

# Detailed Tables

*Some people think that it is completely appropriate for TV stations to continue airing regular paid advertisements during special war coverage. Others think that it is completely inappropriate for TV stations to continue airing regular paid advertisements during this coverage. A third group thinks that it is acceptable that TV stations air a reduced amount of paid advertisements during the coverage. Which view is closest to your own?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1000	135	100	100	335	230	100	475	525	287	422	267
	1000	132	97*	68*	379	247	77*	483	517	293	392	294
Completely appropriate to continue airing regular paid advertisements during TV war coverage	413	60	40	26	156	102	30	208	205	132	168	107
	41%	45%	41%	38%	41%	41%	39%	43%	40%	45%	43%	37%
Acceptable to air a reduced amount of paid advertisements during TV war coverage	348	48	32	22	128	95	24	169	179	85	144	116
	35%	36%	33%	32%	34%	38%	31%	35%	35%	29%	37% I	40% I
Completely inappropriate to continue airing regular paid advertisements during TV war coverage	188	22	17	17	73	41	18	85	103	62	66	55
	19%	17%	18%	25%	19%	17%	23%	18%	20%	21%	17%	19%
(DK/NS)	50	2	8	3	23	9	5	21	29	15	14	16
	5%	1%	8% A	5%	6% A	4%	7% A	4%	6%	5%	4%	5%

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	102	266	350	272	248	317	323
	1000	103*	265	347	275	250	324	315
Completely appropriate to continue airing regular paid advertisements during TV war coverage	413	37	106	148	119	104	123	140
	41%	36%	40%	43%	43%	42%	38%	45%
Acceptable to air a reduced amount of paid advertisements during TV war coverage	348	36	88	124	101	77	122	119
	35%	34%	33%	36%	37%	31%	38%	38%
Completely inappropriate to continue airing regular paid advertisements during TV war coverage	188	25	59	60	42	56	65	44
	19%	24%	22% D	17%	15%	22% G	20% G	14%
(DK/NS)	50	6	13	16	13	14	13	12
	5%	6%	5%	5%	5%	6%	4%	4%

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*In terms of newspaper advertisements, some people think that it is completely appropriate to continue printing regular paid advertisements on pages covering the war. Others think that it is completely inappropriate for newspapers to continue printing regular paid advertisements on pages covering the war. A third group thinks that it is acceptable that newspapers print a reduced amount of paid advertisements on pages covering the war. Which view is closest to your own?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

		REGION						GENDER		AGE		
	Total	BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1000	135	100	100	335	230	100	475	525	287	422	267
	1000	132	97*	68*	379	247	77*	483	517	293	392	294
Completely appropriate to continue printing regular paid advertisements on pages covering the war	544	72	50	33	225	126	38	284	260	171	215	147
	54%	55%	51%	49%	59% E	51%	49%	59% H	50%	58%	55%	50%
Acceptable to print a reduced amount of paid advertisements on pages covering the war	288	41	33	20	102	71	21	130	158	78	117	89
	29%	31%	34%	29%	27%	29%	28%	27%	31%	27%	30%	30%
Completely inappropriate to continue printing regular paid advertisements on pages covering the war	123	14	9	13	38	35	14	54	69	35	49	35
	12%	11%	9%	18% D	10%	14%	18% D	11%	13%	12%	13%	12%
(DK/NS)	45 5%	5 4%	5 5%	3 4%	14 4%	15 6%	4 6%	15 3%	30 6% G	8 3%	11 3%	22 8% IJ

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents Weighted	1000	102	266	350	272	248	317	323
	1000	103*	265	347	275	250	324	315
Completely appropriate to continue printing regular paid advertisements on pages covering the war	544	46	152	187	153	124	177	182
	54%	44%	57% A	54%	56%	50%	55%	58%
Acceptable to print a reduced amount of paid advertisements on pages covering the war	288	32	71	97	87	68	104	89
	29%	31%	27%	28%	32%	27%	32%	28%
Completely inappropriate to continue printing regular paid advertisements on pages covering the war	123	15	34	48	26	42	35	34
	12%	14%	13%	14%	9%	17% FG	11%	11%
(DK/NS)	45 5%	11 11% BCD	8 3%	14 4%	9 3%	17 7% F	8 2%	10 3%

# Detailed Tables

**Now turning to another topic... Due to the recent war declaration, the way people use media may have changed. Thinking about media sources other than TV, such as radio, internet and newspapers, how has your listening, reading or surfing changed during the past week, if at all?**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	135	100	100	335	230	100	475	525	287	422	267
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	392	294
Media habits have not changed	463 46%	70 53% BD	38 39%	32 48%	150 40%	142 57% BDF	31 40%	222 46%	241 47%	128 43%	178 46%	150 51%
Spend more time reading newspapers	172 17%	13 10%	21 22% A	8 11%	87 23% ACEF	34 14%	9 12%	86 18%	86 17%	50 17%	66 17%	52 18%
Pay more attention to details of news coverage	149 15%	14 10%	12 12%	13 19%	58 15%	39 16%	14 18%	72 15%	77 15%	43 15%	66 17%	40 14%
Spend more time on the internet	124 12%	14 11%	19 20% CE	5 7%	53 14%	25 10%	9 11%	85 18% H	39 8%	46 16% K	51 13% K	22 7%
Spend more time listening to the radio	118 12%	20 15% E	11 12%	7 11%	51 14% E	18 7%	11 14% E	61 13%	58 11%	37 13%	53 13%	26 9%
Spend less time listening to the radio	33 3%	4 3%	6 6% E	4 6% E	11 3%	2 1%	8 10% ADE	14 3%	20 4%	8 3%	16 4%	7 2%
Spend less time reading newspapers	30 3%	5 4% E	4 4% E	2 3% E	11 3% E	1 0	7 9% DE	13 3%	17 3%	10 3%	11 3%	7 2%
Spend more time reading news magazines (i.e. Time, Newsweek, Maclean's)	23 2%	2 2%	2 2%	1 1%	13 3%	5 2%	1 1%	12 2%	11 2%	8 3%	8 2%	5 2%
Spend less time on the internet	15 1%	2 2%	4 4% E	1 1%	5 1%	1 0	2 2%	7 1%	8 1%	8 3% J	2 1%	4 1%
Spend less time reading news magazines (i.e. Time, Newsweek, Maclean's)	13 1%	0 -	2 2% D	2 3% AD	1 0	2 1%	5 7% ADE	6 1%	7 1%	3 1%	6 1%	3 1%
Other	21 2%	5 4% D	1 1%	1 1%	3 1%	11 4% DF	0 -	11 2%	10 2%	11 4%	6 2%	4 1%
(DK/NS)	58 6%	4 3%	7 7% E	7 10% AE	30 8% AE	3 1%	7 9% AE	29 6%	29 6%	13 5%	19 5%	21 7%

# Detailed Tables

*Now turning to another topic... Due to the recent war declaration, the way people use media may have changed. Thinking about media sources other than TV, such as radio, internet and newspapers, how has your listening, reading or surfing changed during the past week, if at all?*

Proportions/Mean: Columns Tested  
(5% risk level) - A/B/C/D - E/F/G

Overlap formulae used. \* small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	102	266	350	272	248	317	323
Weighted	1000	103*	265	347	275	250	324	315
Media habits have not changed	463 46%	54 52%	130 49%	163 47%	113 41%	115 46%	163 50% G	128 41%
Spend more time reading newspapers	172 17%	11 11%	40 15%	58 17%	62 23% AB	48 19%	51 16%	57 18%
Pay more attention to details of news coverage	149 15%	15 14%	50 19%	48 14%	36 13%	37 15%	48 15%	53 17%
Spend more time on the internet	124 12%	9 9%	17 7%	32 9%	63 23% ABC	26 10%	30 9%	60 19% EF
Spend more time listening to the radio	118 12%	9 9%	27 10%	38 11%	44 16%	30 12%	34 10%	48 15%
Spend less time listening to the radio	33 3%	1 1%	9 3%	12 3%	10 4%	6 2%	11 3%	11 3%
Spend less time reading newspapers	30 3%	1 1%	6 2%	13 4%	10 4%	7 3%	7 2%	14 4%
Spend more time reading news magazines (i.e. Time, Newsweek, Maclean's)	23 2%	2 2%	3 1%	9 3%	9 3%	2 1%	11 3%	9 3%
Spend less time on the internet	15 1%	2 2%	6 2%	5 1%	2 1%	5 2%	3 1%	5 2%
Spend less time reading news magazines (i.e. Time, Newsweek, Maclean's)	13 1%	1 1%	8 3% CD	2 1%	1 0	4 2%	3 1%	3 1%
Other	21 2%	2 2%	5 2%	9 3%	5 2%	5 2%	9 3%	4 1%
(DK/NS)	58 6%	7 7%	16 6%	19 5%	14 5%	15 6%	20 6%	13 4%

# Detailed Tables

*Special War coverage can change not only what people watch but how they watch TV. Can you describe how attentively you are watching war coverage on TV compared to how you normally watch TV? Are you much more attentive, slightly more attentive, neither more nor less attentive, slightly less attentive, or much less attentive than you normally are?*

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base

	Total	REGION						GENDER		AGE		
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Base: All respondents	1000	135	100	100	335	230	100	475	525	287	422	267
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	392	294
Much more attentive	321 32%	30 23%	31 32%	21 30%	120 32%	90 36% A	30 38% A	160 33%	161 31%	89 30%	124 32%	103 35%
Slightly more attentive	355 35%	53 40%	35 36%	24 35%	123 32%	96 39%	24 31%	166 34%	189 37%	108 37%	149 38%	92 31%
Neither more nor less attentive	196 20%	25 19%	22 23%	10 15%	83 22%	41 17%	15 19%	105 22%	91 18%	54 18%	79 20%	58 20%
Slightly less attentive	59 6%	13 10% E	4 4%	6 9% E	26 7% E	5 2%	5 7% E	26 5%	34 7%	24 8% J	16 4%	18 6%
Much less attentive	57 6%	9 7%	4 4%	6 9%	21 6%	15 6%	2 3%	22 5%	35 7%	13 4%	21 5%	21 7%
(DK/NS)	12 1%	2 2% E	2 2% E	2 2% E	6 2%	0 -	1 1%	5 1%	7 1%	5 2%	3 1%	3 1%
Summary												
Top2Box [More Attentive]	675 68%	83 63%	65 68%	44 65%	243 64%	186 75% AD	54 70%	326 67%	350 68%	196 67%	273 70%	195 66%
Low2Box [Less Attentive]	116 12%	22 17% BE	7 8%	12 17% BE	47 12%	20 8%	8 10%	48 10%	68 13%	37 13%	37 9%	38 13%

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Base: All respondents	1000	102	266	350	272	248	317	323
Weighted	1000	103*	265	347	275	250	324	315
Much more attentive	321 32%	36 35%	99 37% D	106 30%	76 28%	84 34%	101 31%	112 35%
Slightly more attentive	355 35%	29 28%	78 29%	129 37% B	118 43% AB	80 32%	117 36%	115 36%
Neither more nor less attentive	196 20%	16 16%	54 20%	70 20%	53 19%	48 19%	63 19%	55 17%
Slightly less attentive	59 6%	12 12% BCD	14 5%	18 5%	15 6%	15 6%	19 6%	20 6%
Much less attentive	57 6%	9 9%	17 6%	20 6%	10 4%	16 6%	20 6%	12 4%
(DK/NS)	12 1%	1 1%	4 1%	5 1%	2 1%	7 3% G	3 1%	2 1%
Summary								
Top2Box [More Attentive]	675 68%	65 63%	177 67%	235 68%	194 70%	164 66%	218 67%	227 72%
Low2Box [Less Attentive]	116 12%	21 21% BCD	31 12%	37 11%	26 9%	31 12%	39 12%	32 10%