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13	HOUSEHOLD COMPOSITION
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...?
17	DEMA_3. [Watch conventional TV] How frequently do you do the following things...?
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19	DEMA_5. [Read conventional newspapers (hardcopy)] How frequently do you do the following things...?
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...?
22	DEMA_8. [Listen to radio online] How frequently do you do the following things...?
23	DEMA_9. [Tweet] How frequently do you do the following things...?
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	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
A Canadian mountain range	68	5	10	1	8	40	3	17	9	25	8	13	55
	7%	4%	10%	1%	2%	16%	5%	6%	5%	11%	5%	6%	7%
			D*	*		ACDF	*			H			
A battle where Canadian soldiers fought	828	124	92	59	360	133	58	211	155	187	135	153	675
	82%	91%	86%	90%	93%	55%	81%	77%	83%	79%	89%	75%	83%
		EF	E*	E*	EF		E*				GI		K
A famous Canadian racehorse	30	1	1	3	12	10	4	9	6	6	1	5	25
	3%	1%	1%	4%	3%	4%	6%	3%	3%	3%	*	3%	3%
			*	*			A*						
A ski slope where Canadians practiced for the 2014 Sochi Olympics	90	6	4	4	9	61	6	37	17	18	7	32	58
	9%	4%	4%	6%	2%	25%	9%	14%	9%	8%	5%	16%	7%
			*	*		ABCDF	D*	J				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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2. Vimy Ridge was a battle in what conflict?

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
First World War	481	64	54	34	200	90	39	119	85	119	80	88	393
	47%	47%	50%	52%	51%	37%	54%	43%	46%	50%	53%	43%	48%
			*	E*	E		E*						
Second World War	375	56	42	22	154	73	26	97	74	83	55	70	305
	37%	41%	39%	34%	40%	30%	37%	35%	40%	35%	37%	34%	38%
		E	*	*	E		*						
Korean War	43	7	1	5	12	16	1	20	6	6	2	10	33
	4%	5%	1%	8%	3%	7%	2%	7%	3%	3%	1%	5%	4%
			*	B*			*	IJ					
The Northwest Rebellion in Canada	79	8	10	4	20	32	4	22	18	16	8	24	55
	8%	6%	10%	6%	5%	13%	6%	8%	10%	7%	5%	12%	7%
			*	*		D	*					L	
The Afghanistan War	17	-	1	1	1	15	*	11	1	3	2	4	13
	2%	-	1%	1%	*	6%	1%	4%	*	1%	1%	2%	2%
			*	*		AD	*	H					
The Boer War in South Africa	21	-	-	-	1	18	2	6	1	9	3	8	13
	2%	-	-	-	*	7%	2%	2%	1%	4%	2%	4%	2%
			*	*		ABCD	*			H			

- 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. At the battle of Vimy Ridge:

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Canadian soldiers suffered major losses in the Second World War on the beaches of Normandy	308	44	20	15	131	73	24	83	61	66	38	69	239
	30%	32%	19%	23%	34%	30%	33%	30%	33%	28%	25%	34%	29%
Canadian soldiers captured a hill in the Korean War that was a turning point for UN Forces	78	11	5	3	23	35	1	30	12	18	7	17	61
	8%	8%	4%	5%	6%	15%	2%	11%	7%	8%	5%	8%	8%
Canadian soldiers won a significant battle in the First World War against the German Army in France	531	73	69	38	221	87	42	126	90	135	95	90	441
	52%	54%	64%	58%	57%	36%	59%	46%	48%	57%	63%	44%	54%
Canadian soldiers repelled an attack at a South African town in the Boer War	26	1	4	-	3	17	2	4	9	5	7	6	20
	3%	1%	3%	-	1%	7%	3%	1%	5%	2%	4%	3%	2%
Canadian soldiers fought and captured Louis Riel in the Northwest Rebellion	72	7	10	9	11	31	3	30	14	12	4	21	51
	7%	5%	10%	14%	3%	13%	4%	11%	7%	5%	3%	10%	6%

- 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:

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Allies in the First World War achieve their first significant victory	611	84	74	44	249	119	42	148	111	155	100	116	495
	60%	62%	69%	66%	64%	49%	58%	54%	60%	66%	67%	57%	61%
		E	E*	E*	E		*			G	G		
Lead to the surrender of Japanese forces in the Pacific in the Second World War	123	18	16	4	46	27	11	37	27	17	18	29	93
	12%	13%	14%	7%	12%	11%	15%	14%	15%	7%	12%	14%	11%
		*	*				*	I	I				
Put down the Northwest Rebellion and created a new Province in	103	10	7	8	27	48	4	38	12	21	2	24	80
	10%	7%	6%	12%	7%	20%	5%	14%	7%	9%	1%	12%	10%
		*	*			ABDF	*	HJ	J	J			
Ensure the liberation of the prisoners in Nazi Death Camps in the Second World War	178	24	11	10	66	50	16	50	36	43	31	34	143
	18%	17%	11%	15%	17%	21%	23%	18%	19%	18%	20%	17%	18%
		*	*				*						

- 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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5. As a result of Vimy Ridge:

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Canadians felt greater confidence in themselves as a united fighting force and as a nation	668	86	71	48	297	114	53	166	125	157	111	126	542
	66%	63%	66%	72%	76%	47%	74%	61%	67%	67%	73%	62%	67%
		E	E*	E*	AE		E*				G		
Canada decided to join the United Nations	181	32	19	8	55	55	12	49	31	46	21	39	142
	18%	23%	18%	12%	14%	23%	16%	18%	17%	20%	14%	19%	18%
		D	*	*		D	*						
Canada built the Parliament Buildings in Ottawa	56	7	10	1	11	25	2	16	9	7	9	14	42
	6%	5%	10%	1%	3%	10%	3%	6%	5%	3%	6%	7%	5%
			CD*	*		CD	*						
O' Canada, Canada's national anthem, was penned to commemorate the great battle	110	12	7	10	27	49	5	43	20	26	10	25	85
	11%	9%	7%	15%	7%	20%	7%	16%	11%	11%	7%	12%	10%
			*	D*		ABDF	*	J					

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Canada was able to liberate Holland from Nazi Germany	98	12	15	5	34	20	12	35	20	17	12	14	84
	10%	9%	14%	8%	9%	8%	16%	13%	11%	7%	8%	7%	10%
			*	*			*						
Canadian historians say the country came of age and found its voice	495	82	53	38	222	71	30	99	92	132	81	96	399
	49%	60%	49%	57%	57%	29%	42%	36%	50%	56%	54%	47%	49%
		EF	E*	E*	EF		E*		G	G	G		
Canada was able to liberate Paris from Nazi Germany	135	13	6	6	63	36	11	41	26	26	21	30	105
	13%	9%	6%	9%	16%	15%	15%	15%	14%	11%	14%	15%	13%
			*	*	B		*						
Canada became world renowned known for international peacekeeping	250	26	29	12	65	104	14	83	43	55	29	52	198
	25%	19%	27%	18%	17%	43%	20%	30%	23%	23%	19%	26%	24%
			*	*		ABCDF	*	J					
Prime Minister Pierre Trudeau invoked the War Measures Act	37	4	5	6	4	13	5	16	5	6	6	11	25
	4%	3%	4%	9%	1%	5%	7%	6%	3%	2%	4%	6%	3%
			*	D*		D	D*						

- 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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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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60K H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Yes	27	3	1	3	9	9	2	7	6	8	5	6	21
	3%	2%	1%	4%	2%	4%	3%	3%	3%	3%	3%	3%	3%
			*	*			*						
No	988	133	107	63	381	235	70	266	180	228	146	198	791
	97%	98%	99%	96%	98%	96%	97%	97%	97%	97%	97%	97%	97%
			*	*			*						

- 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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GENDER

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Male	492	63	58	32	173	125	42	115	99	131	89	90	402
	49%	46%	54%	49%	44%	51%	58%	42%	53%	55%	59%	44%	50%
			*	*			D*			G	G		
Female	523	74	50	34	216	119	30	158	87	105	61	113	409
	51%	54%	46%	51%	56%	49%	42%	58%	47%	45%	41%	56%	50%
			*	*	F		*	IJ					

- 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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AGE

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
18-24	109	19	17	7	42	19	5	42	10	16	8	9	100
	11%	14%	16%	11%	11%	8%	7%	15%	5%	7%	5%	4%	12%
			*	*			*	HIJ					K
25-34	174	14	29	9	51	55	16	44	32	51	22	53	121
	17%	10%	27%	14%	13%	23%	22%	16%	17%	22%	15%	26%	15%
			AD*	*		AD	A*					L	
35-44	144	12	5	13	56	50	7	48	28	33	19	64	80
	14%	9%	5%	20%	14%	20%	10%	17%	15%	14%	13%	31%	10%
			*	AB*	B	ABF	*					L	
45-54	232	29	31	20	82	51	18	53	41	56	38	55	177
	23%	21%	29%	31%	21%	21%	25%	19%	22%	24%	25%	27%	22%
			*	*			*						
55-64	170	26	15	8	69	38	14	35	30	40	34	17	153
	17%	19%	14%	12%	18%	16%	19%	13%	16%	17%	23%	8%	19%
			*	*			*				G		K
65+	187	37	11	8	90	30	12	52	44	40	29	5	181
	18%	27%	10%	12%	23%	12%	17%	19%	24%	17%	19%	3%	22%
		BCE	*	*	BE		*						K
Summary													
18-34	283	32	46	16	92	75	21	85	42	67	30	62	221
	28%	24%	43%	25%	24%	31%	29%	31%	22%	28%	20%	31%	27%
			ACD*	*			*	J					
35-54	376	41	36	34	138	101	25	101	70	89	58	119	256
	37%	30%	34%	51%	36%	41%	35%	37%	37%	38%	38%	59%	32%
			*	AD*			*					L	
55+	356	63	25	16	159	68	26	87	74	80	63	22	334
	35%	46%	23%	24%	41%	28%	36%	32%	40%	34%	42%	11%	41%
		BCE	*	*	BCE		*						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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EDUCATION

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Primary School or less	13	3	3	-	6	-	1	8	3	-	-	-	13
	1%	2%	3%	-	1%	-	2%	3%	1%	-	-	-	2%
			E*	*			*	I					
Some high school	66	8	8	7	21	17	5	33	10	14	2	12	54
	7%	6%	7%	11%	5%	7%	7%	12%	6%	6%	1%	6%	7%
			*	*			*	IJ		J			
Graduated high school	382	45	31	24	164	90	27	115	78	51	46	68	314
	38%	33%	29%	37%	42%	37%	37%	42%	42%	22%	30%	33%	39%
			*	*			*	IJ	IJ				
Some college / CEGEP / Trade School	107	25	13	8	34	23	5	37	24	26	8	25	82
	11%	19%	12%	12%	9%	9%	7%	13%	13%	11%	5%	12%	10%
		DEF	*	*			*	J	J				
Graduated from college / CEGEP / Trade School	203	26	23	12	75	53	15	44	35	63	34	49	155
	20%	19%	22%	18%	19%	22%	21%	16%	19%	27%	23%	24%	19%
			*	*			*			G			
Some university, but did not finish	87	12	9	4	29	26	7	17	15	30	18	13	74
	9%	9%	8%	6%	7%	11%	10%	6%	8%	13%	12%	6%	9%
			*	*			*			G			
University undergraduate degree, such as a Bachelor's Degree	116	12	15	7	45	26	9	14	15	40	29	31	84
	11%	9%	14%	11%	12%	11%	13%	5%	8%	17%	19%	15%	10%
			*	*			*			GH	GH		
University graduate degree, such as a Master's or PhD	41	5	6	3	16	8	2	6	6	12	14	5	36
	4%	4%	5%	5%	4%	3%	3%	2%	3%	5%	9%	3%	4%
			*	*			*				GH		
Summary													
<HS	79	11	11	7	27	17	7	41	13	14	2	12	67
	8%	8%	10%	11%	7%	7%	9%	15%	7%	6%	1%	6%	8%
			*	*			*	HIJ	J	J			
HS	382	45	31	24	164	90	27	115	78	51	46	68	314
	38%	33%	29%	37%	42%	37%	37%	42%	42%	22%	30%	33%	39%
			*	*			*	IJ	IJ				
Post Sec	398	63	45	24	137	101	27	98	74	119	60	87	311
	39%	46%	42%	36%	35%	42%	38%	36%	40%	50%	40%	43%	38%
			*	*			*			G			
Univ Grad	156	17	21	11	61	35	11	20	21	52	43	37	120
	15%	13%	20%	16%	16%	14%	16%	7%	11%	22%	29%	18%	15%
			*	*			*			GH	GH		

- 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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REGION

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
BC	136	136	-	-	-	-	-	41	23	25	28	29	107
	13%	100%	-	-	-	-	-	15%	12%	11%	19%	14%	13%
		BCDEF	*	*			*				I		
AB	108	-	108	-	-	-	-	30	17	29	21	17	90
	11%	-	100%	-	-	-	-	11%	9%	12%	14%	8%	11%
			ACDEF*	*			*						
SK/MB	66	-	-	66	-	-	-	20	12	15	10	10	56
	7%	-	-	100%	-	-	-	7%	7%	6%	7%	5%	7%
			*	ABDEF*			*						
Ontario	389	-	-	-	389	-	-	91	75	77	56	69	320
	38%	-	-	-	100%	-	-	33%	40%	33%	37%	34%	39%
			*	*	ABCEF		*						
Quebec	244	-	-	-	-	244	-	72	43	70	24	61	183
	24%	-	-	-	-	100%	-	26%	23%	30%	16%	30%	23%
			*	*		ABCDF	*	J		J		L	
Atlantic	72	-	-	-	-	-	72	18	16	19	10	17	55
	7%	-	-	-	-	-	100%	7%	9%	8%	7%	9%	7%
			*	*			ABCDE*						

- 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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INCOME

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
<\$25K	130	19	10	13	51	32	6	130	-	-	-	22	108
	13%	14%	9%	19%	13%	13%	8%	47%	-	-	-	11%	13%
			*	*			*	HIJ					
\$25K - <\$55K	285	43	31	17	102	70	22	144	141	-	-	54	231
	28%	32%	29%	26%	26%	29%	30%	53%	76%	-	-	27%	28%
			*	*			*	IJ	GIJ				
\$55K - <\$100K	281	27	35	18	91	83	27	-	44	236	-	70	211
	28%	20%	32%	27%	23%	34%	37%	-	24%	100%	-	34%	26%
			*	*			AD	AD*	GJ	GHJ		L	
\$100K - <\$150K	113	14	17	8	46	22	7	-	-	-	113	29	84
	11%	10%	16%	12%	12%	9%	10%	-	-	-	75%	14%	10%
			*	*			*				GHI		
\$150K+	37	15	5	2	10	3	3	-	-	-	37	8	30
	4%	11%	4%	4%	3%	1%	4%	-	-	-	25%	4%	4%
		DE	*	*			*				GHI		
Prefer not to answer	169	19	10	8	90	34	8	-	-	-	-	21	148
	17%	14%	10%	13%	23%	14%	11%	-	-	-	-	10%	18%
			*	*	ABEF		*						K
Summary													
<40K	274	41	30	20	91	72	18	274	-	-	-	45	229
	27%	30%	28%	31%	23%	30%	26%	100%	-	-	-	22%	28%
			*	*			*	HIJ					
40K - <60K	186	23	17	12	75	43	16	-	186	-	-	41	144
	18%	17%	16%	19%	19%	17%	22%	-	100%	-	-	20%	18%
			*	*			*		GIJ				
60K - <100K	236	25	29	15	77	70	19	-	-	236	-	60	176
	23%	19%	27%	22%	20%	29%	27%	-	-	100%	-	29%	22%
			*	*	D		*			GHJ		L	
100K+	150	28	21	10	56	24	10	-	-	-	150	37	114
	15%	21%	20%	16%	14%	10%	14%	-	-	-	100%	18%	14%
		E	E*	*			*				GHI		

- 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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HOUSEHOLD COMPOSITION

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Kids	203	29	17	10	69	61	17	45	41	60	37	203	-
	20%	21%	16%	14%	18%	25%	24%	16%	22%	25%	24%	100%	-
			*	*			*			G		L	
No Kids	812	107	90	56	320	183	55	229	144	176	114	-	812
	80%	79%	84%	86%	82%	75%	76%	84%	78%	75%	76%	-	100%
			*	*			*	I					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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HHCMP1. How many people are living or staying at your current address?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<40k G	40k - <60k H	60k - <100k I	100k+ J	Kids K	No Kids L
Base: All Respondents	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
1	227	35	20	17	88	54	13	118	41	29	5	-	227
	22%	26%	18%	26%	23%	22%	18%	43%	22%	12%	3%	-	28%
			*	*			*	HIJ	IJ	J			K
2	411	50	52	26	161	90	32	70	85	112	76	11	400
	40%	37%	48%	39%	41%	37%	44%	26%	46%	47%	50%	5%	49%
			*	*			*		G	G	G		K
3	172	26	14	18	59	43	11	41	28	40	32	68	104
	17%	19%	13%	27%	15%	18%	15%	15%	15%	17%	21%	33%	13%
			*	D*			*					L	
4	148	20	17	3	54	45	9	28	23	39	32	90	59
	15%	15%	16%	5%	14%	18%	13%	10%	12%	16%	21%	44%	7%
		C	*	*	C	C	*				G	L	
5	36	2	4	2	16	8	4	13	8	10	1	22	13
	3%	1%	4%	2%	4%	3%	6%	5%	4%	4%	1%	11%	2%
			*	*			*					L	
6	12	2	-	-	7	2	1	*	1	5	2	10	2
	1%	1%	-	-	2%	1%	1%	*	1%	2%	2%	5%	*
			*	*			*					L	
7	4	-	-	-	1	2	*	-	-	-	*	1	3
	*	-	-	-	*	1%	1%	-	-	-	*	*	*
			*	*			*						
8	1	1	-	-	-	-	-	-	-	1	-	1	-
	*	1%	-	-	-	-	-	-	-	*	-	*	-
			*	*			*						
10	2	-	-	-	-	-	2	-	-	-	2	2	-
	*	-	-	-	-	-	2%	-	-	-	1%	1%	-
			*	*			DE*					L	
12+	3	-	-	-	3	-	-	3	-	-	-	-	3
	*	-	-	-	1%	-	-	1%	-	-	-	-	*
			*	*			*						

- 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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DEMA_1. [Use the Internet]

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Use the Internet													
Several times a day	758	103	80	51	289	179	56	216	137	180	107	161	597
	75%	76%	75%	78%	74%	74%	77%	79%	74%	76%	71%	79%	74%
			*	*			*						
Everyday or almost everyday	198	33	19	12	75	48	11	42	38	48	36	31	168
	20%	24%	18%	18%	19%	20%	15%	15%	21%	20%	24%	15%	21%
			*	*			*						
2-3 times a week	27	-	4	2	13	8	1	6	8	4	2	8	19
	3%	-	4%	2%	3%	3%	2%	2%	5%	2%	1%	4%	2%
			*	*			*						
Once a week	10	-	3	1	6	-	1	5	-	2	-	-	10
	1%	-	2%	1%	2%	-	2%	2%	-	1%	-	-	1%
			*	*			*						
2-3 times a month	4	-	-	-	3	-	1	-	-	-	-	-	4
	*	-	-	-	1%	-	1%	-	-	-	-	-	*
			*	*			*						
Once a month/Less often	4	-	1	-	-	3	-	2	-	1	-	1	3
	*	-	1%	-	-	1%	-	1%	-	1%	-	*	*
			*	*			*						
Never	14	-	-	1	4	6	3	3	2	1	5	3	11
	1%	-	-	1%	1%	3%	4%	1%	1%	1%	3%	1%	1%
			*	*			A*				I		
Summary													
Everyday / Several Times A Day	957	136	100	63	364	227	66	258	176	228	143	192	765
	94%	100%	93%	96%	94%	93%	92%	94%	95%	97%	95%	94%	94%
		BCDEF	*	*			*						
Once weekly / A few times a week	37	-	7	2	19	8	2	11	8	5	2	8	29
	4%	-	6%	3%	5%	3%	3%	4%	5%	2%	1%	4%	4%
			A*	A*	A		A*						
About Once A Month/ A Few Times Per Month	7	-	1	-	3	3	1	2	-	1	-	1	7
	1%	-	1%	-	1%	1%	1%	1%	-	1%	-	*	1%
			*	*			*						

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

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)													
Several times a day	374	42	39	27	139	96	31	124	67	80	40	87	287
	37%	31%	36%	41%	36%	39%	43%	45%	36%	34%	27%	43%	35%
			*	*			*	IJ					
Everyday or almost everyday	215	21	30	16	82	52	14	62	41	53	25	47	168
	21%	15%	28%	25%	21%	21%	20%	23%	22%	22%	17%	23%	21%
			*	*			*						
2-3 times a week	76	8	2	4	36	22	4	11	19	18	11	18	58
	7%	6%	1%	7%	9%	9%	6%	4%	10%	8%	8%	9%	7%
			*	*	B	B	*		G				
Once a week	57	9	9	3	22	11	3	14	15	11	12	13	44
	6%	7%	8%	4%	6%	4%	4%	5%	8%	4%	8%	6%	5%
			*	*			*						
2-3 times a month	35	11	5	2	8	6	3	8	4	10	9	5	29
	3%	8%	5%	3%	2%	2%	4%	3%	2%	4%	6%	3%	4%
		DE	*	*			*						
Once a month/Less often	39	9	4	3	16	5	1	14	6	4	5	4	35
	4%	7%	4%	5%	4%	2%	1%	5%	3%	2%	3%	2%	4%
		E	*	*			*						
Never	220	37	19	11	86	52	16	40	34	60	48	30	190
	22%	27%	17%	16%	22%	21%	22%	15%	18%	25%	32%	15%	23%
			*	*			*			G	GH		K
Summary													
Everyday / Several Times A Day	589	63	69	43	221	148	45	186	108	133	65	134	456
	58%	46%	64%	66%	57%	61%	62%	68%	58%	56%	43%	66%	56%
			A*	A*		A	A*	IJ	J	J		L	
Once weekly / A few times a week	133	17	10	7	59	32	7	25	33	28	23	31	102
	13%	12%	10%	11%	15%	13%	10%	9%	18%	12%	16%	15%	13%
			*	*			*		G				
About Once A Month/ A Few Times Per Month	73	20	10	5	24	11	4	22	10	14	14	9	64
	7%	14%	9%	8%	6%	5%	6%	8%	6%	6%	9%	4%	8%
		DE	*	*			*						

- 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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DEMA_3. [Watch conventional TV]

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Watch conventional TV													
Several times a day	462	57	43	28	176	119	38	141	91	103	57	87	375
	45%	42%	40%	42%	45%	49%	53%	52%	49%	44%	38%	43%	46%
			*	*			*	J					
Everyday or almost everyday	351	52	45	21	119	90	23	66	63	96	70	68	283
	35%	38%	42%	33%	31%	37%	31%	24%	34%	41%	46%	34%	35%
			*	*			*			G	GH		
2-3 times a week	76	9	6	7	37	11	5	25	15	15	6	28	48
	7%	7%	5%	11%	10%	5%	7%	9%	8%	6%	4%	14%	6%
			*	*	E		*					L	
Once a week	26	2	6	2	11	6	*	4	2	7	7	7	19
	3%	1%	5%	4%	3%	2%	1%	2%	1%	3%	5%	4%	2%
			*	*			*						
2-3 times a month	16	3	1	*	9	2	-	5	2	4	2	2	13
	2%	2%	1%	1%	2%	1%	-	2%	1%	2%	1%	1%	2%
			*	*			*						
Once a month/Less often	39	4	6	3	19	6	1	14	3	4	4	3	35
	4%	3%	5%	4%	5%	2%	1%	5%	2%	2%	3%	2%	4%
			*	*			*						
Never	46	9	2	4	18	9	5	18	9	7	4	7	39
	5%	6%	2%	6%	5%	4%	6%	7%	5%	3%	3%	4%	5%
			*	*			*						
Summary													
Everyday / Several Times A Day	813	109	88	49	295	210	61	207	153	199	127	155	657
	80%	80%	82%	75%	76%	86%	85%	76%	83%	84%	84%	76%	81%
			*	*		CD	*			G			
Once weekly / A few times a week	102	11	11	9	48	17	6	29	17	22	13	35	67
	10%	8%	10%	14%	12%	7%	8%	11%	9%	9%	9%	17%	8%
			*	*			*					L	
About Once A Month/ A Few Times Per Month	54	7	6	3	29	8	1	19	6	8	6	6	49
	5%	5%	6%	5%	7%	3%	1%	7%	3%	4%	4%	3%	6%
			*	*	EF		*						

- 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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DEMA_4. [Watch TV online]

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Watch TV online													
Several times a day	50	6	10	2	14	10	9	19	12	12	1	7	43
	5%	4%	9%	3%	4%	4%	12%	7%	6%	5%	1%	3%	5%
			*	*			ADE*	J	J	J			
Everyday or almost everyday	76	9	12	4	32	15	4	23	6	23	7	12	64
	7%	7%	11%	6%	8%	6%	5%	8%	3%	10%	5%	6%	8%
			*	*			*			H			
2-3 times a week	91	13	14	9	34	16	5	38	14	16	10	20	70
	9%	9%	13%	14%	9%	7%	7%	14%	7%	7%	7%	10%	9%
			*	*			*	I					
Once a week	50	8	3	3	18	13	6	12	17	10	7	17	34
	5%	6%	3%	5%	5%	5%	8%	4%	9%	4%	5%	8%	4%
			*	*			*					L	
2-3 times a month	81	7	10	6	32	17	8	17	12	24	14	22	58
	8%	5%	10%	8%	8%	7%	11%	6%	6%	10%	10%	11%	7%
			*	*			*						
Once a month/Less often	150	16	16	11	54	38	14	30	29	36	35	31	119
	15%	12%	15%	17%	14%	16%	19%	11%	16%	15%	23%	15%	15%
			*	*			*				G		
Never	518	78	42	31	206	134	27	135	96	114	76	95	423
	51%	57%	39%	47%	53%	55%	37%	49%	52%	48%	51%	47%	52%
		BF	*	*	F	BF	*						
Summary													
Everyday / Several Times A Day	126	15	22	6	46	25	12	42	18	35	8	19	107
	12%	11%	21%	9%	12%	10%	17%	15%	10%	15%	5%	9%	13%
			E*	*			*	J		J			
Once weekly / A few times a week	141	20	17	13	51	29	11	49	31	26	17	37	104
	14%	15%	16%	19%	13%	12%	15%	18%	17%	11%	11%	18%	13%
			*	*			*	I					
About Once A Month/ A Few Times Per Month	230	24	26	17	86	56	22	47	41	61	50	53	177
	23%	17%	25%	25%	22%	23%	31%	17%	22%	26%	33%	26%	22%
			*	*			A*			G	GH		

- 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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DEMA_5. [Read conventional newspapers (hardcopy)]

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Read conventional newspapers (hardcopy)													
Several times a day	90	15	3	7	39	19	6	13	16	26	20	10	80
	9%	11%	3%	11%	10%	8%	9%	5%	9%	11%	13%	5%	10%
			*	*			*			G	G		K
Everyday or almost everyday	187	31	21	16	65	36	18	31	36	48	39	26	161
	18%	23%	19%	24%	17%	15%	25%	11%	19%	20%	26%	13%	20%
			*	*			E*		G	G	G		K
2-3 times a week	169	22	18	6	65	46	11	58	28	32	30	37	132
	17%	16%	16%	10%	17%	19%	16%	21%	15%	13%	20%	18%	16%
			*	*			*	I					
Once a week	160	29	12	5	62	41	11	46	33	47	16	45	115
	16%	22%	12%	7%	16%	17%	15%	17%	18%	20%	11%	22%	14%
		C	*	*			*			J		L	
2-3 times a month	86	7	19	5	31	16	8	32	9	16	11	12	74
	8%	5%	18%	8%	8%	7%	11%	12%	5%	7%	7%	6%	9%
			ADE*	*			*	H					
Once a month/Less often	165	22	21	16	57	44	6	45	30	44	18	38	127
	16%	16%	19%	25%	15%	18%	8%	16%	16%	19%	12%	19%	16%
			*	DF*		F	*						
Never	159	11	14	10	70	42	12	49	34	24	17	35	124
	16%	8%	13%	16%	18%	17%	17%	18%	18%	10%	11%	17%	15%
			*	*	A	A	*	I	I				
Summary													
Everyday / Several Times A Day	277	45	24	23	104	56	24	44	52	74	59	36	241
	27%	33%	23%	35%	27%	23%	34%	16%	28%	31%	40%	17%	30%
			*	E*			*		G	G	G		K
Once weekly / A few times a week	329	52	30	11	128	86	22	104	61	78	46	83	246
	32%	38%	28%	17%	33%	35%	30%	38%	33%	33%	31%	41%	30%
		C	*	*	C	C	*					L	
About Once A Month/ A Few Times Per Month	251	28	39	21	88	60	13	76	39	59	28	50	201
	25%	21%	37%	32%	23%	25%	19%	28%	21%	25%	19%	24%	25%
			ADF*	*			*						

- 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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DEMA_6. [Read newspapers/news online]

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Read newspapers/news online													
Several times a day	127	26	11	4	42	33	12	38	20	38	10	30	97
	13%	19%	10%	6%	11%	14%	16%	14%	11%	16%	7%	15%	12%
		CD	*	*			*			J			
Everyday or almost everyday	181	20	19	13	62	53	13	38	37	47	28	36	145
	18%	15%	18%	20%	16%	22%	18%	14%	20%	20%	19%	18%	18%
			*	*			*						
2-3 times a week	129	13	10	9	57	31	8	43	18	24	24	27	101
	13%	10%	10%	14%	15%	13%	11%	16%	10%	10%	16%	13%	12%
			*	*			*						
Once a week	91	10	13	5	35	18	9	24	18	23	14	15	76
	9%	8%	12%	8%	9%	8%	12%	9%	10%	10%	9%	8%	9%
			*	*			*						
2-3 times a month	60	5	9	6	25	11	4	14	12	16	5	13	47
	6%	4%	9%	10%	6%	4%	5%	5%	6%	7%	3%	7%	6%
			*	*			*						
Once a month/Less often	134	23	22	13	44	25	7	25	28	34	26	33	101
	13%	17%	21%	19%	11%	10%	10%	9%	15%	14%	17%	16%	12%
			E*	*			*				G		
Never	293	40	23	15	123	72	19	91	53	53	43	48	245
	29%	29%	21%	23%	32%	30%	27%	33%	28%	23%	29%	24%	30%
			*	*			*	I					
Summary													
Everyday / Several Times A Day	308	45	30	17	104	86	25	76	58	85	38	66	242
	30%	33%	28%	26%	27%	35%	35%	28%	31%	36%	25%	33%	30%
			*	*		D	*			J			
Once weekly / A few times a week	220	24	23	14	92	50	17	67	36	48	38	43	177
	22%	17%	22%	22%	24%	20%	23%	25%	19%	20%	25%	21%	22%
			*	*			*						
About Once A Month/ A Few Times Per Month	194	28	31	19	70	36	11	39	39	50	31	46	148
	19%	20%	29%	29%	18%	15%	15%	14%	21%	21%	20%	23%	18%
			E*	DE*			*						

- 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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DEMA_7. [Listen to conventional radio]

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Listen to conventional radio													
Several times a day	302	46	25	17	123	65	28	63	63	76	61	57	245
	30%	33%	23%	25%	32%	27%	38%	23%	34%	32%	40%	28%	30%
			*	*			*		G	G	G		
Everyday or almost everyday	298	32	30	20	120	71	26	67	57	76	51	76	222
	29%	23%	28%	30%	31%	29%	36%	24%	31%	32%	34%	37%	27%
			*	*			*					L	
2-3 times a week	138	13	27	10	42	41	4	38	20	38	15	31	106
	14%	10%	25%	15%	11%	17%	6%	14%	11%	16%	10%	15%	13%
			ADF*	*		F	*						
Once a week	46	6	5	3	16	14	*	23	7	9	2	6	40
	5%	5%	5%	4%	4%	6%	1%	8%	4%	4%	1%	3%	5%
			*	*			*	J					
2-3 times a month	62	9	10	1	35	6	1	20	14	10	12	11	51
	6%	7%	9%	2%	9%	2%	1%	7%	7%	4%	8%	6%	6%
			EF*	*	EF		*						
Once a month/Less often	70	11	9	6	24	18	2	23	14	10	3	9	61
	7%	8%	9%	9%	6%	7%	3%	8%	7%	4%	2%	5%	7%
			*	*			*	J	J				
Never	99	19	2	10	29	28	11	40	12	17	7	12	87
	10%	14%	2%	14%	8%	12%	15%	15%	6%	7%	5%	6%	11%
		B	*	B*		B	BD*	HIJ					
Summary													
Everyday / Several Times A Day	601	77	55	37	242	136	54	130	120	152	112	134	467
	59%	57%	51%	55%	62%	56%	75%	48%	65%	65%	74%	66%	58%
			*	*			ABCDE*		G	G	G		
Once weekly / A few times a week	183	20	32	13	59	56	5	60	27	47	17	37	147
	18%	14%	30%	19%	15%	23%	7%	22%	14%	20%	11%	18%	18%
			ADF*	F*		DF	*	J		J			
About Once A Month/ A Few Times Per Month	132	20	19	7	59	24	3	43	27	20	14	21	112
	13%	15%	18%	11%	15%	10%	4%	16%	15%	8%	10%	10%	14%
		F	F*	*	F		*	I					

- 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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DEMA_8. [Listen to radio online]

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Listen to radio online													
Several times a day	54	3	4	3	19	14	9	20	8	16	4	13	41
	5%	3%	4%	5%	5%	6%	13%	7%	4%	7%	3%	6%	5%
			*	*			ABDE*						
Everyday or almost everyday	61	6	16	6	16	11	6	18	13	14	6	10	52
	6%	4%	15%	9%	4%	4%	9%	6%	7%	6%	4%	5%	6%
			ADE*	*			*						
2-3 times a week	64	8	3	6	24	18	5	15	8	14	11	22	42
	6%	6%	2%	10%	6%	7%	6%	6%	5%	6%	8%	11%	5%
			*	*			*					L	
Once a week	54	7	4	4	26	11	3	21	4	14	7	10	44
	5%	5%	3%	7%	7%	4%	4%	8%	2%	6%	4%	5%	5%
			*	*			*	H					
2-3 times a month	69	9	9	5	29	12	5	16	9	11	20	15	54
	7%	7%	8%	8%	7%	5%	6%	6%	5%	5%	13%	7%	7%
			*	*			*				GHI		
Once a month/Less often	178	29	32	8	67	29	13	43	38	48	28	44	134
	18%	22%	29%	12%	17%	12%	18%	16%	21%	21%	19%	22%	16%
		E	CDE*	*			*						
Never	535	74	40	33	207	149	31	141	105	119	75	90	446
	53%	54%	38%	50%	53%	61%	44%	51%	56%	51%	50%	44%	55%
		B	*	*	B	BF	*						K
Summary													
Everyday / Several Times A Day	115	9	21	9	36	25	16	38	21	30	10	22	93
	11%	7%	19%	13%	9%	10%	22%	14%	11%	13%	6%	11%	11%
			AD*	*			ADE*	J					
Once weekly / A few times a week	118	15	6	11	50	28	7	36	13	28	18	32	86
	12%	11%	6%	17%	13%	12%	10%	13%	7%	12%	12%	16%	11%
			*	B*			*						
About Once A Month/ A Few Times Per Month	247	38	41	13	96	41	17	59	48	59	48	59	187
	24%	28%	38%	20%	25%	17%	24%	22%	26%	25%	32%	29%	23%
		E	CDE*	*	E		*				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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How frequently do you do the following things...?

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Tweet													
Several times a day	28	1	4	-	12	7	5	6	9	6	2	6	22
	3%	1%	3%	-	3%	3%	6%	2%	5%	3%	1%	3%	3%
			*	*			AC*						
Everyday or almost everyday	34	-	1	4	16	11	3	11	7	8	2	7	27
	3%	-	1%	6%	4%	4%	4%	4%	4%	3%	1%	3%	3%
			*	A*	A	A	A*						
2-3 times a week	49	9	3	2	27	7	2	18	6	6	5	9	41
	5%	7%	2%	2%	7%	3%	3%	7%	3%	2%	3%	4%	5%
			*	*			*						
Once a week	25	7	3	4	5	5	1	10	4	5	3	6	19
	2%	5%	3%	6%	1%	2%	1%	4%	2%	2%	2%	3%	2%
		D	*	D*			*						
2-3 times a month	41	3	9	*	19	8	1	11	4	13	7	14	26
	4%	2%	8%	1%	5%	3%	2%	4%	2%	6%	4%	7%	3%
			*	*			*					L	
Once a month/Less often	75	7	11	6	32	14	5	22	8	22	11	16	60
	7%	5%	11%	10%	8%	6%	7%	8%	4%	9%	7%	8%	7%
			*	*			*						
Never	763	110	77	50	279	193	55	195	148	175	121	145	617
	75%	80%	71%	75%	72%	79%	76%	71%	80%	74%	80%	72%	76%
			*	*			*						
Summary													
Everyday / Several Times A Day	62	1	5	4	28	17	7	17	16	14	4	13	49
	6%	1%	4%	6%	7%	7%	10%	6%	9%	6%	3%	6%	6%
			*	A*	A	A	A*		J				
Once weekly / A few times a week	74	16	6	6	32	12	3	28	10	11	8	15	59
	7%	12%	5%	9%	8%	5%	4%	10%	5%	5%	5%	7%	7%
		E	*	*			*	I					
About Once A Month/ A Few Times Per Month	116	10	20	7	50	22	7	33	12	35	17	30	86
	11%	7%	19%	10%	13%	9%	9%	12%	6%	15%	12%	15%	11%
			AE*	*			*			H			

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

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Use the Internet	957	136	100	63	364	227	66	258	176	228	143	192	765
	94%	100%	93%	96%	94%	93%	92%	94%	95%	97%	95%	94%	94%
		BCDEF	*	*			*						
Watch conventional TV	813	109	88	49	295	210	61	207	153	199	127	155	657
	80%	80%	82%	75%	76%	86%	85%	76%	83%	84%	84%	76%	81%
			*	*		CD	*			G			
Listen to conventional radio	601	77	55	37	242	136	54	130	120	152	112	134	467
	59%	57%	51%	55%	62%	56%	75%	48%	65%	65%	74%	66%	58%
			*	*			ABCDE*		G	G	G		
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	589	63	69	43	221	148	45	186	108	133	65	134	456
	58%	46%	64%	66%	57%	61%	62%	68%	58%	56%	43%	66%	56%
			A*	A*		A	A*	I	J	J		L	
Read newspapers/news online	308	45	30	17	104	86	25	76	58	85	38	66	242
	30%	33%	28%	26%	27%	35%	35%	28%	31%	36%	25%	33%	30%
			*	*		D	*			J			
Read conventional newspapers (hardcopy)	277	45	24	23	104	56	24	44	52	74	59	36	241
	27%	33%	23%	35%	27%	23%	34%	16%	28%	31%	40%	17%	30%
			*	E*			*		G	G	G		K
Watch TV online	126	15	22	6	46	25	12	42	18	35	8	19	107
	12%	11%	21%	9%	12%	10%	17%	15%	10%	15%	5%	9%	13%
			E*	*			*	J		J			
Listen to radio online	115	9	21	9	36	25	16	38	21	30	10	22	93
	11%	7%	19%	13%	9%	10%	22%	14%	11%	13%	6%	11%	11%
			AD*	*			ADE*	J					
Tweet	62	1	5	4	28	17	7	17	16	14	4	13	49
	6%	1%	4%	6%	7%	7%	10%	6%	9%	6%	3%	6%	6%
			*	A*	A	A	A*		J				

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

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Read conventional newspapers (hardcopy)	329	52	30	11	128	86	22	104	61	78	46	83	246
	32%	38%	28%	17%	33%	35%	30%	38%	33%	33%	31%	41%	30%
		C	*	*	C	C	*					L	
Read newspapers/news online	220	24	23	14	92	50	17	67	36	48	38	43	177
	22%	17%	22%	22%	24%	20%	23%	25%	19%	20%	25%	21%	22%
			*	*			*						
Listen to conventional radio	183	20	32	13	59	56	5	60	27	47	17	37	147
	18%	14%	30%	19%	15%	23%	7%	22%	14%	20%	11%	18%	18%
			ADF*	F*		DF	*	J		J			
Watch TV online	141	20	17	13	51	29	11	49	31	26	17	37	104
	14%	15%	16%	19%	13%	12%	15%	18%	17%	11%	11%	18%	13%
			*	*			*	I					
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	133	17	10	7	59	32	7	25	33	28	23	31	102
	13%	12%	10%	11%	15%	13%	10%	9%	18%	12%	16%	15%	13%
			*	*			*		G				
Listen to radio online	118	15	6	11	50	28	7	36	13	28	18	32	86
	12%	11%	6%	17%	13%	12%	10%	13%	7%	12%	12%	16%	11%
			*	B*			*						
Watch conventional TV	102	11	11	9	48	17	6	29	17	22	13	35	67
	10%	8%	10%	14%	12%	7%	8%	11%	9%	9%	9%	17%	8%
			*	*			*					L	
Tweet	74	16	6	6	32	12	3	28	10	11	8	15	59
	7%	12%	5%	9%	8%	5%	4%	10%	5%	5%	5%	7%	7%
		E	*	*			*	I					
Use the Internet	37	-	7	2	19	8	2	11	8	5	2	8	29
	4%	-	6%	3%	5%	3%	3%	4%	5%	2%	1%	4%	4%
			A*	A*	A		A*						

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

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Read conventional newspapers (hardcopy)	251	28	39	21	88	60	13	76	39	59	28	50	201
	25%	21%	37%	32%	23%	25%	19%	28%	21%	25%	19%	24%	25%
			ADF*	*			*						
Listen to radio online	247	38	41	13	96	41	17	59	48	59	48	59	187
	24%	28%	38%	20%	25%	17%	24%	22%	26%	25%	32%	29%	23%
		E	CDE*	*	E		*				G		
Watch TV online	230	24	26	17	86	56	22	47	41	61	50	53	177
	23%	17%	25%	25%	22%	23%	31%	17%	22%	26%	33%	26%	22%
			*	*			A*			G	GH		
Read newspapers/news online	194	28	31	19	70	36	11	39	39	50	31	46	148
	19%	20%	29%	29%	18%	15%	15%	14%	21%	21%	20%	23%	18%
			E*	DE*			*						
Listen to conventional radio	132	20	19	7	59	24	3	43	27	20	14	21	112
	13%	15%	18%	11%	15%	10%	4%	16%	15%	8%	10%	10%	14%
		F	F*	*	F		*	I					
Tweet	116	10	20	7	50	22	7	33	12	35	17	30	86
	11%	7%	19%	10%	13%	9%	9%	12%	6%	15%	12%	15%	11%
			AE*	*			*			H			
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	73	20	10	5	24	11	4	22	10	14	14	9	64
	7%	14%	9%	8%	6%	5%	6%	8%	6%	6%	9%	4%	8%
		DE	*	*			*						
Watch conventional TV	54	7	6	3	29	8	1	19	6	8	6	6	49
	5%	5%	6%	5%	7%	3%	1%	7%	3%	4%	4%	3%	6%
			*	*	EF		*						
Use the Internet	7	-	1	-	3	3	1	2	-	1	-	1	7
	1%	-	1%	-	1%	1%	1%	1%	-	1%	-	*	1%
			*	*			*						

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

	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Tweet	763	110	77	50	279	193	55	195	148	175	121	145	617
	75%	80%	71%	75%	72%	79%	76%	71%	80%	74%	80%	72%	76%
			*	*			*						
Listen to radio online	535	74	40	33	207	149	31	141	105	119	75	90	446
	53%	54%	38%	50%	53%	61%	44%	51%	56%	51%	50%	44%	55%
		B	*	*	B	BF	*						K
Watch TV online	518	78	42	31	206	134	27	135	96	114	76	95	423
	51%	57%	39%	47%	53%	55%	37%	49%	52%	48%	51%	47%	52%
		BF	*	*	F	BF	*						
Read newspapers/news online	293	40	23	15	123	72	19	91	53	53	43	48	245
	29%	29%	21%	23%	32%	30%	27%	33%	28%	23%	29%	24%	30%
			*	*			*	I					
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	220	37	19	11	86	52	16	40	34	60	48	30	190
	22%	27%	17%	16%	22%	21%	22%	15%	18%	25%	32%	15%	23%
			*	*			*			G	GH		K
Read conventional newspapers (hardcopy)	159	11	14	10	70	42	12	49	34	24	17	35	124
	16%	8%	13%	16%	18%	17%	17%	18%	18%	10%	11%	17%	15%
			*	*	A	A	*	I	I				
Listen to conventional radio	99	19	2	10	29	28	11	40	12	17	7	12	87
	10%	14%	2%	14%	8%	12%	15%	15%	6%	7%	5%	6%	11%
		B	*	B*		B	BD*	HIJ					
Watch conventional TV	46	9	2	4	18	9	5	18	9	7	4	7	39
	5%	6%	2%	6%	5%	4%	6%	7%	5%	3%	3%	4%	5%
			*	*			*						
Use the Internet	14	-	-	1	4	6	3	3	2	1	5	3	11
	1%	-	-	1%	1%	3%	4%	1%	1%	1%	3%	1%	1%
			*	*			A*				I		

- 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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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	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Several times a day	151	22	15	9	53	41	12	60	26	33	10	38	114
	15%	16%	14%	13%	14%	17%	16%	22%	14%	14%	7%	19%	14%
			*	*			*	IJ		J			
Everyday or almost everyday	163	24	18	10	50	41	20	37	38	39	21	34	130
	16%	18%	16%	16%	13%	17%	28%	14%	20%	17%	14%	16%	16%
			*	*			DE*						
2-3 times a week	90	6	7	7	45	15	9	25	14	23	11	17	73
	9%	5%	6%	11%	12%	6%	13%	9%	7%	10%	7%	8%	9%
			*	*	AE		A*						
Once a week	53	4	7	2	20	16	4	13	15	12	11	12	41
	5%	3%	6%	4%	5%	7%	5%	5%	8%	5%	7%	6%	5%
			*	*			*						
2-3 times a month	62	11	7	3	20	20	1	19	5	16	12	15	48
	6%	8%	7%	4%	5%	8%	1%	7%	3%	7%	8%	7%	6%
			*	*		F	*				H		
Once a month/Less often	114	17	13	7	47	24	6	35	22	23	22	20	94
	11%	13%	12%	11%	12%	10%	8%	13%	12%	10%	14%	10%	12%
			*	*			*						
Never	381	51	42	28	154	86	20	84	67	89	63	68	313
	38%	38%	39%	42%	40%	35%	28%	31%	36%	38%	42%	33%	39%
			*	*			*				G		
Summary													
Everyday / Several Times A Day	315	46	32	19	103	82	32	97	64	73	31	71	243
	31%	34%	30%	29%	26%	34%	44%	36%	34%	31%	20%	35%	30%
			*	*			D*	J	J	J			
Once weekly / A few times a week	143	11	14	9	65	31	13	38	29	35	22	29	114
	14%	8%	13%	14%	17%	13%	18%	14%	15%	15%	15%	14%	14%
			*	*	A		A*						
About Once A Month/ A Few Times Per Month	177	28	20	10	67	44	7	54	26	39	34	35	142
	17%	21%	18%	15%	17%	18%	9%	20%	14%	17%	23%	17%	17%
		F	*	*			*						

- 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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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	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	1015	128	75	86	375	250	101	239	179	270	175	213	802
Weighted	1015	136	108	66	389	244	72	274	186	236	150	203	812
Read what others have posted about public/social/political issues	508	72	59	20	205	113	38	158	86	115	72	97	411
	50%	53%	55%	30%	53%	47%	53%	58%	46%	49%	48%	48%	51%
		C	C*	*	C	C	C*	H					
Commented on what others have written or posted about public/social/political issues	243	29	17	12	104	58	22	75	46	59	24	69	174
	24%	21%	16%	19%	27%	24%	30%	27%	25%	25%	16%	34%	21%
			*	*			*	J		J		L	
Shared links to articles or information about public/social/political issues with others	209	36	19	12	80	49	14	62	30	50	29	44	165
	21%	26%	17%	18%	21%	20%	19%	23%	16%	21%	19%	21%	20%
			*	*			*						
Started conversations or written original ideas about public/social/political issues	114	13	12	4	50	23	11	31	24	32	12	25	88
	11%	10%	11%	6%	13%	10%	15%	11%	13%	13%	8%	12%	11%
			*	*			*						
None of the above	404	56	37	36	153	98	24	93	73	99	65	77	327
	40%	41%	34%	54%	39%	40%	33%	34%	39%	42%	43%	38%	40%
			*	BDEF*			*						
Summary													
Active	321	43	31	19	125	75	27	91	62	75	40	80	241
	32%	32%	29%	29%	32%	31%	38%	33%	33%	32%	27%	39%	30%
			*	*			*					L	
Passive	290	37	40	11	111	71	21	90	51	62	45	46	244
	29%	27%	37%	17%	28%	29%	29%	33%	27%	26%	30%	23%	30%
			C*	*			*						
Inactive	404	56	37	36	153	98	24	93	73	99	65	77	327
	40%	41%	34%	54%	39%	40%	33%	34%	39%	42%	43%	38%	40%
			*	BDEF*			*						

- 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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