

4. Which of the following do you believe was the biggest news story of 2009?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD	
	Total	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	1038	197	87	81	382	210	81	183	287	568	106	932
Weighted	1038	137	106*	67*	398	253	77*	207	327	504	163*	875
President Obama being sworn in as first black President	323 31%	48 35%	44 42% DE	26 38%	112 28%	69 27%	24 31%	83 40% H	85 26%	156 31%	31 19%	292 33% J
H1N1 (Swine Flu)	265 26%	28 20%	27 25%	12 18%	94 24%	84 33% ACD	20 26%	52 25%	101 31% I	112 22%	76 46% K	189 22%
The Economic Recession	223 22%	30 22%	15 14%	16 24%	101 25%	43 17%	18 23%	24 11%	57 18%	142 28% GH	28 17%	196 22%
The death of Michael Jackson	72 7%	12 9% D	10 10% D	4 6%	13 3%	28 11% D	5 7%	25 12% I	29 9% I	18 4%	16 10%	56 6%
Fraud on Wall Street	38 4%	5 4%	2 2%	3 4%	18 5%	7 3%	2 2%	1 1%	10 3%	26 5% G	1 0%	37 4%
Climate Change/Weather	24 2%	2 2%	3 3%	1 2%	9 2%	6 2%	3 4%	4 2%	10 3%	10 2%	3 2%	21 2%
The war in Afghanistan	17 2%	0 0%	0 0%	3 4%	10 2%	1 1%	2 2%	4 2%	7 2%	6 1%	1 1%	15 2%
President Obama's Health care plan	16 2%	1 1%	0 -	0 -	9 2%	6 2%	1 1%	4 2%	4 1%	8 2%	1 0%	16 2%
Terrorism	10 1%	1 1%	2 2%	0 -	7 2%	0 -	0 -	0 -	0 -	10 2% H	0 -	10 1%
The Vancouver Olympics/Torch	9 1%	2 1%	0 0%	1 1%	4 1%	1 0%	1 2%	2 1%	5 1%	3 1%	1 1%	8 1%
Tiger Woods	9 1%	1 1%	1 1%	1 2%	5 1%	0 -	0 -	0 0%	5 2%	3 1%	1 1%	8 1%
Susan Boyle	7 1%	1 1%	0 -	1 1%	4 1%	1 0%	1 2%	5 2% I	2 1%	1 0%	0 -	7 1%
China	5 0%	1 1%	0 -	0 -	4 1%	0 -	0 -	0 -	1 0%	4 1%	0 -	5 1%
Technology	2 0%	2 1%	0 -	0 -	0 0%	0 -	0 -	0 0%	2 1%	0 -	0 -	2 0%
Iranian elections	2 0%	0 -	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	2 0%	0 -	2 0%

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		A	B	C	D	E	F	G	H	I	J	K
The 'balloon boy' hoax in Colorado	2 0%	0 -	0 -	1 1%	1 0%	0 -	0 -	0 -	1 0%	1 0%	0 -	2 0%
Energy	1 0%	0 0%	1 1%	0 -	0 -	0 0%	0 -	1 0%	0 -	0 0%	0 -	1 0%
Other	13 1%	2 2%	0 -	0 -	5 1%	5 2%	0 0%	3 1%	7 2%	3 1%	5 3%	9 1%