



Table of Contents

Table Description

1	1. British Columbia has a regulation called the Renewable and Low Carbon Fuel Requirements Regulation. This Regulation enables the Province to set benchmarks for the amount of renewable fuel in B.C.'s transportation fuel blends and reduce the carbon intensity of transportation fuels overall. As a result of this Regulation, new renewable and alternative fuels are becoming more available, including renewable fuel blends with gasoline or diesel, in addition to new electric car charging stations and fueling terminals for natural gas or hydrogen. Before today, were you aware of this Regulation?
2	2. To what extent would you say that you support or oppose the Renewable and Low Carbon Fuel Requirements Regulation?
3	3. And why do you ... the Renewable and Low Carbon Fuel Requirements Regulation?
4	4_1. [Greenhouse Gas Pollution: In 2012 alone, use of renewable and alternative fuels eliminated 904,868 tonnes of greenhouse gas emissions, which is the equivalent of removing over 190,000 cars from the road.] Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.
5	4_2. [Consumer Choice: The Renewable and Low Carbon Fuel Requirements Regulation increases the number of transportation fuel options (e.g. electricity, biodiesel, ethanol, natural gas, hydrogen) available to consumers in BC.] Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.
6	4_3. [Proven Fuels: Vehicle and engine performance are not affected by approved blends of renewable fuels. Renewable fuel blends have been extensively tested and proven to work in today's engines.] Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.
7	4_4. [Competition and Fuel Prices: The growing use of renewable and alternative fuels in BC has increased competition amongst fuel suppliers and helped to moderate fuel price increases since 2010.] Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.
8	4_5. [Fuel Availability: The availability of renewable and alternative fuels varies across regions of British Columbia. Low-level renewable fuel blends with gasoline (E10 or 10% ethanol) or diesel (B5 or 5% biodiesel) are common at many service stations in the Lower Mainland and on Vancouver Island. High-level gasoline blends (E85 or 50-85% ethanol) and mid-level diesel blends (B6-20 or 6-20% biodiesel) are not currently supplied by most BC fuel retailers. The network of charging stations for electric cars or fueling terminals for natural gas or hydrogen fuel cell vehicles is currently very limited in British Columbia.] Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.
9	4_6. [Climate Action Commitments: The Renewable and Low Carbon Fuel Requirements Regulation supports British Columbia's commitment to lower provincial greenhouse gas pollution by 33 percent by 2020. In its 2014 Progress Report on Climate Action, the province confirmed that it had met its 2012 interim target, with approximately one third of the reductions coming from the expanded use of renewable and alternative fuels under the Renewable and Low Carbon Fuel Requirements Regulation.] Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.
10	4. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)] Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

<u>11</u>	4. [SUMMARY - LOW2BOX (NOT AT ALL/ NOT VERY IMPORTANT)] Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.
<u>12</u>	5. After learning more about the impact of the Renewable and Low Carbon Fuel Requirements Regulation, would you say that you support or oppose the Renewable and Low Carbon Fuel Requirements Regulation?
<u>13</u>	GENDER
<u>14</u>	AGE
<u>15</u>	EDUCATION
<u>16</u>	REGION
<u>17</u>	INCOME
<u>18</u>	HOUSEHOLD COMPOSITION
<u>19</u>	HHCMP1. How many people are living or staying at your current address?
<u>20</u>	EMPLOYMENT STATUS
<u>21</u>	DEMA_1. [Use the Internet] How frequently do you do the following things...?
<u>22</u>	DEMA_2. [Visit social networking websites (Facebook, Twitter, Pinterest, etc.)] How frequently do you do the following things...?
<u>23</u>	DEMA_3. [Watch conventional TV] How frequently do you do the following things...?
<u>24</u>	DEMA_4. [Watch TV online] How frequently do you do the following things...?
<u>25</u>	DEMA_5. [Read conventional newspapers (hardcopy)] How frequently do you do the following things...?
<u>26</u>	DEMA_6. [Read newspapers/news online] How frequently do you do the following things...?
<u>27</u>	DEMA_7. [Listen to conventional radio] How frequently do you do the following things...?
<u>28</u>	DEMA_8. [Listen to radio online] How frequently do you do the following things...?
<u>29</u>	DEMA_9. [Tweet] How frequently do you do the following things...?
<u>30</u>	DEMA. [SUMMARY - EVERYDAY / SEVERAL TIMES A DAY] How frequently do you do the following things...?
<u>31</u>	DEMA. [SUMMARY - ONCE WEEKLY / A FEW TIMES A WEEK] How frequently do you do the following things...?
<u>32</u>	DEMA. [SUMMARY - ABOUT ONCE A MONTH / A FEW TIMES PER MONTH] How frequently do you do the following things...?
<u>33</u>	DEMA. [SUMMARY - NEVER] How frequently do you do the following things...?
<u>34</u>	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?
<u>35</u>	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. British Columbia has a regulation called the Renewable and Low Carbon Fuel Requirements Regulation. This Regulation enables the Province to set benchmarks for the amount of renewable fuel in B.C.'s transportation fuel blends and reduce the carbon intensity of transportation fuels overall. As a result of this Regulation, new renewable and alternative fuels are becoming more available, including renewable fuel blends with gasoline or diesel, in addition to new electric car charging stations and fueling terminals for natural gas or hydrogen. Before today, were you aware of this?

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Yes (Net)	415	232	183	106	136	172	24	75	208	109
	52%	59%	45%	46%	47%	61%	53%	52%	56%	45%
		B				CD	*		I	
Yes, clearly	84	50	34	27	21	36	2	13	38	30
	10%	13%	8%	12%	7%	13%	5%	9%	10%	13%
						D	*			
Yes, vaguely	331	182	150	79	116	136	21	61	170	78
	41%	46%	37%	35%	40%	48%	48%	42%	46%	33%
		B				C	*		I	
No	345	144	201	107	136	102	15	57	146	127
	43%	37%	49%	47%	47%	36%	33%	39%	39%	53%
			A	E	E		*			FGH
Don't know	40	17	23	16	15	9	6	13	16	5
	5%	4%	6%	7%	5%	3%	14%	9%	4%	2%
							HI*	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 (*)

[Table of Contents](#)

2. To what extent would you say that you support or oppose the Renewable and Low Carbon Fuel Requirements Regulation?

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Strongly support	195	98	97	70	68	57	9	30	95	61
	24%	25%	24%	31%	24%	20%	21%	21%	26%	25%
				E			*			
Somewhat support	389	188	201	87	151	150	22	69	169	129
	49%	48%	49%	38%	52%	53%	49%	48%	46%	54%
					C	C	*			
Somewhat oppose	39	28	12	8	12	19	1	7	22	10
	5%	7%	3%	4%	4%	7%	1%	5%	6%	4%
		B					*			
Strongly oppose	33	27	6	8	7	18	1	9	15	8
	4%	7%	2%	3%	3%	6%	2%	6%	4%	4%
		B				D	*			
Don't know	144	52	91	56	49	39	12	30	69	32
	18%	13%	22%	24%	17%	14%	28%	21%	19%	13%
			A	E			I*			
Summary										
Top2Box (Strongly/ Somewhat support)	584	286	298	157	219	207	31	99	264	190
	73%	73%	73%	69%	76%	73%	70%	68%	71%	79%
							*			GH
Low2Box (Strongly/ Somewhat oppose)	73	54	18	16	19	37	1	16	38	18
	9%	14%	4%	7%	7%	13%	3%	11%	10%	7%
		B				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 (*)

[Table of Contents](#)

3. And why do you ... the Renewable and Low Carbon Fuel Requirements Regulation?

	Gender		AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Total Answering	660	301	359	138	253	269	33	118	305	204
Weighted	656	340	316	173	239	244	32	115	302	208
Positive Mentions (Net)	498	250	247	140	189	169	25	80	229	164
	76%	74%	78%	81%	79%	69%	76%	70%	76%	79%
				E	E		**			
Environment (Subnet)	300	153	147	87	113	99	14	45	137	104
	46%	45%	46%	50%	47%	41%	45%	39%	45%	50%
							**			
Good for the environment	174	81	93	54	70	50	7	29	81	57
	26%	24%	29%	31%	29%	20%	21%	25%	27%	27%
				E	E		**			
Need to reduce carbon emissions/ footprint	71	38	33	21	25	26	5	5	29	33
	11%	11%	10%	12%	10%	10%	15%	4%	10%	16%
							**			G
Reduces pollution	27	14	13	8	9	10	-	8	15	4
	4%	4%	4%	5%	4%	4%	-	7%	5%	2%
							**	I		
Prevents/ reduces global warming/ climate change	26	17	9	4	8	13	-	3	11	12
	4%	5%	3%	3%	3%	5%	-	3%	4%	6%
							**			
Improves air quality	24	17	7	3	6	15	3	4	13	4
	4%	5%	2%	2%	3%	6%	10%	3%	4%	2%
							**			
Need infrastructure for greener initiatives	7	1	5	2	4	1	1	1	3	2
	1%	*	2%	1%	2%	1%	2%	1%	1%	1%
							**			
Resources (Subnet)	136	58	78	37	53	46	3	21	63	48
	21%	17%	25%	21%	22%	19%	10%	19%	21%	23%
			A				**			
Need to start using alternative/ renewable energy sources	122	52	71	34	47	41	3	19	56	44
	19%	15%	22%	20%	20%	17%	10%	17%	19%	21%
			A				**			
Need to conserve resources	18	8	10	5	8	5	-	3	7	7
	3%	2%	3%	3%	3%	2%	-	3%	2%	3%
							**			
Appeal (Subnet)	110	58	52	36	46	29	9	18	52	32
	17%	17%	16%	21%	19%	12%	27%	16%	17%	15%
				E	E		**			
Like it/ good idea	87	44	43	26	37	24	9	14	34	31
	13%	13%	14%	15%	15%	10%	27%	12%	11%	15%

							**			
Innovative	10	8	1	3	5	1	-	2	7	1
	1%	2%	*	2%	2%	1%	-	2%	2%	*
							**			
It's important/ necessary	7	2	5	2	2	3	-	2	5	-
	1%	1%	2%	1%	1%	1%	-	2%	2%	-
							**			
It's a step in the right direction	6	5	1	5	1	-	-	-	6	-
	1%	1%	*	3%	1%	-	-	-	2%	-
				E			**			
Miscellaneous (Subnet)	88	49	39	24	39	25	4	13	36	35
	13%	14%	12%	14%	16%	10%	13%	11%	12%	17%
					E		**			
Good for the future	38	23	15	16	14	8	1	4	15	17
	6%	7%	5%	9%	6%	3%	3%	4%	5%	8%
				E			**			
Good for the economy/ creates jobs	11	8	4	2	6	3	-	3	2	6
	2%	2%	1%	1%	3%	1%	-	3%	1%	3%
							**			
Good for our health	9	6	3	3	5	1	1	-	3	5
	1%	2%	1%	2%	2%	*	4%	-	1%	2%
							**			
Cheaper/ less expensive	7	3	4	1	2	4	1	2	2	2
	1%	1%	1%	*	1%	1%	4%	2%	1%	1%
							**			
Need government regulation	7	3	4	1	2	3	1	-	5	1
	1%	1%	1%	*	1%	1%	2%	-	2%	*
							**			
Other positive mentions	24	14	10	7	10	7	-	4	13	8
	4%	4%	3%	4%	4%	3%	-	3%	4%	4%
							**			
Negative Mentions (Net)	138	91	48	21	40	78	7	26	61	45
	21%	27%	15%	12%	17%	32%	22%	22%	20%	22%
		B				CD	**			
Cost (Subnet)	51	27	24	7	15	29	1	10	21	19
	8%	8%	8%	4%	6%	12%	4%	8%	7%	9%
						CD	**			
Too expensive/ extra cost	42	21	21	3	15	25	1	8	17	15
	6%	6%	7%	2%	6%	10%	4%	7%	6%	7%
					C	C	**			
Waste of money/ money can be better spent on other things	9	5	3	4	-	5	-	1	4	3
	1%	2%	1%	2%	-	2%	-	1%	1%	2%
				D		D	**			
Efficacy (Subnet)	42	31	12	2	16	25	2	7	20	13
	6%	9%	4%	1%	7%	10%	7%	6%	7%	6%
		B			C	C	**			
Do not think it will be effective	24	15	8	-	5	18	1	4	10	8

	4%	4%	3%	-	2%	7%	4%	3%	3%	4%
						CD	**			
Not enough of a (real) solution	20	15	4	2	10	8	1	3	10	5
	3%	5%	1%	1%	4%	3%	3%	2%	3%	2%
		B					**			
Government (Subnet)	42	30	12	4	10	28	1	5	20	15
	6%	9%	4%	2%	4%	11%	4%	5%	7%	7%
		B				CD	**			
(Government) propaganda/ don't trust the government	24	14	10	1	5	18	1	3	12	8
	4%	4%	3%	*	2%	8%	4%	2%	4%	4%
						CD	**			
Tax grab/ government is trying to make more money	15	14	1	3	6	7	-	3	7	5
	2%	4%	*	2%	2%	3%	-	2%	2%	3%
		B					**			
Too much regulation/ bureaucracy/ government is too involved in people's lives	3	3	1	-	1	3	-	-	2	1
	1%	1%	*	-	*	1%	-	-	1%	1%
							**			
Resources (Subnet)	19	13	6	4	5	10	2	3	9	6
	3%	4%	2%	3%	2%	4%	6%	3%	3%	3%
							**			
Unknown/ unintended consequences of alternative energy sources	13	8	5	3	4	6	-	3	7	3
	2%	2%	1%	2%	2%	3%	-	3%	2%	2%
							**			
Alternative/ renewable fuel sources are inaccessible/ hard to acquire	6	4	2	2	1	3	2	-	2	2
	1%	1%	*	1%	*	1%	6%	-	1%	1%
							**			
Miscellaneous (Subnet)	25	16	9	4	8	14	1	7	10	7
	4%	5%	3%	2%	3%	6%	2%	6%	3%	3%
							**			
Dislike it/ bad idea	9	4	4	1	2	5	-	1	4	4
	1%	1%	1%	*	1%	2%	-	1%	1%	2%
							**			
Bad for the economy	3	1	2	-	*	3	-	2	1	-
	*	*	1%	-	*	1%	-	2%	*	-
							**			
Other negative mentions	15	11	4	3	5	7	1	4	7	3
	2%	3%	1%	2%	2%	3%	2%	3%	2%	2%
							**			
Neutral Mentions (Net)	59	22	37	18	21	20	6	13	19	21
	9%	7%	12%	10%	9%	8%	18%	11%	6%	10%
			A				**			
Need more information	52	17	35	18	18	16	5	13	17	18
	8%	5%	11%	10%	8%	7%	15%	11%	6%	9%
			A				**			
Depends on effectiveness	3	1	2	1	2	-	-	-	1	2
	*	*	1%	1%	1%	-	-	-	*	1%
							**			

Other neutral mentions	6	5	1	-	1	5	1	-	4	1
	1%	2%	*	-	1%	2%	4%	-	1%	*
							**			
No reason	2	-	2	-	1	1	-	-	1	1
	*	-	*	-	*	*	-	-	*	*
							**			
Don't know	35	16	19	14	12	9	2	9	15	9
	5%	5%	6%	8%	5%	4%	7%	8%	5%	4%
							**			

- 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 (*)

[Table of Contents](#)

4_1. [Greenhouse Gas Pollution: In 2012 alone, use of renewable and alternative fuels eliminated 904,868 tonnes of greenhouse gas emissions, which is the equivalent of removing over 190,000

Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Greenhouse Gas Pollution: In 2012 alone, use of renewable and alternative fuels eliminated 904,868 tonnes of greenhouse gas emissions, which is the equivalent of removing over 190,000 cars from the road.										
Very important to know	370	170	200	111	129	130	15	69	168	117
	46%	43%	49%	48%	45%	46%	34%	48%	45%	49%
							*			
Somewhat important to know	330	155	175	91	130	108	22	56	151	101
	41%	40%	43%	40%	45%	38%	49%	39%	41%	42%
							*			
Not very important to know	64	35	29	16	17	31	4	10	34	17
	8%	9%	7%	7%	6%	11%	8%	7%	9%	7%
						D	*			
Not at all important to know	36	33	3	11	11	14	4	9	18	5
	5%	8%	1%	5%	4%	5%	9%	6%	5%	2%
		B					I*			
Summary										
Top2Box (Very/ Somewhat important)	700	325	375	202	259	239	37	126	319	218
	87%	83%	92%	88%	90%	84%	83%	87%	86%	91%
			A		E		*			
Low2Box (Not at all/ Not very important)	100	68	32	27	29	44	8	19	52	22
	13%	17%	8%	12%	10%	16%	17%	13%	14%	9%
		B				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 (*)

[Table of Contents](#)

4_2. [Consumer Choice: The Renewable and Low Carbon Fuel Requirements Regulation increases the number of transportation fuel options (e.g. electricity, biodiesel, ethanol, natural gas,

Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Consumer Choice: The Renewable and Low Carbon Fuel Requirements Regulation increases the number of transportation fuel options (e.g. electricity, biodiesel, ethanol, natural gas, hydrogen) available to consumers in BC.										
Very important to know	325	145	180	99	115	111	15	60	144	106
	41%	37%	44%	43%	40%	39%	34%	41%	39%	44%
Somewhat important to know			A				*			
	399	198	201	108	152	139	21	69	192	117
	50%	50%	49%	47%	53%	49%	48%	47%	52%	49%
							*			
Not very important to know	52	30	22	16	13	22	4	11	28	10
	7%	8%	5%	7%	5%	8%	9%	7%	8%	4%
							*			
Not at all important to know	24	20	4	6	7	11	4	6	7	7
	3%	5%	1%	3%	2%	4%	10%	4%	2%	3%
		B					H*			
Summary										
Top2Box (Very/ Somewhat important)	724	343	381	207	267	250	37	128	336	223
	90%	87%	94%	90%	93%	88%	82%	89%	91%	93%
			A				*			F
Low2Box (Not at all/ Not very important)	76	50	26	22	21	33	8	16	35	17
	10%	13%	6%	10%	7%	12%	18%	11%	9%	7%
		B					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 (*)

[Table of Contents](#)

4_3. [Proven Fuels: Vehicle and engine performance are not affected by approved blends of renewable fuels. Renewable fuel blends have been extensively tested and proven to work in today's

Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Proven Fuels: Vehicle and engine performance are not affected by approved blends of renewable fuels. Renewable fuel blends have been extensively tested and proven to work in today's engines										
Very important to know	369	168	201	100	135	134	17	63	164	124
	46%	43%	49%	44%	47%	47%	37%	44%	44%	52%
							*			
Somewhat important to know	345	176	169	101	125	118	16	65	169	95
	43%	45%	42%	44%	43%	42%	35%	45%	46%	39%
							*			
Not very important to know	62	30	32	20	18	24	8	10	30	14
	8%	8%	8%	9%	6%	8%	18%	7%	8%	6%
							I*			
Not at all important to know	24	19	5	8	9	7	4	6	7	7
	3%	5%	1%	3%	3%	3%	10%	4%	2%	3%
		B					H*			
Summary										
Top2Box (Very/ Somewhat important)	713	343	370	202	260	252	32	129	333	219
	89%	87%	91%	88%	90%	89%	72%	89%	90%	91%
							*	F	F	F
Low2Box (Not at all/ Not very important)	87	50	37	28	28	31	12	16	37	21
	11%	13%	9%	12%	10%	11%	28%	11%	10%	9%
							GHI*			

- 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 (*)

4_4. [Competition and Fuel Prices: The growing use of renewable and alternative fuels in BC has increased competition amongst fuel suppliers and helped to moderate fuel price increases since 2010]

Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

	Gender			AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Competition and Fuel Prices: The growing use of renewable and alternative fuels in BC has increased competition amongst fuel suppliers and helped to moderate fuel price increases since 2010										
Very important to know	325	152	173	89	117	119	17	64	146	97
	41%	39%	42%	39%	41%	42%	38%	45%	39%	40%
							*			
Somewhat important to know	383	186	197	114	143	125	22	61	181	119
	48%	47%	48%	50%	50%	44%	49%	42%	49%	50%
							*			
Not very important to know	59	27	32	15	17	28	2	9	29	18
	7%	7%	8%	7%	6%	10%	5%	6%	8%	8%
							*			
Not at all important to know	33	28	6	11	11	11	4	10	14	6
	4%	7%	1%	5%	4%	4%	9%	7%	4%	2%
		B					*	I		
Summary										
Top2Box (Very/ Somewhat important)	707	338	369	203	260	244	39	125	327	216
	88%	86%	91%	88%	90%	86%	87%	87%	88%	90%
							*			
Low2Box (Not at all/ Not very important)	93	55	38	26	28	39	6	19	44	24
	12%	14%	9%	12%	10%	14%	13%	13%	12%	10%
							*			

- 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 (*)

4_5. [Fuel Availability: The availability of renewable and alternative fuels varies across regions of British Columbia. Low-level renewable fuel blends with gasoline (E10 or 10% ethanol) or diesel (B5 or 5% biodiesel) are common at many service stations in the Lower Mainland and on Vancouver Island. High-level gasoline blends (E85 or 50-85% ethanol) and mid-level diesel blends (B6-20 or 6-20% biodiesel) are not currently supplied by most BC fuel retailers. The network of charging stations for electric cars or fueling terminals for natural gas or hydrogen fuel cell vehicles is currently very limited in British Columbia.

Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

	Gender			AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Fuel Availability: The availability of renewable and alternative fuels varies across regions of British Columbia. Low-level renewable fuel blends with gasoline (E10 or 10% ethanol) or diesel (B5 or 5% biodiesel) are common at many service stations in the Lower Mainland and on Vancouver Island. High-level gasoline blends (E85 or 50-85% ethanol) and mid-level diesel blends (B6-20 or 6-20% biodiesel) are not currently supplied by most BC fuel retailers. The network of charging stations for electric cars or fueling terminals for natural gas or hydrogen fuel cell vehicles is currently very limited in British Columbia.										
Very important to know	308	141	167	90	118	100	23	59	136	90
	39%	36%	41%	39%	41%	35%	51%	41%	37%	38%
							*			
Somewhat important to know	394	193	201	112	136	146	14	68	189	123
	49%	49%	49%	49%	47%	51%	32%	47%	51%	51%
							*		F	F
Not very important to know	75	40	35	20	26	29	3	12	38	22
	9%	10%	9%	9%	9%	10%	6%	8%	10%	9%
							*			
Not at all important to know	23	19	4	7	8	8	5	6	8	5
	3%	5%	1%	3%	3%	3%	11%	4%	2%	2%
		B					HI*			
Summary										
Top2Box (Very/ Somewhat important)	702	334	368	202	254	246	37	127	325	213
	88%	85%	90%	88%	88%	87%	83%	88%	88%	89%
			A				*			
Low2Box (Not at all/ Not very important)	98	59	39	27	34	37	8	17	46	27
	12%	15%	10%	12%	12%	13%	17%	12%	12%	11%
		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 (*)

[Table of Contents](#)

4_6. [Climate Action Commitments: The Renewable and Low Carbon Fuel Requirements Regulation supports British Columbia's commitment to lower provincial greenhouse gas pollution by 33

Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Climate Action Commitments: The Renewable and Low Carbon Fuel Requirements Regulation supports British Columbia's commitment to lower provincial greenhouse gas pollution by 33 percent by 2020. In its 2014 Progress Report on Climate Action, the province confirmed that it had met its 2012 interim target, with approximately one third of the reductions coming from the expanded use of renewable and alternative fuels under the Renewable and Low Carbon Fuel Requirements Regulation.										
Very important to know	295	133	161	88	109	99	17	54	134	90
	37%	34%	40%	38%	38%	35%	37%	38%	36%	37%
							*			
Somewhat important to know	378	179	199	108	137	133	20	67	175	115
	47%	46%	49%	47%	48%	47%	45%	47%	47%	48%
							*			
Not very important to know	91	50	40	22	31	38	3	15	44	28
	11%	13%	10%	10%	11%	13%	8%	10%	12%	12%
							*			
Not at all important to know	37	30	7	12	11	14	4	8	17	7
	5%	8%	2%	5%	4%	5%	10%	6%	5%	3%
		B					*			
Summary										
Top2Box (Very/ Somewhat important)	672	312	360	195	246	231	37	122	309	205
	84%	79%	88%	85%	85%	82%	83%	84%	83%	85%
			A				*			
Low2Box (Not at all/ Not very important)	128	81	47	34	42	52	8	23	62	35
	16%	21%	12%	15%	15%	18%	17%	16%	17%	15%
		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 (*)

[Table of Contents](#)

4. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT IMPORTANT)]

Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Consumer Choice: The Renewable and Low Carbon Fuel Requirements Regulation increases the number of transportation fuel options (e.g. Proven Fuels: Vehicle and engine performance are not affected by approved blends of renewable fuels. Renewable fuel blends have	724	343	381	207	267	250	37	128	336	223
	90%	87%	94%	90%	93%	88%	82%	89%	91%	93%
			A				*			F
	713	343	370	202	260	252	32	129	333	219
	89%	87%	91%	88%	90%	89%	72%	89%	90%	91%
							*	F	F	F
Competition and Fuel Prices: The growing use of renewable and alternative fuels in BC has	707	338	369	203	260	244	39	125	327	216
	88%	86%	91%	88%	90%	86%	87%	87%	88%	90%
							*			
Fuel Availability: The availability of renewable and alternative fuels varies across regions of British Columbia. Low-level renewable fuel	702	334	368	202	254	246	37	127	325	213
	88%	85%	90%	88%	88%	87%	83%	88%	88%	89%
			A				*			
Greenhouse Gas Pollution: In 2012 alone, use of renewable and alternative fuels eliminated	700	325	375	202	259	239	37	126	319	218
	87%	83%	92%	88%	90%	84%	83%	87%	86%	91%
			A		E		*			
904,868 tonnes of greenhouse gas emissions. Climate Action Commitments: The Renewable and Low Carbon Fuel Requirements Regulation	672	312	360	195	246	231	37	122	309	205
	84%	79%	88%	85%	85%	82%	83%	84%	83%	85%
			A				*			
supports British Columbia's commitment to										

- 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 (*)

[Table of Contents](#)

4. [SUMMARY - LOW2BOX (NOT AT ALL/ NOT VERY IMPORTANT)]

Please rank the following statements about the Renewable and Low Carbon Fuel Requirements Regulation in terms of how important you think each is to know.

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Climate Action Commitments: The Renewable and Low Carbon Fuel Requirements Regulation supports British Columbia's commitment to Greenhouse Gas Pollution: In 2012 alone, use of renewable and alternative fuels eliminated 904,868 tonnes of greenhouse gas emissions.	128	81	47	34	42	52	8	23	62	35
	16%	21%	12%	15%	15%	18%	17%	16%	17%	15%
		B					*			
	100	68	32	27	29	44	8	19	52	22
Fuel Availability: The availability of renewable and alternative fuels varies across regions of British Columbia. Low-level renewable fuel		13%	17%	8%	12%	10%	16%	17%	13%	14%
		B				D	*			
	98	59	39	27	34	37	8	17	46	27
Competition and Fuel Prices: The growing use of renewable and alternative fuels in BC has increased competition amongst fuel suppliers		12%	15%	10%	12%	12%	13%	17%	12%	11%
		B					*			
	93	55	38	26	28	39	6	19	44	24
Proven Fuels: Vehicle and engine performance are not affected by approved blends of renewable fuels. Renewable fuel blends have		12%	14%	9%	12%	10%	14%	13%	13%	12%
							*			
	87	50	37	28	28	31	12	16	37	21
Consumer Choice: The Renewable and Low Carbon Fuel Requirements Regulation increases the number of transportation fuel options (e.g.		11%	13%	9%	12%	10%	11%	28%	11%	10%
							GHI*			
	76	50	26	22	21	33	8	16	35	17
		10%	13%	6%	10%	7%	12%	18%	11%	9%
			B				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 (*)

[Table of Contents](#)

5. After learning more about the impact of the Renewable and Low Carbon Fuel Requirements Regulation, would you say that you support or oppose the Renewable and Low Carbon Fuel Requirements Regulation?

	Gender		AGE			EDUCATION				
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Strongly support	242	111	131	76	89	76	10	45	110	76
	30%	28%	32%	33%	31%	27%	23%	31%	30%	32%
							*			
Somewhat support	362	191	171	97	133	131	23	56	158	125
	45%	49%	42%	42%	46%	46%	51%	39%	43%	52%
							*			GH
Somewhat oppose	43	26	17	14	15	15	1	2	31	9
	5%	7%	4%	6%	5%	5%	3%	2%	8%	4%
							*		GI	
Strongly oppose	27	21	6	2	5	20	-	10	10	7
	3%	5%	2%	1%	2%	7%	-	7%	3%	3%
		B				CD	*	H		
Don't know	126	45	81	41	45	40	11	31	62	23
	16%	11%	20%	18%	16%	14%	24%	21%	17%	10%
			A				I*	I	I	
Summary										
Top2Box (Strongly/ Somewhat support)	603	301	302	173	223	208	33	101	268	202
	75%	77%	74%	76%	77%	73%	74%	70%	72%	84%
							*			GH
Low2Box (Strongly/ Somewhat oppose)	70	46	24	15	20	35	1	12	41	16
	9%	12%	6%	7%	7%	12%	3%	9%	11%	7%
		B				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 (*)

[Table of Contents](#)

GENDER

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Male	393	393	-	116	142	134	30	60	181	121
	49%	100%	-	51%	49%	47%	67%	42%	49%	51%
		B					GH*			
Female	407	-	407	113	145	149	15	84	190	119
	51%	-	100%	49%	51%	53%	33%	58%	51%	49%
			A				*	F	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 (*)

[Table of Contents](#)

AGE

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
18-24	80	40	41	80	-	-	10	24	37	9
	10%	10%	10%	35%	-	-	23%	17%	10%	4%
				DE			HI*	HI	I	
25-34	149	77	72	149	-	-	6	11	65	67
	19%	20%	18%	65%	-	-	14%	8%	17%	28%
				DE			*		G	GH
35-44	111	52	59	-	111	-	8	15	41	47
	14%	13%	14%	-	39%	-	18%	11%	11%	19%
					CE		*			GH
45-54	177	90	87	-	177	-	5	45	88	39
	22%	23%	21%	-	61%	-	10%	31%	24%	16%
					CE		*	FI	I	
55-64	111	36	75	-	-	111	4	23	53	32
	14%	9%	18%	-	-	39%	8%	16%	14%	13%
			A			CD	*			
65+	172	98	74	-	-	172	12	26	87	47
	21%	25%	18%	-	-	61%	27%	18%	23%	19%
		B				CD	*			
Summary										
18-34	229	116	113	229	-	-	16	36	102	76
	29%	30%	28%	100%	-	-	37%	25%	27%	32%
				DE			*			
35-54	288	142	145	-	288	-	12	60	130	85
	36%	36%	36%	-	100%	-	28%	41%	35%	36%
					CE		*			
55+	283	134	149	-	-	283	16	49	139	79
	35%	34%	37%	-	-	100%	36%	34%	38%	33%
						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 (*)

[Table of Contents](#)

EDUCATION

	Gender			AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Primary School or less	1	1	-	-	-	1	1	-	-	-
	*	*	-	-	-	*	3%	-	-	-
							HI*			
Some high school	43	29	15	16	12	15	43	-	-	-
	5%	7%	4%	7%	4%	5%	97%	-	-	-
		B					GHI*			
Graduated high school	144	60	84	36	60	49	-	144	-	-
	18%	15%	21%	16%	21%	17%	-	100%	-	-
							*	FHI		
Some college / CEGEP / Trade School	133	56	77	41	47	45	-	-	133	-
	17%	14%	19%	18%	16%	16%	-	-	36%	-
							*		FGI	
Graduated from college / CEGEP / Trade School	152	77	75	28	63	61	-	-	152	-
	19%	20%	18%	12%	22%	22%	-	-	41%	-
					C	C	*		FGI	
Some university, but did not finish	85	47	38	33	19	33	-	-	85	-
	11%	12%	9%	14%	7%	12%	-	-	23%	-
				D		D	*		FGI	
University undergraduate degree, such as a Bachelor's Degree	165	80	85	59	58	48	-	-	-	165
	21%	20%	21%	26%	20%	17%	-	-	-	69%
				E			*			FGH
University graduate degree, such as a Master's or PhD	75	42	34	17	28	31	-	-	-	75
	9%	11%	8%	8%	10%	11%	-	-	-	31%
							*			FGH
Summary										
<HS	45	30	15	16	12	16	45	-	-	-
	6%	8%	4%	7%	4%	6%	100%	-	-	-
		B					GHI*			
HS	144	60	84	36	60	49	-	144	-	-
	18%	15%	21%	16%	21%	17%	-	100%	-	-
							*	FHI		
Post Sec	371	181	190	102	130	139	-	-	371	-
	46%	46%	47%	44%	45%	49%	-	-	100%	-
							*		FGI	
Univ Grad	240	121	119	76	85	79	-	-	-	240
	30%	31%	29%	33%	30%	28%	-	-	-	100%
							*			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 (*)

[Table of Contents](#)

REGION

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Metro Vancouver	421	206	215	130	157	135	14	69	191	147
	53%	52%	53%	56%	55%	48%	31%	48%	51%	61%
							*		F	FGH
Vancouver Island	136	66	70	34	45	56	11	22	70	33
	17%	17%	17%	15%	16%	20%	24%	16%	19%	14%
							*			
North/Interior	243	121	122	65	85	92	20	53	110	60
	30%	31%	30%	29%	30%	33%	44%	37%	30%	25%
							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 (*)

[Table of Contents](#)

INCOME

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
<\$25K	121	59	62	47	41	32	16	20	60	25
	15%	15%	15%	20%	14%	11%	36%	14%	16%	10%
				E			GHI*			
\$25K - <\$55K	215	110	105	59	79	77	18	36	111	51
	27%	28%	26%	26%	28%	27%	41%	25%	30%	21%
							I*		I	
\$55K - <\$100K	228	127	102	57	101	70	4	38	97	89
	29%	32%	25%	25%	35%	25%	9%	26%	26%	37%
		B			CE		*	F	F	FGH
\$100K - <\$150K	94	50	44	17	31	46	2	20	44	29
	12%	13%	11%	7%	11%	16%	4%	14%	12%	12%
						C	*			
\$150K+	36	19	17	13	11	13	-	5	16	15
	5%	5%	4%	6%	4%	4%	-	3%	4%	6%
							*			
Prefer not to answer	105	28	77	37	24	45	5	26	44	31
	13%	7%	19%	16%	8%	16%	11%	18%	12%	13%
			A	D		D	*			
Summary										
<40K	227	111	116	78	80	69	29	36	116	46
	28%	28%	29%	34%	28%	25%	66%	25%	31%	19%
				E			GHI*		I	
40K - <60K	136	70	66	34	52	51	8	27	66	35
	17%	18%	16%	15%	18%	18%	18%	19%	18%	15%
							*			
60K - <100K	201	115	86	51	91	59	1	31	86	83
	25%	29%	21%	22%	32%	21%	2%	22%	23%	35%
		B			CE		*	F	F	FGH
100K+	130	69	61	30	42	59	2	25	60	44
	16%	18%	15%	13%	14%	21%	4%	17%	16%	18%
						CD	*	F		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 (*)

[Table of Contents](#)

HOUSEHOLD COMPOSITION

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Kids	193	81	111	68	104	21	13	32	79	69
	24%	21%	27%	30%	36%	7%	28%	22%	21%	29%
			A	E	E		*			
No Kids	607	311	296	162	184	262	32	112	292	171
	76%	79%	73%	70%	64%	93%	72%	78%	79%	71%
		B				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 (*)

[Table of Contents](#)

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

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
1	190	96	94	38	74	78	11	21	93	65
	24%	25%	23%	16%	26%	27%	24%	15%	25%	27%
					C	C	*		G	G
2	311	148	163	70	72	170	12	59	155	85
	39%	38%	40%	30%	25%	60%	26%	41%	42%	36%
						CD	*			
3	140	71	69	51	72	18	9	30	60	41
	18%	18%	17%	22%	25%	6%	20%	21%	16%	17%
				E	E		*			
4	110	52	58	50	51	9	7	24	41	38
	14%	13%	14%	22%	18%	3%	16%	16%	11%	16%
				E	E		*			
5	32	17	15	14	12	6	5	4	16	8
	4%	4%	4%	6%	4%	2%	11%	3%	4%	3%
				E			GI*			
6	12	6	6	7	3	3	1	7	3	2
	2%	2%	1%	3%	1%	1%	3%	5%	1%	1%
							*	HI		
7	4	3	1	-	4	-	-	1	3	-
	*	1%	*	-	1%	-	-	*	1%	-
							*			
8	1	-	1	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 (*)

[Table of Contents](#)

EMPLOYMENT STATUS

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Employed - full-time	288	156	132	104	145	39	3	57	121	107
	36%	40%	32%	45%	51%	14%	6%	39%	33%	45%
		B		E	E		*	F	F	FH
Employed - part-time	98	34	64	26	45	27	7	15	47	29
	12%	9%	16%	11%	16%	9%	16%	10%	13%	12%
			A		E		*			
Self-Employed - full-time	37	21	17	8	21	8	1	4	18	13
	5%	5%	4%	3%	7%	3%	3%	3%	5%	5%
					E		*			
Self-Employed - part-time	44	26	18	6	17	21	5	3	21	15
	6%	7%	5%	3%	6%	7%	12%	2%	6%	6%
						C	G*			
Retired	188	90	97	-	8	180	12	31	99	47
	23%	23%	24%	-	3%	64%	26%	21%	27%	20%
					C	CD	*			
Student - full-time	50	28	22	47	2	-	3	13	23	11
	6%	7%	5%	21%	1%	-	7%	9%	6%	5%
				DE			*			
Student - part-time	11	6	4	10	1	-	1	2	7	1
	1%	2%	1%	4%	*	-	3%	1%	2%	*
				DE			*			
Military	2	2	-	2	-	-	-	-	2	-
	*	1%	-	1%	-	-	-	-	1%	-
							*			
Full-time parent, homemaker	33	1	31	10	21	2	3	8	10	12
	4%	*	8%	4%	7%	1%	6%	5%	3%	5%
			A	E	E		*			
Not currently employed	40	24	16	12	21	7	8	8	18	6
	5%	6%	4%	5%	7%	2%	18%	5%	5%	2%
					E		GHI*			
Prefer not to answer	10	4	6	4	6	-	2	4	4	-
	1%	1%	2%	2%	2%	-	4%	3%	1%	-
				E	E		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 (*)

[Table of Contents](#)

DEMA_1. [Use the Internet]

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

	Gender		AGE			EDUCATION				
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Use the Internet										
Several times a day	603	304	299	188	212	203	27	100	275	201
	75%	77%	73%	82%	74%	72%	61%	69%	74%	84%
				DE			*			FGH
Everyday or almost everyday	159	73	85	31	64	63	17	33	76	32
	20%	19%	21%	13%	22%	22%	37%	23%	21%	13%
					C	C	HI*	I	I	
2-3 times a week	24	7	16	6	6	12	-	7	12	5
	3%	2%	4%	2%	2%	4%	-	5%	3%	2%
							*			
Once a week	5	2	3	3	1	2	1	-	3	2
	1%	*	1%	1%	*	1%	2%	-	1%	1%
							*			
2-3 times a month	3	1	2	-	2	1	-	2	1	-
	*	*	*	-	1%	*	-	1%	*	-
							*			
Once a month/Less often	2	1	1	-	1	1	-	1	1	-
	*	*	*	-	*	*	-	1%	*	-
							*			
Never	4	3	1	2	1	1	-	1	3	-
	1%	1%	*	1%	*	*	-	1%	1%	-
							*			
Summary										
Everyday / Several Times A Day	762	378	384	219	276	267	44	133	352	233
	95%	96%	94%	96%	96%	94%	98%	92%	95%	97%
							*			G
Once weekly / A few times a week	29	9	20	8	7	13	1	7	14	7
	4%	2%	5%	4%	2%	5%	2%	5%	4%	3%
							*			
About Once A Month/ A Few Times Per Month	5	3	2	-	3	2	-	3	2	-
	1%	1%	1%	-	1%	1%	-	2%	*	-
							*	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 (*)

[Table of Contents](#)

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

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

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)										
Several times a day	278	126	152	118	106	54	23	49	128	78
	35%	32%	37%	51%	37%	19%	51%	34%	34%	32%
				DE	E		I*			
Everyday or almost everyday	166	79	86	66	48	52	10	23	80	53
	21%	20%	21%	29%	17%	18%	22%	16%	21%	22%
				DE			*			
2-3 times a week	73	33	40	17	28	28	2	12	31	28
	9%	8%	10%	8%	10%	10%	5%	8%	8%	11%
							*			
Once a week	33	17	16	8	15	9	-	2	14	17
	4%	4%	4%	4%	5%	3%	-	2%	4%	7%
							*			G
2-3 times a month	29	12	17	3	11	16	-	8	17	5
	4%	3%	4%	1%	4%	6%	-	5%	4%	2%
						C	*			
Once a month/Less often	64	36	28	10	28	26	-	5	37	23
	8%	9%	7%	4%	10%	9%	-	3%	10%	9%
					C		*		G	G
Never	157	90	68	7	52	98	10	46	65	37
	20%	23%	17%	3%	18%	35%	22%	32%	17%	15%
		B			C	CD	*	HI		
Summary										
Everyday / Several Times A Day	444	205	238	183	154	106	33	72	207	131
	55%	52%	58%	80%	54%	37%	73%	50%	56%	55%
				DE	E		G*			
Once weekly / A few times a week	106	49	56	26	43	37	2	14	45	45
	13%	13%	14%	11%	15%	13%	5%	9%	12%	19%
							*			GH
About Once A Month/ A Few Times Per Month	93	48	45	13	39	42	-	12	54	27
	12%	12%	11%	6%	13%	15%	-	9%	14%	11%
					C	C	*		F	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 (*)
[Table of Contents](#)

DEMA_3. [Watch conventional TV]

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

	Gender		AGE			EDUCATION				
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Watch conventional TV										
Several times a day	296	150	146	60	104	131	20	64	132	81
	37%	38%	36%	26%	36%	46%	44%	44%	36%	34%
					C	CD	*	I		
Everyday or almost everyday	297	136	161	66	115	116	15	55	148	79
	37%	35%	40%	29%	40%	41%	34%	38%	40%	33%
					C	C	*			
2-3 times a week	61	34	27	23	22	16	-	9	20	33
	8%	9%	7%	10%	8%	6%	-	6%	5%	14%
							*			FGH
Once a week	36	18	18	27	8	1	2	3	15	16
	4%	5%	4%	12%	3%	*	5%	2%	4%	7%
				DE	E		*			
2-3 times a month	22	11	11	14	3	5	-	2	15	6
	3%	3%	3%	6%	1%	2%	-	1%	4%	2%
				DE			*			
Once a month/Less often	43	23	20	23	15	5	4	2	22	15
	5%	6%	5%	10%	5%	2%	9%	2%	6%	6%
				E	E		*			
Never	44	20	24	17	20	7	4	10	18	12
	6%	5%	6%	7%	7%	3%	9%	7%	5%	5%
				E	E		*			
Summary										
Everyday / Several Times A Day	593	286	307	126	219	248	35	119	280	160
	74%	73%	75%	55%	76%	88%	77%	82%	76%	66%
					C	CD	*	I	I	
Once weekly / A few times a week	97	52	45	50	30	17	2	12	35	48
	12%	13%	11%	22%	11%	6%	5%	8%	9%	20%
				DE			*			FGH
About Once A Month/ A Few Times Per Month	66	35	31	37	18	11	4	4	37	20
	8%	9%	8%	16%	6%	4%	9%	3%	10%	8%
				DE			*		G	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 (*)

[Table of Contents](#)

DEMA_4. [Watch TV online]

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

	Gender		AGE			EDUCATION				
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Watch TV online										
Several times a day	53	32	21	37	15	1	3	9	15	26
	7%	8%	5%	16%	5%	*	8%	6%	4%	11%
				DE	E		*			H
Everyday or almost everyday	70	29	42	45	20	5	5	8	33	24
	9%	7%	10%	20%	7%	2%	12%	6%	9%	10%
				DE	E		*			
2-3 times a week	97	50	47	56	33	8	10	13	49	25
	12%	13%	11%	24%	11%	3%	22%	9%	13%	10%
				DE	E		*			
Once a week	38	19	20	16	15	7	1	6	14	18
	5%	5%	5%	7%	5%	3%	1%	4%	4%	7%
				E			*			
2-3 times a month	49	23	26	17	19	13	1	9	23	15
	6%	6%	6%	7%	6%	5%	3%	7%	6%	6%
							*			
Once a month/Less often	132	63	68	26	64	42	1	16	66	48
	16%	16%	17%	11%	22%	15%	3%	11%	18%	20%
					CE		*		F	FG
Never	361	177	184	33	122	206	23	84	170	85
	45%	45%	45%	15%	42%	73%	51%	58%	46%	35%
					C	CD	*	HI	I	
Summary										
Everyday / Several Times A Day	123	61	62	81	36	6	9	17	48	50
	15%	16%	15%	35%	12%	2%	20%	12%	13%	21%
				DE	E		*			GH
Once weekly / A few times a week	135	69	66	72	48	16	10	19	63	43
	17%	18%	16%	31%	17%	6%	23%	13%	17%	18%
				DE	E		*			
About Once A Month/ A Few Times Per Month	181	86	94	43	82	55	3	25	89	63
	23%	22%	23%	19%	29%	20%	6%	17%	24%	26%
					CE		*		F	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 (*)

[Table of Contents](#)

DEMA_5. [Read conventional newspapers (hardcopy)]

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

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Read conventional newspapers (hardcopy)										
Several times a day	73	40	33	25	15	32	3	16	23	31
	9%	10%	8%	11%	5%	11%	7%	11%	6%	13%
				D		D	*			H
Everyday or almost everyday	136	73	62	24	42	70	5	26	65	40
	17%	19%	15%	11%	15%	25%	12%	18%	18%	17%
						CD	*			
2-3 times a week	194	93	101	49	69	75	6	31	97	59
	24%	24%	25%	22%	24%	27%	14%	22%	26%	25%
							*			
Once a week	135	64	72	41	54	41	8	29	60	39
	17%	16%	18%	18%	19%	14%	18%	20%	16%	16%
							*			
2-3 times a month	69	28	41	23	23	23	6	15	33	15
	9%	7%	10%	10%	8%	8%	13%	10%	9%	6%
							*			
Once a month/Less often	110	49	61	36	53	21	6	15	54	34
	14%	12%	15%	16%	18%	7%	13%	11%	15%	14%
				E	E		*			
Never	83	45	38	31	31	21	10	13	38	22
	10%	12%	9%	14%	11%	7%	23%	9%	10%	9%
				E			GHI*			
Summary										
Everyday / Several Times A Day	209	114	95	50	57	102	8	41	88	71
	26%	29%	23%	22%	20%	36%	19%	29%	24%	29%
						CD	*			
Once weekly / A few times a week	329	157	173	90	123	116	14	60	157	98
	41%	40%	42%	39%	43%	41%	32%	42%	42%	41%
							*			
About Once A Month/ A Few Times Per Month	179	77	102	59	76	44	12	30	88	49
	22%	20%	25%	26%	26%	16%	26%	21%	24%	21%
				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 (*)

[Table of Contents](#)

DEMA_6. [Read newspapers/news online]

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

	Gender		AGE			EDUCATION				
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Read newspapers/news online										
Several times a day	112	66	46	48	36	28	2	17	34	58
	14%	17%	11%	21%	13%	10%	4%	12%	9%	24%
		B		DE			*			FGH
Everyday or almost everyday	163	89	73	39	59	65	7	33	66	56
	20%	23%	18%	17%	20%	23%	16%	23%	18%	23%
							*			
2-3 times a week	104	49	55	41	44	19	5	13	48	37
	13%	13%	13%	18%	15%	7%	10%	9%	13%	16%
				E	E		*			
Once a week	66	28	38	25	25	16	5	7	35	18
	8%	7%	9%	11%	9%	6%	11%	5%	10%	8%
				E			*			
2-3 times a month	58	26	32	18	24	17	-	11	34	13
	7%	7%	8%	8%	8%	6%	-	8%	9%	5%
							*			
Once a month/Less often	121	56	65	36	42	43	8	20	63	30
	15%	14%	16%	16%	14%	15%	17%	14%	17%	13%
							*			
Never	177	78	99	22	59	96	19	42	90	27
	22%	20%	24%	10%	21%	34%	42%	29%	24%	11%
					C	CD	HI*	I	I	
Summary										
Everyday / Several Times A Day	274	155	119	87	95	92	9	51	100	115
	34%	39%	29%	38%	33%	33%	21%	35%	27%	48%
		B					*			FGH
Once weekly / A few times a week	170	77	92	66	68	35	9	21	84	56
	21%	20%	23%	29%	24%	12%	21%	14%	23%	23%
				E	E		*		G	G
About Once A Month/ A Few Times Per Month	179	82	97	54	65	59	8	31	97	43
	22%	21%	24%	24%	23%	21%	17%	22%	26%	18%
							*		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 (*)

[Table of Contents](#)

DEMA_7. [Listen to conventional radio]

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

	Gender		AGE			EDUCATION				
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Listen to conventional radio										
Several times a day	180	91	89	45	65	70	5	36	69	70
	23%	23%	22%	20%	23%	25%	11%	25%	19%	29%
							*			FH
Everyday or almost everyday	256	132	123	65	106	85	13	44	128	71
	32%	34%	30%	28%	37%	30%	28%	30%	35%	30%
							*			
2-3 times a week	149	72	77	51	45	53	10	36	66	37
	19%	18%	19%	22%	16%	19%	22%	25%	18%	16%
							*	I		
Once a week	40	21	19	15	10	15	4	4	21	11
	5%	5%	5%	6%	4%	5%	9%	3%	6%	5%
							*			
2-3 times a month	30	10	20	8	11	11	2	4	11	14
	4%	3%	5%	3%	4%	4%	4%	3%	3%	6%
							*			
Once a month/Less often	71	36	35	28	21	22	6	7	38	19
	9%	9%	9%	12%	7%	8%	14%	5%	10%	8%
							*			
Never	73	31	43	19	28	27	5	14	37	17
	9%	8%	11%	8%	10%	9%	11%	9%	10%	7%
							*			
Summary										
Everyday / Several Times A Day	436	223	213	110	171	155	18	80	197	141
	54%	57%	52%	48%	59%	55%	40%	55%	53%	59%
					C		*			F
Once weekly / A few times a week	189	93	96	66	56	68	14	40	87	48
	24%	24%	24%	29%	19%	24%	31%	28%	24%	20%
				D			*			
About Once A Month/ A Few Times Per Month	101	46	55	36	33	33	8	11	49	33
	13%	12%	14%	15%	11%	12%	18%	8%	13%	14%
							*			

- 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 (*)

[Table of Contents](#)

DEMA_8. [Listen to radio online]

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

	Gender		AGE			EDUCATION				
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Listen to radio online										
Several times a day	51	27	24	33	12	6	1	14	17	20
	6%	7%	6%	15%	4%	2%	1%	10%	5%	8%
				DE			*	H		
Everyday or almost everyday	64	40	24	33	21	10	5	8	33	17
	8%	10%	6%	14%	7%	3%	11%	6%	9%	7%
		B		DE	E		*			
2-3 times a week	63	28	35	24	26	13	3	10	24	26
	8%	7%	9%	10%	9%	5%	6%	7%	6%	11%
				E	E		*			
Once a week	51	30	21	22	15	15	4	3	21	23
	6%	8%	5%	10%	5%	5%	9%	2%	6%	10%
							*			G
2-3 times a month	63	34	30	20	22	22	4	10	32	17
	8%	9%	7%	9%	8%	8%	9%	7%	9%	7%
							*			
Once a month/Less often	139	76	63	45	60	34	8	20	63	48
	17%	19%	15%	20%	21%	12%	18%	14%	17%	20%
				E	E		*			
Never	368	158	210	53	132	183	20	79	180	89
	46%	40%	52%	23%	46%	65%	45%	54%	49%	37%
			A		C	CD	*	I	I	
Summary										
Everyday / Several Times A Day	115	66	48	66	33	15	6	22	50	37
	14%	17%	12%	29%	11%	5%	13%	16%	13%	15%
				DE	E		*			
Once weekly / A few times a week	115	58	56	46	41	28	7	13	45	50
	14%	15%	14%	20%	14%	10%	15%	9%	12%	21%
				E			*			GH
About Once A Month/ A Few Times Per Month	202	110	92	65	82	56	12	30	95	64
	25%	28%	23%	28%	28%	20%	28%	21%	26%	27%
					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 (*)

[Table of Contents](#)

DEMA_9. [Tweet]

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

	Gender		AGE			EDUCATION				
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Tweet										
Several times a day	44	26	18	30	10	3	1	6	16	21
	5%	7%	4%	13%	4%	1%	2%	4%	4%	9%
				DE			*			H
Everyday or almost everyday	35	22	14	25	8	3	3	4	10	18
	4%	5%	3%	11%	3%	1%	8%	3%	3%	7%
				DE			*			H
2-3 times a week	31	11	19	17	11	2	-	4	18	8
	4%	3%	5%	7%	4%	1%	-	3%	5%	4%
				E	E		*			
Once a week	37	19	18	15	17	6	3	5	15	14
	5%	5%	4%	6%	6%	2%	6%	4%	4%	6%
				E	E		*			
2-3 times a month	26	14	12	12	8	6	5	1	11	9
	3%	4%	3%	5%	3%	2%	10%	1%	3%	4%
							GH*			
Once a month/Less often	64	29	35	24	23	18	4	11	28	20
	8%	7%	9%	10%	8%	6%	10%	8%	8%	8%
							*			
Never	564	272	292	108	211	245	29	113	272	150
	70%	69%	72%	47%	73%	87%	65%	78%	73%	62%
					C	CD	*	I	I	
Summary										
Everyday / Several Times A Day	79	47	31	55	18	6	4	10	26	39
	10%	12%	8%	24%	6%	2%	9%	7%	7%	16%
				DE	E		*			GH
Once weekly / A few times a week	67	30	37	32	28	8	3	9	33	23
	8%	8%	9%	14%	10%	3%	6%	6%	9%	9%
				E	E		*			
About Once A Month/ A Few Times Per Month	90	43	47	35	31	24	9	13	39	29
	11%	11%	11%	15%	11%	8%	20%	9%	11%	12%
				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 (*)

[Table of Contents](#)

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

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

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Use the Internet	762	378	384	219	276	267	44	133	352	233
	95%	96%	94%	96%	96%	94%	98%	92%	95%	97%
							*			G
Watch conventional TV	593	286	307	126	219	248	35	119	280	160
	74%	73%	75%	55%	76%	88%	77%	82%	76%	66%
					C	CD	*	I	I	
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	444	205	238	183	154	106	33	72	207	131
	55%	52%	58%	80%	54%	37%	73%	50%	56%	55%
				DE	E		G*			
Listen to conventional radio	436	223	213	110	171	155	18	80	197	141
	54%	57%	52%	48%	59%	55%	40%	55%	53%	59%
					C		*			F
Read newspapers/news online	274	155	119	87	95	92	9	51	100	115
	34%	39%	29%	38%	33%	33%	21%	35%	27%	48%
		B					*			FGH
Read conventional newspapers (hardcopy)	209	114	95	50	57	102	8	41	88	71
	26%	29%	23%	22%	20%	36%	19%	29%	24%	29%
						CD	*			
Watch TV online	123	61	62	81	36	6	9	17	48	50
	15%	16%	15%	35%	12%	2%	20%	12%	13%	21%
				DE	E		*			GH
Listen to radio online	115	66	48	66	33	15	6	22	50	37
	14%	17%	12%	29%	11%	5%	13%	16%	13%	15%
				DE	E		*			
Tweet	79	47	31	55	18	6	4	10	26	39
	10%	12%	8%	24%	6%	2%	9%	7%	7%	16%
				DE	E		*			GH

- 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 (*)

[Table of Contents](#)

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

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

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Read conventional newspapers (hardcopy)	329	157	173	90	123	116	14	60	157	98
	41%	40%	42%	39%	43%	41%	32%	42%	42%	41%
							*			
Listen to conventional radio	189	93	96	66	56	68	14	40	87	48
	24%	24%	24%	29%	19%	24%	31%	28%	24%	20%
				D			*			
Read newspapers/news online	170	77	92	66	68	35	9	21	84	56
	21%	20%	23%	29%	24%	12%	21%	14%	23%	23%
				E	E		*		G	G
Watch TV online	135	69	66	72	48	16	10	19	63	43
	17%	18%	16%	31%	17%	6%	23%	13%	17%	18%
				DE	E		*			
Listen to radio online	115	58	56	46	41	28	7	13	45	50
	14%	15%	14%	20%	14%	10%	15%	9%	12%	21%
				E			*			GH
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	106	49	56	26	43	37	2	14	45	45
	13%	13%	14%	11%	15%	13%	5%	9%	12%	19%
							*			GH
Watch conventional TV	97	52	45	50	30	17	2	12	35	48
	12%	13%	11%	22%	11%	6%	5%	8%	9%	20%
				DE			*			FGH
Tweet	67	30	37	32	28	8	3	9	33	23
	8%	8%	9%	14%	10%	3%	6%	6%	9%	9%
				E	E		*			
Use the Internet	29	9	20	8	7	13	1	7	14	7
	4%	2%	5%	4%	2%	5%	2%	5%	4%	3%
							*			

- 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 (*)

[Table of Contents](#)

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

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

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Listen to radio online	202	110	92	65	82	56	12	30	95	64
	25%	28%	23%	28%	28%	20%	28%	21%	26%	27%
					E		*			
Watch TV online	181	86	94	43	82	55	3	25	89	63
	23%	22%	23%	19%	29%	20%	6%	17%	24%	26%
					CE		*		F	F
Read conventional newspapers (hardcopy)	179	77	102	59	76	44	12	30	88	49
	22%	20%	25%	26%	26%	16%	26%	21%	24%	21%
				E	E		*			
Read newspapers/news online	179	82	97	54	65	59	8	31	97	43
	22%	21%	24%	24%	23%	21%	17%	22%	26%	18%
							*		I	
Listen to conventional radio	101	46	55	36	33	33	8	11	49	33
	13%	12%	14%	15%	11%	12%	18%	8%	13%	14%
							*			
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	93	48	45	13	39	42	-	12	54	27
	12%	12%	11%	6%	13%	15%	-	9%	14%	11%
					C	C	*		F	F
Tweet	90	43	47	35	31	24	9	13	39	29
	11%	11%	11%	15%	11%	8%	20%	9%	11%	12%
				E			*			
Watch conventional TV	66	35	31	37	18	11	4	4	37	20
	8%	9%	8%	16%	6%	4%	9%	3%	10%	8%
				DE			*		G	G
Use the Internet	5	3	2	-	3	2	-	3	2	-
	1%	1%	1%	-	1%	1%	-	2%	*	-
							*	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 (*)

[Table of Contents](#)

DEMA. [SUMMARY - NEVER]

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

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Tweet	564	272	292	108	211	245	29	113	272	150
	70%	69%	72%	47%	73%	87%	65%	78%	73%	62%
					C	CD	*	I	I	
Listen to radio online	368	158	210	53	132	183	20	79	180	89
	46%	40%	52%	23%	46%	65%	45%	54%	49%	37%
			A		C	CD	*	I	I	
Watch TV online	361	177	184	33	122	206	23	84	170	85
	45%	45%	45%	15%	42%	73%	51%	58%	46%	35%
					C	CD	*	HI	I	
Read newspapers/news online	177	78	99	22	59	96	19	42	90	27
	22%	20%	24%	10%	21%	34%	42%	29%	24%	11%
					C	CD	HI*	I	I	
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	157	90	68	7	52	98	10	46	65	37
	20%	23%	17%	3%	18%	35%	22%	32%	17%	15%
		B			C	CD	*	HI		
Read conventional newspapers (hardcopy)	83	45	38	31	31	21	10	13	38	22
	10%	12%	9%	14%	11%	7%	23%	9%	10%	9%
				E			GHI*			
Listen to conventional radio	73	31	43	19	28	27	5	14	37	17
	9%	8%	11%	8%	10%	9%	11%	9%	10%	7%
							*			
Watch conventional TV	44	20	24	17	20	7	4	10	18	12
	6%	5%	6%	7%	7%	3%	9%	7%	5%	5%
				E	E		*			
Use the Internet	4	3	1	2	1	1	-	1	3	-
	1%	1%	*	1%	*	*	-	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 (*)

[Table of Contents](#)

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?

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Several times a day	133	77	56	60	53	21	6	30	49	48
	17%	20%	14%	26%	18%	7%	12%	21%	13%	20%
		B		E	E		*	H		H
Everyday or almost everyday	125	66	59	44	36	44	9	10	60	45
	16%	17%	15%	19%	13%	16%	21%	7%	16%	19%
							G*		G	G
2-3 times a week	112	52	61	45	36	31	3	23	49	37
	14%	13%	15%	20%	13%	11%	8%	16%	13%	15%
				E			*			
Once a week	44	20	24	19	12	13	7	4	20	13
	5%	5%	6%	8%	4%	4%	15%	3%	5%	5%
							GHI*			
2-3 times a month	37	13	24	10	14	13	1	4	21	11
	5%	3%	6%	4%	5%	5%	2%	3%	6%	5%
							*			
Once a month/Less often	86	40	46	19	38	28	3	12	45	27
	11%	10%	11%	8%	13%	10%	6%	8%	12%	11%
							*			
Never	263	125	138	33	98	132	16	60	127	60
	33%	32%	34%	14%	34%	47%	36%	42%	34%	25%
					C	CD	*	I	I	
Summary										
Everyday / Several Times A Day	258	143	115	104	89	65	15	41	109	93
	32%	36%	28%	45%	31%	23%	33%	28%	29%	39%
		B		DE	E		*			GH
Once weekly / A few times a week	156	72	84	64	48	44	10	27	69	50
	20%	18%	21%	28%	17%	16%	23%	19%	19%	21%
				DE			*			
About Once A Month/ A Few Times Per Month	123	53	70	29	52	42	4	16	66	38
	15%	14%	17%	13%	18%	15%	8%	11%	18%	16%
							*			

- 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 (*)

[Table of Contents](#)

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?

		Gender		AGE			EDUCATION			
	Total	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	800	340	460	183	308	309	43	153	370	234
Weighted	800	393	407	229	288	283	45	144	371	240
Read what others have posted about public/social/political issues	434	212	222	149	160	124	17	68	212	136
	54%	54%	55%	65%	56%	44%	38%	47%	57%	57%
				E	E		*		FG	F
Commented on what others have written or posted about public/social/political issues	262	149	113	113	89	61	13	37	119	93
	33%	38%	28%	49%	31%	22%	28%	26%	32%	39%
		B		DE	E		*			G
Shared links to articles or information about public/social/political issues with others	236	125	111	97	81	57	11	36	97	92
	29%	32%	27%	42%	28%	20%	24%	25%	26%	38%
				DE	E		*			GH
Started conversations or written original ideas about public/social/political issues	134	82	52	67	36	30	4	18	54	58
	17%	21%	13%	29%	13%	11%	9%	12%	15%	24%
		B		DE			*			GH
None of the above	278	134	144	38	105	135	26	59	127	66
	35%	34%	35%	17%	36%	48%	59%	41%	34%	27%
					C	CD	HI*	I		
Summary										
Active	338	186	152	149	110	79	14	54	149	121
	42%	47%	37%	65%	38%	28%	30%	38%	40%	50%
		B		DE	E		*			FGH
Passive	184	73	111	42	73	69	5	31	95	53
	23%	18%	27%	19%	25%	24%	11%	21%	26%	22%
			A				*			
Inactive	278	134	144	38	105	135	26	59	127	66
	35%	34%	35%	17%	36%	48%	59%	41%	34%	27%
					C	CD	HI*	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 (*)

[Table of Contents](#)