

1a. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candi support?

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
The Conservative Party	251	146	105
	25%	30%	21%
		B	
The Liberal Party	225	108	117
	23%	22%	23%
The New Democratic Party (NDP)	160	65	96
	16%	13%	19%
The Bloc Quebecois (BQ)	44	25	19
	4%	5%	4%
The Green Party	17	7	10
	2%	1%	2%
People's Party of Canada	14	4	11
	1%	1%	2%
New Blue Party of Ontario	1	-	1
	*	-	*
Would not vote/None/Would spoil ballot	62	35	27
	6%	7%	5%
Other	7	1	6
	1%	*	1%
Don't Know/Not sure	219	100	120
	22%	20%	23%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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dates would you, yourself, be most likely to

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
49	99	102
18%	29%	27%
	C	C
81	61	82
29%	18%	22%
D		
60	51	49
21%	15%	13%
E		
16	10	17
6%	3%	5%
5	6	5
2%	2%	1%
6	5	3
2%	2%	1%
-	1	1
-	*	*
21	31	10
7%	9%	3%
E	E	
5	1	1
2%	*	*
38	81	101
13%	23%	27%
	C	C
281	346	373
100%	100%	100%

1b. Well, which party would you say you would lean towards?

		Gender	
	Total	Male	Female
		A	B
Base: All Answering (unwtd)	212	82	130
Base: All Answering (wtd)	219	100	120
The Conservative Party	25	17	9
	12%	17%	7%
		*	*
The Liberal Party	22	9	13
	10%	9%	10%
		*	*
The New Democratic Party (NDP)	15	6	9
	7%	6%	7%
		*	*
The Bloc Quebecois (BQ)	8	1	7
	4%	1%	5%
		*	*
The Green Party	2	1	1
	1%	1%	1%
		*	*
People's Party of Canada	1	-	1
	1%	-	1%
		*	*
Would not vote/None/Would spoil ballot	5	3	3
	2%	3%	2%
		*	*
Don't Know/Not sure	140	62	78
	64%	63%	65%
		*	*
Sigma	219	100	120
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
26	90	96
38	81	101
2	4	19
5%	5%	19%
**	*	D*
1	9	11
3%	12%	11%
**	*	*
3	8	3
8%	10%	3%
**	*	*
1	5	2
4%	6%	2%
**	*	*
-	1	1
-	2%	1%
**	*	*
1	-	1
2%	-	1%
**	*	*
1	2	2
3%	3%	2%
**	*	*
28	51	62
74%	63%	61%
**	*	*
38	81	101
100%	100%	100%

1a/1b. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' ca support?/ Well, which party would you say you would lean towards?

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
The Conservative Party	276	162	114
	28%	33%	22%
		B	
The Liberal Party	247	117	130
	25%	24%	25%
The New Democratic Party (NDP)	175	71	104
	18%	14%	20%
			A
The Bloc Quebecois (BQ)	52	27	25
	5%	5%	5%
The Green Party	19	8	11
	2%	2%	2%
People's Party of Canada	16	4	12
	2%	1%	2%
New Blue Party of Ontario	1	-	1
	*	-	*
Would not vote/None/Would spoil ballot	67	38	29
	7%	8%	6%
Other	7	1	6
	1%	*	1%
Don't Know/Not sure	140	62	78
	14%	13%	15%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

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Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K
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Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K
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andidates would you, yourself, be most likely to

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
51	103	122
18%	30%	33%
	C	C
83	70	94
29%	20%	25%
D		
63	60	53
22%	17%	14%
E		
18	15	19
6%	4%	5%
5	8	6
2%	2%	2%
7	5	4
2%	2%	1%
-	1	1
-	*	*
22	33	12
8%	10%	3%
E	E	
5	1	1
2%	*	*
28	51	62
10%	15%	17%
281	346	373
100%	100%	100%

1a/1bx. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' c support?/ Well, which party would you say you would lean towards?

		Gender	
	Total	Male	Female
		A	B
Base: Decided Voters Leaners (unwtd)	804	373	431
Base: Decided Voters Leaners (wtd)	793	389	404
The Conservative Party	276	162	114
	35%	42%	28%
		B	
The Liberal Party	247	117	130
	31%	30%	32%
The New Democratic Party (NDP)	175	71	104
	22%	18%	26%
			A
The Bloc Quebecois (BQ)	52	27	25
	7%	7%	6%
The Green Party	19	8	11
	2%	2%	3%
People's Party of Canada	16	4	12
	2%	1%	3%
New Blue Party of Ontario	1	-	1
	*	-	*
Other	7	1	6
	1%	*	1%
Sigma	793	389	404
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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candidates would you, yourself, be most likely to

AGE		
18-34	35-54	55+
C	D	E
185	316	303
231	263	299
51	103	122
22%	39%	41%
	C	C
83	70	94
36%	27%	31%
63	60	53
27%	23%	18%
E		
18	15	19
8%	6%	6%
5	8	6
2%	3%	2%
7	5	4
3%	2%	1%
-	1	1
-	*	*
5	1	1
2%	*	*
231	263	299
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	582	276	307
	58%	56%	60%
A great deal	128	64	64
	13%	13%	12%
A fair amount	454	211	243
	45%	43%	48%
Bottom 2 Box (Net)	418	213	204
	42%	44%	40%
Not very much	293	145	149
	29%	30%	29%
None at all	125	69	56
	12%	14%	11%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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

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lines, TV and radio news - when it comes to

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
153	172	257
54%	50%	69%
		CD
38	30	61
13%	9%	16%
		D
115	143	197
41%	41%	53%
		CD
128	174	116
46%	50%	31%
E	E	
83	117	93
30%	34%	25%
	E	
45	57	23
16%	16%	6%
E	E	
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Broadcast TV news	435 43%	222 45%	212 42%
Facebook	333 33%	136 28%	197 39%
Cable news	298 30%	155 32%	142 28%
Print newspapers	223 22%	109 22%	114 22%
Social media (generally)	350 35%	162 33%	188 37%
Newspapers' websites	256 26%	121 25%	136 27%
News radio	330 33%	177 36%	153 30%
Online-only newspapers	216 22%	111 23%	104 20%
Twitter	140 14%	75 15%	65 13%
Talk radio	205 20%	112 23%	93 18%
A local news source, such as a local TV station, newspaper, magazine, etc.	377 38%	194 40%	184 36%
None of these	81 8%	38 8%	43 8%

Sigma	3244	1612	1632
	324%	330%	319%

Statistics:

Overlap formulae used

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

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- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
71	152	211
25%	44%	57%
	C	CD
101	135	97
36%	39%	26%
E	E	
59	104	134
21%	30%	36%
	C	C
35	52	136
13%	15%	37%
		CD
149	124	77
53%	36%	21%
DE	E	
70	83	103
25%	24%	28%
67	123	139
24%	36%	37%
	C	C
65	67	84
23%	19%	23%
69	51	19
25%	15%	5%
DE	E	
48	74	83
17%	21%	22%
62	111	204
22%	32%	55%
	C	CD
29	29	24
10%	8%	6%

827	1103	1314
294%	319%	352%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	97	51	46
	10%	10%	9%
All the time	19	6	13
	2%	1%	3%
Most of the time	78	45	33
	8%	9%	6%
About half the time	275	117	158
	27%	24%	31%
Bottom 2 Box (Net)	565	286	280
	57%	58%	55%
Rarely	321	161	160
	32%	33%	31%
Almost never	244	124	120
	24%	25%	23%
Don't know	63	35	27
	6%	7%	5%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
51	24	22
18%	7%	6%
DE		
13	4	2
5%	1%	1%
DE		
38	21	19
14%	6%	5%
DE		
90	102	82
32%	30%	22%
E	E	
136	199	231
48%	57%	62%
		C
91	119	111
32%	34%	30%
45	80	119
16%	23%	32%
		CD
4	21	38
1%	6%	10%
	C	C
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	88	38	51
	9%	8%	10%
All the time	16	8	8
	2%	2%	2%
Most of the time	73	30	42
	7%	6%	8%
About half the time	239	105	134
	24%	21%	26%
Bottom 2 Box (Net)	606	308	298
	61%	63%	58%
Rarely	321	165	157
	32%	34%	31%
Almost never	285	143	141
	28%	29%	28%
Don't know	67	38	28
	7%	8%	6%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
46	26	16
16%	7%	4%
DE		
8	7	1
3%	2%	*
E	E	
39	19	15
14%	5%	4%
DE		
79	82	78
28%	24%	21%
149	218	240
53%	63%	64%
	C	C
76	126	120
27%	36%	32%
	C	
73	92	120
26%	27%	32%
7	21	39
3%	6%	10%
		C
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	65	26	39
	6%	5%	8%
All the time	7	2	5
	1%	*	1%
Most of the time	57	23	34
	6%	5%	7%
About half the time	175	83	91
	17%	17%	18%
Bottom 2 Box (Net)	502	272	230
	50%	56%	45%
		B	
Rarely	213	122	91
	21%	25%	18%
		B	
Almost never	289	150	139
	29%	31%	27%
Don't know	259	108	151
	26%	22%	30%
			A
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
36	17	11
13%	5%	3%
DE		
4	2	1
1%	1%	*
32	15	10
12%	4%	3%
DE		
69	70	35
25%	20%	9%
E	E	
136	182	184
48%	53%	49%
77	82	54
27%	24%	14%
E	E	
59	100	130
21%	29%	35%
		C
40	76	143
14%	22%	38%
	C	CD
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	211	109	103
	21%	22%	20%
All the time	29	12	16
	3%	3%	3%
Most of the time	183	96	86
	18%	20%	17%
About half the time	353	170	183
	35%	35%	36%
Bottom 2 Box (Net)	312	155	157
	31%	32%	31%
Rarely	203	104	99
	20%	21%	19%
Almost never	109	51	58
	11%	10%	11%
Don't know	123	55	69
	12%	11%	13%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
59	72	80
21%	21%	21%
15	11	2
5%	3%	1%
E	E	
44	61	77
16%	18%	21%
129	125	98
46%	36%	26%
DE	E	
81	114	117
29%	33%	31%
55	76	72
20%	22%	19%
26	38	45
9%	11%	12%
11	34	78
4%	10%	21%
	C	CD
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	400	184	216
	40%	38%	42%
All the time	61	22	39
	6%	5%	8%
Most of the time	339	162	178
	34%	33%	35%
About half the time	267	129	137
	27%	26%	27%
Bottom 2 Box (Net)	230	124	105
	23%	25%	21%
Rarely	132	67	65
	13%	14%	13%
Almost never	98	58	40
	10%	12%	8%
Don't know	103	51	52
	10%	10%	10%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
99	133	169
35%	38%	45%
		C
18	25	18
6%	7%	5%
80	108	151
29%	31%	41%
		CD
76	102	89
27%	29%	24%
83	80	67
29%	23%	18%
E		
46	38	48
16%	11%	13%
37	42	19
13%	12%	5%
E	E	
24	31	48
8%	9%	13%
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	495	238	257
	49%	49%	50%
All the time	93	44	49
	9%	9%	10%
Most of the time	402	194	208
	40%	40%	41%
About half the time	253	115	137
	25%	24%	27%
Bottom 2 Box (Net)	201	116	85
	20%	24%	17%
Rarely	112	63	49
	11%	13%	10%
Almost never	89	53	36
	9%	11%	7%
Don't know	51	20	32
	5%	4%	6%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
115	158	222
41%	46%	60%
		CD
27	31	35
10%	9%	9%
87	126	188
31%	37%	50%
		CD
70	85	98
25%	24%	26%
83	85	34
29%	25%	9%
E	E	
54	42	16
19%	12%	4%
E	E	
29	43	17
10%	12%	5%
E	E	
14	19	19
5%	5%	5%
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	388	188	199
	39%	39%	39%
All the time	54	20	34
	5%	4%	7%
Most of the time	334	168	165
	33%	34%	32%
About half the time	279	117	162
	28%	24%	32%
Bottom 2 Box (Net)	216	129	87
	22%	26%	17%
Rarely	137	81	56
	14%	17%	11%
Almost never	79	48	31
	8%	10%	6%
Don't know	118	55	63
	12%	11%	12%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
103	124	160
37%	36%	43%
18	17	19
6%	5%	5%
85	107	141
30%	31%	38%
86	104	89
31%	30%	24%
72	88	56
26%	25%	15%
E	E	
52	54	32
18%	16%	8%
E	E	
21	34	24
7%	10%	7%
20	31	67
7%	9%	18%
		CD
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	436	204	231
	44%	42%	45%
All the time	60	25	35
	6%	5%	7%
Most of the time	375	179	196
	38%	37%	38%
About half the time	290	131	159
	29%	27%	31%
Bottom 2 Box (Net)	204	115	88
	20%	24%	17%
Rarely	116	69	47
	12%	14%	9%
Almost never	87	46	41
	9%	9%	8%
Don't know	70	38	32
	7%	8%	6%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
102	130	203
36%	38%	54%
		CD
19	19	23
7%	5%	6%
83	112	180
30%	32%	48%
		CD
77	107	106
28%	31%	28%
77	82	45
28%	24%	12%
E	E	
48	41	27
17%	12%	7%
E		
29	40	18
10%	12%	5%
E	E	
24	27	19
9%	8%	5%
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	434	204	230
	43%	42%	45%
All the time	54	24	30
	5%	5%	6%
Most of the time	379	180	199
	38%	37%	39%
About half the time	289	142	148
	29%	29%	29%
Bottom 2 Box (Net)	193	103	90
	19%	21%	18%
Rarely	139	74	65
	14%	15%	13%
Almost never	53	29	24
	5%	6%	5%
Don't know	85	41	44
	8%	8%	9%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
108	133	193
38%	39%	52%
		CD
10	20	24
3%	6%	6%
98	113	169
35%	33%	45%
		CD
101	105	83
36%	30%	22%
E	E	
53	82	57
19%	24%	15%
	E	
42	56	41
15%	16%	11%
11	26	16
4%	8%	4%
19	25	41
7%	7%	11%
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	281	122	160
	28%	25%	31%
All the time	24	7	17
	2%	1%	3%
Most of the time	257	115	142
	26%	23%	28%
About half the time	325	149	176
	33%	31%	35%
Bottom 2 Box (Net)	270	154	116
	27%	31%	23%
Rarely	187	108	80
	19%	22%	16%
Almost never	82	46	37
	8%	9%	7%
Don't know	124	65	59
	12%	13%	12%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
66	106	110
23%	31%	29%
4	10	10
1%	3%	3%
62	96	99
22%	28%	27%
112	109	104
40%	31%	28%
E		
72	101	96
26%	29%	26%
56	69	63
20%	20%	17%
16	33	33
6%	9%	9%
31	30	63
11%	9%	17%
		D
281	346	373
100%	100%	100%

3_11. Do you trust the news you hear from the following sources.... - A local news source, such as a local TV station, ne

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	511	246	264
	51%	50%	52%
All the time	79	34	46
	8%	7%	9%
Most of the time	431	213	218
	43%	44%	43%
About half the time	288	140	148
	29%	29%	29%
Bottom 2 Box (Net)	155	79	76
	16%	16%	15%
Rarely	101	52	49
	10%	11%	10%
Almost never	54	27	27
	5%	5%	5%
Don't know	46	23	22
	5%	5%	4%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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wspaper, magazine, etc.

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
131	157	223
47%	45%	60%
		CD
29	18	33
10%	5%	9%
102	139	190
36%	40%	51%
		CD
81	105	102
29%	30%	27%
52	63	40
18%	18%	11%
E	E	
36	40	25
13%	12%	7%
E	E	
16	23	15
6%	7%	4%
18	20	7
6%	6%	2%
E	E	
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Social media	97	51	46
	10%	10%	9%
Facebook	88	38	51
	9%	8%	10%
Twitter	65	26	39
	6%	5%	8%
Online-only news publications	211	109	103
	21%	22%	20%
Cable news	400	184	216
	40%	38%	42%
Broadcast TV news	495	238	257
	49%	49%	50%
Newspapers' websites	388	188	199
	39%	39%	39%
Print newspapers	436	204	231
	44%	42%	45%
News radio	434	204	230
	43%	42%	45%
Talk radio	281	122	160
	28%	25%	31%
A local news source, such as a local TV station, newspaper, magazine, etc.	511	246	264
	51%	50%	52%

Statistics:

Overlap formulae used

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
51	24	22
18%	7%	6%
DE		
46	26	16
16%	7%	4%
DE		
36	17	11
13%	5%	3%
DE		
59	72	80
21%	21%	21%
99	133	169
35%	38%	45%
		C
115	158	222
41%	46%	60%
		CD
103	124	160
37%	36%	43%
102	130	203
36%	38%	54%
		CD
108	133	193
38%	39%	52%
		CD
66	106	110
23%	31%	29%
131	157	223
47%	45%	60%
		CD

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Social media	565	286	280
	57%	58%	55%
Facebook	606	308	298
	61%	63%	58%
Twitter	502	272	230
	50%	56%	45%
		B	
Online-only news publications	312	155	157
	31%	32%	31%
Cable news	230	124	105
	23%	25%	21%
Broadcast TV news	201	116	85
	20%	24%	17%
		B	
Newspapers' websites	216	129	87
	22%	26%	17%
		B	
Print newspapers	204	115	88
	20%	24%	17%
		B	
News radio	193	103	90
	19%	21%	18%
Talk radio	270	154	116
	27%	31%	23%
		B	
A local news source, such as a local TV station, newspaper, magazine, etc.	155	79	76
	16%	16%	15%

Statistics:

Overlap formulae used

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
136	199	231
48%	57%	62%
		C
149	218	240
53%	63%	64%
	C	C
136	182	184
48%	53%	49%
81	114	117
29%	33%	31%
83	80	67
29%	23%	18%
E		
83	85	34
29%	25%	9%
E	E	
72	88	56
26%	25%	15%
E	E	
77	82	45
28%	24%	12%
E	E	
53	82	57
19%	24%	15%
	E	
72	101	96
26%	29%	26%
52	63	40
18%	18%	11%
E	E	

3B_7. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media?

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	203	102	101
	20%	21%	20%
Much more trusting	47	15	32
	5%	3%	6%
Somewhat more trusting	155	87	69
	16%	18%	13%
No impact either way	567	269	299
	57%	55%	58%
Bottom 2 Box (Net)	230	118	112
	23%	24%	22%
Somewhat less trusting	130	64	65
	13%	13%	13%
Much less trusting	100	54	46
	10%	11%	9%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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a as a result: - The Federal Election held last Fall

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
75	54	74
27%	16%	20%
D		
16	15	16
6%	4%	4%
59	39	58
21%	11%	16%
D		
136	209	222
48%	60%	60%
	C	C
70	83	77
25%	24%	21%
47	38	45
17%	11%	12%
23	45	32
8%	13%	9%
281	346	373
100%	100%	100%

3B_8. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media?

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	357	173	184
	36%	35%	36%
Much more trusting	104	52	51
	10%	11%	10%
Somewhat more trusting	253	121	132
	25%	25%	26%
No impact either way	442	211	231
	44%	43%	45%
Bottom 2 Box (Net)	202	105	96
	20%	22%	19%
Somewhat less trusting	96	44	51
	10%	9%	10%
Much less trusting	106	61	45
	11%	12%	9%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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a as a result: - The Russian invasion of Ukraine

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
109	90	158
39%	26%	42%
D		D
21	24	58
8%	7%	16%
		CD
88	66	100
31%	19%	27%
D		D
111	175	156
40%	50%	42%
	CE	
61	81	60
22%	23%	16%
	E	
28	30	38
10%	9%	10%
33	51	22
12%	15%	6%
E	E	
281	346	373
100%	100%	100%

3B_9. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media at border crossings

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	260	127	133
	26%	26%	26%
Much more trusting	84	40	44
	8%	8%	9%
Somewhat more trusting	176	88	89
	18%	18%	17%
No impact either way	451	216	235
	45%	44%	46%
Bottom 2 Box (Net)	289	146	143
	29%	30%	28%
Somewhat less trusting	137	60	77
	14%	12%	15%
Much less trusting	152	86	66
	15%	18%	13%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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a as a result: - The Trucker protests in Ottawa and

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
90	71	99
32%	21%	27%
D		
32	16	35
12%	5%	9%
D		D
57	55	64
20%	16%	17%
112	177	162
40%	51%	43%
	C	
80	98	112
28%	28%	30%
43	31	62
15%	9%	17%
		D
36	66	50
13%	19%	13%
281	346	373
100%	100%	100%

3B_10. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media?
Residential Schools

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	347	167	180
	35%	34%	35%
Much more trusting	95	44	52
	10%	9%	10%
Somewhat more trusting	251	124	128
	25%	25%	25%
No impact either way	464	235	229
	46%	48%	45%
Bottom 2 Box (Net)	189	87	102
	19%	18%	20%
Somewhat less trusting	106	44	62
	11%	9%	12%
Much less trusting	83	43	40
	8%	9%	8%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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lia as a result: - Discovery of mass graves at

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
116	99	132
41%	29%	35%
D		
32	22	41
11%	6%	11%
84	76	91
30%	22%	24%
106	188	170
38%	54%	46%
	CE	
59	59	71
21%	17%	19%
32	22	51
12%	6%	14%
		D
26	37	20
9%	11%	5%
	E	
281	346	373
100%	100%	100%

3B_11. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media interpreters to Canada

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	218	100	118
	22%	20%	23%
Much more trusting	49	15	34
	5%	3%	7%
			A
Somewhat more trusting	169	85	84
	17%	17%	16%
No impact either way	616	303	313
	62%	62%	61%
Bottom 2 Box (Net)	166	86	80
	17%	18%	16%
Somewhat less trusting	91	45	46
	9%	9%	9%
Much less trusting	76	42	34
	8%	8%	7%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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lia as a result: - The evacuation of Afghan

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
84	55	79
30%	16%	21%
DE		
14	12	23
5%	4%	6%
70	42	56
25%	12%	15%
DE		
146	236	234
52%	68%	63%
	C	C
51	56	60
18%	16%	16%
25	26	39
9%	8%	11%
26	29	21
9%	8%	6%
281	346	373
100%	100%	100%

3B_12. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media's coverage of women's right to abortion in the United States

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	235	113	121
	23%	23%	24%
Much more trusting	68	32	36
	7%	7%	7%
Somewhat more trusting	167	82	85
	17%	17%	17%
No impact either way	584	290	294
	58%	59%	58%
Bottom 2 Box (Net)	181	86	95
	18%	18%	19%
Somewhat less trusting	110	45	65
	11%	9%	13%
Much less trusting	71	41	30
	7%	8%	6%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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lia as a result: - The Roe v Wade debate on

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
89	60	86
32%	17%	23%
D		
21	17	31
7%	5%	8%
68	43	56
24%	12%	15%
DE		
139	231	214
49%	67%	57%
	CE	
53	56	72
19%	16%	19%
31	25	54
11%	7%	14%
		D
22	30	18
8%	9%	5%
281	346	373
100%	100%	100%

3B_13. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news med

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	265	127	139
	27%	26%	27%
Much more trusting	84	39	46
	8%	8%	9%
Somewhat more trusting	181	88	93
	18%	18%	18%
No impact either way	473	226	247
	47%	46%	48%
Bottom 2 Box (Net)	262	136	125
	26%	28%	25%
Somewhat less trusting	132	60	72
	13%	12%	14%
Much less trusting	129	76	53
	13%	16%	10%
		B	
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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lia as a result: - The climate crisis

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
92	74	100
33%	21%	27%
D		
25	21	38
9%	6%	10%
67	53	61
24%	15%	16%
D		
109	184	181
39%	53%	48%
	C	
80	89	93
28%	26%	25%
38	43	52
13%	12%	14%
42	46	41
15%	13%	11%
281	346	373
100%	100%	100%

3B_14. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media living

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	339	154	186
	34%	31%	36%
Much more trusting	96	45	52
	10%	9%	10%
Somewhat more trusting	243	109	134
	24%	22%	26%
No impact either way	476	246	230
	48%	50%	45%
Bottom 2 Box (Net)	185	89	96
	18%	18%	19%
Somewhat less trusting	110	49	60
	11%	10%	12%
Much less trusting	75	40	35
	8%	8%	7%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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lia as a result: - Inflation and the rising cost of

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
112	92	135
40%	27%	36%
D		D
33	23	40
12%	7%	11%
79	69	95
28%	20%	25%
113	178	185
40%	52%	49%
	C	
56	75	53
20%	22%	14%
	E	
35	39	35
13%	11%	9%
21	36	18
7%	10%	5%
	E	
281	346	373
100%	100%	100%

3B_15. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media world (getting back to "normal")

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	263	122	141
	26%	25%	28%
Much more trusting	61	29	32
	6%	6%	6%
Somewhat more trusting	202	93	109
	20%	19%	21%
No impact either way	475	235	240
	48%	48%	47%
Bottom 2 Box (Net)	262	132	130
	26%	27%	26%
Somewhat less trusting	155	72	83
	16%	15%	16%
Much less trusting	107	59	48
	11%	12%	9%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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lia as a result: - The transition to a post-COVID

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
86	76	101
31%	22%	27%
D		
17	17	27
6%	5%	7%
69	59	74
25%	17%	20%
119	169	187
43%	49%	50%
75	101	86
27%	29%	23%
41	53	62
15%	15%	17%
34	49	24
12%	14%	6%
	E	
281	346	373
100%	100%	100%

3B. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media a

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
The Federal Election held last Fall	203	102	101
	20%	21%	20%
The Russian invasion of Ukraine	357	173	184
	36%	35%	36%
The Trucker protests in Ottawa and at border crossings	260	127	133
	26%	26%	26%
Discovery of mass graves at Residential Schools	347	167	180
	35%	34%	35%
The evacuation of Afghan interpreters to Canada	218	100	118
	22%	20%	23%
The Roe v Wade debate on women's right to abortion in the United States	235	113	121
	23%	23%	24%
The climate crisis	265	127	139
	27%	26%	27%
Inflation and the rising cost of living	339	154	186
	34%	31%	36%
The transition to a post-COVID world (getting back to "normal")	263	122	141
	26%	25%	28%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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is a result: - Top 2 Box Summary

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
75	54	74
27%	16%	20%
D		
109	90	158
39%	26%	42%
D		D
90	71	99
32%	21%	27%
D		
116	99	132
41%	29%	35%
D		
84	55	79
30%	16%	21%
DE		
89	60	86
32%	17%	23%
D		
92	74	100
33%	21%	27%
D		
112	92	135
40%	27%	36%
D		D
86	76	101
31%	22%	27%
D		

3B. Has the mainstream media's coverage of the following made you more or less trusting of mainstream news media a

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
The Federal Election held last Fall	230	118	112
	23%	24%	22%
The Russian invasion of Ukraine	202	105	96
	20%	22%	19%
The Trucker protests in Ottawa and at border crossings	289	146	143
	29%	30%	28%
Discovery of mass graves at Residential Schools	189	87	102
	19%	18%	20%
The evacuation of Afghan interpreters to Canada	166	86	80
	17%	18%	16%
The Roe v Wade debate on women's right to abortion in the United States	181	86	95
	18%	18%	19%
The climate crisis	262	136	125
	26%	28%	25%
Inflation and the rising cost of living	185	89	96
	18%	18%	19%
The transition to a post-COVID world (getting back to "normal")	262	132	130
	26%	27%	26%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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is a result: - Bottom 2 Box Summary

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
70	83	77
25%	24%	21%
61	81	60
22%	23%	16%
	E	
80	98	112
28%	28%	30%
59	59	71
21%	17%	19%
51	56	60
18%	16%	16%
53	56	72
19%	16%	19%
80	89	93
28%	26%	25%
56	75	53
20%	22%	14%
	E	
75	101	86
27%	29%	23%

4A. Thinking about the news media's coverage of the Trucker protests specifically, which of the following words/phrase

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Fair	242	127	115
	24%	26%	23%
Balanced	202	103	99
	20%	21%	19%
Accurate	219	126	93
	22%	26%	18%
		B	
Propaganda	175	101	74
	18%	21%	14%
		B	
One-sided	209	101	108
	21%	21%	21%
Misleading	244	132	112
	24%	27%	22%
Trustworthy	178	98	81
	18%	20%	16%
Biased	217	118	99
	22%	24%	19%
None of the above	127	46	81
	13%	9%	16%
			A
Sigma	1814	952	862
	181%	195%	169%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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s would you use to describe the coverage?

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
59	70	113
21%	20%	30%
		CD
53	60	90
19%	17%	24%
		D
65	45	109
23%	13%	29%
D		D
47	73	55
17%	21%	15%
62	86	61
22%	25%	16%
	E	
56	101	87
20%	29%	23%
	C	
44	45	90
16%	13%	24%
		CD
52	84	81
19%	24%	22%
51	50	27
18%	14%	7%
E	E	
488	614	713
173%	177%	191%

5A_1. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	271	148	122
	27%	30%	24%
About right	425	195	231
	43%	40%	45%
Not enough	304	146	158
	30%	30%	31%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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assume? - Indigenous issues

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
42	84	145
15%	24%	39%
	C	CD
122	149	154
43%	43%	41%
117	113	74
42%	33%	20%
E	E	
281	346	373
100%	100%	100%

5A_2. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	373	198	174
	37%	41%	34%
About right	527	236	291
	53%	48%	57%
			A
Not enough	101	55	46
	10%	11%	9%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
120	131	121
43%	38%	33%
E		
126	176	224
45%	51%	60%
		CD
34	39	27
12%	11%	7%
281	346	373
100%	100%	100%

5A_3. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	317	124	193
	32%	25%	38%
			A
About right	603	308	295
	60%	63%	58%
Not enough	80	57	23
	8%	12%	5%
		B	
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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resume? - Sports

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
99	103	116
35%	30%	31%
152	217	234
54%	63%	63%
30	26	23
11%	8%	6%
281	346	373
100%	100%	100%

5A_4. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor etc.

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	83	35	48
	8%	7%	9%
About right	586	295	291
	59%	60%	57%
Not enough	330	159	172
	33%	32%	34%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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assume? - The economy, inflation, interest rates,

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
32	31	20
12%	9%	5%
E		
137	194	256
49%	56%	69%
		CD
112	121	97
40%	35%	26%
E	E	
281	346	373
100%	100%	100%

5A_5. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor

		Gender	
		Total	Gender
		Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	64	29	36
	6%	6%	7%
About right	561	285	276
	56%	58%	54%
Not enough	375	175	199
	37%	36%	39%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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resume? - Physical health

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
18	25	21
7%	7%	6%
132	186	243
47%	54%	65%
		CD
130	136	109
46%	39%	29%
E	E	
281	346	373
100%	100%	100%

5A_6. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	104	57	46
	10%	12%	9%
About right	406	202	204
	41%	41%	40%
Not enough	490	230	261
	49%	47%	51%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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assume? - Mental health

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
31	33	39
11%	10%	10%
85	129	192
30%	37%	51%
		CD
165	184	142
59%	53%	38%
E	E	
281	346	373
100%	100%	100%

5A_7. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	216	127	88
	22%	26%	17%
		B	
About right	403	188	215
	40%	38%	42%
Not enough	381	174	208
	38%	36%	41%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

assume? - Climate change

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
39	76	101
14%	22%	27%
	C	C
109	143	151
39%	41%	41%
133	127	121
47%	37%	33%
DE		
281	346	373
100%	100%	100%

5A_8. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	369	220	149
	37%	45%	29%
		B	
About right	434	181	253
	43%	37%	50%
			A
Not enough	197	88	109
	20%	18%	21%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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resume? - LGBTQ2S+ issues

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
68	138	163
24%	40%	44%
	C	C
128	140	166
45%	40%	45%
85	68	44
30%	20%	12%
DE	E	
281	346	373
100%	100%	100%

5A_9. Do you think that the following topics are covered too much, not enough, or about right in the news that you cor

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Too much	39	22	16
	4%	5%	3%
About right	588	277	311
	59%	57%	61%
Not enough	373	189	184
	37%	39%	36%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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resume? - Local issues

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
16	11	11
6%	3%	3%
157	190	242
56%	55%	65%
		D
108	145	120
39%	42%	32%
	E	
281	346	373
100%	100%	100%

7A_1. To what extent do you agree or disagree with the following: - I am more willing to pay for local news coverage th

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	277	121	157
	28%	25%	31%
Strongly agree	25	16	8
	2%	3%	2%
Somewhat agree	253	105	148
	25%	21%	29%
			A
Bottom 2 Box (Net)	723	368	354
	72%	75%	69%
Somewhat disagree	418	221	198
	42%	45%	39%
Strongly disagree	304	147	157
	30%	30%	31%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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an prior to the pandemic

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
109	83	86
39%	24%	23%
DE		
11	10	4
4%	3%	1%
99	72	82
35%	21%	22%
DE		
172	263	287
61%	76%	77%
	C	C
86	134	199
31%	39%	53%
		CD
86	130	88
31%	38%	24%
	E	
281	346	373
100%	100%	100%

7A_2. To what extent do you agree or disagree with the following: - I think the gathering and delivery of local news is in

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	594	296	298
	59%	61%	58%
Strongly agree	126	69	56
	13%	14%	11%
Somewhat agree	468	227	242
	47%	46%	47%
Bottom 2 Box (Net)	406	193	213
	41%	39%	42%
Somewhat disagree	348	159	189
	35%	32%	37%
Strongly disagree	58	34	24
	6%	7%	5%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
140	233	222
50%	67%	60%
	C	
25	58	42
9%	17%	11%
	C	
114	174	180
41%	50%	48%
141	113	151
50%	33%	40%
D		
123	91	134
44%	26%	36%
D		D
18	23	17
7%	7%	5%
281	346	373
100%	100%	100%

7A_3. To what extent do you agree or disagree with the following: - I'm confident in the future of local news in my com

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	554	251	303
	55%	51%	59%
			A
Strongly agree	65	32	33
	6%	7%	6%
Somewhat agree	489	219	270
	49%	45%	53%
			A
Bottom 2 Box (Net)	446	238	208
	45%	49%	41%
		B	
Somewhat disagree	335	171	164
	34%	35%	32%
Strongly disagree	111	67	44
	11%	14%	9%
		B	
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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munity

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
144	166	243
51%	48%	65%
		CD
16	27	22
6%	8%	6%
129	139	221
46%	40%	59%
		CD
137	180	130
49%	52%	35%
E	E	
102	133	100
36%	39%	27%
E	E	
35	46	30
12%	13%	8%
	E	
281	346	373
100%	100%	100%

7A_4. To what extent do you agree or disagree with the following: - I am more engaged in civic/local news stories than

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	475	208	267
	48%	43%	52%
			A
Strongly agree	63	27	36
	6%	6%	7%
Somewhat agree	412	181	231
	41%	37%	45%
			A
Bottom 2 Box (Net)	525	281	244
	52%	57%	48%
		B	
Somewhat disagree	379	197	183
	38%	40%	36%
Strongly disagree	146	84	62
	15%	17%	12%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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prior to the pandemic

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
157	166	153
56%	48%	41%
E		
21	25	17
7%	7%	5%
136	141	135
48%	41%	36%
E		
124	180	220
44%	52%	59%
		C
65	122	192
23%	35%	52%
	C	CD
59	58	28
21%	17%	8%
E	E	
281	346	373
100%	100%	100%

7A_5. To what extent do you agree or disagree with the following: - Local news has become more important to me since

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	585	268	318
	59%	55%	62%
			A
Strongly agree	100	46	54
	10%	9%	11%
Somewhat agree	485	221	264
	49%	45%	52%
Bottom 2 Box (Net)	415	221	193
	41%	45%	38%
		B	
Somewhat disagree	287	148	139
	29%	30%	27%
Strongly disagree	127	73	54
	13%	15%	11%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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e the pandemic

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
155	181	250
55%	52%	67%
		CD
32	36	33
11%	10%	9%
123	145	217
44%	42%	58%
		CD
126	165	123
45%	48%	33%
E	E	
71	109	107
25%	31%	29%
54	56	16
19%	16%	4%
E	E	
281	346	373
100%	100%	100%

7A. To what extent do you agree or disagree with the following: - Top 2 Box Summary

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
I am more willing to pay for local news coverage than prior to the pandemic	277	121	157
	28%	25%	31%
I think the gathering and delivery of local news is in jeopardy	594	296	298
	59%	61%	58%
I'm confident in the future of local news in my community	554	251	303
	55%	51%	59%
			A
I am more engaged in civic/local news stories than prior to the pandemic	475	208	267
	48%	43%	52%
			A
Local news has become more important to me since the pandemic	585	268	318
	59%	55%	62%
			A

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
109	83	86
39%	24%	23%
DE		
140	233	222
50%	67%	60%
	C	
144	166	243
51%	48%	65%
		CD
157	166	153
56%	48%	41%
E		
155	181	250
55%	52%	67%
		CD

7A. To what extent do you agree or disagree with the following: - Bottom 2 Box Summary

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
I am more willing to pay for local news coverage than prior to the pandemic	723	368	354
	72%	75%	69%
I think the gathering and delivery of local news is in jeopardy	406	193	213
	41%	39%	42%
I'm confident in the future of local news in my community	446	238	208
	45%	49%	41%
		B	
I am more engaged in civic/local news stories than prior to the pandemic	525	281	244
	52%	57%	48%
		B	
Local news has become more important to me since the pandemic	415	221	193
	41%	45%	38%
		B	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
172	263	287
61%	76%	77%
	C	C
141	113	151
50%	33%	40%
D		
137	180	130
49%	52%	35%
E	E	
124	180	220
44%	52%	59%
		C
126	165	123
45%	48%	33%
E	E	

8_1. Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following:
diversity of the Canadian population

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	618	298	320
	62%	61%	63%
Strongly agree	83	41	42
	8%	8%	8%
Somewhat agree	534	257	278
	53%	52%	54%
Bottom 2 Box (Net)	382	191	191
	38%	39%	37%
Somewhat disagree	290	140	150
	29%	29%	29%
Strongly disagree	93	51	42
	9%	10%	8%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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- The Canadian news media currently reflects the

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
159	193	266
57%	56%	71%
		CD
22	31	30
8%	9%	8%
137	162	235
49%	47%	63%
		CD
122	153	107
43%	44%	29%
E	E	
88	114	87
31%	33%	23%
	E	
34	39	20
12%	11%	5%
E	E	
281	346	373
100%	100%	100%

8_2. Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following:
from diverse voices in the Canadian news media

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	710	336	374
	71%	69%	73%
Strongly agree	173	66	106
	17%	14%	21%
			A
Somewhat agree	537	269	268
	54%	55%	52%
Bottom 2 Box (Net)	290	153	137
	29%	31%	27%
Somewhat disagree	207	106	100
	21%	22%	20%
Strongly disagree	83	47	36
	8%	10%	7%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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- It is important for me to see and hear and hear

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
221	223	266
79%	65%	71%
D		
70	62	40
25%	18%	11%
E	E	
151	161	225
54%	47%	60%
		D
60	123	107
21%	35%	29%
	C	
41	92	74
15%	27%	20%
	C	
19	31	33
7%	9%	9%
281	346	373
100%	100%	100%

8_3. Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following:
reporters with different backgrounds to increase the diversity of their reporting staffs

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	630	289	340
	63%	59%	67%
			A
Strongly agree	143	65	78
	14%	13%	15%
Somewhat agree	487	224	263
	49%	46%	51%
Bottom 2 Box (Net)	370	200	171
	37%	41%	33%
		B	
Somewhat disagree	275	149	127
	28%	30%	25%
Strongly disagree	95	51	44
	9%	10%	9%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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- Canadian news media should be hiring more

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
207	202	220
74%	58%	59%
DE		
60	55	28
21%	16%	8%
E	E	
147	147	192
52%	43%	51%
D		D
74	144	153
26%	42%	41%
	C	C
54	105	117
19%	30%	31%
	C	C
20	38	36
7%	11%	10%
281	346	373
100%	100%	100%

8_4. Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following:
issues of racism, discrimination and inclusivity

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	461	214	247
	46%	44%	48%
Strongly agree	98	50	47
	10%	10%	9%
Somewhat agree	363	164	199
	36%	34%	39%
Bottom 2 Box (Net)	539	275	264
	54%	56%	52%
Somewhat disagree	383	191	192
	38%	39%	38%
Strongly disagree	156	84	72
	16%	17%	14%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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- I would like to hear more news stories about

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
187	156	118
67%	45%	32%
DE	E	
54	30	13
19%	9%	3%
DE	E	
133	126	105
47%	36%	28%
DE	E	
94	190	255
33%	55%	68%
	C	CD
65	125	192
23%	36%	52%
	C	CD
29	64	63
10%	19%	17%
	C	
281	346	373
100%	100%	100%

8_5. Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following:
covering news stories about issues of racism, discrimination and inclusivity

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Top 2 Box (Net)	630	291	339
	63%	59%	66%
Strongly agree	100	46	54
	10%	9%	11%
Somewhat agree	530	245	285
	53%	50%	56%
Bottom 2 Box (Net)	370	198	172
	37%	41%	34%
Somewhat disagree	275	145	130
	27%	30%	25%
Strongly disagree	96	53	42
	10%	11%	8%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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- The Canadian news media does a good job at

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
166	195	268
59%	56%	72%
		CD
36	29	35
13%	8%	9%
131	166	233
47%	48%	62%
		CD
115	151	105
41%	44%	28%
E	E	
85	109	81
30%	31%	22%
E	E	
29	42	24
10%	12%	6%
	E	
281	346	373
100%	100%	100%

8. Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - T

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
The Canadian news media currently reflects the diversity of the Canadian population	618	298	320
	62%	61%	63%
It is important for me to see and hear and hear from diverse voices in the Canadian news media	710	336	374
	71%	69%	73%
Canadian news media should be hiring more reporters with different backgrounds to increase the diversity of their reporting staffs	630	289	340
	63%	59%	67%
			A
I would like to hear more news stories about issues of racism, discrimination and inclusivity	461	214	247
	46%	44%	48%
The Canadian news media does a good job at covering news stories about issues of racism, discrimination and inclusivity	630	291	339
	63%	59%	66%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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op 2 Box Summary

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
159	193	266
57%	56%	71%
		CD
221	223	266
79%	65%	71%
D		
207	202	220
74%	58%	59%
DE		
187	156	118
67%	45%	32%
DE	E	
166	195	268
59%	56%	72%
		CD

8. Thinking about diversity in the Canadian news media, to what extent do you agree or disagree with the following: - B

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
The Canadian news media currently reflects the diversity of the Canadian population	382	191	191
	38%	39%	37%
It is important for me to see and hear and hear from diverse voices in the Canadian news media	290	153	137
	29%	31%	27%
Canadian news media should be hiring more reporters with different backgrounds to increase the diversity of their reporting staffs	370	200	171
	37%	41%	33%
		B	
I would like to hear more news stories about issues of racism, discrimination and inclusivity	539	275	264
	54%	56%	52%
The Canadian news media does a good job at covering news stories about issues of racism, discrimination and inclusivity	370	198	172
	37%	41%	34%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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ottom 2 Box Summary

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
122	153	107
43%	44%	29%
E	E	
60	123	107
21%	35%	29%
	C	
74	144	153
26%	42%	41%
	C	C
94	190	255
33%	55%	68%
	C	CD
115	151	105
41%	44%	28%
E	E	

9A_1. Over the last year, have you noticed more, less, or the same amount of diversity in the news media on the follow black, indigenous, persons of colour, new to Canada, etc.)

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
More	375	177	198
	38%	36%	39%
The same	529	271	258
	53%	55%	50%
Less	96	41	55
	10%	8%	11%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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ing: - More diversity across race or ethnicity (i.e.

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
88	106	182
31%	31%	49%
		CD
162	211	156
58%	61%	42%
E	E	
32	29	36
11%	8%	10%
281	346	373
100%	100%	100%

9A_2. Over the last year, have you noticed more, less, or the same amount of diversity in the news media on the follow

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
More	280	151	129
	28%	31%	25%
The same	644	304	339
	64%	62%	66%
Less	76	34	42
	8%	7%	8%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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ing: - More diversity across genders (i.e. women)

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
81	78	121
29%	23%	32%
		D
178	235	230
63%	68%	62%
21	33	22
8%	9%	6%
281	346	373
100%	100%	100%

9A_3. Over the last year, have you noticed more, less, or the same amount of diversity in the news media on the follow lesbian, gay, transgender, etc.)

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
More	331	160	170
	33%	33%	33%
The same	558	275	283
	56%	56%	55%
Less	111	54	58
	11%	11%	11%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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ing: - More diversity across sexual identities (i.e.

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
85	96	150
30%	28%	40%
		CD
160	217	180
57%	63%	48%
	E	
36	33	43
13%	10%	11%
281	346	373
100%	100%	100%

9A_4. Over the last year, have you noticed more, less, or the same amount of diversity in the news media on the follow socialist, liberal, conservative, etc)

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
More	199	101	98
	20%	21%	19%
The same	687	327	359
	69%	67%	70%
Less	114	61	53
	11%	12%	10%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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ing: - More diversity across political spectrum (i.e.

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
66	65	67
24%	19%	18%
182	237	269
65%	68%	72%
33	44	37
12%	13%	10%
281	346	373
100%	100%	100%

9A_5. Over the last year, have you noticed more, less, or the same amount of diversity in the news media on the follow news from Toronto or other big cities)

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
More	177	92	85
	18%	19%	17%
The same	677	334	343
	68%	68%	67%
Less	146	63	83
	15%	13%	16%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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ing: - More diversity across geography (i.e. less

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
62	55	60
22%	16%	16%
167	245	265
59%	71%	71%
	C	C
52	47	47
19%	13%	13%
281	346	373
100%	100%	100%

10_1. Do you identify as a member of the following: - LGBTQ2S+

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Yes	102	55	46
	10%	11%	9%
No	898	434	465
	90%	89%	91%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
55	30	17
19%	9%	5%
DE		
226	316	356
81%	91%	95%
	C	C
281	346	373
100%	100%	100%

10_2. Do you identify as a member of the following: - Black, Indigenous, or a Person of Colour

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Yes	147	67	81
	15%	14%	16%
No	853	422	430
	85%	86%	84%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
82	48	17
29%	14%	5%
DE	E	
199	298	356
71%	86%	95%
	C	CD
281	346	373
100%	100%	100%

10_3. Do you identify as a member of the following: - Self-employed business owner

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Yes	124	70	54
	12%	14%	11%
No	876	419	457
	88%	86%	89%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
42	48	34
15%	14%	9%
239	298	339
85%	86%	91%
281	346	373
100%	100%	100%

10_4. Do you identify as a member of the following: - Senior business-decision maker

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Yes	118	74	44
	12%	15%	9%
		B	
No	882	415	467
	88%	85%	91%
			A
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
53	37	28
19%	11%	8%
DE		
228	309	345
81%	89%	92%
	C	C
281	346	373
100%	100%	100%

GENDER

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Male	489	489	-
	49%	100%	-
		B	
Female	511	-	511
	51%	-	100%
			A
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
113	186	190
40%	54%	51%
	C	C
168	160	183
60%	46%	49%
DE		
281	346	373
100%	100%	100%

AGE

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
18-34 (Net)	281	113	168
	28%	23%	33%
			A
18-24	67	22	45
	7%	5%	9%
			A
25-34	214	91	123
	21%	19%	24%
35-54 (Net)	346	186	160
	35%	38%	31%
35-44	161	91	70
	16%	19%	14%
45-54	185	95	90
	19%	20%	18%
55+ (Net)	373	190	183
	37%	39%	36%
55-64	150	69	81
	15%	14%	16%
65+	223	121	102
	22%	25%	20%
Sigma	1000	489	511
	100%	100%	100%
Summary			
Mean	48.8	50.2	47.4
		B	
STD. DEV.	17.25	17.17	17.24
STD. ERR	0.55	0.8	0.74

STD. ERR.			
Median	48	49	48

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
281	-	-
100%	-	-
DE		
67	-	-
24%	-	-
DE		
214	-	-
76%	-	-
DE		
-	346	-
-	100%	-
	CE	
-	161	-
-	46%	-
	CE	
-	185	-
-	54%	-
	CE	
-	-	373
-	-	100%
		CD
-	-	150
-	-	40%
		CD
-	-	223
-	-	60%
		CD
281	346	373
100%	100%	100%
28.2	45.2	67.6
	C	CD
4.82	5.73	7.94
0.33	0.28	0.41

30	46	67

EDUCATION

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Primary School or less	9	7	3
	1%	1%	1%
Some high school	137	71	65
	14%	15%	13%
Graduated high school	276	129	147
	28%	26%	29%
Some college / CEGEP / Trade School	86	41	45
	9%	8%	9%
Graduated from college / CEGEP / Trade School	187	98	89
	19%	20%	17%
Some university, but did not finish	62	30	32
	6%	6%	6%
University undergraduate degree	149	65	84
	15%	13%	17%
University graduate degree	94	48	46
	9%	10%	9%
Sigma	1000	489	511
	100%	100%	100%
Summary			
<HS	146	78	68
	15%	16%	13%
HS	276	129	147
	28%	26%	29%
	335	170	165

Post Sec	34%	35%	32%
Univ Grad	243	113	130
	24%	23%	25%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
-	4	5
-	1%	1%
43	40	54
15%	12%	14%
69	89	118
24%	26%	32%
19	31	36
7%	9%	10%
40	75	73
14%	22%	19%
21	21	20
7%	6%	5%
51	55	43
18%	16%	12%
39	31	24
14%	9%	6%
E		
281	346	373
100%	100%	100%
43	45	59
15%	13%	16%
69	89	118
24%	26%	32%
80	126	129

28%	37%	35%
90	86	67
32%	25%	18%
E	E	

REGION

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
BC	134	61	72
	13%	13%	14%
AB	113	57	56
	11%	12%	11%
SK/MB	62	32	30
	6%	7%	6%
Ontario	385	187	198
	39%	38%	39%
Quebec	239	113	126
	24%	23%	25%
Atlantic Canada	67	38	29
	7%	8%	6%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
16	26	92
6%	8%	25%
		CD
25	31	57
9%	9%	15%
		D
18	26	18
6%	8%	5%
129	147	109
46%	42%	29%
E	E	
65	93	81
23%	27%	22%
28	24	15
10%	7%	4%
E		
281	346	373
100%	100%	100%

INCOME

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
<\$25K	146	55	91
	15%	11%	18%
			A
\$25K - <\$55K	282	142	140
	28%	29%	27%
\$55K - <\$100K	289	145	144
	29%	30%	28%
\$100K - <\$150K	130	79	51
	13%	16%	10%
		B	
\$150K+	75	43	33
	8%	9%	6%
Prefer not to answer	78	26	52
	8%	5%	10%
			A
Sigma	1000	489	511
	100%	100%	100%
Summary			
Under \$50K	373	167	206
	37%	34%	40%
\$50K+	549	296	253
	55%	61%	50%
		B	
Under \$40K	278	123	155
	28%	25%	30%
\$40K to less than \$60K	185	89	96
	19%	18%	19%
\$60K to less than \$100K	254	130	124
	25%	27%	24%

\$100K or more	205	121	84
	20%	25%	16%
		B	
Mean (,000)	72.8	78.8	66.8
		B	
STD. DEV.	54.25	58.46	48.96
STD. ERR.	1.79	2.72	2.29

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
61	38	47
22%	11%	13%
DE		
62	86	134
22%	25%	36%
		CD
72	109	108
25%	32%	29%
30	60	39
11%	17%	11%
	E	
20	34	21
7%	10%	6%
36	18	24
13%	5%	6%
DE		
281	346	373
100%	100%	100%
113	113	146
40%	33%	39%
132	215	203
47%	62%	54%
	C	
91	80	107
33%	23%	29%
D		
40	59	86
14%	17%	23%
		C
64	95	96
23%	27%	26%

50	94	61
18%	27%	16%
	CE	
65.6	82.2	69.1
	CE	
55.3	57.5	49.03
3.53	3.17	2.62

HOUSEHOLD COMPOSITION

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Kids	237	117	120
	24%	24%	24%
No Kids	763	372	391
	76%	76%	76%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
95	132	10
34%	38%	3%
E	E	
186	214	363
66%	62%	97%
		CD
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
1	220	117	103
	22%	24%	20%
2	396	198	198
	40%	40%	39%
3	162	79	82
	16%	16%	16%
4	136	55	81
	14%	11%	16%
5	57	23	34
	6%	5%	7%
6	21	13	8
	2%	3%	2%
7	4	-	4
	*	-	1%
8	2	1	1
	*	*	*
10	3	1	1
	*	*	*
12+	1	1	-
	*	*	-
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
52	69	99
18%	20%	27%
59	112	225
21%	32%	60%
	C	CD
73	64	25
26%	19%	7%
E	E	
58	63	15
21%	18%	4%
E	E	
24	27	6
9%	8%	2%
E	E	
13	7	1
5%	2%	*
E	E	
1	1	2
*	*	*
-	1	1
-	*	*
1	1	-
*	*	-
-	-	1
-	-	*
281	346	373
100%	100%	100%

EMPLOYMENT STATUS

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Employed full-time	391	222	169
	39%	45%	33%
		B	
Employed part-time	76	25	51
	8%	5%	10%
			A
Self employed	62	33	29
	6%	7%	6%
Unemployed but looking for a job	47	22	25
	5%	4%	5%
Unemployed and not looking for a job/Long-term sick or disabled	46	11	35
	5%	2%	7%
			A
Full-time parent, homemaker	52	14	38
	5%	3%	7%
			A
Retired	274	144	130
	27%	29%	25%
Student/Pupil	26	7	19
	3%	1%	4%
Military	3	2	1
	*	*	*
Prefer not to answer	24	8	15
	2%	2%	3%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
146	205	39
52%	59%	11%
E	E	
34	19	22
12%	6%	6%
DE		
9	31	22
3%	9%	6%
	C	
20	21	7
7%	6%	2%
E	E	
9	32	5
3%	9%	1%
	CE	
24	20	8
9%	6%	2%
E	E	
1	8	264
1%	2%	71%
		CD
25	-	1
9%	-	*
DE		
1	1	1
*	*	*
11	8	4
4%	2%	1%
E		
281	346	373
100%	100%	100%

USMAR2. What is your marital status?

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Single, never married	290	149	141
	29%	31%	28%
Living with partner	139	71	68
	14%	15%	13%
Married	435	209	225
	43%	43%	44%
Widowed	37	10	27
	4%	2%	5%
			A
Divorced or separated	100	49	50
	10%	10%	10%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
145	100	45
52%	29%	12%
DE	E	
44	67	28
15%	19%	8%
E	E	
80	145	210
28%	42%	56%
	C	CD
5	2	30
2%	1%	8%
		CD
7	33	59
3%	9%	16%
	C	CD
281	346	373
100%	100%	100%

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

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
All of it	493	219	274
	49%	45%	54%
			A
Almost all of it	199	88	111
	20%	18%	22%
About half of it	210	118	92
	21%	24%	18%
		B	
Less than half of it	65	45	19
	6%	9%	4%
		B	
None	34	18	15
	3%	4%	3%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
129	177	187
46%	51%	50%
63	80	56
23%	23%	15%
	E	
48	68	95
17%	20%	25%
		C
22	17	26
8%	5%	7%
20	4	10
7%	1%	3%
DE		
281	346	373
100%	100%	100%

CAPOGRP. Are you

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Indigenous	53	24	28
	5%	5%	6%
White only	750	371	380
	75%	76%	74%
Black only	24	14	10
	2%	3%	2%
Asian (single identity only)	105	48	58
	11%	10%	11%
Latin American only	10	2	7
	1%	*	1%
Arab only	4	4	-
	*	1%	-
Other only	7	5	2
	1%	1%	*
Multiple visible minorities	9	1	7
	1%	*	1%
White and visible minority(ies)	9	4	4
	1%	1%	1%
Prefer not to answer	30	16	14
	3%	3%	3%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
21	21	11
7%	6%	3%
E		
161	263	326
57%	76%	87%
	C	CD
16	5	3
6%	2%	1%
DE		
53	34	18
19%	10%	5%
DE	E	
8	2	-
3%	*	-
DE		
3	1	-
1%	*	-
-	5	2
-	1%	*
6	3	-
2%	1%	-
E		
4	3	1
2%	1%	*
9	8	13
3%	2%	3%
281	346	373
100%	100%	100%

CA01POPCONSENT. The next questions will be about how you identify as part of different population groups. A ""Prefe select, at your discretion. Collecting such information enables us to provide a more refined research analysis. Participat used for research purposes only, combined with the answers from all other participants. We will provide our client only held for no longer than 12 months. Do you accept the collection of data related to how you identify as part of different

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
Yes, I accept	986	477	509
	99%	98%	100%
			A
No, I don't accept	14	12	2
	1%	2%	*
		B	
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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r not to answer"" option is available for you to
ion is always voluntary, and your responses are
' anonymous, aggregated results. The data will be
population groups?

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
279	341	366
99%	99%	98%
2	5	7
1%	1%	2%
281	346	373
100%	100%	100%

CA01IND. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? If ""Yes"", First Nations (North American Indian) includes both Status and Non-Status Indians.

		Gender	
	Total	Male	Female
		A	B
Base: All Respondents (unwtd)	1000	455	545
Base: All Respondents (wtd)	1000	489	511
No, not an Indigenous person	916	446	470
	92%	91%	92%
Yes, First Nations (North American Indian)	21	13	8
	2%	3%	2%
Yes, Métis	22	5	17
	2%	1%	3%
			A
Prefer not to answer	41	25	16
	4%	5%	3%
Sigma	1000	489	511
	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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choose the option(s) that best describe(s) you.

AGE		
18-34	35-54	55+
C	D	E
218	406	376
281	346	373
242	313	361
86%	90%	97%
		CD
10	10	1
4%	3%	*
E	E	
10	9	4
4%	2%	1%
19	14	8
7%	4%	2%
E		
281	346	373
100%	100%	100%

CA02VISMIN. Are you: Mark more than one option or specify, if applicable.

		Gender	
	Total	Male	Female
		A	B
Base: All Answering (unwtd)	956	438	518
Base: All Answering (wtd)	957	470	486
White	776	381	396
	81%	81%	81%
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	48	19	29
	5%	4%	6%
Chinese	37	19	17
	4%	4%	4%
Black	26	14	12
	3%	3%	2%
Filipino	10	5	5
	1%	1%	1%
Latin American	9	2	7
	1%	*	2%
Arab	6	4	2
	1%	1%	1%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	11	3	8
	1%	1%	2%
West Asian (e.g., Iranian, Afghan, etc.)	1	1	1
	*	*	*
Japanese	11	6	5
	1%	1%	1%
Other	20	9	11
	2%	2%	2%
	29	16	13

Prefer not to answer	3%	3%	3%
Sigma	985	478	506
	103%	102%	104%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE		
18-34	35-54	55+
C	D	E
200	384	372
261	327	369
168	274	335
64%	84%	91%
	C	CD
33	9	6
13%	3%	2%
DE		
11	17	8
4%	5%	2%
18	6	3
7%	2%	1%
DE		
7	3	-
3%	1%	-
E		
7	2	-
3%	1%	-
E		
4	1	1
2%	*	*
8	2	1
3%	1%	*
E		
-	1	-
-	*	-
3	4	3
1%	1%	1%
5	7	8
2%	2%	2%
9	11	8

4%	3%	2%
273	339	373
104%	104%	101%