	262	196	51	241	133	167	124	186	531
	72%	70%	63%	69%	68%	82%	76%	70%	73%	75%	71%	70%	72%
		*	*	*		ABCD	*						
A great deal	137	16	19	10	34	52	7	42	20	42	24	29	108
	14%	12%	17%	16%	9%	22%	10%	12%	11%	19%	14%	11%	15%
		*	*	*		ADF	*			H			
A fair amount	580	79	52	33	228	144	45	199	113	125	100	157	424
	58%	59%	46%	53%	59%	60%	66%	58%	62%	56%	58%	59%	57%
		*	*	*	B	B	B*						
Bottom 2 Box (Net)	285	40	42	19	124	43	16	103	50	55	50	78	207
	28%	30%	37%	31%	32%	18%	24%	30%	27%	25%	29%	30%	28%
		E*	E*	E*	E		*						
Not very much	246	39	33	16	111	36	10	86	42	48	44	68	178
	25%	29%	29%	26%	29%	15%	16%	25%	23%	22%	25%	26%	24%
		EF*	E*	E*	EF		*						
None at all	39	1	10	3	13	7	6	17	7	7	6	10	29
	4%	1%	8%	5%	3%	3%	8%	5%	4%	3%	3%	4%	4%
		*	A*	*			A*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Broadcast TV news	520	76	53	35	183	139	34	169	102	127	89	115	405
	52%	57%	47%	56%	47%	58%	51%	49%	56%	57%	51%	43%	55%
		*	*	*		D	*						K
Facebook	472	52	37	25	193	122	44	157	84	114	81	158	314
	47%	39%	33%	40%	50%	51%	65%	46%	46%	51%	47%	60%	43%
		*	*	*	B	B	ABCDE*					L	
Cable news	351	62	37	23	125	76	28	100	62	91	68	94	257
	35%	46%	32%	37%	32%	32%	41%	29%	34%	41%	39%	36%	35%
		DE*	*	*			*			G	G		
Print newspapers	386	55	42	29	138	102	21	105	80	104	66	99	287
	39%	41%	37%	46%	36%	42%	31%	30%	44%	47%	38%	37%	39%
		*	*	*			*		G	G			
Social media (generally)	404	37	41	23	191	81	32	119	68	95	92	140	264
	40%	28%	36%	36%	50%	34%	47%	35%	37%	43%	53%	53%	36%
		*	*	*	ABCE		AE*					GHI	L
Newspapers' websites	341	43	27	19	156	76	20	90	62	90	77	102	239
	34%	32%	24%	31%	40%	32%	29%	26%	34%	41%	44%	38%	32%
		*	*	*	B		*			G	G		
News radio	435	50	44	29	167	117	29	126	70	128	88	131	304
	43%	37%	39%	46%	43%	49%	43%	37%	38%	58%	51%	50%	41%
		*	*	*			*			GH	GH	L	
Online-only newspapers	242	35	26	11	95	61	14	63	39	65	61	84	157
	24%	26%	23%	18%	25%	25%	20%	18%	21%	29%	35%	32%	21%
		*	*	*			*			G	GH	L	
Twitter	172	19	13	10	92	25	13	47	26	50	38	49	123
	17%	14%	11%	17%	24%	10%	19%	14%	14%	23%	22%	19%	17%
		*	*	*	ABE		*			GH	G		
Talk radio	278	27	27	21	112	71	19	74	44	84	66	89	189
	28%	20%	24%	34%	29%	30%	29%	22%	24%	38%	38%	34%	26%
		*	*	A*			*			GH	GH	L	
None of these	48	4	5	3	26	7	2	29	8	5	3	7	41
	5%	3%	5%	5%	7%	3%	3%	9%	4%	2%	2%	3%	6%
		*	*	*			*	IJ					
Sigma	3648	460	351	229	1479	875	254	1080	645	953	729	1068	2580
	364%	343%	310%	368%	383%	365%	378%	314%	352%	430%	421%	404%	350%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	139	11	11	9	67	34	8	46	22	40	21	40	99
	14%	8%	9%	14%	17%	14%	12%	13%	12%	18%	12%	15%	13%
	*	*	*	A	*	*	*	*	*	*	*	*	*
All the time	27	2	4	1	12	6	1	10	4	5	7	8	19
	3%	1%	4%	2%	3%	2%	2%	3%	2%	2%	4%	3%	3%
	*	*	*	*	*	*	*	*	*	*	*	*	*
Most of the time	113	9	6	8	55	28	7	36	18	34	14	33	80
	11%	7%	5%	12%	14%	12%	10%	10%	10%	15%	8%	12%	11%
	*	*	*	B	*	*	*	*	*	J	*	*	*
About half the time	333	47	33	17	125	85	26	109	66	75	60	93	241
	33%	35%	29%	28%	32%	36%	38%	32%	36%	34%	34%	35%	33%
	*	*	*	*	*	*	*	*	*	*	*	*	*
Bottom 2 Box (Net)	478	69	60	33	175	109	32	168	87	101	88	121	357
	48%	51%	53%	53%	45%	46%	47%	49%	48%	46%	51%	46%	48%
	*	*	*	*	*	*	*	*	*	*	*	*	*
Rarely	313	46	39	21	116	66	24	112	61	65	51	91	223
	31%	35%	34%	35%	30%	28%	36%	33%	34%	29%	30%	34%	30%
	*	*	*	*	*	*	*	*	*	*	*	*	*
Almost never	165	22	22	12	58	43	7	56	26	37	37	30	134
	16%	17%	19%	19%	15%	18%	11%	16%	14%	17%	21%	11%	18%
	*	*	*	*	*	*	*	*	*	*	*	*	K
Don't know	52	7	10	3	19	11	2	21	8	6	5	11	41
	5%	5%	8%	5%	5%	5%	3%	6%	4%	3%	3%	4%	6%
	*	*	*	*	*	*	*	*	*	*	*	*	*
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	112	12	8	9	36	39	9	37	14	33	18	35	78
	11%	9%	7%	14%	9%	16%	13%	11%	8%	15%	11%	13%	11%
		*	*	*		BD	*			H			
All the time	20	-	2	1	9	7	1	6	1	8	4	7	13
	2%	-	2%	1%	2%	3%	2%	2%	1%	4%	3%	3%	2%
		*	*	*			*						
Most of the time	92	12	6	8	27	32	7	31	13	26	14	28	64
	9%	9%	5%	13%	7%	13%	11%	9%	7%	12%	8%	11%	9%
		*	*	*		D	*						
About half the time	338	51	35	17	149	65	21	115	68	77	53	95	243
	34%	38%	31%	27%	39%	27%	31%	34%	37%	35%	31%	36%	33%
		*	*	*	E		*						
Bottom 2 Box (Net)	492	63	59	33	185	116	36	172	87	106	93	127	366
	49%	47%	52%	53%	48%	48%	54%	50%	47%	48%	53%	48%	50%
		*	*	*			*						
Rarely	278	36	32	19	109	58	25	95	40	62	57	85	193
	28%	27%	28%	30%	28%	24%	37%	28%	22%	28%	33%	32%	26%
		*	*	*			E*				H		
Almost never	214	27	28	14	76	57	11	77	47	44	36	41	173
	21%	20%	25%	22%	20%	24%	17%	22%	26%	20%	20%	16%	23%
		*	*	*			*						K
Don't know	59	8	11	4	15	20	1	20	14	6	9	8	51
	6%	6%	10%	7%	4%	8%	1%	6%	8%	3%	5%	3%	7%
		*	DF*	*		F	*		I				
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	105	10	6	10	52	21	6	27	20	30	19	30	75
	10%	7%	5%	16%	14%	9%	9%	8%	11%	14%	11%	11%	10%
		*	*	B*			*						
All the time	15	2	1	1	6	3	2	5	3	3	4	4	11
	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%
		*	*	*			*						
Most of the time	90	7	5	9	46	18	4	22	17	27	15	26	64
	9%	6%	5%	14%	12%	8%	6%	6%	9%	12%	9%	10%	9%
		*	*	AB*			*			G			
About half the time	208	28	21	11	81	51	15	51	38	56	47	68	140
	21%	21%	19%	17%	21%	21%	23%	15%	21%	25%	27%	26%	19%
		*	*	*			*			G	G	L	
Bottom 2 Box (Net)	417	48	50	27	167	93	32	150	78	86	78	114	304
	42%	35%	44%	44%	43%	39%	48%	44%	42%	39%	45%	43%	41%
		*	*	*			*						
Rarely	235	30	23	16	96	50	20	78	50	50	43	69	166
	23%	22%	20%	26%	25%	21%	29%	23%	27%	22%	25%	26%	23%
		*	*	*			*						
Almost never	182	18	27	11	71	43	12	72	27	36	35	45	137
	18%	13%	24%	18%	18%	18%	18%	21%	15%	16%	20%	17%	19%
		*	*	*			*						
Don't know	272	48	36	14	85	75	14	116	47	50	29	53	219
	27%	36%	31%	23%	22%	31%	21%	34%	26%	23%	17%	20%	30%
		DF*	*	*		D	*	IJ	J				K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	278	36	19	21	118	59	25	75	51	81	48	75	202
	28%	27%	17%	34%	30%	25%	37%	22%	28%	37%	27%	29%	27%
		*	*	B*	B		BE*			G			
All the time	32	2	3	*	15	9	3	11	5	7	6	8	24
	3%	1%	3%	1%	4%	4%	5%	3%	3%	3%	4%	3%	3%
		*	*	*			*						
Most of the time	246	35	16	21	103	50	21	64	45	74	41	67	179
	25%	26%	14%	33%	27%	21%	32%	19%	25%	33%	24%	25%	24%
		*	*	BE*	B		B*			GJ			
About half the time	372	60	46	22	132	93	20	127	69	74	75	102	270
	37%	45%	40%	35%	34%	39%	29%	37%	38%	33%	43%	38%	37%
		F*	*	*			*				I		
Bottom 2 Box (Net)	227	20	29	9	93	60	18	72	49	47	40	67	160
	23%	15%	26%	14%	24%	25%	26%	21%	27%	21%	23%	25%	22%
		*	*	*			*						
Rarely	186	16	24	6	76	49	14	60	38	39	34	57	129
	19%	12%	21%	10%	20%	21%	21%	18%	21%	18%	19%	21%	17%
		*	*	*			*						
Almost never	42	3	5	2	17	10	4	12	11	8	7	11	31
	4%	3%	5%	4%	4%	4%	5%	3%	6%	4%	4%	4%	4%
		*	*	*			*						
Don't know	125	18	19	11	44	28	5	70	14	20	11	20	105
	12%	14%	17%	18%	11%	12%	8%	20%	8%	9%	6%	7%	14%
		*	*	*			*	HIJ					K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	510	66	56	30	174	140	44	146	97	122	100	136	374
	51%	49%	49%	49%	45%	59%	65%	42%	53%	55%	57%	51%	51%
		*	*	*		D	ABCD*			G	G		
All the time	75	3	4	3	27	30	7	23	13	21	14	21	54
	7%	2%	4%	5%	7%	12%	11%	7%	7%	9%	8%	8%	7%
		*	*	*		AB	A*						
Most of the time	435	62	51	28	146	110	37	123	84	101	85	115	320
	43%	47%	45%	44%	38%	46%	55%	36%	46%	46%	49%	44%	43%
		*	*	*			D*			G	G		
About half the time	259	48	27	19	102	49	14	86	50	53	50	67	191
	26%	36%	24%	31%	26%	20%	20%	25%	27%	24%	29%	26%	26%
		EF*	*	*			*						
Bottom 2 Box (Net)	158	12	24	8	77	27	9	68	25	35	18	46	112
	16%	9%	21%	13%	20%	11%	13%	20%	14%	16%	11%	17%	15%
		*	AE*	*	AE		*	J					
Rarely	107	8	20	5	55	15	5	40	18	27	14	30	77
	11%	6%	17%	8%	14%	6%	7%	12%	10%	12%	8%	11%	10%
		*	AE*	*	AE		*						
Almost never	51	4	4	3	23	13	4	28	7	9	4	16	35
	5%	3%	4%	5%	6%	5%	6%	8%	4%	4%	2%	6%	5%
		*	*	*			*	J					
Don't know	76	8	6	5	33	24	1	43	11	11	6	15	61
	8%	6%	5%	7%	9%	10%	1%	13%	6%	5%	3%	6%	8%
		*	*	*	F	F	*	HIJ					
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	611	80	65	38	207	171	50	195	108	149	113	152	459
	61%	60%	57%	61%	54%	71%	74%	57%	59%	67%	65%	57%	62%
		*	*	*		ABD	ABD*			G			
All the time	131	7	10	9	41	51	12	41	31	31	22	33	98
	13%	6%	9%	14%	11%	21%	18%	12%	17%	14%	12%	12%	13%
		*	*	A*		ABD	A*						
Most of the time	479	73	54	29	166	120	38	154	77	118	92	119	361
	48%	54%	48%	46%	43%	50%	56%	45%	42%	53%	53%	45%	49%
		*	*	*			D*			H	H		
About half the time	222	42	22	17	95	40	7	77	47	46	32	57	165
	22%	31%	19%	27%	25%	17%	10%	22%	26%	21%	18%	22%	22%
		EF*	*	F*	EF		*						
Bottom 2 Box (Net)	140	10	22	5	72	21	9	58	23	23	25	48	91
	14%	7%	20%	8%	19%	9%	14%	17%	13%	10%	14%	18%	12%
		*	AE*	*	ACE		*					L	
Rarely	91	9	13	4	46	14	5	35	15	14	19	32	59
	9%	7%	11%	6%	12%	6%	7%	10%	8%	6%	11%	12%	8%
		*	*	*	E		*						
Almost never	49	1	9	1	26	7	5	22	8	9	6	16	33
	5%	1%	8%	2%	7%	3%	7%	6%	5%	4%	4%	6%	4%
		*	A*	*	A		A*						
Don't know	30	2	4	3	12	7	1	14	4	4	3	7	22
	3%	2%	4%	4%	3%	3%	1%	4%	2%	2%	2%	3%	3%
		*	*	*			*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	518	70	47	32	196	129	43	144	86	136	107	137	380
	52%	52%	42%	52%	51%	54%	64%	42%	47%	61%	62%	52%	52%
		*	*	*			BD*			GH	GH		
All the time	76	5	3	4	32	27	7	27	10	20	17	24	53
	8%	4%	2%	6%	8%	11%	10%	8%	6%	9%	10%	9%	7%
		*	*	*		AB	B*						
Most of the time	441	65	44	29	164	102	37	117	76	116	90	113	328
	44%	49%	39%	46%	42%	43%	55%	34%	41%	52%	52%	43%	44%
		*	*	*			*			GH	G		
About half the time	249	33	37	17	99	55	8	87	53	53	38	80	169
	25%	24%	32%	27%	26%	23%	12%	25%	29%	24%	22%	30%	23%
		F*	F*	F*	F	F	*					L	
Bottom 2 Box (Net)	141	11	20	7	64	26	13	55	29	25	23	37	105
	14%	8%	17%	11%	17%	11%	20%	16%	16%	11%	13%	14%	14%
		*	*	*	A		A*						
Rarely	96	8	16	4	45	17	7	34	26	18	13	22	74
	10%	6%	14%	6%	12%	7%	10%	10%	14%	8%	8%	8%	10%
		*	*	*			*						
Almost never	45	3	4	3	19	9	7	22	3	8	10	15	31
	5%	3%	3%	5%	5%	4%	10%	6%	2%	3%	6%	6%	4%
		*	*	*			AE*	H					
Don't know	94	20	10	6	27	29	3	57	15	7	6	10	84
	9%	15%	9%	9%	7%	12%	4%	17%	8%	3%	3%	4%	11%
		DF*	*	*			*	HUJ	I				K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	585	87	59	38	202	153	47	166	105	147	118	157	428
	58%	65%	52%	60%	52%	64%	69%	48%	57%	66%	68%	59%	58%
		D*	*	*		D	BD*			G	GH		
All the time	109	8	8	6	42	34	10	40	18	27	18	29	80
	11%	6%	7%	9%	11%	14%	15%	12%	10%	12%	11%	11%	11%
		*	*	*		A	A*						
Most of the time	476	78	51	32	159	119	37	126	87	120	100	128	348
	48%	58%	45%	51%	41%	50%	54%	37%	47%	54%	58%	49%	47%
		D*	*	*			D*		G	G	G		
About half the time	247	37	34	15	94	54	13	98	44	48	37	62	184
	25%	27%	30%	25%	24%	23%	20%	28%	24%	22%	21%	24%	25%
		*	*	*			*						
Bottom 2 Box (Net)	142	8	19	8	74	26	6	65	28	26	17	37	106
	14%	6%	17%	14%	19%	11%	9%	19%	15%	12%	10%	14%	14%
		*	A*	*	AEF		*	IJ					
Rarely	101	7	18	6	50	17	3	39	25	20	12	22	79
	10%	6%	15%	9%	13%	7%	5%	11%	14%	9%	7%	8%	11%
		*	AEF*	*			*						
Almost never	41	1	2	3	24	9	3	26	3	6	5	14	27
	4%	1%	2%	4%	6%	4%	4%	8%	1%	3%	3%	5%	4%
		*	*	*	A		*	HIJ					
Don't know	28	3	1	1	16	7	1	15	6	1	1	8	20
	3%	2%	1%	1%	4%	3%	2%	4%	3%	*	1%	3%	3%
		*	*	*			*	IJ	I				
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	542	74	47	38	189	151	43	154	97	144	106	144	398
	54%	55%	42%	61%	49%	63%	64%	45%	53%	65%	61%	54%	54%
		*	*	B*		BD	BD*			GH	G		
All the time	95	9	7	5	43	24	7	26	19	28	18	26	69
	9%	7%	6%	8%	11%	10%	10%	7%	10%	13%	11%	10%	9%
		*	*	*			*						
Most of the time	447	65	40	33	146	127	36	129	78	116	88	117	329
	45%	48%	35%	53%	38%	53%	54%	37%	43%	52%	51%	44%	45%
		*	*	BD*		BD	BD*			G	G		
About half the time	277	42	40	16	112	54	13	98	59	52	42	69	209
	28%	31%	36%	26%	29%	23%	19%	29%	32%	24%	24%	26%	28%
		*	EF*	*			*						
Bottom 2 Box (Net)	135	11	18	6	63	28	9	65	20	22	22	46	89
	13%	8%	16%	10%	16%	12%	13%	19%	11%	10%	13%	17%	12%
		*	*	*	A		*	I					
Rarely	104	7	14	6	50	23	4	52	15	19	15	34	71
	10%	5%	13%	9%	13%	10%	6%	15%	8%	9%	9%	13%	10%
		*	*	*	A		*	I					
Almost never	31	3	4	1	12	5	5	13	5	3	7	12	19
	3%	3%	3%	1%	3%	2%	7%	4%	3%	1%	4%	5%	3%
		*	*	*			E*						
Don't know	48	8	8	2	22	6	2	26	7	3	4	6	42
	5%	6%	7%	3%	6%	3%	4%	8%	4%	1%	2%	2%	6%
		*	*	*			*	IJ					
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	418	51	27	27	151	128	33	120	85	112	74	122	295
	42%	38%	24%	44%	39%	53%	49%	35%	46%	51%	43%	46%	40%
		*	*	B*	B	ABD	B*		G	G			
All the time	70	6	4	2	31	20	7	26	14	17	11	19	52
	7%	4%	4%	4%	8%	9%	10%	8%	8%	8%	6%	7%	7%
		*	*	*			*						
Most of the time	347	45	23	25	120	108	26	94	71	95	63	104	244
	35%	33%	20%	40%	31%	45%	39%	27%	39%	43%	36%	39%	33%
		*	*	B*		BD	B*		G	G			
About half the time	314	46	44	18	125	63	18	113	50	65	57	82	232
	31%	34%	39%	29%	32%	26%	27%	33%	27%	29%	33%	31%	31%
		*	E*	*			*						
Bottom 2 Box (Net)	189	25	27	10	80	32	13	70	34	35	35	47	141
	19%	19%	24%	17%	21%	13%	20%	20%	19%	16%	20%	18%	19%
		*	E*	*	E		*						
Rarely	139	21	22	6	56	26	8	43	27	28	29	35	104
	14%	15%	19%	10%	14%	11%	12%	13%	15%	13%	16%	13%	14%
		*	*	*			*						
Almost never	50	4	6	4	24	6	5	27	7	7	7	12	38
	5%	3%	5%	7%	6%	3%	8%	8%	4%	3%	4%	5%	5%
		*	*	*			*	I					
Don't know	82	13	14	6	29	16	2	41	14	10	7	13	69
	8%	10%	12%	10%	8%	7%	4%	12%	8%	5%	4%	5%	9%
		*	*	*			*	IJ					K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Social media	139	11	11	9	67	34	8	46	22	40	21	40	99
	14%	8%	9%	14%	17%	14%	12%	13%	12%	18%	12%	15%	13%
		*	*	*	A		*						
Facebook	112	12	8	9	36	39	9	37	14	33	18	35	78
	11%	9%	7%	14%	9%	16%	13%	11%	8%	15%	11%	13%	11%
		*	*	*		BD	*			H			
Twitter	105	10	6	10	52	21	6	27	20	30	19	30	75
	10%	7%	5%	16%	14%	9%	9%	8%	11%	14%	11%	11%	10%
		*	*	B*			*						
Online-only news publications	278	36	19	21	118	59	25	75	51	81	48	75	202
	28%	27%	17%	34%	30%	25%	37%	22%	28%	37%	27%	29%	27%
		*	*	B*	B		BE*			G			
Cable news	510	66	56	30	174	140	44	146	97	122	100	136	374
	51%	49%	49%	49%	45%	59%	65%	42%	53%	55%	57%	51%	51%
		*	*	*		D	ABCD*			G	G		
Broadcast TV news	611	80	65	38	207	171	50	195	108	149	113	152	459
	61%	60%	57%	61%	54%	71%	74%	57%	59%	67%	65%	57%	62%
		*	*	*		ABD	ABD*			G			
Newspapers' websites	518	70	47	32	196	129	43	144	86	136	107	137	380
	52%	52%	42%	52%	51%	54%	64%	42%	47%	61%	62%	52%	52%
		*	*	*			BD*			GH	GH		
Print newspapers	585	87	59	38	202	153	47	166	105	147	118	157	428
	58%	65%	52%	60%	52%	64%	69%	48%	57%	66%	68%	59%	58%
		D*	*	*		D	BD*			G	GH		
News radio	542	74	47	38	189	151	43	154	97	144	106	144	398
	54%	55%	42%	61%	49%	63%	64%	45%	53%	65%	61%	54%	54%
		*	*	B*		BD	BD*			GH	G		
Talk radio	418	51	27	27	151	128	33	120	85	112	74	122	295
	42%	38%	24%	44%	39%	53%	49%	35%	46%	51%	43%	46%	40%
		*	*	B*	B	ABD	B*		G	G			

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Social media	478	69	60	33	175	109	32	168	87	101	88	121	357
	48%	51%	53%	53%	45%	46%	47%	49%	48%	46%	51%	46%	48%
		*	*	*			*						
Facebook	492	63	59	33	185	116	36	172	87	106	93	127	366
	49%	47%	52%	53%	48%	48%	54%	50%	47%	48%	53%	48%	50%
		*	*	*			*						
Twitter	417	48	50	27	167	93	32	150	78	86	78	114	304
	42%	35%	44%	44%	43%	39%	48%	44%	42%	39%	45%	43%	41%
		*	*	*			*						
Online-only news publications	227	20	29	9	93	60	18	72	49	47	40	67	160
	23%	15%	26%	14%	24%	25%	26%	21%	27%	21%	23%	25%	22%
		*	*	*			*						
Cable news	158	12	24	8	77	27	9	68	25	35	18	46	112
	16%	9%	21%	13%	20%	11%	13%	20%	14%	16%	11%	17%	15%
		*	AE*	*	AE		*	J					
Broadcast TV news	140	10	22	5	72	21	9	58	23	23	25	48	91
	14%	7%	20%	8%	19%	9%	14%	17%	13%	10%	14%	18%	12%
		*	AE*	*	ACE		*					L	
Newspapers' websites	141	11	20	7	64	26	13	55	29	25	23	37	105
	14%	8%	17%	11%	17%	11%	20%	16%	16%	11%	13%	14%	14%
		*	*	*	A		A*						
Print newspapers	142	8	19	8	74	26	6	65	28	26	17	37	106
	14%	6%	17%	14%	19%	11%	9%	19%	15%	12%	10%	14%	14%
		*	A*	*	AEF		*	IJ					
News radio	135	11	18	6	63	28	9	65	20	22	22	46	89
	13%	8%	16%	10%	16%	12%	13%	19%	11%	10%	13%	17%	12%
		*	*	*	A		*	I					
Talk radio	189	25	27	10	80	32	13	70	34	35	35	47	141
	19%	19%	24%	17%	21%	13%	20%	20%	19%	16%	20%	18%	19%
		*	E*	*	E		*						

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
News aggregators - news sites which compile top headlines and news stories from across multiple news sources and platforms.	295	33	31	19	144	52	16	96	49	67	61	100	195
	29%	25%	27%	30%	37%	22%	23%	28%	27%	30%	35%	38%	26%
		*	*	*	AEF		*					L	
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	101	82	43	241	188	51	248	134	155	112	164	543
	71%	75%	73%	70%	63%	78%	77%	72%	73%	70%	65%	62%	74%
		D*	*	*		D	D*						K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	292	47	29	15	123	61	17	108	53	61	49	77	215
	29%	35%	26%	24%	32%	25%	26%	31%	29%	28%	28%	29%	29%
		*	*	*			*						
Strongly agree	33	3	11	*	11	6	2	10	7	7	9	13	20
	3%	2%	10%	1%	3%	2%	2%	3%	4%	3%	5%	5%	3%
		*	ACDE*	*			*						
Somewhat agree	259	44	18	14	111	55	16	98	47	54	39	64	195
	26%	33%	16%	23%	29%	23%	24%	28%	25%	24%	23%	24%	26%
		B*	*	*	B		*						
Bottom 2 Box (Net)	710	87	84	47	263	178	50	236	130	161	125	187	522
	71%	65%	74%	76%	68%	75%	74%	69%	71%	72%	72%	71%	71%
		*	*	*			*						
Somewhat disagree	470	65	56	25	165	131	29	158	85	106	79	117	354
	47%	48%	50%	40%	43%	55%	43%	46%	46%	48%	46%	44%	48%
		*	*	*		CD	*						
Strongly disagree	239	22	28	22	98	47	21	78	45	55	45	71	169
	24%	17%	25%	36%	25%	20%	31%	23%	25%	25%	26%	27%	23%
		*	*	AE*			AE*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	577	74	70	38	224	132	40	202	102	125	99	158	419
	58%	55%	62%	60%	58%	55%	60%	59%	56%	57%	57%	60%	57%
		*	*	*			*						
Strongly agree	97	12	15	5	43	16	5	40	18	19	11	32	65
	10%	9%	13%	8%	11%	7%	7%	12%	10%	8%	6%	12%	9%
		*	*	*			*						
Somewhat agree	481	61	55	33	181	116	35	162	84	107	88	126	354
	48%	46%	48%	53%	47%	48%	53%	47%	46%	48%	51%	48%	48%
		*	*	*			*						
Bottom 2 Box (Net)	425	61	44	25	162	107	27	142	81	96	74	106	318
	42%	45%	38%	40%	42%	45%	40%	41%	44%	43%	43%	40%	43%
		*	*	*			*						
Somewhat disagree	331	53	34	17	116	93	18	110	63	74	58	84	247
	33%	40%	30%	28%	30%	39%	27%	32%	34%	33%	34%	32%	33%
		*	*	*			*						
Strongly disagree	94	7	9	7	46	15	9	31	19	22	16	22	72
	9%	5%	8%	12%	12%	6%	14%	9%	10%	10%	9%	8%	10%
		*	*	*	E		E*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	282	31	25	18	117	70	20	118	33	70	37	91	190
	28%	23%	22%	30%	30%	29%	30%	34%	18%	32%	21%	35%	26%
		*	*	*			*	HJ		HJ		L	
Strongly agree	40	3	3	3	13	13	5	21	6	10	2	16	24
	4%	2%	3%	4%	3%	5%	8%	6%	3%	5%	1%	6%	3%
		*	*	*			*	J					
Somewhat agree	242	28	22	16	104	57	14	97	26	60	35	76	166
	24%	21%	19%	25%	27%	24%	21%	28%	14%	27%	20%	29%	23%
		*	*	*			*	H		H			
Bottom 2 Box (Net)	720	103	88	44	269	170	47	226	151	152	136	173	547
	72%	77%	78%	70%	70%	71%	70%	66%	82%	68%	79%	65%	74%
		*	*	*			*		GI		GI		K
Somewhat disagree	533	84	59	30	194	134	31	161	118	114	98	119	413
	53%	63%	52%	49%	50%	56%	46%	47%	65%	51%	57%	45%	56%
		DF*	*	*			*		GI				K
Strongly disagree	188	18	29	13	75	36	16	64	32	38	38	54	134
	19%	14%	26%	22%	19%	15%	24%	19%	18%	17%	22%	20%	18%
		*	E*	*			*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	610	94	73	40	213	154	35	199	108	135	113	161	449
	61%	70%	65%	65%	55%	64%	52%	58%	59%	61%	65%	61%	61%
		DF*	*	*			*						
Strongly agree	162	24	18	10	63	36	11	49	28	41	31	41	121
	16%	18%	16%	17%	16%	15%	17%	14%	15%	19%	18%	15%	16%
		*	*	*			*						
Somewhat agree	448	70	55	30	151	118	24	150	80	93	83	120	327
	45%	52%	49%	48%	39%	49%	35%	44%	44%	42%	48%	46%	44%
		DF*	*	*		DF	*						
Bottom 2 Box (Net)	392	40	40	22	172	86	32	144	75	87	60	103	289
	39%	30%	35%	35%	45%	36%	48%	42%	41%	39%	35%	39%	39%
		*	*	*	A		A*						
Somewhat disagree	311	33	29	13	140	73	24	113	64	68	47	86	225
	31%	25%	26%	20%	36%	30%	35%	33%	35%	31%	27%	33%	31%
		*	*	*	AC		C*						
Strongly disagree	81	7	11	9	32	13	9	32	11	19	13	17	64
	8%	5%	10%	15%	8%	6%	13%	9%	6%	8%	7%	6%	9%
		*	*	AE*			E*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	806	108	98	52	299	193	57	276	139	188	139	217	589
	80%	80%	86%	84%	78%	80%	84%	80%	76%	85%	80%	82%	80%
	*	*	*				*			H			
Strongly agree	184	21	19	19	72	38	16	56	29	49	35	60	124
	18%	15%	17%	31%	19%	16%	24%	16%	16%	22%	20%	23%	17%
	*	*	*	ABDE*			*						
Somewhat agree	622	87	79	33	227	155	41	220	111	139	104	157	465
	62%	65%	70%	53%	59%	65%	60%	64%	60%	63%	60%	59%	63%
	*	C*	*	*			*						
Bottom 2 Box (Net)	196	27	15	10	87	47	11	68	44	34	35	47	149
	20%	20%	14%	16%	22%	20%	16%	20%	24%	15%	20%	18%	20%
	*	*	*	*			*		I				
Somewhat disagree	180	27	14	10	76	43	11	56	42	33	32	44	136
	18%	20%	12%	15%	20%	18%	16%	16%	23%	15%	18%	17%	18%
	*	*	*	*			*						
Strongly disagree	16	-	2	*	10	4	-	12	1	1	3	3	13
	2%	-	2%	1%	3%	2%	-	3%	1%	*	1%	1%	2%
	*	*	*	*			*	I					
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
I have no idea how to distinguish between real news and fake news.	292	47	29	15	123	61	17	108	53	61	49	77	215
	29%	35%	26%	24%	32%	25%	26%	31%	29%	28%	28%	29%	29%
		*	*	*			*						
I have falsely believed a news story was real until I found out otherwise.	577	74	70	38	224	132	40	202	102	125	99	158	419
	58%	55%	62%	60%	58%	55%	60%	59%	56%	57%	57%	60%	57%
		*	*	*			*						
If I disagree with a news story, it is likely fake.	282	31	25	18	117	70	20	118	33	70	37	91	190
	28%	23%	22%	30%	30%	29%	30%	34%	18%	32%	21%	35%	26%
		*	*	*			*	HJ		HJ		L	
I am concerned about foreign interference in the upcoming Federal Election.	610	94	73	40	213	154	35	199	108	135	113	161	449
	61%	70%	65%	65%	55%	64%	52%	58%	59%	61%	65%	61%	61%
		DF*	*	*			*						
I am confident in my ability to distinguish between legitimate and accurate news, fake news, and false news and alternative facts.	806	108	98	52	299	193	57	276	139	188	139	217	589
	80%	80%	86%	84%	78%	80%	84%	80%	76%	85%	80%	82%	80%
		*	*	*			*			H			

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
I have no idea how to distinguish between real news and fake news.	710	87	84	47	263	178	50	236	130	161	125	187	522
	71%	65%	74%	76%	68%	75%	74%	69%	71%	72%	72%	71%	71%
		*	*	*			*						
I have falsely believed a news story was real until I found out otherwise.	425	61	44	25	162	107	27	142	81	96	74	106	318
	42%	45%	38%	40%	42%	45%	40%	41%	44%	43%	43%	40%	43%
		*	*	*			*						
If I disagree with a news story, it is likely fake.	720	103	88	44	269	170	47	226	151	152	136	173	547
	72%	77%	78%	70%	70%	71%	70%	66%	82%	68%	79%	65%	74%
		*	*	*			*		GI		GI		K
I am concerned about foreign interference in the upcoming Federal Election.	392	40	40	22	172	86	32	144	75	87	60	103	289
	39%	30%	35%	35%	45%	36%	48%	42%	41%	39%	35%	39%	39%
		*	*	*	A		A*						
I am confident in my ability to distinguish between legitimate and accurate news, fake news, and false news and alternative facts.	196	27	15	10	87	47	11	68	44	34	35	47	149
	20%	20%	14%	16%	22%	20%	16%	20%	24%	15%	20%	18%	20%
		*	*	*			*		I				

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	376	56	43	25	146	77	29	133	65	90	56	116	260
	37%	41%	38%	41%	38%	32%	43%	39%	36%	40%	33%	44%	35%
		*	*	*			*					L	
Very willing	85	12	5	3	39	19	7	27	10	20	15	26	59
	8%	9%	5%	4%	10%	8%	11%	8%	6%	9%	9%	10%	8%
		*	*	*			*						
Somewhat willing	291	44	37	23	107	58	22	107	55	70	42	90	201
	29%	33%	33%	36%	28%	24%	33%	31%	30%	32%	24%	34%	27%
		*	*	E*			*						
Bottom 2 Box (Net)	626	79	71	37	240	162	38	210	118	132	117	148	478
	63%	59%	62%	59%	62%	68%	57%	61%	64%	60%	67%	56%	65%
		*	*	*			*						K
Not very willing	318	47	31	16	127	80	17	83	69	71	69	86	232
	32%	35%	27%	25%	33%	33%	25%	24%	37%	32%	40%	33%	31%
		*	*	*			*		G		G		
Not at all willing	308	31	40	21	113	82	21	127	49	61	48	62	246
	31%	23%	35%	34%	29%	34%	31%	37%	27%	28%	28%	24%	33%
		*	*	*			*	I					K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	357	63	38	24	142	66	24	105	71	96	63	100	257
	36%	47%	34%	39%	37%	28%	35%	30%	39%	43%	36%	38%	35%
		E*	*	*	E		*			G			
Very willing	82	9	4	4	43	17	4	28	12	23	11	20	62
	8%	7%	4%	7%	11%	7%	6%	8%	7%	10%	7%	7%	8%
		*	*	*			*						
Somewhat willing	275	54	34	20	99	49	20	77	59	73	52	80	195
	27%	40%	30%	32%	26%	21%	29%	22%	32%	33%	30%	30%	26%
		DE*	*	E*			*		G	G			
Bottom 2 Box (Net)	645	71	75	38	244	173	44	239	112	126	111	164	481
	64%	53%	66%	61%	63%	72%	65%	70%	61%	57%	64%	62%	65%
		*	*	*		AD	*	I					
Not very willing	338	40	44	16	125	96	18	105	64	72	68	97	242
	34%	30%	39%	26%	32%	40%	26%	31%	35%	32%	39%	37%	33%
		*	*	*		CF	*						
Not at all willing	307	31	31	22	119	77	26	133	48	54	42	68	239
	31%	23%	28%	35%	31%	32%	38%	39%	26%	25%	24%	26%	32%
		*	*	*			A*	HU					
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	300	52	34	19	113	67	15	83	61	81	55	88	212
	30%	39%	30%	30%	29%	28%	22%	24%	33%	37%	32%	33%	29%
		F*	*	*			*			G			
Very willing	62	2	6	3	32	14	3	16	12	18	12	16	46
	6%	2%	6%	5%	8%	6%	5%	5%	7%	8%	7%	6%	6%
		*	*	*	A		*						
Somewhat willing	239	50	28	16	81	53	12	67	49	63	43	72	167
	24%	37%	25%	25%	21%	22%	17%	19%	27%	28%	25%	27%	23%
		DEF*	*	*			*			G			
Bottom 2 Box (Net)	702	82	79	43	273	172	52	261	122	140	118	176	525
	70%	61%	70%	70%	71%	72%	78%	76%	67%	63%	68%	67%	71%
		*	*	*			A*	I					
Not very willing	366	53	47	21	136	85	24	118	68	75	78	104	263
	37%	39%	41%	34%	35%	36%	36%	34%	37%	34%	45%	39%	36%
		*	*	*			*				GI		
Not at all willing	335	29	32	22	136	87	28	143	54	65	41	73	263
	33%	22%	28%	36%	35%	36%	42%	42%	29%	29%	24%	28%	36%
		*	*	A*	A	A	A*	HU					K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	409	68	47	27	170	71	25	134	79	95	68	115	294
	41%	51%	42%	44%	44%	30%	37%	39%	43%	43%	39%	43%	40%
		E*	*	E*	E		*						
Very willing	96	14	8	7	45	19	3	25	12	35	14	30	66
	10%	11%	7%	10%	12%	8%	5%	7%	7%	16%	8%	11%	9%
		*	*	*			*			GHJ			
Somewhat willing	313	54	39	21	125	52	21	109	67	60	54	85	228
	31%	40%	35%	34%	32%	22%	32%	32%	37%	27%	31%	32%	31%
		E*	E*	E*	E		*						
Bottom 2 Box (Net)	593	66	66	35	215	168	42	209	104	127	105	149	444
	59%	49%	58%	56%	56%	70%	63%	61%	57%	57%	61%	57%	60%
		*	*	*		ACD	*						
Not very willing	323	37	38	17	115	97	19	99	59	70	68	98	225
	32%	27%	34%	27%	30%	40%	29%	29%	32%	32%	39%	37%	31%
		*	*	*		AD	*				G		
Not at all willing	270	30	28	18	100	71	23	110	45	57	37	52	218
	27%	22%	25%	28%	26%	30%	34%	32%	25%	26%	21%	20%	30%
		*	*	*			*	J					K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	211	31	25	11	80	53	11	66	38	58	42	76	135
	21%	23%	22%	18%	21%	22%	17%	19%	21%	26%	24%	29%	18%
		*	*	*			*					L	
Very willing	27	-	5	1	11	8	1	6	2	12	5	12	15
	3%	-	5%	1%	3%	3%	2%	2%	1%	5%	3%	5%	2%
		*	A*	*			*			H		L	
Somewhat willing	184	31	20	10	69	45	10	60	36	46	36	64	120
	18%	23%	17%	16%	18%	19%	15%	17%	20%	21%	21%	24%	16%
		*	*	*			*					L	
Bottom 2 Box (Net)	791	103	88	51	306	187	56	277	145	164	132	188	603
	79%	77%	78%	82%	79%	78%	83%	81%	79%	74%	76%	71%	82%
		*	*	*			*						K
Not very willing	398	63	43	26	145	93	28	123	75	87	77	101	297
	40%	47%	38%	42%	38%	39%	41%	36%	41%	39%	44%	38%	40%
		*	*	*			*						
Not at all willing	393	40	46	25	160	94	28	154	70	76	55	87	306
	39%	30%	40%	40%	42%	39%	42%	45%	38%	34%	32%	33%	42%
		*	*	*			*	IJ					K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	297	47	35	11	111	78	15	81	60	78	58	90	206
	30%	35%	31%	17%	29%	33%	22%	24%	33%	35%	33%	34%	28%
		C*	*	*	C	C	*			G	G		
Very willing	59	3	7	2	25	19	3	15	14	16	12	18	41
	6%	2%	6%	3%	6%	8%	5%	4%	8%	7%	7%	7%	6%
		*	*	*		A	*						
Somewhat willing	238	44	28	9	86	59	11	66	46	62	46	73	165
	24%	33%	25%	14%	22%	25%	17%	19%	25%	28%	27%	27%	22%
		CDF*	*	*			*			G			
Bottom 2 Box (Net)	705	88	78	51	275	161	52	262	124	144	116	174	532
	70%	65%	69%	83%	71%	67%	78%	76%	67%	65%	67%	66%	72%
		*	*	ADE*			*	IJ					
Not very willing	368	46	41	24	141	92	24	114	71	82	72	105	263
	37%	34%	37%	39%	37%	38%	35%	33%	39%	37%	41%	40%	36%
		*	*	*			*						
Not at all willing	338	42	37	27	134	70	28	149	53	61	44	69	269
	34%	31%	32%	43%	35%	29%	42%	43%	29%	28%	25%	26%	36%
		*	*	E*			E*	HU					K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	219	29	26	14	85	52	12	80	37	53	42	70	149
	22%	22%	23%	23%	22%	22%	19%	23%	20%	24%	24%	26%	20%
		*	*	*			*						
Very willing	53	4	4	2	24	15	3	14	6	17	11	13	41
	5%	3%	4%	4%	6%	6%	5%	4%	3%	8%	6%	5%	5%
		*	*	*			*						
Somewhat willing	166	25	21	12	62	37	9	66	30	35	31	57	109
	17%	18%	19%	19%	16%	15%	13%	19%	17%	16%	18%	22%	15%
		*	*	*			*					L	
Bottom 2 Box (Net)	783	105	87	48	300	187	55	264	147	169	131	194	589
	78%	78%	77%	77%	78%	78%	81%	77%	80%	76%	76%	74%	80%
		*	*	*			*						
Not very willing	386	64	42	26	135	93	27	106	79	93	79	108	278
	39%	47%	37%	43%	35%	39%	41%	31%	43%	42%	45%	41%	38%
		D*	*	*			*		G	G	G		
Not at all willing	397	42	46	22	166	95	27	158	68	76	52	86	310
	40%	31%	40%	35%	43%	40%	41%	46%	37%	34%	30%	33%	42%
		*	*	*	A		*	IJ					K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Local news	376	56	43	25	146	77	29	133	65	90	56	116	260
	37%	41%	38%	41%	38%	32%	43%	39%	36%	40%	33%	44%	35%
		*	*	*			*					L	
National news	357	63	38	24	142	66	24	105	71	96	63	100	257
	36%	47%	34%	39%	37%	28%	35%	30%	39%	43%	36%	38%	35%
		E*	*	*	E		*			G			
International news	300	52	34	19	113	67	15	83	61	81	55	88	212
	30%	39%	30%	30%	29%	28%	22%	24%	33%	37%	32%	33%	29%
		F*	*	*			*			G			
News sources you trust, regardless of the content	409	68	47	27	170	71	25	134	79	95	68	115	294
	41%	51%	42%	44%	44%	30%	37%	39%	43%	43%	39%	43%	40%
		E*	*	E*	E		*						
News aggregator services	211	31	25	11	80	53	11	66	38	58	42	76	135
	21%	23%	22%	18%	21%	22%	17%	19%	21%	26%	24%	29%	18%
		*	*	*			*					L	
Deep-dive news stories	297	47	35	11	111	78	15	81	60	78	58	90	206
	30%	35%	31%	17%	29%	33%	22%	24%	33%	35%	33%	34%	28%
		C*	*	*	C	C	*			G	G		
News radio	219	29	26	14	85	52	12	80	37	53	42	70	149
	22%	22%	23%	23%	22%	22%	19%	23%	20%	24%	24%	26%	20%
		*	*	*			*						

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Local news	626	79	71	37	240	162	38	210	118	132	117	148	478
	63%	59%	62%	59%	62%	68%	57%	61%	64%	60%	67%	56%	65%
		*	*	*			*						K
National news	645	71	75	38	244	173	44	239	112	126	111	164	481
	64%	53%	66%	61%	63%	72%	65%	70%	61%	57%	64%	62%	65%
		*	*	*		AD	*	I					
International news	702	82	79	43	273	172	52	261	122	140	118	176	525
	70%	61%	70%	70%	71%	72%	78%	76%	67%	63%	68%	67%	71%
		*	*	*			A*	I					
News sources you trust, regardless of the content	593	66	66	35	215	168	42	209	104	127	105	149	444
	59%	49%	58%	56%	56%	70%	63%	61%	57%	57%	61%	57%	60%
		*	*	*		ACD	*						
News aggregator services	791	103	88	51	306	187	56	277	145	164	132	188	603
	79%	77%	78%	82%	79%	78%	83%	81%	79%	74%	76%	71%	82%
		*	*	*			*						K
Deep-dive news stories	705	88	78	51	275	161	52	262	124	144	116	174	532
	70%	65%	69%	83%	71%	67%	78%	76%	67%	65%	67%	66%	72%
		*	*	ADE*			*	IJ					
News radio	783	105	87	48	300	187	55	264	147	169	131	194	589
	78%	78%	77%	77%	78%	78%	81%	77%	80%	76%	76%	74%	80%
		*	*	*			*						

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	824	112	95	54	308	199	57	276	141	196	147	224	600
	82%	84%	84%	86%	80%	83%	84%	80%	77%	88%	85%	85%	81%
		*	*	*			*			GH			
Very easy	294	31	34	20	118	68	22	83	49	90	48	82	212
	29%	23%	30%	32%	31%	28%	33%	24%	27%	40%	28%	31%	29%
		*	*	*			*			GHJ			
Somewhat easy	530	81	61	34	190	130	35	193	92	106	98	142	388
	53%	60%	54%	54%	49%	54%	52%	56%	50%	48%	57%	54%	53%
		*	*	*			*						
Bottom 2 Box (Net)	178	22	18	8	78	41	11	67	42	26	27	40	138
	18%	16%	16%	14%	20%	17%	16%	20%	23%	12%	15%	15%	19%
		*	*	*			*	I	I				
Not very easy	166	22	17	8	71	40	8	59	42	24	25	38	128
	17%	16%	15%	12%	18%	17%	12%	17%	23%	11%	14%	14%	17%
		*	*	*			*		I				
Not at all easy	12	-	1	1	7	1	3	8	-	1	2	2	10
	1%	-	1%	1%	2%	*	4%	2%	-	1%	1%	1%	1%
		*	*	*			AE*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
I fact check the stories myself	522	59	63	34	205	123	38	163	102	113	106	147	376
	52%	44%	56%	55%	53%	51%	57%	47%	56%	51%	61%	56%	51%
		*	*	*			*				GI		
From a source whose name I recognize	506	71	61	32	187	124	31	158	90	131	90	135	371
	50%	53%	54%	51%	48%	52%	46%	46%	49%	59%	52%	51%	50%
		*	*	*			*				G		
A friend shared it with me, so I trust it	68	5	5	3	33	18	4	29	6	18	12	25	43
	7%	4%	5%	4%	9%	7%	6%	8%	3%	8%	7%	9%	6%
		*	*	*			*				H		
It aligns with my point of view	85	7	7	5	42	21	2	21	20	29	13	33	52
	8%	5%	6%	9%	11%	9%	4%	6%	11%	13%	8%	12%	7%
		*	*	*			*				G	L	
I don't know what sources to trust	98	16	8	7	44	16	7	50	16	15	6	24	74
	10%	12%	7%	12%	11%	7%	10%	14%	9%	7%	3%	9%	10%
		*	*	*			*	IJ					
Sigma	1279	159	144	81	510	302	82	420	234	306	227	363	916
	128%	118%	127%	131%	132%	126%	123%	122%	128%	138%	131%	137%	124%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	591	83	62	30	202	168	45	192	103	149	105	166	425
	59%	62%	55%	49%	52%	70%	68%	56%	56%	67%	61%	63%	58%
	*	*	*	*		BCD	CD*			GH			
Strongly agree	58	3	3	4	22	24	2	19	10	21	6	20	38
	6%	2%	3%	7%	6%	10%	4%	6%	6%	9%	4%	8%	5%
	*	*	*	*		A	*			J			
Somewhat agree	533	80	59	26	181	144	43	173	93	128	99	146	387
	53%	60%	52%	42%	47%	60%	64%	50%	51%	58%	57%	55%	52%
		CD*	*	*		CD	CD*						
Bottom 2 Box (Net)	411	51	51	32	184	72	22	151	80	73	68	98	313
	41%	38%	45%	51%	48%	30%	32%	44%	44%	33%	39%	37%	42%
	*		E*	EF*	EF		*	I	I				
Somewhat disagree	337	47	35	24	154	62	16	123	68	62	55	79	258
	34%	35%	31%	39%	40%	26%	23%	36%	37%	28%	31%	30%	35%
	*	*	*	EF*	EF		*						
Strongly disagree	74	4	17	8	30	10	6	29	12	11	14	19	55
	7%	3%	15%	13%	8%	4%	9%	8%	7%	5%	8%	7%	7%
	*		AE*	AE*			*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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 in Canada is well-positioned to adapt to changing preferences for news consumption in Canada.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	722	101	80	39	257	193	53	233	131	171	128	187	535
	72%	75%	71%	63%	67%	81%	79%	68%	72%	77%	74%	71%	73%
	*	*	*			CD	CD*			G			
Strongly agree	78	-	7	5	36	24	6	26	14	19	14	26	52
	8%	-	6%	8%	9%	10%	10%	8%	8%	8%	8%	10%	7%
	*	*	A*	A*	A	A	A*						
Somewhat agree	644	101	73	34	221	168	47	207	118	152	114	161	483
	64%	75%	65%	54%	57%	70%	69%	60%	64%	69%	66%	61%	65%
	CD*	*	*	*		CD	*						
Bottom 2 Box (Net)	280	33	33	23	129	47	14	110	52	51	45	77	203
	28%	25%	29%	37%	33%	19%	21%	32%	28%	23%	26%	29%	27%
	*	*	*	EF*	EF		*	I					
Somewhat disagree	233	30	28	16	105	41	12	89	42	43	38	64	169
	23%	22%	25%	26%	27%	17%	18%	26%	23%	19%	22%	24%	23%
	*	*	*	*	E		*						
Strongly disagree	47	3	5	7	24	6	2	21	10	8	7	13	34
	5%	2%	5%	11%	6%	2%	3%	6%	5%	4%	4%	5%	5%
	*	*	*	AE*			*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	240	20	30	19	92	59	20	74	46	62	43	72	168
	24%	15%	26%	30%	24%	25%	30%	21%	25%	28%	25%	27%	23%
		*	*	A*			A*						
Strongly agree	39	2	9	3	18	7	1	9	8	12	8	8	31
	4%	1%	8%	5%	5%	3%	2%	3%	5%	5%	5%	3%	4%
		*	A*	*			*						
Somewhat agree	201	18	21	16	75	52	19	64	37	50	35	64	137
	20%	13%	19%	25%	19%	22%	28%	19%	20%	23%	20%	24%	19%
		*	*	A*			A*						
Bottom 2 Box (Net)	762	114	83	44	293	181	47	270	137	160	130	192	570
	76%	85%	74%	70%	76%	75%	70%	79%	75%	72%	75%	73%	77%
		CF*	*	*			*						
Somewhat disagree	524	86	58	29	187	138	25	185	95	107	94	138	385
	52%	64%	51%	47%	48%	58%	37%	54%	52%	48%	54%	52%	52%
		CDF*	*	*		F	*						
Strongly disagree	239	28	25	15	106	42	22	85	43	53	36	54	185
	24%	21%	22%	23%	28%	18%	33%	25%	23%	24%	21%	20%	25%
		*	*	*	E		E*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	673	96	77	41	248	167	44	211	121	166	119	177	496
	67%	72%	68%	67%	64%	70%	66%	61%	66%	75%	68%	67%	67%
		*	*	*			*			G			
Strongly agree	121	9	21	7	48	26	10	30	23	36	22	37	84
	12%	7%	18%	11%	13%	11%	15%	9%	12%	16%	12%	14%	11%
		*	A*	*			*			G			
Somewhat agree	552	88	56	34	199	140	34	181	99	130	97	139	412
	55%	65%	50%	56%	52%	58%	50%	53%	54%	59%	56%	53%	56%
		BD*	*	*			*						
Bottom 2 Box (Net)	329	38	36	21	138	73	23	132	62	55	55	87	242
	33%	28%	32%	33%	36%	30%	34%	39%	34%	25%	32%	33%	33%
		*	*	*			*	I					
Somewhat disagree	275	32	32	14	124	59	14	109	55	49	45	79	196
	27%	24%	28%	23%	32%	24%	21%	32%	30%	22%	26%	30%	27%
		*	*	*			*	I					
Strongly disagree	55	6	5	6	14	14	9	23	7	6	10	8	46
	5%	5%	4%	10%	4%	6%	13%	7%	4%	3%	6%	3%	6%
		*	*	D*			ABDE*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	382	51	49	22	154	84	22	142	68	74	68	118	264
	38%	38%	43%	36%	40%	35%	34%	41%	37%	33%	39%	45%	36%
		*	*	*			*					L	
Strongly agree	57	3	7	3	31	9	3	22	12	15	6	17	39
	6%	3%	6%	5%	8%	4%	5%	6%	7%	7%	3%	7%	5%
		*	*	*			*						
Somewhat agree	325	47	41	19	124	75	19	120	56	59	62	101	224
	32%	35%	36%	31%	32%	31%	29%	35%	30%	27%	36%	38%	30%
		*	*	*			*					L	
Bottom 2 Box (Net)	620	83	65	40	232	156	45	201	115	148	106	146	474
	62%	62%	57%	64%	60%	65%	66%	59%	63%	67%	61%	55%	64%
		*	*	*			*						K
Somewhat disagree	510	76	48	29	192	135	30	163	93	131	80	124	386
	51%	57%	43%	47%	50%	56%	45%	47%	51%	59%	46%	47%	52%
		*	*	*		B	*			GJ			
Strongly disagree	109	7	16	11	39	21	14	39	23	17	25	22	88
	11%	6%	15%	17%	10%	9%	21%	11%	12%	8%	15%	8%	12%
		*	*	AE*			ADE*				I		
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Top 2 Box (Net)	392	48	39	26	161	91	28	131	65	99	65	129	264
	39%	35%	34%	42%	42%	38%	42%	38%	36%	45%	38%	49%	36%
		*	*	*			*					L	
Strongly agree	95	8	12	5	46	18	4	36	19	24	12	28	67
	9%	6%	11%	9%	12%	8%	6%	10%	10%	11%	7%	11%	9%
		*	*	*			*						
Somewhat agree	298	39	27	21	115	72	24	95	47	75	54	101	197
	30%	29%	23%	33%	30%	30%	36%	28%	25%	34%	31%	38%	27%
		*	*	*			*					L	
Bottom 2 Box (Net)	610	87	74	36	225	149	39	213	118	123	108	135	474
	61%	65%	66%	58%	58%	62%	58%	62%	64%	55%	62%	51%	64%
		*	*	*			*						K
Somewhat disagree	482	74	57	24	173	128	26	169	95	92	90	113	369
	48%	55%	51%	39%	45%	53%	38%	49%	52%	42%	52%	43%	50%
		CF*	*	*		CF	*				I		
Strongly disagree	127	12	17	12	52	21	13	44	23	30	18	22	106
	13%	9%	15%	20%	13%	9%	19%	13%	12%	14%	11%	8%	14%
		*	*	AE*			E*						K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
I believe the news industry in Canada is introducing new ways of consuming news that is exciting and relevant to me.	591	83	62	30	202	168	45	192	103	149	105	166	425
	59%	62%	55%	49%	52%	70%	68%	56%	56%	67%	61%	63%	58%
		*	*	*		BCD	CD*			GH			
I believe the news industry in Canada is well-positioned to adapt to changing preferences for news consumption in Canada.	722	101	80	39	257	193	53	233	131	171	128	187	535
	72%	75%	71%	63%	67%	81%	79%	68%	72%	77%	74%	71%	73%
		*	*	*		CD	CD*			G			
Local news is dead in Canada.	240	20	30	19	92	59	20	74	46	62	43	72	168
	24%	15%	26%	30%	24%	25%	30%	21%	25%	28%	25%	27%	23%
		*	*	A*			A*						
I regularly see news stories that matter to my community.	673	96	77	41	248	167	44	211	121	166	119	177	496
	67%	72%	68%	67%	64%	70%	66%	61%	66%	75%	68%	67%	67%
		*	*	*			*			G			
I think that Canadian news will be increasingly replaced by international news.	382	51	49	22	154	84	22	142	68	74	68	118	264
	38%	38%	43%	36%	40%	35%	34%	41%	37%	33%	39%	45%	36%
		*	*	*			*					L	
Traditional news sources are becoming less relevant to me.	392	48	39	26	161	91	28	131	65	99	65	129	264
	39%	35%	34%	42%	42%	38%	42%	38%	36%	45%	38%	49%	36%
		*	*	*			*					L	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
I believe the news industry in Canada is introducing new ways of consuming news that is exciting and relevant to me.	411	51	51	32	184	72	22	151	80	73	68	98	313
	41%	38%	45%	51%	48%	30%	32%	44%	44%	33%	39%	37%	42%
		*	E*	EF*	EF		*	I	I				
I believe the news industry in Canada is well-positioned to adapt to changing preferences for news consumption in Canada.	280	33	33	23	129	47	14	110	52	51	45	77	203
	28%	25%	29%	37%	33%	19%	21%	32%	28%	23%	26%	29%	27%
		*	*	EF*	EF		*	I					
Local news is dead in Canada.	762	114	83	44	293	181	47	270	137	160	130	192	570
	76%	85%	74%	70%	76%	75%	70%	79%	75%	72%	75%	73%	77%
		CF*	*	*			*						
I regularly see news stories that matter to my community.	329	38	36	21	138	73	23	132	62	55	55	87	242
	33%	28%	32%	33%	36%	30%	34%	39%	34%	25%	32%	33%	33%
		*	*	*			*	I					
I think that Canadian news will be increasingly replaced by international news.	620	83	65	40	232	156	45	201	115	148	106	146	474
	62%	62%	57%	64%	60%	65%	66%	59%	63%	67%	61%	55%	64%
		*	*	*			*						K
Traditional news sources are becoming less relevant to me.	610	87	74	36	225	149	39	213	118	123	108	135	474
	61%	65%	66%	58%	58%	62%	58%	62%	64%	55%	62%	51%	64%
		*	*	*			*						K

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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GENDER

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Male	490	59	52	33	166	143	37	176	83	125	76	129	361
	49%	44%	46%	53%	43%	60%	55%	51%	45%	57%	44%	49%	49%
		*	*	*		ABD	*			HJ			
Female	512	75	62	29	220	96	30	168	100	96	97	135	377
	51%	56%	54%	47%	57%	40%	45%	49%	55%	43%	56%	51%	51%
		E*	E*	*	E		*		I		I		
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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AGE

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
18-34 (Net)	282	26	41	13	146	42	14	108	47	56	46	96	186
	28%	19%	36%	20%	38%	18%	21%	31%	26%	25%	26%	36%	25%
		*	ACE*	*	ACEF		*					L	
18-24	111	15	15	3	60	16	3	50	10	20	14	34	77
	11%	11%	13%	5%	16%	7%	4%	15%	6%	9%	8%	13%	10%
		*	*	*	CEF		*	H					
25-34	170	11	26	10	86	26	12	58	37	36	31	62	108
	17%	9%	23%	16%	22%	11%	17%	17%	20%	16%	18%	23%	15%
		*	AE*	*	AE		*					L	
35-54 (Net)	347	38	27	24	120	106	32	108	61	80	85	149	197
	35%	28%	24%	38%	31%	44%	48%	31%	33%	36%	49%	57%	27%
		*	*	*		ABD	ABD*					GHI	L
35-44	177	18	13	13	62	56	15	49	32	42	47	86	91
	18%	13%	11%	21%	16%	23%	23%	14%	18%	19%	27%	32%	12%
		*	*	*		ABD	*					GH	L
45-54	170	20	15	11	59	49	17	58	29	38	38	64	106
	17%	15%	13%	17%	15%	21%	25%	17%	16%	17%	22%	24%	14%
		*	*	*			BD*					L	
55+ (Net)	374	70	45	26	120	92	21	128	75	86	43	19	355
	37%	52%	40%	42%	31%	38%	31%	37%	41%	39%	25%	7%	48%
		DEF*	*	*			*	J	J	J			K
55-64	208	26	20	18	74	53	18	72	41	50	29	13	195
	21%	20%	18%	29%	19%	22%	26%	21%	23%	23%	17%	5%	26%
		*	*	*			*						K
65+	165	44	25	8	46	39	3	56	34	35	14	6	160
	17%	33%	22%	13%	12%	16%	5%	16%	18%	16%	8%	2%	22%
		CDEF*	DF*	*		F	*	J	J	J			K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	46.8	52.8	46.1	49.1	43.3	48.8	46.5	46	48.6	47.4	44.1	38.6	49.7
		BDF*	*	D*		D	*		J	J			K
STD. DEV.	16.78	18.4	18.3	15.71	16.57	15.51	12.4	17.29	16.44	16.45	13.55	11.26	17.44
STD. ERR.	0.53	1.68	1.83	1.57	0.88	1.02	1.25	1.03	1.22	1.04	0.94	0.68	0.65
Median	47	56	46	50	42	49	47.18	47	49	47	43.13	38	54

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

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EDUCATION

	REGION							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Primary School or less	6	-	4	-	-	-	2	6	-	-	-	4	2
	1%	-	3%	-	-	-	3%	2%	-	-	-	1%	*
		*	DE*	*			ADE*						
Some high school	141	18	18	8	65	27	6	98	17	10	3	41	100
	14%	13%	16%	12%	17%	11%	9%	29%	9%	5%	2%	15%	14%
		*	*	*			*	HIJ	J				
Graduated high school	277	35	22	22	97	73	27	122	61	47	23	63	213
	28%	26%	20%	35%	25%	31%	40%	35%	33%	21%	13%	24%	29%
		*	*	B*			ABD*	IJ	IJ	J			
Some college / CEGEP / Trade School	87	11	12	5	34	22	3	26	20	24	11	24	63
	9%	8%	11%	9%	9%	9%	4%	7%	11%	11%	6%	9%	9%
		*	*	*			*						
Graduated from college / CEGEP / Trade School	193	23	24	9	85	39	14	45	43	53	36	46	147
	19%	17%	21%	14%	22%	16%	20%	13%	23%	24%	21%	17%	20%
		*	*	*			*		G	G	G		
Some university, but did not finish	55	12	7	5	14	13	3	12	10	17	9	11	44
	5%	9%	6%	9%	4%	6%	5%	3%	6%	8%	5%	4%	6%
		D*	*	*			*						
University undergraduate degree	169	27	21	9	57	44	10	26	24	49	60	53	116
	17%	20%	19%	15%	15%	18%	16%	8%	13%	22%	34%	20%	16%
		*	*	*			*			GH	GHI		
University graduate degree	74	8	6	4	33	21	2	9	9	21	31	22	52
	7%	6%	5%	6%	9%	9%	3%	3%	5%	10%	18%	8%	7%
		*	*	*			*			G	GHI		
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
<HS	146	18	21	8	65	27	8	104	17	10	3	44	102
	15%	13%	19%	12%	17%	11%	12%	30%	9%	5%	2%	17%	14%
		*	*	*			*	HIJ	J				
HS	277	35	22	22	97	73	27	122	61	47	23	63	213
	28%	26%	20%	35%	25%	31%	40%	35%	33%	21%	13%	24%	29%
		*	*	B*			ABD*	IJ	IJ	J			
Post Sec	336	46	43	19	133	75	20	83	73	94	56	82	254
	34%	35%	38%	31%	35%	31%	29%	24%	40%	42%	32%	31%	34%
		*	*	*			*		G	GJ			
Univ Grad	243	36	27	13	91	64	12	35	33	71	91	75	168
	24%	27%	24%	22%	23%	27%	19%	10%	18%	32%	53%	28%	23%
		*	*	*			*		G	GH	GHI		

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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REGION

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
BC	134	134	-	-	-	-	-	50	25	22	20	17	118
	13%	100%	-	-	-	-	-	14%	14%	10%	11%	6%	16%
		BCDEF*	*	*			*						K
AB	113	-	113	-	-	-	-	28	21	18	35	27	86
	11%	-	100%	-	-	-	-	8%	12%	8%	20%	10%	12%
		*	ACDEF*	*			*				GHI		
SK/MB	62	-	-	62	-	-	-	26	10	14	8	19	43
	6%	-	-	100%	-	-	-	8%	6%	6%	5%	7%	6%
		*	*	ABDEF*			*						
Ontario	386	-	-	-	386	-	-	139	59	93	64	115	271
	38%	-	-	-	100%	-	-	40%	32%	42%	37%	44%	37%
		*	*	*	ABCEF		*						
Quebec	240	-	-	-	-	240	-	72	59	61	35	66	174
	24%	-	-	-	-	100%	-	21%	32%	28%	20%	25%	24%
		*	*	*		ABCDF	*		GJ				
Atlantic Canada	67	-	-	-	-	-	67	28	9	13	11	21	46
	7%	-	-	-	-	-	100%	8%	5%	6%	6%	8%	6%
		*	*	*			ABCDE*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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INCOME

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
<\$25K	188	27	12	10	76	50	14	188	-	-	-	41	147
	19%	20%	10%	15%	20%	21%	21%	55%	-	-	-	16%	20%
		*	*	*		B	*	HIJ					
\$25K - <\$55K	306	47	31	26	113	68	22	155	151	-	-	62	244
	31%	35%	28%	42%	29%	28%	32%	45%	82%	-	-	23%	33%
		*	*	DE*			*	IJ	GIJ				K
\$55K - <\$100K	254	23	25	15	102	75	15	-	32	222	-	75	179
	25%	17%	22%	24%	26%	31%	22%	-	18%	100%	-	28%	24%
		*	*	*		A	*		GJ	GHIJ			
\$100K - <\$150K	133	13	30	6	52	22	11	-	-	-	133	50	83
	13%	10%	26%	10%	14%	9%	16%	-	-	-	77%	19%	11%
		*	ACDE*	*			*				GHI	L	
\$150K+	40	7	5	2	12	13	1	-	-	-	40	18	23
	4%	5%	5%	3%	3%	6%	1%	-	-	-	23%	7%	3%
		*	*	*			*				GHI	L	
Prefer not to answer	80	17	11	4	31	12	6	-	-	-	-	19	62
	8%	13%	9%	6%	8%	5%	9%	-	-	-	-	7%	8%
		E*	*	*			*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under \$50K	441	67	39	32	170	102	32	344	98	-	-	90	351
	44%	50%	34%	51%	44%	43%	48%	100%	53%	-	-	34%	48%
		B*	*	B*			*	HIJ	IJ				K
\$50K+	480	50	64	27	185	125	29	-	85	222	173	155	325
	48%	37%	56%	44%	48%	52%	44%	-	47%	100%	100%	59%	44%
		*	A*	*		A	*		G	GH	GH	L	
Under \$40K	344	50	28	26	139	72	28	344	-	-	-	70	273
	34%	37%	25%	42%	36%	30%	42%	100%	-	-	-	27%	37%
		*	*	B*			B*	HIJ					K
\$40K to less than \$60K	183	25	21	10	59	59	9	-	183	-	-	37	146
	18%	19%	19%	16%	15%	24%	13%	-	100%	-	-	14%	20%
		*	*	*		D	*		GIJ				
\$60K to less than \$100K	222	22	18	14	93	61	13	-	-	222	-	71	151
	22%	17%	16%	23%	24%	26%	20%	-	-	100%	-	27%	20%
		*	*	*			*			GHIJ			
\$100K or more	173	20	35	8	64	35	11	-	-	-	173	68	106
	17%	15%	31%	13%	17%	15%	16%	-	-	-	100%	26%	14%
		*	ACDEF*	*			*				GHI	L	
Mean (,000)	64.2	62.2	76.1	60	62.7	65.1	56.9	22.8	49.3	80	141.8	77.6	59.3
		*	DF*	*			*		G	GH	GHI	L	
STD. DEV.	48.1	54.05	49.96	45.84	45	50.76	40.03	10.63	5.39	11.53	43.6	55.37	44.22
STD. ERR.	1.58	5	4.93	5.99	2.39	3.37	5.11	0.57	0.4	0.77	3.31	3.53	1.7

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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HOUSEHOLD COMPOSITION

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Kids	264	17	27	19	115	66	21	70	37	71	68	264	-
	26%	12%	24%	30%	30%	28%	31%	21%	20%	32%	39%	100%	-
		*	*	A*	A	A	A*			GH	GH	L	
No Kids	738	118	86	43	271	174	46	273	146	151	106	-	738
	74%	88%	76%	70%	70%	72%	69%	79%	80%	68%	61%	-	100%
		CDEF*	*	*			*	IJ	IJ				K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
1	240	37	30	15	78	68	11	129	45	37	14	-	240
	24%	27%	27%	25%	20%	29%	17%	38%	25%	17%	8%	-	33%
		*	*	*		D	*	HIJ	J	J			K
2	356	58	39	23	129	82	25	115	76	86	52	26	329
	36%	43%	35%	37%	33%	34%	37%	34%	41%	39%	30%	10%	45%
		*	*	*			*		J				K
3	195	20	19	7	83	54	12	48	35	48	47	99	96
	19%	15%	16%	12%	22%	23%	18%	14%	19%	22%	27%	37%	13%
		*	*	*		C	*			G	G	L	
4	140	14	13	13	59	26	15	30	15	37	48	90	50
	14%	11%	11%	21%	15%	11%	22%	9%	8%	17%	28%	34%	7%
		*	*	E*			AE*			GH	GHI	L	
5	36	3	2	2	22	5	2	5	6	8	9	28	8
	4%	2%	2%	3%	6%	2%	3%	2%	3%	4%	5%	11%	1%
		*	*	*			*				G	L	
6	19	2	8	1	6	1	2	12	2	4	2	12	8
	2%	1%	7%	2%	2%	*	2%	4%	1%	2%	1%	4%	1%
		*	DE*	*			*					L	
7	10	-	-	1	9	1	-	1	4	-	2	7	3
	1%	-	-	1%	2%	*	-	*	2%	-	1%	3%	*
		*	*	*			*					L	
8	2	-	2	-	-	-	-	2	-	-	-	2	-
	*	-	1%	-	-	-	-	*	-	-	-	1%	-
		*	*	*			*						
9	2	-	1	-	-	2	-	2	1	-	-	1	2
	*	-	1%	-	-	1%	-	*	*	-	-	*	*
		*	*	*			*						
12+	2	-	-	-	-	2	-	-	-	2	-	-	2
	*	-	-	-	-	1%	-	-	-	1%	-	-	*
		*	*	*			*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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EMPLOYMENT STATUS

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Employed full-time	382	37	38	24	146	108	29	64	76	114	110	134	248
	38%	27%	33%	39%	38%	45%	43%	19%	42%	52%	64%	51%	34%
		*	*	*		A	A*		G	G	GHI	L	
Employed part-time	100	7	19	8	42	15	9	38	18	23	13	35	65
	10%	5%	17%	13%	11%	6%	14%	11%	10%	10%	7%	13%	9%
		*	AE*	*			A*						
Self employed	68	9	6	4	27	17	4	21	13	16	16	19	49
	7%	7%	5%	6%	7%	7%	7%	6%	7%	7%	9%	7%	7%
		*	*	*			*						
Unemployed but looking for a job	48	8	5	2	20	9	4	31	4	2	2	17	31
	5%	6%	4%	3%	5%	4%	5%	9%	2%	1%	1%	6%	4%
		*	*	*			*	HIJ					
Unemployed and not looking for a job/Long-term sick or disabled	88	13	11	4	42	13	6	71	9	4	2	15	73
	9%	10%	10%	6%	11%	6%	8%	21%	5%	2%	1%	6%	10%
		*	*	*			*	HIJ					
Full-time parent, homemaker	40	4	3	1	18	12	2	20	9	4	6	23	17
	4%	3%	2%	2%	5%	5%	3%	6%	5%	2%	4%	9%	2%
		*	*	*			*					L	
Retired	217	49	28	16	62	54	8	78	45	44	21	8	209
	22%	37%	25%	26%	16%	22%	12%	23%	24%	20%	12%	3%	28%
		DEF*	*	DF*			*	J	J	J			K
Student/Pupil	46	6	2	2	28	8	1	17	9	11	3	7	39
	5%	4%	2%	4%	7%	3%	1%	5%	5%	5%	2%	3%	5%
		*	*	*	F		*						
Military	4	-	2	-	1	2	-	2	-	2	-	2	2
	*	-	1%	-	*	1%	-	*	-	1%	-	1%	*
		*	*	*			*						
Prefer not to answer	9	2	1	-	-	1	5	2	-	1	-	4	6
	1%	1%	1%	-	-	1%	7%	1%	-	*	-	1%	1%
		*	*	*			ABCDE*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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USMAR2. What is your marital status?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
Single, never married	341	40	35	19	143	83	22	173	64	52	26	55	286
	34%	30%	31%	30%	37%	35%	32%	50%	35%	23%	15%	21%	39%
		*	*	*			*	HIJ	IJ	J			K
Living with partner	126	9	13	5	38	51	11	37	26	23	36	51	75
	13%	7%	11%	7%	10%	21%	16%	11%	14%	10%	21%	19%	10%
		*	*	*		ACD	A*				GI	L	
Married	386	58	42	28	150	80	28	56	65	124	102	139	247
	38%	43%	37%	45%	39%	33%	42%	16%	36%	56%	59%	53%	33%
		*	*	*			*		G	GH	GH	L	
Widowed	46	11	10	2	16	7	1	20	10	9	3	3	43
	5%	8%	9%	2%	4%	3%	1%	6%	5%	4%	2%	1%	6%
		F*	F*	*			*						K
Divorced or separated	103	17	13	9	39	18	6	58	18	14	7	16	87
	10%	13%	12%	15%	10%	8%	9%	17%	10%	6%	4%	6%	12%
		*	*	*			*	IJ	J				K
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
All of it	547	67	54	30	203	156	38	230	110	105	79	138	409
	55%	50%	48%	48%	53%	65%	56%	67%	60%	47%	46%	52%	55%
		*	*	*		ABCD	*	IJ	IJ				
Almost all of it	198	38	24	12	66	43	15	44	35	46	47	58	140
	20%	28%	21%	19%	17%	18%	22%	13%	19%	21%	27%	22%	19%
		D*	*	*			*			G	G		
About half of it	159	16	23	17	65	24	12	40	24	46	35	41	118
	16%	12%	21%	28%	17%	10%	18%	12%	13%	21%	20%	15%	16%
		*	E*	ADE*	E		*			G	G		
Less than half of it	67	10	8	3	35	11	*	18	8	17	8	18	49
	7%	8%	7%	4%	9%	4%	1%	5%	5%	8%	5%	7%	7%
		F*	*	*	F		*						
None	31	4	3	*	16	6	2	11	5	7	4	10	21
	3%	3%	3%	1%	4%	2%	3%	3%	3%	3%	2%	4%	3%
		*	*	*			*						
Sigma	1002	134	113	62	386	240	67	344	183	222	173	264	738
	100%	100%	100%	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/J,K/L

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

- Column Means:

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

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD SIZE	
		BC	AB	SA/MV	Ontario	Quebec	Atlantic	<\$40K	\$40K- \$56K	\$56K- \$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1002	120	100	100	353	230	99	280	186	252	206	277	725
Base: All Respondents (wtd)	1002	134	113	62	386	240	67	344	183	222	173	264	738
North American origins (Net)	619	59	58	35	226	190	52	229	112	130	104	178	441
	62%	44%	51%	54%	58%	79%	78%	67%	61%	59%	60%	68%	60%
North American Aboriginal origins	59	5	13	1	28	8	-	29	6	8	12	20	39
	8%	4%	12%	2%	7%	4%	4%	8%	3%	4%	7%	8%	5%
Canadian	589	55	52	32	212	187	51	218	108	128	95	167	422
	59%	41%	46%	52%	55%	78%	76%	63%	59%	58%	53%	63%	57%
Other North American origins	12	1	-	1	6	2	-	6	1	1	2	2	10
	1%	2%	-	1%	2%	1%	-	2%	*	1%	1%	1%	1%
British Isles origins (Net)	119	15	43	18	160	23	20	109	40	72	60	86	233
	12%	41%	38%	29%	42%	10%	30%	32%	27%	33%	34%	32%	32%
English	130	18	27	12	124	15	14	82	34	50	40	66	164
	23%	28%	24%	19%	32%	6%	21%	24%	18%	22%	23%	25%	22%
Irish	136	23	14	11	72	9	7	52	19	30	30	41	95
	14%	17%	12%	18%	19%	4%	10%	15%	10%	13%	12%	15%	13%
Scottish	147	8	13	8	70	10	8	53	22	28	21	27	110
	15%	20%	13%	13%	20%	4%	12%	16%	12%	15%	12%	14%	15%
Other British Isles origins	25	2	1	2	4	2	-	8	7	4	5	4	20
	2%	5%	5%	4%	2%	1%	3%	2%	4%	2%	3%	2%	3%
Western European origins (Net)	195	31	27	13	90	27	7	72	32	41	35	49	146
	18%	23%	24%	20%	23%	13%	10%	21%	17%	18%	20%	18%	20%
French origins	93	11	10	2	43	22	4	32	19	21	15	18	75
	8%	8%	9%	4%	11%	8%	7%	9%	10%	9%	8%	7%	10%
Dutch	29	6	3	1	15	2	1	11	6	6	4	6	23
	3%	4%	3%	2%	4%	1%	2%	3%	3%	3%	2%	2%	3%
German	80	15	17	8	38	2	1	33	12	14	12	25	55
	8%	11%	12%	12%	20%	1%	1%	10%	7%	6%	7%	10%	7%
Other Western European origins	31	8	3	3	13	4	-	9	4	6	10	11	20
	3%	6%	2%	2%	3%	2%	-	2%	2%	3%	4%	4%	2%
Eastern European origins (Net)	101	15	23	8	43	12	*	42	20	17	15	33	68
	10%	11%	20%	13%	11%	5%	1%	12%	11%	8%	8%	13%	9%
Hungarian	9	3	2	-	3	1	-	4	2	2	-	2	7
	1%	2%	1%	-	1%	*	-	1%	1%	1%	-	1%	1%
Polish	22	2	5	5	7	3	-	8	5	2	5	5	17
	2%	1%	5%	7%	2%	1%	-	2%	3%	1%	3%	2%	2%
Russian	22	1	3	2	14	2	*	11	4	1	2	12	10
	2%	1%	2%	3%	4%	1%	1%	3%	2%	*	1%	4%	1%
Ukrainian	43	5	17	4	13	3	-	16	7	6	11	14	29
	4%	4%	15%	6%	3%	1%	-	5%	4%	3%	6%	5%	4%
Other Eastern European origins	26	5	3	1	12	5	-	8	6	9	2	6	19
	3%	4%	3%	2%	3%	2%	-	2%	4%	4%	1%	2%	3%
Southern European origins (Net)	19	5	5	2	37	10	1	17	11	13	14	22	37
	6%	4%	5%	3%	8%	4%	1%	5%	6%	6%	8%	8%	5%
Greek	9	-	2	1	6	-	-	4	1	1	3	1	8
	1%	-	2%	2%	1%	-	-	1%	1%	*	2%	*	1%
Italian	29	3	1	*	18	7	-	9	4	9	7	8	20
	3%	2%	1%	1%	5%	3%	-	3%	2%	4%	4%	3%	3%
Portuguese	16	3	-	*	11	2	1	5	4	2	1	11	5
	2%	2%	-	1%	3%	1%	1%	1%	2%	1%	*	4%	1%
Spanish	5	-	-	-	3	2	-	1	-	2	3	2	3
	*	-	-	-	1%	1%	-	*	-	1%	2%	1%	*
Other Southern European origins	3	-	2	-	1	-	-	2	-	2	2	2	2
	*	-	2%	-	*	-	-	1%	-	1%	1%	*	*
Other European origins	25	2	3	1	16	1	1	8	4	5	7	13	12
	3%	2%	3%	2%	4%	*	1%	2%	2%	2%	4%	5%	2%
Other Northern European origins (incl. British Isles Origins)	24	2	3	1	13	1	1	8	4	4	7	12	12
	2%	2%	3%	2%	4%	*	1%	2%	2%	2%	4%	4%	2%
Other European origins	2	-	-	-	2	-	-	-	-	1	1	2	1
	*	*	*	*	1%	-	-	-	-	*	*	1%	*
Caribbean origins (Net)	26	2	1	1	17	6	-	13	1	4	3	13	12
	2%	1%	1%	2%	4%	2%	-	4%	1%	2%	2%	5%	2%
Jamaican	13	-	-	*	12	1	-	9	-	4	1	8	5
	1%	-	-	1%	3%	*	-	3%	-	2%	*	3%	1%
Other Caribbean origins	13	2	1	*	5	5	-	5	1	-	3	6	8
	1%	1%	1%	1%	1%	2%	-	1%	1%	-	2%	2%	1%
Latin, Central and South American origins (Net)	16	1	-	-	12	4	-	7	-	8	1	8	8
	2%	1%	-	-	3%	2%	-	2%	-	4%	*	3%	1%
Latin, Central and South American origins	16	1	-	-	12	4	-	7	-	8	1	8	8
	2%	1%	-	-	3%	2%	-	2%	-	4%	*	3%	1%
African origins (Net)	27	3	-	1	17	5	1	10	7	6	4	12	15
	2%	2%	-	1%	4%	2%	1%	3%	4%	3%	2%	5%	2%
African origins	27	3	-	1	17	5	1	10	7	6	4	12	15
	2%	2%	-	1%	4%	2%	1%	3%	4%	3%	2%	5%	2%
Asian origins (Net)	77	12	10	5	39	11	-	20	13	18	18	32	45
	8%	9%	9%	8%	10%	4%	-	6%	7%	8%	10%	12%	6%
West Central Asian and Middle Eastern origins	16	3	-	*	9	3	-	8	1	4	3	7	9
	2%	2%	-	1%	2%	1%	-	2%	*	2%	1%	3%	1%
East Indian	10	2	2	1	6	1	-	5	-	1	2	7	2
	1%	2%	1%	-	1%	*	-	1%	-	*	1%	3%	*
Other South Asian origins	12	-	-	-	3	4	-	3	6	1	1	4	9
	1%	-	-	-	2%	2%	-	1%	3%	1%	*	2%	1%
Chinese	20	-	-	-	10	1	-	1	2	2	9	6	14
	2%	5%	5%	1%	3%	*	-	1%	1%	3%	5%	3%	2%
Filipino	11	-	-	-	4	2	-	*	2	*	9	6	5
	1%	-	1%	6%	1%	1%	-	1%	1%	*	1%	2%	1%
Other East and Southeast Asian origins	9	-	3	-	6	-	-	-	3	5	1	2	7
	1%	-	3%	-	1%	-	-	-	1%	2%	*	1%	1%
Oceania origins (Net)	10	-	-	-	9	1	-	6	-	3	1	7	2
	1%	-	-	-	2%	*	-	2%	-	2%	*	3%	*
Oceania origins	10	-	-	-	9	1	-	6	-	3	1	7	2
	1%	-	-	-	2%	*	-	2%	-	2%	*	3%	*
Prefer not to answer	30	6	2	4	11	3	4	17	3	3	-	15	16
	3%	5%	2%	6%	3%	1%	6%	5%	2%	2%	-	6%	2%
Sigma	1830	243	213	107	853	518	98	687	303	383	305	565	1264
	183%	183%	188%	172%	221%	133%	146%	200%	164%	173%	176%	214%	171%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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