

Weblogs Study

How accurate do you think the following types of media are in terms of what they report, print or post?

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

* small base

On-Line Canadians Who Have Read Blogs	Blog Readers	GENDER		AGE			INTERNET EXPERIENCE			EDUCATION			
		Male	Female	18-34	35-54	55+	Expert/ Very skilled	Fairly skilled	Not very/ Not at all skilled	<HS	HS	Post Sec	Univ Grad
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L
	1355	753	602	337	545	471	548	680	121	69	142	654	490
	1409	791	618	496	560	351	630	664	110	72*	153	700	484
Blogs													
ACCURATE (NET)	526 37%	311 39%	214 35%	204 41%	211 38%	109 31%	252 40%	228 34%	44 40%	33 46%	76 50%	270 39%	146 30%
- Very accurate	51 4%	28 3%	23 4%	22 4%	20 3%	9 3%	28 4%	19 3%	4 3%	2 3%	14 9%	24 3%	10 2%
- Somewhat accurate	475 34%	284 36%	191 31%	182 37%	192 34%	99 28%	224 36%	209 32%	41 37%	31 43%	62 41%	246 35%	136 28%
NOT ACCURATE (NET)	712 51%	391 50%	321 52%	236 48%	292 52%	184 53%	321 51%	338 51%	50 45%	31 42%	61 40%	337 48%	284 59%
- Not very accurate	520 37%	282 36%	238 39%	177 36%	215 38%	128 36%	228 36%	251 38%	39 36%	23 32%	46 30%	262 37%	188 39%
- Not at all accurate	193 14%	110 14%	83 13%	59 12%	77 14%	57 16%	93 15%	87 13%	11 10%	7 10%	15 10%	74 11%	96 20%
(DK/NS)	171 12%	88 11%	83 13%	56 11%	56 10%	58 16%	57 9%	98 15%	16 14%	8 12%	16 10%	93 13%	54 11%

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
On-Line Canadians Who Have Read Blogs	Blog Readers	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1355	218	137	99	512	280	109	195	383	777	713	642
Weighted	1409	224	140	88*	557	288	111*	217	398	795	770	638
Blogs												
ACCURATE (NET)	526 37%	86 38%	50 36%	27 30%	215 39%	104 36%	44 40%	93 43%	176 44%	256 32%	275 36%	251 39%
- Very accurate	51 4%	4 2%	3 2%	1 1%	25 5%	7 2%	10 9% ABCE	5 2%	18 4%	28 4%	28 4%	22 3%
- Somewhat accurate	475 34%	81 36%	47 33%	26 29%	190 34%	97 34%	34 31%	88 41%	158 40%	229 29%	246 32%	229 36%
NOT ACCURATE (NET)	712 51%	102 45%	69 50%	48 55%	288 52%	152 53%	52 47%	92 42%	179 45%	442 56% GH	411 53% K	302 47%
- Not very accurate	520 37%	80 36%	51 37%	38 43%	198 36%	112 39%	39 35%	70 32%	132 33%	318 40% H	297 39%	222 35%
- Not at all accurate	193 14%	21 10%	18 13%	10 12%	90 16% A	40 14%	13 12%	22 10%	47 12%	124 16%	114 15%	79 12%
(DK/NS)	171 12%	37 17% D	21 15%	13 15%	54 10%	32 11%	14 13%	32 15%	43 11%	96 12%	85 11%	86 13%

Weblogs Study

How much do you trust the content of the following types of media in terms of the stories they report, print or post?

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

* small base

On-Line Canadians Who Have Read Blogs	Blog Readers	GENDER		AGE			INTERNET EXPERIENCE			EDUCATION			
		Male	Female	18-34	35-54	55+	Expert/ Very skilled	Fairly skilled	Not very/ Not at all skilled	<HS	HS	Post Sec	Univ Grad
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L
	1355	753	602	337	545	471	548	680	121	69	142	654	490
	1409	791	618	496	560	351	630	664	110	72*	153	700	484
Blogs													
Very Much	45 3%	28 4%	16 3%	16 3%	17 3%	11 3%	21 3%	21 3%	3 2%	5 8% L	8 5%	20 3%	11 2%
Somewhat	691 49%	404 51%	287 46%	269 54% E	279 50% E	142 40%	330 52% G	304 46%	55 51%	40 55% L	87 57% L	362 52% L	203 42% IJK
Not at all	480 34%	270 34%	210 34%	150 30%	201 36%	128 36%	220 35%	223 34%	34 31%	15 21%	35 23%	218 31%	211 44% IJK
(DK/NS)	193 14%	88 11%	105 17% A	61 12%	62 11%	70 20% CD	58 9%	116 17% F	17 16%	12 16%	23 15%	100 14%	59 12%

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		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K
	1355	218	137	99	512	280	109	195	383	777	713	642
	1409	224	140	88*	557	288	111*	217	398	795	770	638
Blogs												
Very Much	45 3%	5 2%	6 4%	1 2%	20 4%	11 4%	1 1%	7 3%	16 4%	22 3%	27 4%	17 3%
Somewhat	691 49%	110 49%	69 49%	45 51%	267 48%	141 49%	59 53%	119 55% I	205 52%	367 46%	377 49%	314 49%
Not at all	480 34%	70 31%	46 33%	27 31%	204 37%	97 33%	36 33%	60 27%	119 30%	302 38% GH	270 35%	210 33%
(DK/NS)	193 14%	39 17%	19 14%	15 17%	66 12%	40 14%	15 13%	31 14%	58 15%	104 13%	97 13%	97 15%

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How influential do you think blogs are on the following:

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

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On-Line Canadians Who Have Read Blogs	Blog Readers	GENDER		AGE			INTERNET EXPERIENCE			EDUCATION			
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Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L
	1355	753	602	337	545	471	548	680	121	69	142	654	490
	1409	791	618	496	560	351	630	664	110	72*	153	700	484
Mainstream Media													
INFLUENTIAL (NET)	631 45%	328 41%	303 49% A	229 46%	249 45%	152 43%	267 42%	312 47%	51 47%	44 61% KL	80 52% L	307 44%	200 41%
- Very Influential	104 7%	49 6%	55 9%	32 7%	39 7%	32 9%	44 7%	45 7%	14 13% FG	14 19% KL	18 12% L	46 7%	26 5%
- Somewhat Influential	528 37%	279 35%	249 40%	197 40%	210 38%	119 34%	222 35%	267 40%	37 34%	31 42%	62 41%	261 37%	174 36%
NOT INFLUENTIAL (NET)	653 46%	407 51% B	246 40%	230 46%	271 48%	152 43%	325 52% G	279 42%	46 42%	22 30%	66 43%	325 47% I	240 50% I
- Not Very Influential	512 36%	318 40% B	194 31%	178 36%	215 38%	120 34%	243 39%	225 34%	42 38%	15 20%	52 34%	265 38% I	181 37% I
- Not at all Influential	141 10%	89 11%	52 8%	51 10%	56 10%	32 9%	82 13% GH	53 8%	4 4%	7 10%	14 9%	61 9%	59 12%
(DK/NS)	124 9%	56 7%	69 11% A	37 8%	40 7%	47 14% CD	38 6%	73 11% F	12 11%	6 9%	7 5%	67 10%	44 9%

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Weighted	1409	224	140	88*	557	288	111*	217	398	795	770	638
Mainstream Media												
INFLUENTIAL (NET)	631 45%	83 37%	63 45%	33 37%	229 41%	166 57%	57 51%	113 52%	187 47%	331 42%	350 45%	282 44%
- Very Influential	104 7%	10 4%	13 9%	3 4%	32 6%	36 13%	9 8%	26 12%	33 8%	45 6%	54 7%	49 8%
- Somewhat Influential	528 37%	74 33%	50 36%	29 33%	197 35%	129 45%	48 43%	87 40%	155 39%	286 36%	296 38%	232 36%
NOT INFLUENTIAL (NET)	653 46%	105 47%	62 44%	41 47%	284 51%	112 39%	48 43%	82 38%	179 45%	392 49%	361 47%	292 46%
- Not Very Influential	512 36%	93 42%	51 36%	35 39%	203 36%	93 32%	38 34%	61 28%	142 36%	309 39%	285 37%	227 36%
- Not at all Influential	141 10%	12 5%	11 8%	7 8%	82 15%	19 7%	10 9%	21 10%	36 9%	83 10%	76 10%	65 10%
(DK/NS)	124 9%	36 16%	14 10%	14 16%	43 8%	10 4%	6 5%	21 10%	32 8%	71 9%	60 8%	64 10%

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	1355	753	602	337	545	471	548	680	121	69	142	654	490
	1409	791	618	496	560	351	630	664	110	72*	153	700	484
Politics and Public Policy													
INFLUENTIAL (NET)	578 41%	308 39%	270 44%	202 41%	238 43%	136 39%	239 38%	282 42%	55 50%	40 56%	72 47%	293 42%	173 36%
									F	KL	L	L	
- Very Influential	102 7%	41 5%	60 10%	31 6%	44 8%	26 8%	33 5%	55 8%	13 12%	14 19%	19 12%	43 6%	26 5%
- Somewhat Influential			A					F	F	KL	KL		
	476 34%	266 34%	210 34%	171 35%	194 35%	110 31%	206 33%	226 34%	42 38%	27 37%	53 35%	250 36%	146 30%
NOT INFLUENTIAL (NET)	717 51%	434 55%	284 46%	261 53%	286 51%	170 48%	360 57%	310 47%	44 40%	29 40%	75 49%	340 49%	274 57%
- Not Very Influential		B					GH					IK	
	549 39%	323 41%	226 37%	201 41%	220 39%	127 36%	272 43%	239 36%	36 33%	19 26%	58 38%	267 38%	206 43%
- Not at all Influential		G					G					I	
	168 12%	111 14%	58 9%	59 12%	66 12%	43 12%	88 14%	71 11%	8 7%	10 14%	17 11%	73 10%	69 14%
(DK/NS)	113 8%	49 6%	64 10%	33 7%	36 6%	44 13%	30 5%	72 11%	10 10%	3 4%	6 4%	67 10%	37 8%
			A			CD		F					

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INFLUENTIAL (NET)	578 41%	75 34%	55 39%	30 34%	204 37%	159 55%	55 49%	92 42%	176 44%	310 39%	327 42%	251 39%
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- Somewhat Influential	476 34%	63 28%	48 34%	28 31%	171 31%	122 42%	45 41%	69 32%	145 36%	263 33%	270 35%	206 32%
NOT INFLUENTIAL (NET)	717 51%	115 51%	77 55%	45 50%	310 56%	121 42%	50 45%	106 49%	195 49%	416 52%	387 50%	330 52%
- Not Very Influential	549 39%	95 42%	61 44%	36 41%	228 41%	91 32%	39 35%	82 38%	148 37%	320 40%	296 38%	253 40%
- Not at all Influential	168 12%	20 9%	16 12%	9 10%	82 15%	30 10%	12 11%	25 11%	47 12%	96 12%	91 12%	77 12%
(DK/NS)	113 8%	34 15%	8 6%	13 15%	44 8%	8 3%	6 5%	19 9%	27 7%	68 9%	56 7%	57 9%

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Public Opinion													
INFLUENTIAL (NET)	811 58%	413 52%	398 64% A	309 62% E	319 57%	182 52%	358 57%	390 59%	61 56%	57 80% JKL	100 65% L	405 58% L	249 51%
- Very Influential	191 14%	81 10%	110 18% A	77 16%	69 12%	45 13%	83 13%	91 14%	17 15%	23 32% KL	31 21% KL	87 12%	49 10%
- Somewhat Influential	620 44%	331 42%	289 47%	232 47% E	250 45%	137 39%	275 44%	298 45%	44 40%	34 48%	68 45%	317 45%	200 41%
NOT INFLUENTIAL (NET)	489 35%	327 41% B	162 26%	156 32%	207 37%	125 36%	239 38% G	209 32%	38 35%	12 16%	47 31% I	236 34% I	194 40% IK
- Not Very Influential	375 27%	248 31% B	127 21%	116 23%	164 29%	93 26%	182 29%	158 24%	33 30%	8 11%	34 22%	187 27% I	145 30% I
- Not at all Influential	114 8%	79 10% B	35 6%	40 8%	42 8%	32 9%	57 9%	51 8%	5 5%	4 5%	13 8%	49 7%	49 10%
(DK/NS)	109 8%	51 6%	57 9%	31 6%	34 6%	44 12% CD	32 5%	65 10% F	11 10%	3 4%	6 4%	59 8%	41 8%

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- Not Very Influential	375 27%	68 30%	42 30%	18 21%	142 25%	72 25%	32 29%	60 27%	93 23%	222 28%	211 27%	163 26%
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