

1_1. [News of things happening internationally]

How often do you spend time following these types of news during your day-in all mediums ranging from print to twitter to Facebook to regular media sites?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1108	590	518	308	476	324	54	246	510	298	375	196	185	352	1052	36	5	15	617	181	99	211	400	327	381
Weighted	1108	537	571	309	410	389	93	410	434	171	366	191	182	369	1043	39	6	19	630	167	88	224	387	323	398
News of things happening international																									
Very regularly	337	192	145	83	107	147	20	107	141	70	167	60	39	70	328	5	-	3	202	49	28	57	172	101	64
	30%	36%	25%	27%	26%	38%	21%	26%	32%	41%	46%	32%	21%	19%	31%	13%	-	15%	32%	29%	32%	25%	45%	31%	16%
		B				CD	*			FGH	KLM	LM			**	**	**				*		WX	X	
Somewhat regularly	466	219	246	130	180	156	35	170	186	74	143	91	90	141	436	22	5	3	269	75	33	89	159	144	163
	42%	41%	43%	42%	44%	40%	38%	41%	43%	43%	39%	48%	50%	38%	42%	56%	80%	17%	43%	45%	38%	40%	41%	45%	41%
						*					JM				**	**	**	**			*				
Not very often	214	83	130	59	94	60	20	89	84	21	45	31	45	93	204	6	*	3	117	30	24	43	48	64	102
	19%	16%	23%	19%	23%	15%	21%	22%	19%	13%	12%	16%	25%	25%	20%	16%	7%	16%	19%	18%	28%	19%	12%	20%	26%
		A			E		*	I	I		J	JK			E	**	**	**			*		V	V	
Not at all	92	43	49	38	29	26	18	45	24	5	11	9	8	64	75	6	1	10	42	14	2	35	8	14	70
	8%	8%	9%	12%	7%	7%	20%	11%	6%	3%	3%	5%	4%	17%	7%	15%	13%	52%	7%	8%	2%	16%	2%	4%	18%
				DE			HI*	HI						JKL		**	**	**			*	RST			VW
Summary																									
Top2Box (Very/ Somewhat regularly)	802	411	391	212	287	303	55	277	327	144	310	152	129	211	764	27	5	6	471	124	62	146	331	245	226
	72%	77%	68%	69%	70%	78%	59%	67%	75%	84%	85%	79%	71%	57%	73%	69%	80%	32%	75%	74%	70%	65%	86%	76%	57%
		B			CD	*		FG	FGH	LM	M	M			B	**	**	**	U		*		WX	X	
Low2Box (Not very often/ Not at all)	306	126	180	97	123	86	38	134	107	27	56	39	53	157	279	12	1	13	159	43	26	78	56	78	172
	28%	23%	32%	31%	30%	22%	41%	33%	25%	16%	15%	21%	29%	43%	27%	31%	20%	68%	25%	26%	30%	35%	14%	24%	43%
		A	E	E			HI*	HI	I			J	JKL		**	**	**	**			*	R		V	VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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How often do you spend time following these types of news during your day-in all mediums ranging from print to twitter to Facebook to regular media sites?

	Total	Gender		AGE			EDUCATION				DEM B				DEMA								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1108	590	518	308	476	324	54	246	510	298	375	196	185	352	1052	36	5	15	617	181	99	211	400	327	381
Weighted	1108	537	571	309	410	389	93	410	434	171	366	191	182	369	1043	39	6	19	630	167	88	224	387	323	398
News of things happening in Canada:																									
Very regularly	455	234	221	102	158	195	31	145	189	89	206	86	52	111	436	14	1	5	276	65	28	86	217	133	105
	41%	44%	39%	33%	39%	50%	34%	35%	44%	52%	56%	45%	28%	30%	42%	35%	13%	25%	44%	39%	32%	39%	56%	41%	26%
					CD	*		G	FGH	KLM	LM					**	**	**	T		*		WX	X	
Somewhat regularly	430	200	230	126	177	127	29	172	167	62	129	78	87	136	408	14	5	2	251	70	37	72	137	133	160
	39%	37%	40%	41%	43%	33%	31%	42%	38%	36%	35%	41%	48%	37%	39%	37%	80%	12%	40%	42%	43%	32%	36%	41%	40%
					E		*					JM				**	**	**			*				
Not very often	159	73	86	53	56	51	16	69	61	13	24	23	36	76	149	5	+	4	75	24	21	40	26	52	81
	14%	14%	15%	17%	14%	13%	17%	17%	14%	8%	7%	12%	20%	21%	14%	13%	7%	23%	12%	14%	24%	18%	7%	16%	20%
					I*		I*	I	I	J	J	JK				**	**	**			R*		V	V	
Not at all	64	30	34	28	20	16	16	25	17	6	7	4	8	45	50	6	-	8	28	8	2	26	6	5	52
	6%	6%	6%	9%	5%	4%	17%	6%	4%	3%	2%	2%	4%	12%	5%	15%	-	40%	4%	5%	2%	12%	2%	2%	13%
				DE			GHI*							JKL		**	**	**			*	RST			VW
Summary																									
Top2Box (Very/ Somewhat regularly)	885	434	451	228	334	322	60	317	356	151	335	165	138	247	844	28	6	7	527	135	65	158	355	265	265
	80%	81%	79%	74%	82%	83%	65%	77%	82%	89%	92%	86%	76%	67%	81%	72%	93%	37%	84%	81%	74%	71%	92%	82%	66%
					C		*	F	FGH	LM	LM					**	**	**	TU	U			WX	X	
Low2Box (Not very often/ Not at all)	223	103	120	81	75	67	32	94	78	19	31	26	44	122	199	11	+	12	103	32	23	66	32	58	134
	20%	19%	21%	26%	18%	17%	35%	23%	18%	11%	8%	14%	24%	33%	19%	28%	7%	63%	16%	19%	26%	29%	8%	18%	34%
				DE			HI*	I	I				JK	JK		**	**	**			R*	RS		V	VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*),
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*),
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1_3. [News about celebrities, stars and entertainers

How often do you spend time following these types of news during your day-in all mediums ranging from print to twitter to Facebook to regular media sites?

	Gender			AGE			EDUCATION				DEM B				DEM A								DEM C		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1108	590	518	308	476	324	54	246	510	298	375	196	185	352	1052	36	5	15	617	181	99	211	400	327	381
Weighted	1108	537	571	309	410	389	93	410	434	171	366	191	182	369	1043	39	6	19	630	167	88	224	387	323	398
News about celebrities, stars and entertainers																									
Very regularly	95	29	67	46	35	15	8	43	31	14	60	11	10	15	88	5	-	3	69	11	6	9	54	28	14
	9%	5%	12%	15%	9%	4%	8%	10%	7%	8%	16%	6%	5%	4%	8%	12%	-	16%	11%	7%	7%	4%	14%	9%	3%
Somewhat regularly		A	DE	E			*				KLM					**	**	**	U		*		WX	X	
	293	138	154	105	102	86	27	124	94	47	116	66	50	61	277	10	4	1	199	33	15	45	123	100	69
Not very often	26%	26%	27%	34%	25%	22%	29%	30%	22%	27%	32%	34%	27%	17%	27%	26%	60%	7%	32%	20%	17%	20%	32%	31%	17%
			DE				*	H			M	M	M			**	**	**	STU				X	X	
Not at all	457	225	231	91	183	182	33	147	198	79	136	85	87	148	436	13	1	6	244	80	48	83	156	144	157
	41%	42%	41%	29%	45%	47%	36%	36%	46%	46%	37%	45%	48%	40%	42%	34%	13%	33%	39%	48%	55%	37%	40%	44%	39%
	263	145	118	68	90	106	24	96	112	31	54	29	35	144	242	11	2	9	117	42	18	86	54	51	158
	24%	27%	21%	22%	22%	27%	26%	23%	26%	18%	15%	15%	19%	39%	23%	29%	27%	44%	19%	25%	21%	38%	14%	16%	40%
Summary		B					*		I					JKL		**	**	**			*	RST			VW
Top2Box (Very/ Somewhat regularly)	388	167	221	151	137	100	35	167	125	61	176	76	60	76	365	15	4	4	268	44	21	55	177	128	83
	35%	31%	39%	49%	33%	26%	38%	41%	29%	36%	48%	40%	33%	21%	35%	38%	60%	22%	43%	27%	24%	24%	46%	40%	21%
Low2Box (Not very often/ Not at all)		A	DE	E			*	H			LMI	M	M			**	**	**	STU		*		X	X	
	720	371	349	159	273	289	58	243	309	110	191	115	122	292	678	24	2	15	362	123	67	169	210	195	315
	65%	69%	61%	51%	67%	74%	62%	59%	71%	64%	52%	60%	67%	79%	65%	62%	40%	78%	57%	73%	76%	76%	54%	60%	79%
		B			C	CD	*		G				J	JKL		**	**	**		R	R*	R			VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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1_4. [News about business and finance

How often do you spend time following these types of news during your day-in all mediums ranging from print to twitter to Facebook to regular media sites?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1108	590	518	308	476	324	54	246	510	298	375	196	185	352	1052	36	5	15	617	181	99	211	400	327	381
Weighted	1108	537	571	309	410	389	93	410	434	171	366	191	182	369	1043	39	6	19	630	167	88	224	387	323	398
News about business and finance																									
Very regularly	155	107	49	43	55	57	7	39	70	39	79	23	14	39	149	3	-	3	85	25	9	36	80	41	35
	14%	20%	9%	14%	13%	15%	7%	10%	16%	23%	22%	12%	8%	11%	14%	8%	-	15%	13%	15%	10%	16%	21%	13%	9%
		B					*		G	FGH	KLM					**	**	**			*		WX		
Somewhat regularly	299	178	121	72	108	119	15	96	121	67	115	60	42	81	287	9	2	1	169	51	27	53	127	94	78
	27%	33%	21%	23%	26%	31%	16%	23%	28%	39%	31%	32%	23%	22%	28%	22%	37%	7%	27%	30%	30%	24%	33%	29%	20%
		B					*		FGH	M	M					**	**	**			*		X	X	
Not very often	396	157	239	104	157	134	28	158	165	45	124	71	80	121	374	15	2	5	230	54	38	74	122	131	144
	36%	29%	42%	34%	38%	35%	30%	39%	38%	26%	34%	37%	44%	33%	36%	37%	36%	26%	37%	32%	43%	33%	32%	40%	36%
		A					*	I	I		JM					**	**	**			*		V	V	
Not at all	257	96	162	89	90	79	43	117	78	20	48	37	46	127	233	13	2	10	146	37	14	60	58	57	142
	23%	18%	28%	29%	22%	20%	47%	29%	18%	11%	13%	20%	25%	34%	22%	33%	27%	52%	23%	22%	16%	27%	15%	18%	36%
			A	DE			GHI*	HI	I				J	JKL		**	**	**			*				VW
Summary																									
Top2Box (Very/ Somewhat regularly)	454	284	170	115	163	176	22	135	191	106	195	83	57	120	436	12	2	4	254	76	36	89	207	135	113
	41%	53%	30%	37%	40%	45%	24%	33%	44%	62%	53%	43%	31%	33%	42%	30%	37%	22%	40%	45%	41%	40%	53%	42%	28%
		B					*		FG	FGH	LM	LM				**	**	**			*		WX	X	
Low2Box (Not very often/ Not at all)	654	253	401	194	247	213	71	276	243	64	172	108	126	248	607	28	4	15	376	91	52	135	180	188	286
	59%	47%	70%	63%	60%	55%	76%	67%	56%	38%	47%	57%	69%	67%	58%	70%	63%	78%	60%	55%	59%	60%	47%	58%	72%
			A				HI*	HI	I				JK	JK		**	**	**			*			V	VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*)
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1. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT REGULARLY)]

How often do you spend time following these types of news during your day-in all mediums ranging from print to twitter to Facebook to regular media sites?

	Total	Gender		AGE			EDUCATION				DEM B				DEMA								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1108	590	518	308	476	324	54	246	510	298	375	196	185	352	1052	36	5	15	617	181	99	211	400	327	381
Weighted	1108	537	571	309	410	389	93	410	434	171	366	191	182	369	1043	39	6	19	630	167	88	224	387	323	398
News of things happening in Canada	885	434	451	228	334	322	60	317	356	151	335	165	138	247	844	28	6	7	527	135	65	158	355	265	265
	80%	81%	79%	74%	82%	83%	65%	77%	82%	89%	92%	86%	76%	67%	81%	72%	93%	37%	84%	81%	74%	71%	92%	82%	66%
					C	C	*		F	FGH	LM	LM				**	**	**	TU	U	*		WX	X	
News of things happening internationally	802	411	391	212	287	303	55	277	327	144	310	152	129	211	764	27	5	6	471	124	62	146	331	245	226
	72%	77%	68%	69%	70%	78%	59%	67%	75%	84%	85%	79%	71%	57%	73%	69%	80%	32%	75%	74%	70%	65%	86%	76%	57%
		B				CD	*		FG	FGH	LM	M	M			**	**	**	U		*		WX	X	
News about business and finance	454	284	170	115	163	176	22	135	191	106	195	83	57	120	436	12	2	4	254	76	36	89	207	135	113
	41%	53%	30%	37%	40%	45%	24%	33%	44%	62%	53%	43%	31%	33%	42%	30%	37%	22%	40%	45%	41%	40%	53%	42%	28%
		B					*		FG	FGH	LM	LM				**	**	**			*		WX	X	
News about celebrities, stars and entertainers	388	167	221	151	137	100	35	167	125	61	176	76	60	76	365	15	4	4	268	44	21	55	177	128	83
	35%	31%	39%	49%	33%	26%	38%	41%	29%	36%	48%	40%	33%	21%	35%	38%	60%	22%	43%	27%	24%	24%	46%	40%	21%
		A		DE		E	*		H		LM	M	M			**	**	**	STU		*		X	X	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*),
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*),
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1. [SUMMARY - LOW2BOX (NOT VERY OFTEN/ NOT AT ALL)]

How often do you spend time following these types of news during your day-in all mediums ranging from print to twitter to Facebook to regular media sites?

	Total	Gender		AGE			EDUCATION				DEM B				DEMA								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1108	590	518	308	476	324	54	246	510	298	375	196	185	352	1052	36	5	15	617	181	99	211	400	327	381
Weighted	1108	537	571	309	410	389	93	410	434	171	366	191	182	369	1043	39	6	19	630	167	88	224	387	323	398
News about celebrities, stars and entertainers	720	371	349	159	273	289	58	243	309	110	191	115	122	292	678	24	2	15	362	123	67	169	210	195	315
	65%	69%	61%	51%	67%	74%	62%	59%	71%	64%	52%	60%	67%	79%	65%	62%	40%	78%	57%	73%	76%	76%	54%	60%	79%
		B			C	CD	*		G				J	JKL		**	**	**		R	R*	R			VW
News about business and finance	654	253	401	194	247	213	71	276	243	64	172	108	126	248	607	28	4	15	376	91	52	135	180	188	286
	59%	47%	70%	63%	60%	55%	76%	67%	56%	38%	47%	57%	69%	67%	58%	70%	63%	78%	60%	55%	59%	60%	47%	58%	72%
			A				HI*	HI	I				JK	JK		**	**	**			*			V	VW
News of things happening internationally	306	126	180	97	123	86	38	134	107	27	56	39	53	157	279	12	1	13	159	43	26	78	56	78	172
	28%	23%	32%	31%	30%	22%	41%	33%	25%	16%	15%	21%	29%	43%	27%	31%	20%	68%	25%	26%	30%	35%	14%	24%	43%
			A		E		HI*	HI	I				J	JKL		**	**	**			*	R		V	VW
News of things happening in Canada	223	103	120	81	75	67	32	94	78	19	31	26	44	122	199	11	*	12	103	32	23	66	32	58	134
	20%	19%	21%	26%	18%	17%	35%	23%	18%	11%	8%	14%	24%	33%	19%	28%	7%	63%	16%	19%	26%	29%	8%	18%	34%
				DE			HI*	I	I				JK	JK		**	**	**			R*	RS		V	VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2. Do you think media coverage about what celebrities do or what is going on in their lives is real "news" or simply sensationalized "click bait" to get people to go to media sites reporting on it or to buy their publications/magazines?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1106	589	517	308	474	324	54	245	509	298	374	196	185	351	1050	36	5	15	615	181	99	211	400	326	380
Weighted	1105	537	569	309	407	389	93	409	434	171	365	191	182	367	1041	39	6	19	627	167	88	224	387	322	397
Real news	105	56	49	50	33	22	13	37	36	19	56	20	9	20	96	6	+	2	70	17	5	12	53	27	26
	9%	10%	9%	16%	8%	6%	14%	9%	8%	11%	15%	10%	5%	6%	9%	15%	7%	12%	11%	10%	6%	5%	14%	8%	6%
				DE			*				LM					**	**	**	U		*	WX			
Click bait	697	352	345	179	266	252	48	276	272	101	212	116	111	258	658	25	3	11	385	91	56	165	229	199	268
	63%	66%	61%	58%	65%	65%	52%	67%	63%	59%	58%	61%	61%	70%	63%	63%	51%	58%	61%	54%	64%	74%	59%	62%	68%
							*	FI						JKL		**	**	**			*	RS			V
Both	304	129	175	80	108	116	31	96	126	51	97	56	62	89	287	9	3	6	172	59	27	46	105	97	103
	27%	24%	31%	26%	27%	30%	34%	23%	29%	30%	27%	29%	34%	24%	28%	23%	43%	30%	27%	35%	30%	21%	27%	30%	26%
			A				*						M			**	**	**		U	*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*),
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/)
Minimum Base: 30 (**), Small Base: 100 (*),
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3. Who is most likely nowadays to create sensationalized "click bait" to drive people to media sites - celebrities themselves and their publicists to get noticed by as many people as possible OR media who do sensationalized stories about celebrities to get as many people as possible to their digital media site to earn ad revenue?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1106	589	517	308	474	324	54	245	509	298	374	196	185	351	1050	36	5	15	615	181	99	211	400	326	380
Weighted	1105	537	569	309	407	389	93	409	434	171	365	191	182	367	1041	39	6	19	627	167	88	224	387	322	397
Celebrities	351	178	174	112	136	104	32	133	128	58	129	52	58	112	323	20	+	7	209	55	23	64	131	95	126
	32%	33%	31%	36%	33%	27%	35%	32%	30%	34%	35%	27%	32%	30%	31%	52%	7%	37%	33%	33%	27%	29%	34%	29%	32%
				E			*									**	**	**			*				
Media	754	359	395	197	272	285	61	276	305	112	236	139	124	255	717	19	6	12	418	112	64	160	256	228	271
	68%	67%	69%	64%	67%	73%	65%	68%	70%	66%	65%	73%	68%	70%	69%	48%	93%	63%	67%	67%	73%	71%	66%	71%	68%
						C	*									**	**	**			*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*),
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*),
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