

fa1_1. (Faith and Religion) Some topics or issues receive more media coverage than others.
In your opinion, do you think each of the following receives more media coverage than it should, about the right amount, or less media coverage than it should?

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	312	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than it should	210 21%	31 24%	16 16%	12 17%	77 20%	57 23%	18 23%	65 22%	78 20%	63 22%	126 26%	84 16%
About the right amount	487 49%	65 49%	43 45%	40 59%	180 47%	126 51%	33 43%	137 47%	203 51%	141 48%	217 45%	270 52%
Less than it should	275 27%	32 25%	33 34%	14 21%	108 29%	61 25%	27 34%	86 29%	108 27%	76 26%	121 25%	154 30%
(DK/NS)	28 3%	4 3%	5 5%	2 2%	14 4%	3 1%	0 -	5 2%	9 2%	13 4%	20 4%	8 2%

fa1_2. (Business and Analysis) Some topics or issues receive more media coverage than others.
In your opinion, do you think each of the following receives more media coverage than it should, about the right amount, or less media coverage than it should?

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	312	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than it should	127 13%	20 15%	14 15%	7 10%	52 14%	25 10%	9 11%	34 12%	40 10%	52 18%	62 13%	65 13%
About the right amount	620 62%	78 59%	51 53%	52 77% ABDE	239 63%	150 61%	50 64%	171 58%	252 63%	186 63%	290 60%	330 64%
Less than it should	222 22%	30 23%	30 31%	7 10%	77 20%	59 24%	18 23%	82 28%	96 24%	41 14%	116 24%	106 21%
(DK/NS)	31 3%	4 3%	2 2%	2 2%	11 3%	12 5%	1 1%	6 2%	10 3%	14 5%	15 3%	15 3%

fa1_3. (Entertainment) Some topics or issues receive more media coverage than others.
In your opinion, do you think each of the following receives more media coverage than it should, about the right amount, or less media coverage than it should?

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	312	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than it should	421 42%	69 52%	48 50%	31 45%	177 47%	61 25%	36 46%	141 48%	178 45%	96 33%	203 42%	218 42%
About the right amount	473 47%	48 36%	35 37%	33 49%	166 44%	158 64%	34 44%	118 40%	186 47%	162 55%	225 46%	249 48%
Less than it should	90 9%	11 8%	11 12%	3 4%	33 9%	25 10%	7 9%	33 11%	32 8%	25 9%	46 10%	44 8%
(DK/NS)	16 2%	4 3%	2 2%	2 2%	4 1%	3 1%	1 1%	2 1%	3 1%	10 3%	9 2%	6 1%

fa1_4. (Sports) Some topics or issues receive more media coverage than others.
In your opinion, do you think each of the following receives more media coverage than it should, about the right amount, or less media coverage than it should?

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	238	434	312	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	398	294	483	517
More than it should	385 38%	60 45%	45 47%	23 33%	140 37%	84 34%	33 43%	104 35%	160 40%	115 39%	157 32%	228 44%
About the right amount	516 52%	59 44%	40 41%	39 57%	209 55%	135 55%	34 45%	167 57%	204 51%	138 47%	274 57%	242 47%
Less than it should	82 8%	8 6%	12 12%	5 7%	22 6%	26 11%	9 12%	22 8%	28 7%	31 11%	46 10%	36 7%
(DK/NS)	17 2%	6 4%	0 -	2 2%	7 2%	2 1%	1 1%	0 -	6 2%	9 3%	7 1%	11 2%