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14	HHCMP1. How many people are living or staying at your current address?
15	DEMA_1. [Use the Internet] How frequently do you do the following things...?
16	DEMA_2. [Visit social networking websites (Facebook, Twitter, Pinterest, etc.)] How frequently do you do the following things...?
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20	DEMA_6. [Read newspapers/news online] How frequently do you do the following things...?
21	DEMA_7. [Listen to conventional radio] How frequently do you do the following things...?
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24	DEMA. [SUMMARY - EVERYDAY / SEVERAL TIMES A DAY] How frequently do you do the following things...?
25	DEMA. [SUMMARY - ONCE WEEKLY / A FEW TIMES A WEEK] How frequently do you do the following things...?
26	DEMA. [SUMMARY - ABOUT ONCE A MONTH / A FEW TIMES PER MONTH] How frequently do you do the following things...?
27	DEMA. [SUMMARY - NEVER] How frequently do you do the following things...?
28	DEMB. How frequently do you use social online media or online sources/sites to follow, get information about, discuss etc. public policy, social and/or political issues?
29	DEMC. When it comes to public policy, social and/or political issues, which of the following have you done, if any, on social media or online sources/sites in the past month?

1. Vimy Ridge is:

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
A Canadian mountain range	68	23	45	37	24	6	9	26	29	3
	7%	5%	9%	13%	6%	2%	12%	7%	7%	2%
			A	DE	E		I*	I	I	
A battle where Canadian soldiers fought	828	425	403	196	303	329	56	301	330	141
	82%	86%	77%	69%	81%	92%	71%	79%	83%	90%
		B			C	CD	*			FGH
A famous Canadian racehorse	30	15	16	17	8	4	5	14	7	4
	3%	3%	3%	6%	2%	1%	7%	4%	2%	2%
				DE			*			
A ski slope where Canadians practiced for the 2014 Sochi Olympics	90	30	59	33	40	17	8	41	31	9
	9%	6%	11%	12%	11%	5%	10%	11%	8%	6%
			A	E	E		*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Vimy Ridge was a battle in what conflict?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
First World War	481	254	227	137	161	184	22	164	193	103
	47%	52%	43%	48%	43%	52%	27%	43%	48%	66%
		B				D	*		F	FGH
Second World War	375	172	202	73	151	150	31	152	152	40
	37%	35%	39%	26%	40%	42%	39%	40%	38%	25%
					C	C	*	I	I	
Korean War	43	19	24	19	14	10	11	20	10	1
	4%	4%	5%	7%	4%	3%	14%	5%	3%	1%
				E			GHI*	I		
The Northwest Rebellion in Canada	79	34	45	41	35	4	8	36	28	7
	8%	7%	9%	14%	9%	1%	11%	9%	7%	4%
				E	E		*			
The Afghanistan War	17	3	14	3	7	7	3	5	7	2
	2%	1%	3%	1%	2%	2%	4%	1%	2%	2%
			A				*			
The Boer War in South Africa	21	11	10	10	9	2	3	6	8	4
	2%	2%	2%	4%	2%	*	4%	2%	2%	2%
				E	E		*			

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
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3. At the battle of Vimy Ridge:

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Canadian soldiers suffered major losses in the Second World War on the beaches of Normandy	308	127	181	65	122	121	31	113	128	36
	30%	26%	35%	23%	32%	34%	40%	30%	32%	23%
			A		C	C	I*		I	
Canadian soldiers captured a hill in the Korean War that was a turning point for UN Forces	78	35	43	20	36	21	12	41	23	2
	8%	7%	8%	7%	10%	6%	15%	11%	6%	1%
							HI*	HI	I	
Canadian soldiers won a significant battle in the First World War against the German Army in France	531	288	243	143	176	212	26	183	214	108
	52%	58%	46%	50%	47%	59%	34%	48%	54%	69%
		B				D	*		F	FGH
Canadian soldiers repelled an attack at a South African town in the Boer War	26	16	10	13	11	2	1	9	9	7
	3%	3%	2%	5%	3%	*	1%	2%	2%	5%
				E	E		*			
Canadian soldiers fought and captured Louis Riel in the Northwest Rebellion	72	26	46	42	29	*	8	36	25	3
	7%	5%	9%	15%	8%	*	10%	9%	6%	2%
				DE	E		I*	I	I	

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4. The Canadian military actions at Vimy Ridge helped...

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Allies in the First World War achieve their first significant victory	611	325	286	154	213	244	26	219	248	118
	60%	66%	55%	55%	57%	68%	33%	57%	62%	75%
		B				CD	*	F	F	FGH
Lead to the surrender of Japanese forces in the Pacific in the Second World War	123	40	83	32	46	44	17	46	50	10
	12%	8%	16%	11%	12%	12%	21%	12%	13%	6%
			A				I*		I	
Put down the Northwest Rebellion and created a new Province in	103	36	68	56	37	10	17	51	30	5
	10%	7%	13%	20%	10%	3%	22%	13%	8%	3%
			A	DE	E		HI*	HI	I	
Ensure the liberation of the prisoners in Nazi Death Camps in the Second World War	178	92	86	41	79	58	19	66	69	23
	18%	19%	16%	14%	21%	16%	24%	17%	17%	15%
							*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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5. As a result of Vimy Ridge:

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Canadians felt greater confidence in themselves as a united fighting force and as a nation	668	347	321	150	228	290	35	250	256	127
	66%	71%	61%	53%	61%	81%	44%	66%	64%	81%
		B				CD	*	F	F	FGH
Canada decided to join the United Nations	181	79	102	49	84	48	22	72	74	13
	18%	16%	19%	17%	22%	13%	28%	19%	19%	8%
					E		I*	I	I	
Canada built the Parliament Buildings in Ottawa	56	22	34	34	19	3	7	26	17	6
	6%	4%	7%	12%	5%	1%	9%	7%	4%	4%
				DE	E		*			
O' Canada, Canada's national anthem, was penned to commemorate the great battle	110	44	66	49	45	16	16	34	50	10
	11%	9%	13%	17%	12%	4%	20%	9%	13%	6%
				E	E		GI*		I	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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6. The most important outcome of the Battle of Vimy Ridge on April 9-12, 1917 was that:

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Canada was able to liberate Holland from Nazi Germany	98	50	48	21	38	38	16	38	34	10
	10%	10%	9%	8%	10%	11%	20%	10%	8%	6%
							HI*			
Canadian historians say the country came of age and found its voice	495	254	241	120	164	210	28	162	201	104
	49%	52%	46%	42%	44%	59%	35%	42%	51%	66%
						CD	*			FGH
Canada was able to liberate Paris from Nazi Germany	135	69	66	27	60	48	11	57	55	13
	13%	14%	13%	9%	16%	14%	13%	15%	14%	8%
					C		*	I	I	
Canada became world renowned known for international peacekeeping	250	101	150	96	102	53	18	104	102	27
	25%	20%	29%	34%	27%	15%	23%	27%	26%	17%
			A	E	E		*	I	I	
Prime Minister Pierre Trudeau invoked the War Measures Act	37	18	18	19	11	7	6	20	7	3
	4%	4%	3%	7%	3%	2%	8%	5%	2%	2%
				E			H*	H		

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

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Minimum Base: 30 (**), Small Base: 100 (*)

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7. Are you or any members of your family planning to travel to France in 2017 for the centennial observances of the Battle of Vimy Ridge and the unveiling of the new Vimy Education Centre?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Yes	27	19	7	11	10	6	2	7	11	6
	3%	4%	1%	4%	3%	2%	3%	2%	3%	4%
		B					*			
No	988	473	515	272	366	351	77	375	387	150
	97%	96%	99%	96%	97%	98%	97%	98%	97%	96%
			A				*			

- Column Proportions:

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

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

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GENDER

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Male	492	492	-	120	200	172	38	172	199	83
	49%	100%	-	43%	53%	48%	48%	45%	50%	53%
		B			C		*			
Female	523	-	523	163	176	184	41	210	199	73
	51%	-	100%	57%	47%	52%	52%	55%	50%	47%
			A	D			*			

- Column Proportions:

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

- Column Means:

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

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AGE

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
18-24	109	42	67	109	-	-	9	59	33	8
	11%	9%	13%	39%	-	-	11%	16%	8%	5%
				DE			*	HI		
25-34	174	78	96	174	-	-	7	62	70	35
	17%	16%	18%	61%	-	-	9%	16%	18%	22%
				DE			*			F
35-44	144	80	64	-	144	-	14	46	51	33
	14%	16%	12%	-	38%	-	17%	12%	13%	21%
					CE		*			GH
45-54	232	120	112	-	232	-	22	81	99	30
	23%	24%	21%	-	62%	-	28%	21%	25%	19%
					CE		*			
55-64	170	75	94	-	-	170	10	67	75	17
	17%	15%	18%	-	-	48%	13%	18%	19%	11%
						CD	*		I	
65+	187	97	90	-	-	187	17	67	69	33
	18%	20%	17%	-	-	52%	22%	17%	17%	21%
						CD	*			
Summary										
18-34	283	120	163	283	-	-	16	121	104	43
	28%	24%	31%	100%	-	-	20%	32%	26%	28%
			A	DE			*			
35-54	376	200	176	-	376	-	36	127	150	62
	37%	41%	34%	-	100%	-	46%	33%	38%	40%
		B			CE		*			
55+	356	172	184	-	-	356	27	134	144	51
	35%	35%	35%	-	-	100%	35%	35%	36%	33%
						CD	*			

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Minimum Base: 30 (**), Small Base: 100 (*)

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EDUCATION

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Primary School or less	13	10	3	3	8	2	13	-	-	-
	1%	2%	1%	1%	2%	*	16%	-	-	-
Some high school							GHI*			
	66	28	39	13	28	26	66	-	-	-
	7%	6%	7%	5%	7%	7%	84%	-	-	-
Graduated high school							GHI*			
	382	172	210	121	127	134	-	382	-	-
	38%	35%	40%	43%	34%	38%	-	100%	-	-
Some college / CEGEP / Trade School							*	FHI		
	107	48	59	27	49	32	-	-	107	-
	11%	10%	11%	9%	13%	9%	-	-	27%	-
Graduated from college / CEGEP / Trade School							*		FGI	
	203	104	100	52	79	73	-	-	203	-
	20%	21%	19%	18%	21%	21%	-	-	51%	-
Some university, but did not finish							*		FGI	
	87	48	40	25	23	39	-	-	87	-
	9%	10%	8%	9%	6%	11%	-	-	22%	-
University undergraduate degree, such as a Bachelor's Degree						D	*		FGI	
	116	57	59	37	52	27	-	-	-	116
	11%	11%	11%	13%	14%	8%	-	-	-	74%
University graduate degree, such as a Master's or PhD					E		*			FGH
	41	27	14	6	11	24	-	-	-	41
	4%	5%	3%	2%	3%	7%	-	-	-	26%
		B				CD	*			FGH
Summary										
<HS	79	38	41	16	36	27	79	-	-	-
	8%	8%	8%	6%	10%	8%	100%	-	-	-
							GHI*			
HS	382	172	210	121	127	134	-	382	-	-
	38%	35%	40%	43%	34%	38%	-	100%	-	-
							*	FHI		
Post Sec	398	199	199	104	150	144	-	-	398	-
	39%	40%	38%	37%	40%	40%	-	-	100%	-
							*		FGI	
Univ Grad	156	83	73	43	62	51	-	-	-	156
	15%	17%	14%	15%	17%	14%	-	-	-	100%
							*			FGH

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REGION

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
BC	136	63	74	32	41	63	11	45	63	17
	13%	13%	14%	11%	11%	18%	13%	12%	16%	11%
						D	*			
AB	108	58	50	46	36	25	11	31	45	21
	11%	12%	10%	16%	10%	7%	14%	8%	11%	13%
				DE			*			
SK/MB	66	32	34	16	34	16	7	24	24	11
	7%	7%	6%	6%	9%	4%	9%	6%	6%	7%
					E		*			
Ontario	389	173	216	92	138	159	27	164	137	61
	38%	35%	41%	33%	37%	44%	34%	43%	35%	39%
						C	*	H		
Quebec	244	125	119	75	101	68	17	90	101	35
	24%	25%	23%	26%	27%	19%	22%	24%	25%	22%
					E		*			
Atlantic	72	42	30	21	25	26	7	27	27	11
	7%	9%	6%	7%	7%	7%	8%	7%	7%	7%
							*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I
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INCOME

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
<\$25K	130	49	81	50	49	30	22	60	37	11
	13%	10%	15%	18%	13%	9%	28%	16%	9%	7%
			A	E			HI*	HI		
\$25K - <\$55K	285	140	145	68	105	112	29	113	118	24
	28%	28%	28%	24%	28%	32%	37%	30%	30%	16%
							I*	I	I	
\$55K - <\$100K	281	156	124	76	105	99	17	71	135	57
	28%	32%	24%	27%	28%	28%	22%	19%	34%	37%
		B					*		G	G
\$100K - <\$150K	113	65	48	24	43	47	2	35	45	31
	11%	13%	9%	8%	11%	13%	2%	9%	11%	20%
							*			FGH
\$150K+	37	25	13	6	15	16	-	10	15	12
	4%	5%	2%	2%	4%	5%	-	3%	4%	8%
							*			FGH
Prefer not to answer	169	58	111	59	59	51	9	92	48	21
	17%	12%	21%	21%	16%	14%	11%	24%	12%	13%
			A				*	HI		
Summary										
<40K	274	115	158	85	101	87	41	115	98	20
	27%	23%	30%	30%	27%	25%	52%	30%	25%	13%
			A				GHI*	I	I	
40K - <60K	186	99	87	42	70	74	13	78	74	21
	18%	20%	17%	15%	19%	21%	17%	20%	19%	13%
							*	I		
60K - <100K	236	131	105	67	89	80	14	51	119	52
	23%	27%	20%	24%	24%	22%	18%	13%	30%	33%
		B					*		G	FG
100K+	150	89	61	30	58	63	2	46	60	43
	15%	18%	12%	11%	15%	18%	2%	12%	15%	28%
		B				C	*		F	FGH

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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HOUSEHOLD COMPOSITION

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Kids	203	90	113	62	119	22	12	68	87	37
	20%	18%	22%	22%	32%	6%	16%	18%	22%	23%
				E	CE		*			
No Kids	812	402	409	221	256	334	67	314	311	120
	80%	82%	78%	78%	68%	94%	84%	82%	78%	77%
				D		CD	*			

- Column Proportions:

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

- Column Means:

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

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HHCMP1. How many people are living or staying at your current address?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
1	227	121	106	55	81	90	16	91	86	34
	22%	25%	20%	20%	22%	25%	20%	24%	22%	21%
							*			
2	411	206	205	86	123	202	39	153	152	66
	40%	42%	39%	31%	33%	57%	50%	40%	38%	42%
						CD	*			
3	172	80	92	65	64	43	8	58	79	27
	17%	16%	18%	23%	17%	12%	10%	15%	20%	17%
				E			*			
4	148	64	85	51	85	13	8	61	58	21
	15%	13%	16%	18%	23%	4%	10%	16%	15%	14%
				E	E		*			
5	36	10	25	13	15	7	2	16	12	6
	3%	2%	5%	5%	4%	2%	2%	4%	3%	4%
			A				*			
6	12	4	8	6	4	1	2	-	8	2
	1%	1%	1%	2%	1%	*	3%	-	2%	1%
				E			G*		G	G
7	4	3	1	2	*	1	-	2	1	*
	*	1%	*	1%	*	*	-	1%	*	*
							*			
8	1	-	1	-	1	-	-	-	1	-
	*	-	*	-	*	-	-	-	*	-
							*			
10	2	2	-	2	-	-	2	-	-	-
	*	*	-	1%	-	-	2%	-	-	-
							GH*			
12+	3	3	-	1	2	-	2	-	1	-
	*	1%	-	*	1%	-	3%	-	*	-
							G*			

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

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DEMA_1. [Use the Internet]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Use the Internet										
Several times a day	758	368	390	239	268	251	41	280	303	134
	75%	75%	75%	84%	71%	71%	52%	73%	76%	86%
				DE			*	F	F	FGH
Everyday or almost everyday	198	92	106	32	80	87	22	83	75	19
	20%	19%	20%	11%	21%	24%	28%	22%	19%	12%
					C	C	I*	I	I	
2-3 times a week	27	14	13	5	12	10	8	9	8	1
	3%	3%	3%	2%	3%	3%	10%	2%	2%	1%
							GHI*			
Once a week	10	3	7	2	5	3	2	4	4	-
	1%	1%	1%	1%	1%	1%	2%	1%	1%	-
							*			
2-3 times a month	4	3	1	1	2	1	-	2	2	-
	*	1%	*	*	1%	*	-	1%	*	-
							*			
Once a month/Less often	4	2	2	1	3	-	2	-	2	-
	*	*	*	*	1%	-	2%	-	*	-
							G*			
Never	14	11	3	4	6	4	4	3	4	2
	1%	2%	1%	1%	2%	1%	5%	1%	1%	1%
		B					*			
Summary										
Everyday / Several Times A Day	957	460	497	271	347	338	63	363	377	153
	94%	93%	95%	96%	92%	95%	80%	95%	95%	98%
							*	F	F	FH
Once weekly / A few times a week	37	17	20	7	17	13	10	14	13	1
	4%	3%	4%	2%	5%	4%	13%	4%	3%	1%
							GHI*		I	
About Once A Month/ A Few Times Per Month	7	5	3	2	5	1	2	2	3	-
	1%	1%	1%	1%	1%	*	2%	1%	1%	-
							*			

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

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA_2. [Visit social networking websites (Facebook, Twitter, Pinterest, etc.)]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)										
Several times a day	374	144	231	150	143	82	29	138	153	54
	37%	29%	44%	53%	38%	23%	37%	36%	39%	35%
			A	DE	E		*			
Everyday or almost everyday	215	111	104	71	80	64	15	97	73	30
	21%	23%	20%	25%	21%	18%	19%	25%	18%	19%
							*	H		
2-3 times a week	76	38	38	17	29	30	9	28	29	10
	7%	8%	7%	6%	8%	8%	11%	7%	7%	7%
							*			
Once a week	57	31	26	11	24	22	2	22	24	9
	6%	6%	5%	4%	6%	6%	3%	6%	6%	5%
							*			
2-3 times a month	35	13	22	7	16	12	2	10	16	7
	3%	3%	4%	2%	4%	3%	2%	3%	4%	4%
							*			
Once a month/Less often	39	20	18	3	15	20	5	7	19	8
	4%	4%	3%	1%	4%	6%	6%	2%	5%	5%
						C	*			G
Never	220	136	84	25	69	126	17	80	84	38
	22%	28%	16%	9%	18%	35%	22%	21%	21%	25%
		B			C	CD	*			
Summary										
Everyday / Several Times A Day	589	254	335	220	223	146	44	235	227	84
	58%	52%	64%	78%	59%	41%	56%	61%	57%	54%
			A	DE	E		*			
Once weekly / A few times a week	133	69	64	28	53	51	11	50	53	19
	13%	14%	12%	10%	14%	14%	14%	13%	13%	12%
							*			
About Once A Month/ A Few Times Per Month	73	33	40	10	31	32	6	17	34	15
	7%	7%	8%	3%	8%	9%	8%	5%	9%	10%
					C	C	*			G

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

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

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DEMA_3. [Watch conventional TV]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Watch conventional TV										
Several times a day	462	227	235	102	172	188	36	194	173	58
	45%	46%	45%	36%	46%	53%	46%	51%	43%	37%
					C	C	*	I		
Everyday or almost everyday	351	164	187	81	133	137	27	112	152	59
	35%	33%	36%	29%	35%	39%	35%	29%	38%	38%
						C	*		G	
2-3 times a week	76	40	36	30	32	14	4	30	28	14
	7%	8%	7%	11%	9%	4%	5%	8%	7%	9%
				E	E		*			
Once a week	26	10	16	15	9	3	-	13	7	7
	3%	2%	3%	5%	2%	1%	-	3%	2%	4%
				E			*			H
2-3 times a month	16	5	11	11	3	2	-	2	8	5
	2%	1%	2%	4%	1%	*	-	1%	2%	3%
				DE			*			G
Once a month/Less often	39	18	21	26	9	3	2	20	11	6
	4%	4%	4%	9%	2%	1%	2%	5%	3%	4%
				DE			*			
Never	46	29	17	18	17	10	10	10	20	7
	5%	6%	3%	7%	5%	3%	12%	3%	5%	4%
							G*			
Summary										
Everyday / Several Times A Day	813	391	422	183	305	325	64	307	325	117
	80%	79%	81%	65%	81%	91%	81%	80%	82%	75%
					C	CD	*		I	
Once weekly / A few times a week	102	50	52	45	41	16	4	43	35	21
	10%	10%	10%	16%	11%	5%	5%	11%	9%	14%
				E	E		*			H
About Once A Month/ A Few Times Per Month	54	22	32	37	13	5	2	22	19	11
	5%	5%	6%	13%	3%	1%	2%	6%	5%	7%
				DE			*			

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA_4. [Watch TV online]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Watch TV online										
Several times a day	50	32	18	30	20	*	3	20	18	9
	5%	7%	3%	11%	5%	*	4%	5%	5%	6%
		B		DE	E		*			
Everyday or almost everyday	76	35	41	59	11	6	-	33	31	13
	7%	7%	8%	21%	3%	2%	-	9%	8%	8%
				DE			*			F
2-3 times a week	91	51	39	39	41	10	12	25	37	17
	9%	10%	7%	14%	11%	3%	15%	7%	9%	11%
				E	E		*			
Once a week	50	26	24	18	22	11	7	15	21	8
	5%	5%	5%	6%	6%	3%	9%	4%	5%	5%
							*			
2-3 times a month	81	43	37	26	30	24	4	27	35	14
	8%	9%	7%	9%	8%	7%	5%	7%	9%	9%
							*			
Once a month/Less often	150	68	82	38	66	46	7	55	56	32
	15%	14%	16%	13%	18%	13%	9%	14%	14%	20%
							*			H
Never	518	237	281	73	186	259	46	207	201	64
	51%	48%	54%	26%	49%	73%	59%	54%	50%	41%
					C	CD	I*	I	I	
Summary										
Everyday / Several Times A Day	126	67	59	89	31	6	3	52	49	22
	12%	14%	11%	32%	8%	2%	4%	14%	12%	14%
				DE	E		*			
Once weekly / A few times a week	141	78	63	57	63	21	18	40	58	25
	14%	16%	12%	20%	17%	6%	23%	10%	14%	16%
				E	E		G*			
About Once A Month/ A Few Times Per Month	230	111	119	64	96	70	11	83	91	45
	23%	23%	23%	22%	26%	20%	14%	22%	23%	29%
							*			F

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA_5. [Read conventional newspapers (hardcopy)]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Read conventional newspapers (hardcopy)										
Several times a day	90	58	31	16	22	52	2	32	36	20
	9%	12%	6%	6%	6%	14%	3%	8%	9%	13%
		B				CD	*			F
Everyday or almost everyday	187	106	81	26	66	95	11	75	71	30
	18%	22%	15%	9%	18%	27%	14%	20%	18%	19%
		B			C	CD	*			
2-3 times a week	169	74	95	47	73	49	9	69	64	27
	17%	15%	18%	17%	19%	14%	11%	18%	16%	17%
							*			
Once a week	160	73	87	44	58	58	18	44	75	23
	16%	15%	17%	16%	15%	16%	22%	11%	19%	15%
							*		G	
2-3 times a month	86	37	48	34	26	25	8	25	35	17
	8%	8%	9%	12%	7%	7%	10%	7%	9%	11%
							*			
Once a month/Less often	165	77	88	59	76	30	9	67	64	25
	16%	16%	17%	21%	20%	9%	12%	17%	16%	16%
				E	E		*			
Never	159	66	93	57	56	46	22	71	52	14
	16%	13%	18%	20%	15%	13%	27%	19%	13%	9%
				E			HI*	I		
Summary										
Everyday / Several Times A Day	277	165	112	42	88	147	13	106	107	50
	27%	33%	21%	15%	23%	41%	17%	28%	27%	32%
		B			C	CD	*			F
Once weekly / A few times a week	329	147	182	91	130	107	27	112	140	50
	32%	30%	35%	32%	35%	30%	34%	29%	35%	32%
							*			
About Once A Month/ A Few Times Per Month	251	114	136	93	102	56	17	92	99	43
	25%	23%	26%	33%	27%	16%	22%	24%	25%	27%
				E	E		*			

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA_6. [Read newspapers/news online]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Read newspapers/news online										
Several times a day	127	77	51	39	49	39	8	39	53	27
	13%	16%	10%	14%	13%	11%	10%	10%	13%	17%
		B					*			G
Everyday or almost everyday	181	97	84	53	63	66	12	50	70	48
	18%	20%	16%	19%	17%	18%	16%	13%	18%	31%
							*			FGH
2-3 times a week	129	61	68	49	49	31	5	54	49	21
	13%	12%	13%	17%	13%	9%	6%	14%	12%	14%
				E			*			
Once a week	91	38	53	33	40	18	6	32	41	12
	9%	8%	10%	12%	11%	5%	7%	8%	10%	8%
				E	E		*			
2-3 times a month	60	28	32	20	19	21	2	21	29	9
	6%	6%	6%	7%	5%	6%	3%	5%	7%	6%
							*			
Once a month/Less often	134	53	81	43	49	42	6	63	52	13
	13%	11%	15%	15%	13%	12%	8%	17%	13%	8%
							*	I		
Never	293	139	154	46	107	139	40	123	105	25
	29%	28%	29%	16%	28%	39%	51%	32%	26%	16%
				C	CD		GHI*	I	I	
Summary										
Everyday / Several Times A Day	308	173	135	92	112	105	21	89	123	76
	30%	35%	26%	32%	30%	29%	26%	23%	31%	48%
		B					*		G	FGH
Once weekly / A few times a week	220	99	121	82	89	49	10	86	89	34
	22%	20%	23%	29%	24%	14%	13%	23%	22%	22%
				E	E		*			
About Once A Month/ A Few Times Per Month	194	81	113	63	68	63	8	84	81	22
	19%	17%	22%	22%	18%	18%	10%	22%	20%	14%
							*	I	I	

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

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA_7. [Listen to conventional radio]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION				
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	
		A	B	C	D	E	F	G	H	I	
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281	
Weighted	1015	492	523	283	376	356	79	382	398	156	
Listen to conventional radio											
Several times a day	302	174	128	61	118	124	9	115	127	52	
	30%	35%	25%	21%	31%	35%	11%	30%	32%	33%	
Everyday or almost everyday		B			C	C	*	F	F	F	
	298	155	143	63	127	108	20	105	124	48	
	29%	31%	27%	22%	34%	30%	26%	28%	31%	31%	
2-3 times a week					C		*				
	138	42	95	55	42	41	14	58	48	17	
	14%	9%	18%	20%	11%	11%	18%	15%	12%	11%	
Once a week			A	DE			*				
	46	25	21	19	14	13	5	12	18	10	
	5%	5%	4%	7%	4%	4%	7%	3%	5%	7%	
2-3 times a month							*				
	62	28	34	20	21	22	7	23	25	7	
	6%	6%	7%	7%	6%	6%	9%	6%	6%	4%	
Once a month/Less often							*				
	70	23	47	25	24	21	7	34	19	10	
	7%	5%	9%	9%	6%	6%	9%	9%	5%	7%	
Never			A				*				
	99	45	54	40	29	29	16	34	36	13	
	10%	9%	10%	14%	8%	8%	20%	9%	9%	8%	
Summary				DE			GHI*				
	Everyday / Several Times A Day	601	329	272	124	245	232	29	221	251	100
		59%	67%	52%	44%	65%	65%	37%	58%	63%	64%
Once weekly / A few times a week			B				*	F	F	F	
	183	67	116	74	56	53	20	70	67	27	
	18%	14%	22%	26%	15%	15%	25%	18%	17%	17%	
About Once A Month/ A Few Times Per Month			A	DE			*				
	132	51	81	45	45	42	14	57	44	17	
	13%	10%	15%	16%	12%	12%	18%	15%	11%	11%	
			A				*				

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

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA_8. [Listen to radio online]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Listen to radio online										
Several times a day	54	37	17	20	24	10	2	21	20	11
	5%	8%	3%	7%	6%	3%	3%	5%	5%	7%
		B		E	E		*			
Everyday or almost everyday	61	27	35	29	23	10	1	24	26	10
	6%	5%	7%	10%	6%	3%	1%	6%	7%	6%
				E	E		*			
2-3 times a week	64	34	30	20	29	14	6	21	28	10
	6%	7%	6%	7%	8%	4%	7%	6%	7%	6%
							*			
Once a week	54	28	26	20	24	10	3	11	28	12
	5%	6%	5%	7%	6%	3%	3%	3%	7%	8%
				E	E		*		G	G
2-3 times a month	69	31	38	31	19	19	2	27	24	15
	7%	6%	7%	11%	5%	5%	3%	7%	6%	10%
				DE			*			
Once a month/Less often	178	95	83	58	76	44	10	61	74	33
	18%	19%	16%	20%	20%	12%	12%	16%	19%	21%
				E	E		*			
Never	535	240	295	105	181	249	55	217	198	65
	53%	49%	56%	37%	48%	70%	70%	57%	50%	42%
			A		C	CD	HI*	I	I	
Summary										
Everyday / Several Times A Day	115	64	51	49	47	20	3	45	46	21
	11%	13%	10%	17%	12%	6%	4%	12%	12%	13%
				E	E		*			
Once weekly / A few times a week	118	62	56	40	53	25	8	33	55	22
	12%	13%	11%	14%	14%	7%	11%	9%	14%	14%
				E	E		*		G	
About Once A Month/ A Few Times Per Month	247	126	120	89	95	63	12	87	99	49
	24%	26%	23%	31%	25%	18%	15%	23%	25%	31%
				E	E		*			FG

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA_9. [Tweet]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Tweet										
Several times a day	28	19	9	14	14	*	3	13	9	3
	3%	4%	2%	5%	4%	*	4%	3%	2%	2%
				E	E		*			
Everyday or almost everyday	34	17	17	22	11	1	-	16	14	4
	3%	3%	3%	8%	3%	*	-	4%	3%	3%
				DE	E		*			
2-3 times a week	49	26	23	33	11	5	7	16	19	7
	5%	5%	4%	12%	3%	1%	9%	4%	5%	4%
				DE			*			
Once a week	25	13	12	9	14	2	-	5	12	8
	2%	3%	2%	3%	4%	1%	-	1%	3%	5%
				E	E		*			G
2-3 times a month	41	23	18	18	13	9	-	20	14	7
	4%	5%	3%	6%	4%	3%	-	5%	4%	4%
				E			*			
Once a month/Less often	75	35	41	37	26	13	8	25	31	12
	7%	7%	8%	13%	7%	4%	10%	7%	8%	8%
				DE			*			
Never	763	359	403	151	287	325	61	286	300	115
	75%	73%	77%	53%	76%	91%	77%	75%	75%	74%
					C	CD	*			
Summary										
Everyday / Several Times A Day	62	36	26	36	25	2	3	29	22	8
	6%	7%	5%	13%	7%	1%	4%	8%	6%	5%
				DE	E		*			
Once weekly / A few times a week	74	39	35	42	25	8	7	22	31	15
	7%	8%	7%	15%	7%	2%	9%	6%	8%	9%
				DE	E		*			
About Once A Month/ A Few Times Per Month	116	58	58	55	39	22	8	45	45	19
	11%	12%	11%	19%	11%	6%	10%	12%	11%	12%
				DE			*			

- Column Proportions:

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA. [SUMMARY - EVERYDAY / SEVERAL TIMES A DAY]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Use the Internet	957	460	497	271	347	338	63	363	377	153
	94%	93%	95%	96%	92%	95%	80%	95%	95%	98%
							*	F	F	FH
Watch conventional TV	813	391	422	183	305	325	64	307	325	117
	80%	79%	81%	65%	81%	91%	81%	80%	82%	75%
					C	CD	*		I	
Listen to conventional radio	601	329	272	124	245	232	29	221	251	100
	59%	67%	52%	44%	65%	65%	37%	58%	63%	64%
		B			C	C	*	F	F	F
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	589	254	335	220	223	146	44	235	227	84
	58%	52%	64%	78%	59%	41%	56%	61%	57%	54%
			A	DE	E		*			
Read newspapers/news online	308	173	135	92	112	105	21	89	123	76
	30%	35%	26%	32%	30%	29%	26%	23%	31%	48%
		B					*		G	FGH
Read conventional newspapers (hardcopy)	277	165	112	42	88	147	13	106	107	50
	27%	33%	21%	15%	23%	41%	17%	28%	27%	32%
		B			C	CD	*			F
Watch TV online	126	67	59	89	31	6	3	52	49	22
	12%	14%	11%	32%	8%	2%	4%	14%	12%	14%
				DE	E		*			
Listen to radio online	115	64	51	49	47	20	3	45	46	21
	11%	13%	10%	17%	12%	6%	4%	12%	12%	13%
				E	E		*			
Tweet	62	36	26	36	25	2	3	29	22	8
	6%	7%	5%	13%	7%	1%	4%	8%	6%	5%
				DE	E		*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA. [SUMMARY - ONCE WEEKLY / A FEW TIMES A WEEK]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Read conventional newspapers (hardcopy)	329	147	182	91	130	107	27	112	140	50
	32%	30%	35%	32%	35%	30%	34%	29%	35%	32%
							*			
Read newspapers/news online	220	99	121	82	89	49	10	86	89	34
	22%	20%	23%	29%	24%	14%	13%	23%	22%	22%
				E	E		*			
Listen to conventional radio	183	67	116	74	56	53	20	70	67	27
	18%	14%	22%	26%	15%	15%	25%	18%	17%	17%
			A	DE			*			
Watch TV online	141	78	63	57	63	21	18	40	58	25
	14%	16%	12%	20%	17%	6%	23%	10%	14%	16%
				E	E		G*			
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	133	69	64	28	53	51	11	50	53	19
	13%	14%	12%	10%	14%	14%	14%	13%	13%	12%
							*			
Listen to radio online	118	62	56	40	53	25	8	33	55	22
	12%	13%	11%	14%	14%	7%	11%	9%	14%	14%
				E	E		*		G	
Watch conventional TV	102	50	52	45	41	16	4	43	35	21
	10%	10%	10%	16%	11%	5%	5%	11%	9%	14%
				E	E		*			H
Tweet	74	39	35	42	25	8	7	22	31	15
	7%	8%	7%	15%	7%	2%	9%	6%	8%	9%
				DE	E		*			
Use the Internet	37	17	20	7	17	13	10	14	13	1
	4%	3%	4%	2%	5%	4%	13%	4%	3%	1%
							GHI*		I	

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMA. [SUMMARY - ABOUT ONCE A MONTH / A FEW TIMES PER MONTH]

How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Read conventional newspapers (hardcopy)	251	114	136	93	102	56	17	92	99	43
	25%	23%	26%	33%	27%	16%	22%	24%	25%	27%
				E	E		*			
Listen to radio online	247	126	120	89	95	63	12	87	99	49
	24%	26%	23%	31%	25%	18%	15%	23%	25%	31%
				E	E		*			FG
Watch TV online	230	111	119	64	96	70	11	83	91	45
	23%	23%	23%	22%	26%	20%	14%	22%	23%	29%
							*			F
Read newspapers/news online	194	81	113	63	68	63	8	84	81	22
	19%	17%	22%	22%	18%	18%	10%	22%	20%	14%
							*	I	I	
Listen to conventional radio	132	51	81	45	45	42	14	57	44	17
	13%	10%	15%	16%	12%	12%	18%	15%	11%	11%
			A				*			
Tweet	116	58	58	55	39	22	8	45	45	19
	11%	12%	11%	19%	11%	6%	10%	12%	11%	12%
				DE			*			
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	73	33	40	10	31	32	6	17	34	15
	7%	7%	8%	3%	8%	9%	8%	5%	9%	10%
					C	C	*			G
Watch conventional TV	54	22	32	37	13	5	2	22	19	11
	5%	5%	6%	13%	3%	1%	2%	6%	5%	7%
				DE			*			
Use the Internet	7	5	3	2	5	1	2	2	3	-
	1%	1%	1%	1%	1%	*	2%	1%	1%	-
							*			

- Column Proportions:

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

- Column Means:

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

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How frequently do you do the following things...?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Tweet	763	359	403	151	287	325	61	286	300	115
	75%	73%	77%	53%	76%	91%	77%	75%	75%	74%
				C	CD		*			
Listen to radio online	535	240	295	105	181	249	55	217	198	65
	53%	49%	56%	37%	48%	70%	70%	57%	50%	42%
			A		C	CD	HI*	I	I	
Watch TV online	518	237	281	73	186	259	46	207	201	64
	51%	48%	54%	26%	49%	73%	59%	54%	50%	41%
				C	CD		I*	I	I	
Read newspapers/news online	293	139	154	46	107	139	40	123	105	25
	29%	28%	29%	16%	28%	39%	51%	32%	26%	16%
				C	CD		GHI*	I	I	
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	220	136	84	25	69	126	17	80	84	38
	22%	28%	16%	9%	18%	35%	22%	21%	21%	25%
		B			C	CD	*			
Read conventional newspapers (hardcopy)	159	66	93	57	56	46	22	71	52	14
	16%	13%	18%	20%	15%	13%	27%	19%	13%	9%
				E			HI*	I		
Listen to conventional radio	99	45	54	40	29	29	16	34	36	13
	10%	9%	10%	14%	8%	8%	20%	9%	9%	8%
				DE			GHI*			
Watch conventional TV	46	29	17	18	17	10	10	10	20	7
	5%	6%	3%	7%	5%	3%	12%	3%	5%	4%
							G*			
Use the Internet	14	11	3	4	6	4	4	3	4	2
	1%	2%	1%	1%	2%	1%	5%	1%	1%	1%
		B					*			

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

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DEMB. How frequently do you use social online media or online sources/sites to follow, get information about, discuss etc. public policy, social and/or political issues?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Several times a day	151	68	83	68	61	23	15	52	55	29
	15%	14%	16%	24%	16%	6%	20%	14%	14%	19%
				DE	E		*			
Everyday or almost everyday	163	81	82	55	52	57	7	64	68	24
	16%	17%	16%	19%	14%	16%	9%	17%	17%	15%
							*			
2-3 times a week	90	37	52	22	51	17	8	34	34	13
	9%	8%	10%	8%	14%	5%	10%	9%	9%	8%
					E		*			
Once a week	53	29	24	17	22	14	2	16	26	10
	5%	6%	5%	6%	6%	4%	2%	4%	6%	6%
							*			
2-3 times a month	62	33	30	25	16	21	6	19	30	7
	6%	7%	6%	9%	4%	6%	8%	5%	8%	4%
							*			
Once a month/Less often	114	51	64	35	29	51	11	36	43	24
	11%	10%	12%	12%	8%	14%	14%	10%	11%	15%
						D	*			
Never	381	193	188	61	146	174	29	160	142	49
	38%	39%	36%	22%	39%	49%	37%	42%	36%	32%
					C	CD	*	I		
Summary										
Everyday / Several Times A Day	315	150	165	122	112	80	23	115	123	53
	31%	30%	32%	43%	30%	22%	29%	30%	31%	34%
				DE	E		*			
Once weekly / A few times a week	143	67	76	40	73	31	10	51	60	23
	14%	14%	15%	14%	19%	9%	12%	13%	15%	15%
					E		*			
About Once A Month/ A Few Times Per Month	177	83	93	60	45	72	17	55	73	31
	17%	17%	18%	21%	12%	20%	22%	15%	18%	20%
				D		D	*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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DEMC. When it comes to public policy, social and/or political issues, which of the following have you done, if any, on social media or online sources/sites in the past month?

	Total	Gender		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1015	458	557	233	405	377	43	205	486	281
Weighted	1015	492	523	283	376	356	79	382	398	156
Read what others have posted about public/social/political issues	508	237	271	181	174	153	36	181	209	82
	50%	48%	52%	64%	46%	43%	45%	47%	52%	53%
				DE			*			
Commented on what others have written or posted about public/social/political issues	243	116	127	85	99	59	15	80	107	41
	24%	24%	24%	30%	26%	17%	19%	21%	27%	26%
				E	E		*			
Shared links to articles or information about public/social/political issues with others	209	95	114	83	71	55	10	67	90	43
	21%	19%	22%	29%	19%	16%	13%	17%	23%	27%
				DE			*			FG
Started conversations or written original ideas about public/social/political issues	114	62	52	48	42	24	8	35	47	23
	11%	13%	10%	17%	11%	7%	11%	9%	12%	15%
				E	E		*			G
None of the above	404	195	209	68	157	179	37	165	147	55
	40%	40%	40%	24%	42%	50%	47%	43%	37%	35%
					C	CD	*			
Summary										
Active	321	158	163	118	120	83	18	104	138	61
	32%	32%	31%	42%	32%	23%	22%	27%	35%	39%
				DE	E		*			FG
Passive	290	140	151	98	98	94	24	113	113	40
	29%	28%	29%	35%	26%	26%	31%	30%	28%	26%
				D			*			
Inactive	404	195	209	68	157	179	37	165	147	55
	40%	40%	40%	24%	42%	50%	47%	43%	37%	35%
					C	CD	*			

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

Minimum Base: 30 (**), Small Base: 100 (*)

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