

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1108	121	119	135	402	231	100	302	175	304	185	305	803
Weighted	1108	149	118	72	425	266	79	342	168	283	160	277	831
News of things happening internationally													
Very regularly	337	51	31	24	138	75	17	88	60	110	43	85	252
	30%	34%	26%	34%	33%	28%	21%	26%	36%	39%	27%	31%	30%
		*	*		F		*		G	GJ			
Somewhat regularly	466	65	50	31	182	95	42	140	78	119	66	109	356
	42%	44%	43%	43%	43%	36%	53%	41%	47%	42%	41%	40%	43%
		*	*				E*						
Not very often	214	24	28	13	81	55	13	80	17	44	32	52	161
	19%	16%	24%	18%	19%	21%	17%	23%	10%	15%	20%	19%	19%
		*	*				*	HI			H		
Not at all	92	8	9	4	24	41	7	34	13	11	20	30	62
	8%	6%	8%	5%	6%	15%	9%	10%	8%	4%	13%	11%	7%
		*	*			ACD	*	I			I		
Summary													
Top2Box (Very/ Somewhat regularly)	802	116	81	56	320	170	59	228	138	229	108	194	608
	72%	78%	69%	77%	75%	64%	75%	67%	82%	81%	68%	70%	73%
		E*	*	E	E		*		GJ	GJ			
Low2Box (Not very often/ Not at all)	306	32	37	16	104	96	20	114	30	54	52	83	223
	28%	22%	31%	23%	25%	36%	25%	33%	18%	19%	32%	30%	27%
		*	*			ACD	*	HI			HI		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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1_2. [News of things happening in Canada]

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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1108	121	119	135	402	231	100	302	175	304	185	305	803
Weighted	1108	149	118	72	425	266	79	342	168	283	160	277	831
News of things happening in Canada													
Very regularly	455	60	39	35	196	93	33	119	76	140	61	105	350
	41%	40%	33%	48%	46%	35%	42%	35%	45%	49%	38%	38%	42%
		*	*	BE	BE		*		G	GJ			
Somewhat regularly	430	62	50	28	160	97	33	130	75	104	65	114	316
	39%	41%	43%	39%	38%	36%	42%	38%	44%	37%	40%	41%	38%
		*	*				*						
Not very often	159	19	22	7	53	49	9	72	15	30	18	37	122
	14%	13%	19%	10%	12%	18%	11%	21%	9%	11%	11%	13%	15%
		*	*				*	HIJ					
Not at all	64	8	7	2	16	28	3	21	3	8	16	21	43
	6%	5%	6%	3%	4%	10%	4%	6%	2%	3%	10%	8%	5%
		*	*			CD	*	H			HI		
Summary													
Top2Box (Very/ Somewhat regularly)	885	122	89	63	356	189	66	248	150	244	126	219	666
	80%	82%	76%	87%	84%	71%	84%	73%	89%	86%	79%	79%	80%
		E*	*	BE	E		E*		GJ	GJ			
Low2Box (Not very often/ Not at all)	223	27	29	9	69	77	12	93	18	39	34	58	165
	20%	18%	24%	13%	16%	29%	16%	27%	11%	14%	21%	21%	20%
		*	C*			ACDF	*	HI			HI		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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?

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1108	121	119	135	402	231	100	302	175	304	185	305	803
Weighted	1108	149	118	72	425	266	79	342	168	283	160	277	831
News about celebrities, stars and entertainers													
Very regularly	95	13	6	9	41	18	8	26	18	34	6	33	62
	9%	9%	5%	13%	10%	7%	10%	8%	11%	12%	3%	12%	7%
		*	*				*		J	J		L	
Somewhat regularly	293	36	28	14	113	84	17	93	50	68	42	83	210
	26%	24%	24%	20%	27%	32%	22%	27%	30%	24%	26%	30%	25%
		*	*			C	*						
Not very often	457	76	46	35	171	91	38	133	61	131	64	109	347
	41%	51%	39%	48%	40%	34%	48%	39%	36%	46%	40%	40%	42%
		E*	*	E			E*						
Not at all	263	24	37	14	100	73	16	90	39	49	49	51	212
	24%	16%	32%	19%	23%	27%	20%	26%	23%	17%	31%	18%	26%
		*	AC*			A	*	I			I		K
Summary													
Top2Box (Very/ Somewhat regularly)	388	49	34	23	155	102	25	119	68	102	47	116	272
	35%	33%	29%	32%	36%	38%	32%	35%	41%	36%	30%	42%	33%
		*	*				*					L	
Low2Box (Not very often/ Not at all)	720	100	84	49	270	164	54	223	100	181	113	161	559
	65%	67%	71%	68%	64%	62%	68%	65%	59%	64%	70%	58%	67%
		*	*				*						K

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1108	121	119	135	402	231	100	302	175	304	185	305	803
Weighted	1108	149	118	72	425	266	79	342	168	283	160	277	831
News about business and finance													
Very regularly	155	26	14	13	68	26	9	18	29	60	34	40	116
	14%	17%	12%	18%	16%	10%	11%	5%	17%	21%	21%	14%	14%
		*	*	E	E		*		G	G	G		
Somewhat regularly	299	42	34	23	109	68	23	84	48	88	42	73	226
	27%	28%	29%	32%	26%	26%	29%	25%	29%	31%	27%	26%	27%
		*	*				*						
Not very often	396	52	49	26	148	92	30	128	64	89	54	96	300
	36%	35%	41%	36%	35%	35%	38%	38%	38%	31%	34%	35%	36%
		*	*				*						
Not at all	257	30	21	10	101	79	17	111	27	46	30	69	189
	23%	20%	18%	14%	24%	30%	22%	32%	16%	16%	19%	25%	23%
		*	*		C	BC	*	HIJ					
Summary													
Top2Box (Very/ Somewhat regularly)	454	67	48	36	177	95	32	102	77	147	76	113	342
	41%	45%	41%	50%	42%	36%	40%	30%	46%	52%	48%	41%	41%
		*	*	E			*		G	G	G		
Low2Box (Not very often/ Not at all)	654	81	70	36	248	172	47	239	91	136	84	164	489
	59%	55%	59%	50%	58%	64%	60%	70%	54%	48%	52%	59%	59%
		*	*			C	*	HIJ					

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1108	121	119	135	402	231	100	302	175	304	185	305	803
Weighted	1108	149	118	72	425	266	79	342	168	283	160	277	831
News of things happening in Canada	885	122	89	63	356	189	66	248	150	244	126	219	666
	80%	82%	76%	87%	84%	71%	84%	73%	89%	86%	79%	79%	80%
		E*	*	BE	E		E*		GJ	GJ			
News of things happening internationally	802	116	81	56	320	170	59	228	138	229	108	194	608
	72%	78%	69%	77%	75%	64%	75%	67%	82%	81%	68%	70%	73%
		E*	*	E	E		*		GJ	GJ			
News about business and finance	454	67	48	36	177	95	32	102	77	147	76	113	342
	41%	45%	41%	50%	42%	36%	40%	30%	46%	52%	48%	41%	41%
		*	*	E			*		G	G	G		
News about celebrities, stars and entertainers	388	49	34	23	155	102	25	119	68	102	47	116	272
	35%	33%	29%	32%	36%	38%	32%	35%	41%	36%	30%	42%	33%
		*	*				*					L	

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1108	121	119	135	402	231	100	302	175	304	185	305	803
Weighted	1108	149	118	72	425	266	79	342	168	283	160	277	831
News about celebrities, stars and entertainers	720	100	84	49	270	164	54	223	100	181	113	161	559
	65%	67%	71%	68%	64%	62%	68%	65%	59%	64%	70%	58%	67%
		*	*				*						K
News about business and finance	654	81	70	36	248	172	47	239	91	136	84	164	489
	59%	55%	59%	50%	58%	64%	60%	70%	54%	48%	52%	59%	59%
		*	*			C	*	HIJ					
News of things happening internationally	306	32	37	16	104	96	20	114	30	54	52	83	223
	28%	22%	31%	23%	25%	36%	25%	33%	18%	19%	32%	30%	27%
		*	*			ACD	*	HI			HI		
News of things happening in Canada	223	27	29	9	69	77	12	93	18	39	34	58	165
	20%	18%	24%	13%	16%	29%	16%	27%	11%	14%	21%	21%	20%
		*	C*			ACDF	*	HI			HI		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1106	120	119	135	401	231	100	302	174	304	184	304	802
Weighted	1105	147	118	72	424	266	79	342	168	283	158	275	830
Real news	105	16	13	6	34	29	7	49	14	26	11	36	69
	9%	11%	11%	8%	8%	11%	9%	14%	9%	9%	7%	13%	8%
		*	*				*	J				L	
Click bait	697	86	78	48	281	152	52	209	107	184	98	147	549
	63%	58%	67%	67%	66%	57%	66%	61%	64%	65%	62%	54%	66%
		*	*		E		*						K
Both	304	45	27	18	110	85	20	84	47	73	49	92	212
	27%	31%	23%	24%	26%	32%	25%	25%	28%	26%	31%	34%	26%
		*	*				*					L	

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1106	120	119	135	401	231	100	302	174	304	184	304	802
Weighted	1105	147	118	72	424	266	79	342	168	283	158	275	830
Celebrities	351	37	40	23	130	96	24	126	47	92	43	97	255
	32%	25%	34%	32%	31%	36%	31%	37%	28%	33%	27%	35%	31%
		*	*				*	J					
Media	754	109	78	49	294	170	55	216	121	191	116	178	576
	68%	75%	66%	68%	69%	64%	69%	63%	72%	67%	73%	65%	69%
		*	*				*				G		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

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