

9b. Which of the following do you believe was the biggest newsmaker of 2011 outside of Canada?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	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	1021	151	105	74	380	252	59	278	303	440	187	834
Weighted	1021	135	104*	66*	391	249	76*	273	301	447	175	846
The Royal Couple, Prince William and Kate, Duchess of Cambridge	378	61	40	24	145	72	35	89	128	161	55	323
	37%	45%	38%	37%	37%	29%	46%	33%	42%	36%	31%	38%
		E			E		E		G			
Deceased Libyan Dictator Moammar Gadhafi	170	23	23	8	59	39	18	44	44	82	29	141
	17%	17%	22%	12%	15%	16%	24%	16%	15%	18%	16%	17%
U.S. President Barack Obama	132	13	16	11	36	50	6	41	37	54	26	106
	13%	10%	15%	16%	9%	20%	9%	15%	12%	12%	15%	13%
						ADF						
Deceased Apple CEO Steve Jobs	129	18	7	11	49	43	1	27	37	65	21	109
	13%	13%	7%	17%	13%	17%	2%	10%	12%	15%	12%	13%
		F		BF	F	BF						
Hot tempered Hollywood star Charlie Sheen	58	6	8	5	32	6	1	17	15	25	13	45
	6%	4%	7%	7%	8%	3%	2%	6%	5%	6%	8%	5%
			E		E							
Mohamed Bouazizi, Tunisian fruit vender who set himself on fire to protest governments and whose death sparked Arab Spring	33	2	3	0	18	9	1	12	7	14	4	29
	3%	2%	3%	-	5%	4%	1%	5%	2%	3%	2%	3%
Arizona Congresswoman Gabrielle Giffords	23	1	2	2	15	1	2	9	8	7	2	21
	2%	1%	2%	2%	4%	0	2%	3%	3%	2%	1%	2%
					E							
German Chancellor Angela Merkel	23	4	1	1	5	7	5	11	5	8	6	17
	2%	3%	1%	1%	1%	3%	7%	4%	2%	2%	3%	2%
							D					
Norwegian Gunman Anders Breivik	19	2	2	0	11	3	1	7	6	6	4	15
	2%	2%	2%	-	3%	1%	1%	2%	2%	1%	2%	2%
Deceased Singer Amy Winehouse	17	2	0	1	7	8	1	7	6	4	6	12
	2%	1%	-	1%	2%	3%	1%	3%	2%	1%	3%	1%
Former Egyptian President Hosni Mubarak	11	0	3	1	4	3	0	3	2	5	4	7
	1%	-	3%	2%	1%	1%	-	1%	1%	1%	2%	1%
Media Tycoon Rupert Murdoch	9	1	0	1	4	2	2	4	3	2	2	7
	1%	0	-	1%	1%	1%	2%	1%	1%	0	1%	1%

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Former Italian Prime minister Silvio Berlusconi	8	0	0	1	1	2	3	2	0	5	2	6
	1%	-	-	2%	0	1%	4%	1%	-	1%	1%	1%
							AD					
French President Nicholas Sarkozy	6	0	0	1	1	5	0	1	1	4	1	5
	1%	-	-	1%	0	2%	-	0	0	1%	1%	1%
						D						
Former Greek Prime Minister George Papandreou	6	2	0	1	3	0	0	0	1	4	2	4
	1%	1%	-	1%	1%	-	-	-	0	1%	1%	0

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