16. Which of the following do you believe was the biggest newsmaker of 2010?

|   |       | GENDER |        | AGE   |       |      | EDUCATION   |      |          |           |
|---|-------|--------|--------|-------|-------|------|---|------|----------|-----------|
|   | Total | Male   | Female | 18-34 | 35-54 | 55+  | <hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<> | нѕ   | Post Sec | Univ Grad |
|   |       | А      | В      | С     | D     | Е    | F   | G    | Н        | I         |
| Base: All respondents   | 1044  | 565    | 479    | 227   | 385   | 432  | 83  | 345  | 461      | 155       |
| Weighted  | 1044  | 505    | 539    | 291   | 415   | 338  | 99*   | 416  | 340      | 189       |
|   | 107   | 72     | 34     | 25    | 42    | 40   | 8   | 39   | 44       | 16        |
| Julian Assange, founder of wikiLeaks                                    | 10%   | 14%    | 6%     | 8%    | 10%   | 12%  | 8%  | 9%   | 13%      | 8%        |
|   |       | В      |        |       |       |      |   |      |          |           |
| Pat Stogran, former veterans ombudsman                                  | 12    | 10     | 2      | 3     | 6     | 3    | 2   | 2    | 3        | 5         |
|   | 1%    | 2%     | 0      | 1%    | 1%    | 1%   | 2%  | 1%   | 1%       | 2%        |
|   |       | В      |        |       |       |      |   |      |          |           |
| Russell Williams, former Canadian Forces Colonel                        | 273   | 126    | 147    | 50    | 141   | 82   | 26  | 120  | 81       | 46        |
|   | 26%   | 25%    | 27%    | 17%   | 34%   | 24%  | 27%   | 29%  | 24%      | 24%       |
|   | 2070  | 2070   | 21,70  | /0    | CE    | C    | 2. 70   | 2070 | 2.70     | 2170      |
| Sarah Palin, U.S. Republican and former Vice-<br>Presidential candidate | 95    | 38     | 58     | 20    | 43    | 32   | 5   | 39   | 31       | 20        |
|   | 9%    | 7%     | 11%    | 7%    | 10%   | 10%  | 5%  | 9%   | 9%       | 11%       |
|   | 370   | 1 70   | 1170   | 7 70  | 1070  | 1070 | 370   | 370  | 370      | 1170      |
| Stephen Harper, Prime Minister of Canada                                | 125   | 78     | 46     | 33    | 39    | 53   | 21  | 54   | 34       | 16        |
|   | 12%   | 15%    | 9%     | 11%   | 9%    | 16%  | 21%   | 13%  | 10%      | 8%        |
|   | 1270  | В      | 070    | 1170  | 070   | D    | HI  | 1070 | 1070     | 070       |
|   |       |        |        |       |       |      |   |      |          |           |
| Omar Khadr, Canadian Citizen on trial in Guantanamo<br>Bay              | 74    | 34     | 40     | 22    | 27    | 25   | 7   | 20   | 31       | 16        |
|   | 7%    | 7%     | 7%     | 8%    | 6%    | 7%   | 7%  | 5%   | 9%       | 9%        |
|   |       |        |        |       |       |      |   |      | G        |           |
| Helena Guergis, former Conservative Party Cabinet<br>Minister           | 5     | 4      | 1      | 2     | 1     | 1    | 0   | 2    | 2        | 0         |
|   | 0     | 1%     | 0      | 1%    | 0     | 0    | -   | 1%   | 1%       | -         |
|   |       | 170    |        | 170   |       |      |   | 170  | 170      |           |
| Justin Bieber, singing sensation from Stratford, Ontario                | 135   | 48     | 88     | 66    | 45    | 24   | 14  | 55   | 41       | 25        |
|   | 13%   | 9%     | 16%    | 23%   | 11%   | 7%   | 15%   | 13%  | 12%      | 13%       |
|   | 1070  | 070    | A      | DE    | 1170  | 7,0  | 1070  | 1070 | 1270     | 1070      |
| Mark Zuckerberg, founder of Facebook                                    | 67    | 28     | 39     | 41    | 20    | 6    | 3   | 32   | 24       | 9         |
|   | 6%    | 5%     | 7%     | 14%   | 5%    | 2%   | 3%  | 8%   | 7%       | 5%        |
|   |       |        |        | DE    | E     |      |   |      |          |           |
| Michaelle Jean, former Governor General of Canada                       | 83    | 40     | 44     | 12    | 28    | 44   | 6   | 30   | 28       | 20        |
|   | 8%    | 8%     | 8%     | 4%    | 7%    | 13%  | 6%  | 7%   | 8%       | 11%       |
|   | U /0  | 0 /0   | U /0   | 7 /0  | 1 /0  | CD   | U /0  | 1 /0 | 0 /0     | 11/0      |
|   | 40    | -      | 0      | -     | 4     |      | _   |      | -        | 4         |
| David Inhaeton Covernor Ceneral of Canada                               | 13    | 5      | 8      | 5     | 4     | 4    | 2   | 3    | 5        | 4         |

16. Which of the following do you believe was the biggest newsmaker of 2010?

|       | GENDE    |                        | DER AGE                            |  |  | EDUCATION  |  |  |  |
|-------|----------|------------------------|------------------------------------|--|--|--|--|--|--|
| Total | Male     | Female                 | 18-34                              | 35-54  | 55+  | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>  | HS   | Post Sec   | Univ Grad  |
| 1%    | 1%       | 1%                     | 2%                                 | 1%   | 1%   | 2%   | 1%   | 1%   | 2%   |
| 55    | 22       | 33                     | 13                                 | 18   | 24   | 4  | 20   | 17   | 14   |
| 5%    | 4%       | 6%                     | 5%                                 | 4%   | 7%   | 4%   | 5%   | 5%   | 7%   |
|       | 1%<br>55 | Total Male 1% 1% 55 22 | 1%     1%       55     22       33 | Total         Male         Female         18-34           1%         1%         2%           55         22         33         13 | Total         Male         Female         18-34         35-54           1%         1%         2%         1%           55         22         33         13         18 | Total         Male         Female         18-34         35-54         55+           1%         1%         2%         1%         1%           55         22         33         13         18         24 | Total         Male         Female         18-34         35-54         55+         < HS           1%         1%         2%         1%         1%         2%           55         22         33         13         18         24         4 | Total         Male         Female         18-34         35-54         55+         < HS           1%         1%         2%         1%         1%         2%         1%           55         22         33         13         18         24         4         20 | Total         Male         Female         18-34         35-54         55+ <hs< th="">         HS         Post Sec           1%         1%         1%         1%         2%         1%         1%         1%         1%           55         22         33         13         18         24         4         20         17</hs<> |

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