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Table Description

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Yes (Net)	415	213	75	127	122	71	108	78	94	321
	52%	51%	55%	52%	54%	52%	54%	60%	49%	53%
Yes, clearly	84	44	13	26	26	9	27	16	26	58
	10%	11%	10%	11%	11%	7%	13%	12%	14%	9%
Yes, vaguely	331	169	61	101	96	62	81	62	68	263
	41%	40%	45%	42%	42%	45%	40%	47%	35%	43%
No	345	188	57	100	93	60	89	46	91	254
	43%	45%	42%	41%	41%	44%	44%	35%	47%	42%
Don't know	40	20	5	16	12	5	5	6	7	33
	5%	5%	3%	6%	5%	4%	2%	5%	4%	5%

- 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 (*)

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Strongly support	195	98	43	54	62	35	52	35	40	155
	24%	23%	32%	22%	27%	26%	26%	27%	21%	26%
			AC							
Somewhat support	389	216	58	115	96	66	111	64	106	282
	49%	51%	43%	47%	42%	49%	55%	49%	55%	46%
							D			I
Somewhat oppose	39	19	8	13	9	8	13	6	9	31
	5%	5%	6%	5%	4%	6%	6%	5%	4%	5%
Strongly oppose	33	10	3	21	8	1	12	9	6	27
	4%	2%	2%	9%	4%	1%	6%	7%	3%	4%
				AB			E	E		
Don't know	144	79	24	41	52	25	13	16	32	112
	18%	19%	18%	17%	23%	18%	7%	12%	16%	18%
					FG	F				
Summary										
Top2Box (Strongly/ Somewhat support)	584	314	102	168	158	102	163	99	146	438
	73%	75%	75%	69%	70%	75%	81%	76%	76%	72%
							D			
Low2Box (Strongly/ Somewhat oppose)	73	29	11	33	17	9	25	15	15	58
	9%	7%	8%	14%	7%	7%	12%	12%	8%	10%
				A						

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

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: Total Answering	660	286	150	224	183	115	180	111	156	504
Weighted	656	342	112	202	175	111	188	114	161	495
Positive Mentions (Net)	498	263	88	146	136	84	146	84	124	374
	76%	77%	78%	72%	78%	76%	77%	73%	77%	75%
								*		
Environment (Subnet)	300	160	50	89	87	53	80	48	62	238
	46%	47%	45%	44%	50%	48%	43%	42%	38%	48%
								*		
Good for the environment	174	103	27	44	45	33	40	36	46	128
	26%	30%	24%	22%	26%	29%	21%	32%	28%	26%
		C						*		
Need to reduce carbon emissions/ footprint	71	30	15	27	22	8	23	15	12	59
	11%	9%	13%	13%	13%	7%	12%	13%	7%	12%
								*		
Reduces pollution	27	10	4	13	7	4	11	1	5	22
	4%	3%	3%	6%	4%	3%	6%	1%	3%	4%
								*		
Prevents/ reduces global warming/ climate change	26	13	6	6	13	1	5	3	1	24
	4%	4%	6%	3%	8%	1%	3%	2%	1%	5%
					E			*		H
Improves air quality	24	10	4	10	7	8	6	1	3	21
	4%	3%	4%	5%	4%	8%	3%	1%	2%	4%
						G		*		
Need infrastructure for greener initiatives	7	1	*	5	4	2	-	-	1	6
	1%	*	*	3%	2%	2%	-	-	*	1%
				A	F			*		
Resources (Subnet)	136	63	32	41	34	20	43	27	45	91
	21%	18%	29%	20%	19%	18%	23%	24%	28%	18%
			A					*		I
Need to start using alternative/ renewable energy sources	122	57	31	34	29	19	42	21	39	83
	19%	17%	28%	17%	17%	17%	23%	19%	24%	17%
			AC					*		I
Need to conserve resources	18	7	1	9	6	2	1	6	7	11
	3%	2%	1%	5%	4%	2%	1%	5%	4%	2%
								F*		
Appeal (Subnet)	110	60	16	34	22	15	46	17	35	75
	17%	18%	14%	17%	13%	13%	25%	15%	22%	15%
							DE	*		
Like it/ good idea	87	50	11	27	19	13	33	14	30	58

	13%	14%	10%	13%	11%	12%	17%	12%	19%	12%
								*	I	
Innovative	10	4	2	4	1	-	7	2	3	7
	1%	1%	2%	2%	1%	-	4%	2%	2%	1%
								*		
It's important/ necessary	7	6	1	1	3	1	3	1	2	6
	1%	2%	1%	*	1%	1%	1%	*	1%	1%
								*		
It's a step in the right direction	6	1	2	3	-	1	4	*	1	5
	1%	*	1%	2%	-	1%	2%	*	1%	1%
								*		
Miscellaneous (Subnet)	88	41	14	33	30	11	23	13	19	69
	13%	12%	12%	16%	17%	10%	12%	11%	12%	14%
								*		
Good for the future	38	20	4	13	8	3	14	9	8	30
	6%	6%	4%	6%	5%	3%	8%	8%	5%	6%
								*		
Good for the economy/ creates jobs	11	6	1	4	2	-	5	1	4	8
	2%	2%	1%	2%	1%	-	3%	1%	2%	2%
								*		
Good for our health	9	5	2	2	5	1	2	-	2	6
	1%	1%	2%	1%	3%	1%	1%	-	1%	1%
								*		
Cheaper/ less expensive	7	3	-	3	3	3	-	-	-	7
	1%	1%	-	2%	2%	3%	-	-	-	1%
						F		*		
Need government regulation	7	2	1	4	3	-	1	1	1	6
	1%	1%	1%	2%	2%	-	1%	1%	1%	1%
								*		
Other positive mentions	24	7	6	11	11	5	7	1	4	20
	4%	2%	6%	6%	6%	4%	3%	1%	2%	4%
			A	A	G			*		
Negative Mentions (Net)	138	70	18	50	31	27	35	32	29	110
	21%	20%	16%	25%	18%	24%	19%	28%	18%	22%
								D*		
Cost (Subnet)	51	22	4	25	12	12	10	11	11	40
	8%	6%	4%	12%	7%	11%	5%	10%	7%	8%
				AB				*		
Too expensive/ extra cost	42	18	3	20	9	8	10	9	8	33
	6%	5%	3%	10%	5%	8%	5%	8%	5%	7%
				B				*		
Waste of money/ money can be better spent on other things	9	4	1	4	3	3	-	2	2	7
	1%	1%	1%	2%	2%	3%	-	2%	1%	1%
						F		*		
Efficacy (Subnet)	42	19	3	20	7	10	15	8	11	31
	6%	6%	3%	10%	4%	9%	8%	7%	7%	6%
				B				*		

Do not think it will be effective	24	11	1	11	3	6	7	5	6	18
	4%	3%	1%	6%	2%	5%	4%	5%	4%	4%
				B				*		
Not enough of a (real) solution	20	8	2	9	5	4	8	3	5	14
	3%	2%	2%	5%	3%	3%	4%	3%	3%	3%
								*		
Government (Subnet)	42	25	6	11	9	6	16	8	4	37
	6%	7%	5%	5%	5%	5%	9%	7%	3%	8%
								*		H
(Government) propaganda/ don't trust the government	24	15	4	6	5	5	7	5	2	23
	4%	4%	3%	3%	3%	5%	4%	4%	1%	5%
								*		
Tax grab/ government is trying to make more money	15	9	2	4	4	1	8	2	2	13
	2%	3%	2%	2%	2%	1%	4%	2%	1%	3%
								*		
Too much regulation/ bureaucracy/ government is too involved in people's lives	3	1	-	2	-	-	3	1	-	3
	1%	*	-	1%	-	-	1%	1%	-	1%
								*		
Resources (Subnet)	19	11	2	6	3	3	5	5	4	15
	3%	3%	2%	3%	2%	2%	2%	4%	2%	3%
								*		
Unknown/ unintended consequences of alternative energy sources	13	8	1	4	2	1	3	4	2	11
	2%	2%	1%	2%	1%	1%	2%	4%	1%	2%
								*		
Alternative/ renewable fuel sources are inaccessible/ hard to acquire	6	3	1	1	1	2	1	1	1	5
	1%	1%	1%	1%	*	2%	1%	*	1%	1%
								*		
Miscellaneous (Subnet)	25	15	6	5	10	2	2	10	9	16
	4%	4%	5%	2%	6%	2%	1%	9%	6%	3%
					F			EF*		
Dislike it/ bad idea	9	5	2	2	2	-	1	4	3	5
	1%	1%	2%	1%	1%	-	1%	4%	2%	1%
								*		
Bad for the economy	3	1	1	1	2	1	-	1	1	2
	*	*	1%	*	1%	1%	-	*	*	*
								*		
Other negative mentions	15	9	2	3	6	1	1	6	6	9
	2%	3%	2%	2%	4%	1%	*	5%	3%	2%
					F			F*		
Neutral Mentions (Net)	59	30	8	21	13	9	15	11	17	42
	9%	9%	7%	10%	7%	8%	8%	9%	11%	9%
								*		
Need more information	52	26	6	20	12	8	12	10	16	36
	8%	8%	5%	10%	7%	7%	7%	9%	10%	7%
								*		
Depends on effectiveness	3	3	-	-	1	1	1	-	1	2
	*	1%	-	-	1%	1%	1%	-	1%	*

									*	
Other neutral mentions	6	3	3	1	3	-	1	1	-	6
	1%	1%	2%	*	1%	-	1%	*	-	1%
								*		
No reason	2	-	-	2	1	-	1	-	1	1
	*	-	-	1%	*	-	*	-	*	*
								*		
Don't know	35	23	5	7	9	6	15	3	14	21
	5%	7%	5%	3%	5%	5%	8%	3%	8%	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 (*)

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.

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
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	189	77	104	111	62	85	65	96	274
	46%	45%	57%	43%	49%	45%	42%	50%	50%	45%
			AC							
Somewhat important to know	330	188	43	99	89	52	88	54	80	250
	41%	45%	31%	41%	39%	38%	44%	42%	42%	41%
		B								
Not very important to know	64	32	13	19	13	16	19	8	10	54
	8%	8%	9%	8%	6%	12%	10%	6%	5%	9%
Not at all important to know	36	12	3	21	14	7	9	3	6	30
	5%	3%	3%	8%	6%	5%	4%	2%	3%	5%
				AB						
Summary										
Top2Box (Very/ Somewhat important)	700	377	120	203	200	113	173	119	176	524
	87%	90%	88%	84%	88%	83%	86%	92%	91%	86%
		C						E		
Low2Box (Not at all/ Not very important)	100	44	16	40	27	23	28	11	16	84
	13%	10%	12%	16%	12%	17%	14%	8%	9%	14%
				A		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 (*)

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.

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
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	167	64	94	93	53	92	49	84	241
	41%	40%	47%	39%	41%	39%	46%	38%	44%	40%
Somewhat important to know	399	217	63	119	116	69	91	66	95	304
	50%	52%	46%	49%	51%	50%	45%	50%	49%	50%
Not very important to know	52	25	7	20	8	9	17	11	10	42
	7%	6%	5%	8%	4%	7%	8%	9%	5%	7%
Not at all important to know	24	11	3	10	10	6	1	4	3	21
	3%	3%	2%	4%	4%	4%	*	3%	2%	3%
					F	F				
Summary										
Top2Box (Very/ Somewhat important)	724	385	126	213	209	121	184	115	179	545
	90%	91%	93%	88%	92%	89%	91%	88%	93%	90%
Low2Box (Not at all/ Not very important)	76	36	10	30	18	15	17	16	14	62
	10%	9%	7%	12%	8%	11%	9%	12%	7%	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_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.

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
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	199	74	96	101	57	101	66	92	277
	46%	47%	54%	39%	45%	42%	50%	51%	48%	46%
			C							
Somewhat important to know	345	182	51	111	94	59	90	54	79	266
	43%	43%	38%	46%	41%	43%	45%	41%	41%	44%
Not very important to know	62	27	9	26	20	13	8	8	17	45
	8%	6%	6%	11%	9%	10%	4%	6%	9%	7%
							F			
Not at all important to know	24	13	2	9	12	7	3	2	5	20
	3%	3%	2%	4%	5%	5%	1%	1%	2%	3%
							F			
Summary										
Top2Box (Very/ Somewhat important)	713	381	125	207	195	116	190	120	171	542
	89%	91%	92%	85%	86%	85%	95%	92%	89%	89%
							DE			
Low2Box (Not at all/ Not very important)	87	40	11	36	32	20	11	10	22	65
	11%	9%	8%	15%	14%	15%	5%	8%	11%	11%
					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 (*)

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

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.

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
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	171	62	92	92	47	94	54	83	242
	41%	41%	46%	38%	40%	35%	47%	41%	43%	40%
							E			
Somewhat important to know	383	212	54	117	103	70	96	58	88	295
	48%	50%	40%	48%	46%	51%	48%	44%	45%	49%
		B								
Not very important to know	59	26	17	16	15	10	10	15	17	42
	7%	6%	13%	7%	6%	8%	5%	11%	9%	7%
			AC							
Not at all important to know	33	12	3	18	17	9	2	4	5	29
	4%	3%	2%	8%	8%	6%	1%	3%	2%	5%
				AB	F	F				
Summary										
Top2Box (Very/ Somewhat important)	707	382	116	208	195	117	190	112	170	537
	88%	91%	85%	86%	86%	86%	94%	86%	88%	88%
							DEG			
Low2Box (Not at all/ Not very important)	93	39	20	34	32	19	12	19	22	71
	12%	9%	15%	14%	14%	14%	6%	14%	12%	12%
					F	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 (*)

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

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.

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
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	155	60	93	91	49	76	50	84	224
	39%	37%	44%	38%	40%	36%	38%	38%	44%	37%
Somewhat important to know	394	216	63	114	103	68	106	67	91	302
	49%	51%	47%	47%	45%	50%	53%	52%	48%	50%
Not very important to know	75	41	10	23	22	13	19	10	13	62
	9%	10%	8%	10%	10%	9%	9%	8%	7%	10%
Not at all important to know	23	9	2	12	11	7	1	3	4	19
	3%	2%	2%	5%	5%	5%	*	2%	2%	3%
					F	F				
Summary										
Top2Box (Very/ Somewhat important)	702	371	124	207	194	117	181	117	176	526
	88%	88%	91%	85%	85%	86%	90%	90%	91%	87%
Low2Box (Not at all/ Not very important)	98	50	13	36	34	19	20	13	17	81
	12%	12%	9%	15%	15%	14%	10%	10%	9%	13%

- 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_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.

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
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	146	67	82	97	52	72	44	72	222
	37%	35%	49%	34%	43%	38%	36%	34%	38%	37%
			AC							
Somewhat important to know	378	215	52	110	96	64	99	61	93	284
	47%	51%	38%	46%	42%	47%	49%	47%	48%	47%
		B								
Not very important to know	91	43	16	32	19	11	23	20	22	69
	11%	10%	12%	13%	8%	8%	11%	16%	11%	11%
Not at all important to know	37	17	2	18	14	9	7	5	6	31
	5%	4%	1%	8%	6%	7%	4%	4%	3%	5%
				B						
Summary										
Top2Box (Very/ Somewhat important)	672	362	119	192	194	116	171	105	166	507
	84%	86%	87%	79%	85%	85%	85%	81%	86%	83%
		C	C							
Low2Box (Not at all/ Not very important)	128	60	18	51	34	20	30	25	27	101
	16%	14%	13%	21%	15%	15%	15%	19%	14%	17%
				AB						

- 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. [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.

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Consumer Choice: The Renewable and Low	724	385	126	213	209	121	184	115	179	545
Carbon Fuel Requirements Regulation increases	90%	91%	93%	88%	92%	89%	91%	88%	93%	90%
the number of transportation fuel options (e.g.										
Proven Fuels: Vehicle and engine performance	713	381	125	207	195	116	190	120	171	542
are not affected by approved blends of	89%	91%	92%	85%	86%	85%	95%	92%	89%	89%
renewable fuels. Renewable fuel blends have							DE			
Competition and Fuel Prices: The growing use of	707	382	116	208	195	117	190	112	170	537
renewable and alternative fuels in BC has	88%	91%	85%	86%	86%	86%	94%	86%	88%	88%
increased competition amongst fuel suppliers							DEG			
Fuel Availability: The availability of renewable	702	371	124	207	194	117	181	117	176	526
and alternative fuels varies across regions of	88%	88%	91%	85%	85%	86%	90%	90%	91%	87%
British Columbia. Low-level renewable fuel										
Greenhouse Gas Pollution: In 2012 alone, use of	700	377	120	203	200	113	173	119	176	524
renewable and alternative fuels eliminated	87%	90%	88%	84%	88%	83%	86%	92%	91%	86%
904,868 tonnes of greenhouse gas emissions,		C						E		
Climate Action Commitments: The Renewable	672	362	119	192	194	116	171	105	166	507
and Low Carbon Fuel Requirements Regulation	84%	86%	87%	79%	85%	85%	85%	81%	86%	83%
supports British Columbia's commitment to		C	C							

- 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. [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.

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Climate Action Commitments: The Renewable	128	60	18	51	34	20	30	25	27	101
and Low Carbon Fuel Requirements Regulation	16%	14%	13%	21%	15%	15%	15%	19%	14%	17%
supports British Columbia's commitment to				AB						
Greenhouse Gas Pollution: In 2012 alone, use of	100	44	16	40	27	23	28	11	16	84
renewable and alternative fuels eliminated	13%	10%	12%	16%	12%	17%	14%	8%	9%	14%
904,868 tonnes of greenhouse gas emissions,				A		G				
Fuel Availability: The availability of renewable	98	50	13	36	34	19	20	13	17	81
and alternative fuels varies across regions of	12%	12%	9%	15%	15%	14%	10%	10%	9%	13%
British Columbia. Low-level renewable fuel										
Competition and Fuel Prices: The growing use of	93	39	20	34	32	19	12	19	22	71
renewable and alternative fuels in BC has	12%	9%	15%	14%	14%	14%	6%	14%	12%	12%
increased competition amongst fuel suppliers					F	F		F		
Proven Fuels: Vehicle and engine performance	87	40	11	36	32	20	11	10	22	65
are not affected by approved blends of	11%	9%	8%	15%	14%	15%	5%	8%	11%	11%
renewable fuels. Renewable fuel blends have					F	F				
Consumer Choice: The Renewable and Low	76	36	10	30	18	15	17	16	14	62
Carbon Fuel Requirements Regulation increases	10%	9%	7%	12%	8%	11%	9%	12%	7%	10%
the number of transportation fuel options (e.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 (*)

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?

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Strongly support	242	126	49	66	72	46	60	43	60	182
	30%	30%	36%	27%	32%	34%	30%	33%	31%	30%
Somewhat support	362	197	58	107	95	55	108	57	88	274
	45%	47%	42%	44%	42%	41%	53%	44%	46%	45%
							DE			
Somewhat oppose	43	22	8	14	13	10	9	8	7	36
	5%	5%	6%	6%	6%	7%	5%	6%	4%	6%
Strongly oppose	27	10	5	12	4	4	6	8	6	21
	3%	2%	3%	5%	2%	3%	3%	6%	3%	3%
Don't know	126	66	17	44	43	21	19	14	31	95
	16%	16%	12%	18%	19%	15%	9%	11%	16%	16%
							F			
Summary										
Top2Box (Strongly/ Somewhat support)	603	323	107	173	166	102	167	100	148	456
	75%	77%	79%	71%	73%	75%	83%	77%	77%	75%
							D			
Low2Box (Strongly/ Somewhat oppose)	70	32	13	26	18	14	15	16	14	57
	9%	8%	9%	11%	8%	10%	8%	12%	7%	9%

- 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 (*)

GENDER

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Male	393	206	66	121	111	70	115	69	81	311
	49%	49%	48%	50%	49%	51%	57%	53%	42%	51%
										H
Female	407	215	70	122	116	66	86	61	111	296
	51%	51%	52%	50%	51%	49%	43%	47%	58%	49%
										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 (*)

AGE

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
18-24	80	46	9	26	29	10	18	6	21	59
	10%	11%	6%	11%	13%	7%	9%	4%	11%	10%
					G					
25-34	149	84	26	39	49	24	34	24	47	103
	19%	20%	19%	16%	22%	18%	17%	18%	24%	17%
									I	
35-44	111	67	12	32	28	18	37	15	61	50
	14%	16%	9%	13%	12%	13%	18%	12%	32%	8%
		B							I	
45-54	177	90	34	53	52	33	54	26	43	134
	22%	21%	25%	22%	23%	24%	27%	20%	22%	22%
55-64	111	50	25	35	18	13	32	31	17	94
	14%	12%	19%	15%	8%	10%	16%	24%	9%	16%
		A					D	DE		H
65+	172	84	31	57	51	38	27	28	4	167
	21%	20%	23%	23%	23%	28%	13%	22%	2%	28%
					F	F				H
Summary										
18-34	229	130	34	65	78	34	51	30	68	162
	29%	31%	25%	27%	34%	25%	26%	23%	35%	27%
					G				I	
35-54	288	157	45	85	80	52	91	42	104	184
	36%	37%	33%	35%	35%	38%	45%	32%	54%	30%
							G		I	
55+	283	135	56	92	69	51	59	59	21	262
	35%	32%	41%	38%	31%	37%	29%	45%	11%	43%
		A						DF		H

- 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 (*)

EDUCATION

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Primary School or less	1	1	-	-	1	-	-	-	-	1
	*	*	-	-	1%	-	-	-	-	*
Some high school	43	13	11	20	28	8	1	2	13	31
	5%	3%	8%	8%	12%	6%	*	1%	6%	5%
			A	A	FG	F				
Graduated high school	144	69	22	53	36	27	31	25	32	112
	18%	16%	16%	22%	16%	20%	16%	19%	17%	18%
Some college / CEGEP / Trade School	133	66	18	49	43	21	27	21	33	99
	17%	16%	13%	20%	19%	16%	14%	17%	17%	16%
Graduated from college / CEGEP / Trade School	152	80	34	39	46	28	35	30	31	121
	19%	19%	25%	16%	20%	20%	18%	23%	16%	20%
			C							
Some university, but did not finish	85	45	19	21	26	17	23	8	14	71
	11%	11%	14%	9%	12%	13%	11%	6%	7%	12%
University undergraduate degree, such as a Bachelor's Degree	165	93	21	50	35	24	58	28	44	120
	21%	22%	16%	21%	15%	17%	29%	22%	23%	20%
							DE			
University graduate degree, such as a Master's or PhD	75	54	12	10	11	12	26	16	24	51
	9%	13%	9%	4%	5%	9%	13%	12%	13%	8%
		C					D	D		
Summary										
<HS	45	14	11	20	29	8	1	2	13	32
	6%	3%	8%	8%	13%	6%	*	1%	6%	5%
			A	A	EFG	F				
HS	144	69	22	53	36	27	31	25	32	112
	18%	16%	16%	22%	16%	20%	16%	19%	17%	18%
Post Sec	371	191	70	110	116	66	86	60	79	292
	46%	45%	51%	45%	51%	48%	43%	46%	41%	48%
Univ Grad	240	147	33	60	46	35	83	44	69	171
	30%	35%	24%	25%	20%	26%	41%	34%	36%	28%
		BC					DE	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 (*)

REGION

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Metro Vancouver	421	421	-	-	105	73	109	77	109	312
	53%	100%	-	-	46%	54%	54%	59%	56%	51%
		BC						D		
Vancouver Island	136	-	136	-	40	23	35	16	29	107
	17%	-	100%	-	18%	17%	17%	12%	15%	18%
			AC							
North/Interior	243	-	-	243	82	41	58	37	55	188
	30%	-	-	100%	36%	30%	29%	28%	29%	31%
				AB						

- 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 (*)

INCOME

		REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
<$25K	121	51	19	51	121	-	-	-	25	96
	15%	12%	14%	21%	53%	-	-	-	13%	16%
				A	EFG					
$25K - <$55K	215	113	40	63	106	109	-	-	41	174
	27%	27%	29%	26%	47%	80%	-	-	21%	29%
					FG	DFG				
$55K - <$100K	228	123	39	66	-	27	201	-	72	156
	29%	29%	29%	27%	-	20%	100%	-	37%	26%
						DG	DEG		I	
$100K - <$150K	94	54	14	27	-	-	-	94	23	71
	12%	13%	10%	11%	-	-	-	72%	12%	12%
								DEF		
$150K+	36	24	2	10	-	-	-	36	7	29
	5%	6%	2%	4%	-	-	-	28%	4%	5%
								DEF		
Prefer not to answer	105	57	23	26	-	-	-	-	24	82
	13%	13%	17%	11%	-	-	-	-	12%	13%
Summary										
<40K	227	105	40	82	227	-	-	-	46	181
	28%	25%	29%	34%	100%	-	-	-	24%	30%
				A	EFG					
40K - <60K	136	73	23	41	-	136	-	-	26	110
	17%	17%	17%	17%	-	100%	-	-	14%	18%
						DFG				
60K - <100K	201	109	35	58	-	-	201	-	66	135
	25%	26%	26%	24%	-	-	100%	-	34%	22%
							DEG		I	
100K+	130	77	16	37	-	-	-	130	31	99
	16%	18%	12%	15%	-	-	-	100%	16%	16%
								DEF		

- 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 (*)

HOUSEHOLD COMPOSITION

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Kids	193	109	29	55	46	26	66	31	193	-
	24%	26%	21%	23%	20%	19%	33%	24%	100%	-
							DE		I	
No Kids	607	312	107	188	181	110	135	99	-	607
	76%	74%	79%	77%	80%	81%	67%	76%	-	100%
					F	F				H

- 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 (*)

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
1	190	109	31	50	96	38	28	5	-	190
	24%	26%	23%	21%	42%	28%	14%	4%	-	31%
					EFG	FG	G			H
2	311	151	69	91	62	53	74	73	9	302
	39%	36%	51%	38%	27%	39%	37%	56%	5%	50%
			AC			D	D	DEF		H
3	140	69	24	47	37	21	44	25	63	77
	18%	16%	18%	19%	16%	15%	22%	19%	33%	13%
									I	
4	110	65	10	35	20	19	37	21	79	31
	14%	15%	7%	14%	9%	14%	19%	16%	41%	5%
		B		B			D		I	
5	32	18	1	13	9	4	11	3	28	4
	4%	4%	1%	5%	4%	3%	6%	2%	15%	1%
				B					I	
6	12	8	1	3	4	2	3	2	9	3
	2%	2%	1%	1%	2%	1%	2%	2%	5%	*
									I	
7	4	-	-	4	-	-	3	-	4	-
	*	-	-	1%	-	-	1%	-	2%	-
				A					I	
8	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 (*)

EMPLOYMENT STATUS

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Employed - full-time	288	179	42	67	43	55	100	67	78	210
	36%	43%	31%	28%	19%	40%	50%	51%	40%	35%
		BC				D	D	D		
Employed - part-time	98	49	15	34	43	17	16	10	37	61
	12%	12%	11%	14%	19%	12%	8%	8%	19%	10%
					FG					I
Self-Employed - full-time	37	18	7	13	10	5	16	2	13	24
	5%	4%	5%	5%	4%	3%	8%	1%	7%	4%
							G			
Self-Employed - part-time	44	22	7	15	15	7	8	8	6	38
	6%	5%	5%	6%	7%	6%	4%	6%	3%	6%
Retired	188	82	41	65	56	33	35	31	8	180
	23%	19%	30%	27%	25%	24%	17%	24%	4%	30%
			A	A						H
Student - full-time	50	28	7	15	18	2	10	8	10	40
	6%	7%	5%	6%	8%	1%	5%	6%	5%	7%
					E					
Student - part-time	11	3	2	6	8	1	1	-	3	8
	1%	1%	1%	2%	4%	1%	*	-	1%	1%
					FG					
Military	2	-	2	-	-	-	2	-	2	-
	*	-	2%	-	-	-	1%	-	1%	-
			AC						I	
Full-time parent, homemaker	33	18	5	10	9	9	6	4	27	5
	4%	4%	4%	4%	4%	7%	3%	3%	14%	1%
									I	
Not currently employed	40	18	6	15	19	6	8	-	7	32
	5%	4%	5%	6%	8%	5%	4%	-	4%	5%
					G	G	G			
Prefer not to answer	10	4	3	3	5	1	-	-	2	8
	1%	1%	2%	1%	2%	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 (*)

DEMA_1. [Use the Internet]

How frequently do you do the following things…?

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Use the Internet										
Several times a day	603	329	103	171	163	102	156	105	146	457
	75%	78%	76%	70%	72%	75%	77%	81%	76%	75%
		C								
Everyday or almost everyday	159	71	28	59	54	26	37	22	37	121
	20%	17%	21%	24%	24%	19%	18%	17%	19%	20%
				A						
2-3 times a week	24	13	4	7	6	6	6	2	6	18
	3%	3%	3%	3%	3%	4%	3%	1%	3%	3%
Once a week	5	3	1	2	3	-	1	-	3	3
	1%	1%	1%	1%	2%	-	1%	-	1%	*
2-3 times a month	3	-	1	2	1	-	-	-	1	2
	*	-	1%	1%	1%	-	-	-	*	*
Once a month/Less often	2	2	-	-	-	1	-	1	-	2
	*	1%	-	-	-	1%	-	1%	-	*
Never	4	2	-	2	-	1	2	-	-	4
	1%	*	-	1%	-	1%	1%	-	-	1%
Summary										
Everyday / Several Times A Day	762	401	131	230	216	128	193	127	183	579
	95%	95%	96%	95%	95%	94%	96%	98%	95%	95%
Once weekly / A few times a week	29	16	4	9	10	6	7	2	9	20
	4%	4%	3%	4%	4%	4%	3%	1%	5%	3%
About Once A Month/ A Few Times Per Month	5	2	1	2	1	1	-	1	1	5
	1%	1%	1%	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 (*)

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

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)										
Several times a day	278	143	46	88	87	51	62	44	81	196
	35%	34%	34%	36%	38%	38%	31%	34%	42%	32%
										I
Everyday or almost everyday	166	91	24	51	48	26	45	21	45	121
	21%	22%	17%	21%	21%	19%	22%	16%	23%	20%
2-3 times a week	73	40	14	18	20	10	24	10	15	58
	9%	10%	11%	7%	9%	7%	12%	8%	8%	9%
Once a week	33	18	8	6	9	4	6	6	11	22
	4%	4%	6%	2%	4%	3%	3%	5%	6%	4%
2-3 times a month	29	15	5	10	5	7	11	2	5	24
	4%	4%	3%	4%	2%	5%	6%	1%	3%	4%
Once a month/Less often	64	37	9	18	9	12	17	20	16	48
	8%	9%	7%	7%	4%	9%	8%	15%	9%	8%
								D		
Never	157	75	30	52	49	26	37	27	19	139
	20%	18%	22%	21%	21%	19%	18%	21%	10%	23%
										H
Summary										
Everyday / Several Times A Day	444	235	70	139	135	77	107	65	126	317
	55%	56%	51%	57%	59%	57%	53%	50%	66%	52%
										I
Once weekly / A few times a week	106	59	23	24	29	14	29	16	26	80
	13%	14%	17%	10%	13%	10%	15%	13%	14%	13%
About Once A Month/ A Few Times Per Month	93	52	14	28	15	19	28	22	21	72
	12%	12%	10%	11%	7%	14%	14%	17%	11%	12%
						D	D	D		

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

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

DEMA_3. [Watch conventional TV]

How frequently do you do the following things…?

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Watch conventional TV										
Several times a day	296	156	51	90	83	56	79	48	62	234
	37%	37%	37%	37%	36%	41%	39%	37%	32%	38%
Everyday or almost everyday	297	151	56	90	82	47	68	58	70	227
	37%	36%	41%	37%	36%	35%	34%	45%	37%	37%
2-3 times a week	61	45	7	10	12	6	21	12	23	38
	8%	11%	5%	4%	5%	5%	10%	9%	12%	6%
		BC								I
Once a week	36	22	4	10	13	1	10	5	9	27
	4%	5%	3%	4%	6%	1%	5%	3%	5%	4%
					E		E			
2-3 times a month	22	10	2	11	8	3	6	1	4	19
	3%	2%	1%	4%	3%	2%	3%	1%	2%	3%
Once a month/Less often	43	16	6	21	10	12	11	3	9	34
	5%	4%	4%	9%	4%	9%	5%	2%	5%	6%
				A		G				
Never	44	21	11	12	20	10	6	3	16	29
	6%	5%	8%	5%	9%	7%	3%	2%	8%	5%
					FG					
Summary										
Everyday / Several Times A Day	593	307	107	179	164	103	147	107	133	461
	74%	73%	78%	74%	72%	76%	73%	82%	69%	76%
Once weekly / A few times a week	97	67	11	19	26	7	31	16	31	66
	12%	16%	8%	8%	11%	5%	15%	13%	16%	11%
		BC					E			
About Once A Month/ A Few Times Per Month	66	26	8	32	17	15	17	4	13	53
	8%	6%	6%	13%	8%	11%	8%	3%	7%	9%
				AB		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 (*)

DEMA_4. [Watch TV online]

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Watch TV online										
Several times a day	53	28	8	17	22	4	12	12	15	38
	7%	7%	6%	7%	10%	3%	6%	9%	8%	6%
					E					
Everyday or almost everyday	70	40	11	20	24	11	18	6	21	50
	9%	9%	8%	8%	11%	8%	9%	5%	11%	8%
2-3 times a week	97	52	15	29	32	15	24	12	30	67
	12%	12%	11%	12%	14%	11%	12%	9%	16%	11%
Once a week	38	23	7	8	8	3	15	7	9	29
	5%	6%	5%	3%	4%	2%	7%	5%	5%	5%
							E			
2-3 times a month	49	33	6	10	11	14	8	11	15	34
	6%	8%	4%	4%	5%	10%	4%	8%	8%	6%
							F			
Once a month/Less often	132	64	22	46	31	26	35	28	32	99
	16%	15%	16%	19%	13%	19%	17%	21%	17%	16%
Never	361	181	67	113	99	64	89	55	70	291
	45%	43%	49%	47%	44%	47%	44%	42%	36%	48%
										H
Summary										
Everyday / Several Times A Day	123	68	19	36	46	15	30	18	36	87
	15%	16%	14%	15%	20%	11%	15%	14%	19%	14%
					E					
Once weekly / A few times a week	135	76	22	37	40	17	39	19	39	96
	17%	18%	16%	15%	18%	13%	19%	14%	20%	16%
About Once A Month/ A Few Times Per Month	181	96	28	56	41	40	43	38	48	133
	23%	23%	20%	23%	18%	29%	21%	30%	25%	22%
						D		D		

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

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

DEMA_5. [Read conventional newspapers (hardcopy)]

How frequently do you do the following things…?

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Read conventional newspapers (hardcopy)										
Several times a day	73	49	8	16	14	7	23	22	14	59
	9%	12%	6%	7%	6%	5%	11%	17%	7%	10%
		B						DE		
Everyday or almost everyday	136	75	25	35	31	19	40	31	25	111
	17%	18%	19%	15%	14%	14%	20%	24%	13%	18%
								D		
2-3 times a week	194	93	41	60	55	37	48	22	40	154
	24%	22%	30%	25%	24%	27%	24%	17%	21%	25%
			A							
Once a week	135	64	21	51	38	19	41	19	40	95
	17%	15%	15%	21%	17%	14%	20%	15%	21%	16%
2-3 times a month	69	40	8	21	21	14	15	12	26	43
	9%	9%	6%	9%	9%	10%	7%	10%	14%	7%
									I	
Once a month/Less often	110	56	18	35	37	24	25	16	27	82
	14%	13%	14%	14%	16%	17%	12%	13%	14%	14%
Never	83	44	14	25	31	17	11	8	20	63
	10%	10%	11%	10%	13%	12%	5%	6%	11%	10%
					F	F				
Summary										
Everyday / Several Times A Day	209	124	33	51	46	25	63	53	38	171
	26%	30%	24%	21%	20%	19%	31%	40%	20%	28%
		C					DE	DE		H
Once weekly / A few times a week	329	157	62	111	93	56	89	41	80	249
	41%	37%	45%	46%	41%	41%	44%	31%	42%	41%
							G			
About Once A Month/ A Few Times Per Month	179	96	27	56	57	38	40	29	54	125
	22%	23%	20%	23%	25%	28%	20%	22%	28%	21%

- 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 (*)

DEMA_6. [Read newspapers/news online]

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Read newspapers/news online										
Several times a day	112	65	17	29	20	8	42	32	36	76
	14%	16%	13%	12%	9%	6%	21%	25%	19%	12%
							DE	DE	I	
Everyday or almost everyday	163	86	29	48	49	35	40	27	32	130
	20%	20%	21%	20%	21%	26%	20%	20%	17%	21%
2-3 times a week	104	50	25	29	32	20	26	8	28	76
	13%	12%	18%	12%	14%	15%	13%	6%	14%	13%
					G	G				
Once a week	66	39	5	22	24	11	11	5	24	42
	8%	9%	4%	9%	11%	8%	6%	4%	12%	7%
		B		B	G					I
2-3 times a month	58	27	11	20	13	9	18	12	15	43
	7%	6%	8%	8%	6%	6%	9%	9%	8%	7%
Once a month/Less often	121	69	16	36	27	20	34	23	25	95
	15%	16%	12%	15%	12%	15%	17%	18%	13%	16%
Never	177	85	33	59	62	33	29	24	32	145
	22%	20%	24%	24%	27%	24%	15%	18%	17%	24%
					F	F				
Summary										
Everyday / Several Times A Day	274	151	46	77	69	43	83	58	68	206
	34%	36%	34%	32%	30%	32%	41%	45%	36%	34%
							D	DE		
Once weekly / A few times a week	170	89	30	51	56	31	37	13	52	118
	21%	21%	22%	21%	25%	23%	18%	10%	27%	19%
					G	G			I	
About Once A Month/ A Few Times Per Month	179	96	27	56	40	29	52	35	40	139
	22%	23%	20%	23%	18%	21%	26%	27%	21%	23%

- 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 (*)

DEMA_7. [Listen to conventional radio]

How frequently do you do the following things…?

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Listen to conventional radio										
Several times a day	180	95	40	45	34	24	48	52	44	136
	23%	23%	30%	19%	15%	17%	24%	40%	23%	22%
			C				D	DEF		
Everyday or almost everyday	256	138	42	76	51	51	82	40	68	188
	32%	33%	31%	31%	22%	37%	41%	31%	35%	31%
						D	D			
2-3 times a week	149	82	17	50	58	21	37	17	33	116
	19%	19%	13%	21%	25%	15%	19%	13%	17%	19%
				B	EG					
Once a week	40	18	4	17	9	7	11	6	14	26
	5%	4%	3%	7%	4%	5%	6%	5%	7%	4%
2-3 times a month	30	17	6	7	10	5	5	3	5	25
	4%	4%	5%	3%	4%	4%	2%	3%	3%	4%
Once a month/Less often	71	33	11	26	36	9	8	7	18	53
	9%	8%	8%	11%	16%	7%	4%	5%	9%	9%
					EFG					
Never	73	38	14	21	30	20	10	5	11	62
	9%	9%	11%	9%	13%	15%	5%	4%	6%	10%
					FG	FG				
Summary										
Everyday / Several Times A Day	436	233	83	121	85	74	130	92	112	324
	54%	55%	61%	50%	37%	55%	65%	71%	58%	53%
			C			D	D	DE		
Once weekly / A few times a week	189	100	21	68	66	28	48	23	47	143
	24%	24%	16%	28%	29%	20%	24%	18%	24%	23%
		B		B	G					
About Once A Month/ A Few Times Per Month	101	50	18	33	46	14	13	10	23	79
	13%	12%	13%	14%	20%	10%	6%	8%	12%	13%
					EFG					

- 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 (*)

DEMA_8. [Listen to radio online]

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Listen to radio online										
Several times a day	51	32	7	13	15	6	11	11	15	36
	6%	8%	5%	5%	7%	5%	5%	9%	8%	6%
Everyday or almost everyday	64	31	11	22	23	8	22	6	18	46
	8%	7%	8%	9%	10%	6%	11%	5%	9%	8%
2-3 times a week	63	39	12	12	15	11	25	8	21	42
	8%	9%	9%	5%	6%	8%	12%	6%	11%	7%
Once a week	51	32	11	9	12	13	9	9	13	39
	6%	8%	8%	4%	5%	9%	5%	7%	7%	6%
2-3 times a month	63	38	12	14	16	11	19	9	14	49
	8%	9%	8%	6%	7%	8%	9%	7%	8%	8%
Once a month/Less often	139	68	19	52	44	19	39	23	41	98
	17%	16%	14%	21%	19%	14%	19%	18%	21%	16%
Never	368	181	65	122	103	68	77	63	71	297
	46%	43%	48%	50%	45%	50%	38%	48%	37%	49%
						F				H
Summary										
Everyday / Several Times A Day	115	63	17	35	38	14	33	18	33	82
	14%	15%	13%	14%	17%	10%	17%	14%	17%	14%
Once weekly / A few times a week	115	71	23	21	26	23	34	18	33	81
	14%	17%	17%	8%	12%	17%	17%	14%	17%	13%
		C	C							
About Once A Month/ A Few Times Per Month	202	107	31	65	61	31	58	32	56	147
	25%	25%	22%	27%	27%	22%	29%	25%	29%	24%

- 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 (*)

DEMA_9. [Tweet]

How frequently do you do the following things…?

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Tweet										
Several times a day	44	25	1	17	15	3	15	11	16	27
	5%	6%	1%	7%	7%	2%	7%	9%	8%	5%
		B		B	E		E	E		
Everyday or almost everyday	35	16	7	12	13	5	10	2	10	25
	4%	4%	5%	5%	6%	4%	5%	2%	5%	4%
2-3 times a week	31	21	3	6	9	7	6	2	12	19
	4%	5%	2%	3%	4%	5%	3%	2%	6%	3%
Once a week	37	26	5	6	9	9	9	6	12	25
	5%	6%	3%	3%	4%	7%	4%	5%	6%	4%
2-3 times a month	26	19	2	5	9	1	8	4	8	18
	3%	4%	2%	2%	4%	1%	4%	3%	4%	3%
Once a month/Less often	64	37	10	17	22	14	9	15	19	45
	8%	9%	7%	7%	10%	11%	4%	12%	10%	7%
					F	F		F		
Never	564	277	108	179	151	97	145	90	115	449
	70%	66%	79%	74%	66%	71%	72%	69%	60%	74%
			A							H
Summary										
Everyday / Several Times A Day	79	41	8	29	28	7	24	13	26	53
	10%	10%	6%	12%	12%	5%	12%	10%	13%	9%
					E					
Once weekly / A few times a week	67	47	8	13	18	17	14	8	24	44
	8%	11%	6%	5%	8%	12%	7%	6%	12%	7%
		C							I	
About Once A Month/ A Few Times Per Month	90	56	13	22	31	15	17	19	28	62
	11%	13%	9%	9%	14%	11%	8%	15%	14%	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 (*)

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

How frequently do you do the following things…?

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Use the Internet	762	401	131	230	216	128	193	127	183	579
	95%	95%	96%	95%	95%	94%	96%	98%	95%	95%
Watch conventional TV	593	307	107	179	164	103	147	107	133	461
	74%	73%	78%	74%	72%	76%	73%	82%	69%	76%
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	444	235	70	139	135	77	107	65	126	317
	55%	56%	51%	57%	59%	57%	53%	50%	66%	52%
									I	
Listen to conventional radio	436	233	83	121	85	74	130	92	112	324
	54%	55%	61%	50%	37%	55%	65%	71%	58%	53%
			C			D	D	DE		
Read newspapers/news online	274	151	46	77	69	43	83	58	68	206
	34%	36%	34%	32%	30%	32%	41%	45%	36%	34%
							D	DE		
Read conventional newspapers (hardcopy)	209	124	33	51	46	25	63	53	38	171
	26%	30%	24%	21%	20%	19%	31%	40%	20%	28%
		C					DE	DE		H
Watch TV online	123	68	19	36	46	15	30	18	36	87
	15%	16%	14%	15%	20%	11%	15%	14%	19%	14%
					E					
Listen to radio online	115	63	17	35	38	14	33	18	33	82
	14%	15%	13%	14%	17%	10%	17%	14%	17%	14%
Tweet	79	41	8	29	28	7	24	13	26	53
	10%	10%	6%	12%	12%	5%	12%	10%	13%	9%
					E					

- Column Proportions:
  Columns Tested (5%): A/B/C,D/E/F/G,H/I
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C,D/E/F/G,H/I
  Minimum Base: 30 (**), Small Base: 100 (*)
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DEMA. [SUMMARY - ONCE WEEKLY / A FEW TIMES A WEEK]

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Read conventional newspapers (hardcopy)	329	157	62	111	93	56	89	41	80	249
	41%	37%	45%	46%	41%	41%	44%	31%	42%	41%
							G			
Listen to conventional radio	189	100	21	68	66	28	48	23	47	143
	24%	24%	16%	28%	29%	20%	24%	18%	24%	23%
		B		B	G					
Read newspapers/news online	170	89	30	51	56	31	37	13	52	118
	21%	21%	22%	21%	25%	23%	18%	10%	27%	19%
					G	G				I
Watch TV online	135	76	22	37	40	17	39	19	39	96
	17%	18%	16%	15%	18%	13%	19%	14%	20%	16%
Listen to radio online	115	71	23	21	26	23	34	18	33	81
	14%	17%	17%	8%	12%	17%	17%	14%	17%	13%
		C	C							
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	106	59	23	24	29	14	29	16	26	80
	13%	14%	17%	10%	13%	10%	15%	13%	14%	13%
Watch conventional TV	97	67	11	19	26	7	31	16	31	66
	12%	16%	8%	8%	11%	5%	15%	13%	16%	11%
		BC					E			
Tweet	67	47	8	13	18	17	14	8	24	44
	8%	11%	6%	5%	8%	12%	7%	6%	12%	7%
		C								I
Use the Internet	29	16	4	9	10	6	7	2	9	20
	4%	4%	3%	4%	4%	4%	3%	1%	5%	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 (*)

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

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

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Listen to radio online	202	107	31	65	61	31	58	32	56	147
	25%	25%	22%	27%	27%	22%	29%	25%	29%	24%
Watch TV online	181	96	28	56	41	40	43	38	48	133
	23%	23%	20%	23%	18%	29%	21%	30%	25%	22%
						D		D		
Read conventional newspapers (hardcopy)	179	96	27	56	57	38	40	29	54	125
	22%	23%	20%	23%	25%	28%	20%	22%	28%	21%
Read newspapers/news online	179	96	27	56	40	29	52	35	40	139
	22%	23%	20%	23%	18%	21%	26%	27%	21%	23%
Listen to conventional radio	101	50	18	33	46	14	13	10	23	79
	13%	12%	13%	14%	20%	10%	6%	8%	12%	13%
					EFG					
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	93	52	14	28	15	19	28	22	21	72
	12%	12%	10%	11%	7%	14%	14%	17%	11%	12%
						D	D	D		
Tweet	90	56	13	22	31	15	17	19	28	62
	11%	13%	9%	9%	14%	11%	8%	15%	14%	10%
Watch conventional TV	66	26	8	32	17	15	17	4	13	53
	8%	6%	6%	13%	8%	11%	8%	3%	7%	9%
				AB		G				
Use the Internet	5	2	1	2	1	1	-	1	1	5
	1%	1%	1%	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 (*)

DEMA. [SUMMARY - NEVER]

How frequently do you do the following things…?

	Total	REGION			HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Tweet	564	277	108	179	151	97	145	90	115	449
	70%	66%	79%	74%	66%	71%	72%	69%	60%	74%
			A							H
Listen to radio online	368	181	65	122	103	68	77	63	71	297
	46%	43%	48%	50%	45%	50%	38%	48%	37%	49%
						F				H
Watch TV online	361	181	67	113	99	64	89	55	70	291
	45%	43%	49%	47%	44%	47%	44%	42%	36%	48%
										H
Read newspapers/news online	177	85	33	59	62	33	29	24	32	145
	22%	20%	24%	24%	27%	24%	15%	18%	17%	24%
					F	F				
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	157	75	30	52	49	26	37	27	19	139
	20%	18%	22%	21%	21%	19%	18%	21%	10%	23%
										H
Read conventional newspapers (hardcopy)	83	44	14	25	31	17	11	8	20	63
	10%	10%	11%	10%	13%	12%	5%	6%	11%	10%
					F	F				
Listen to conventional radio	73	38	14	21	30	20	10	5	11	62
	9%	9%	11%	9%	13%	15%	5%	4%	6%	10%
					FG	FG				
Watch conventional TV	44	21	11	12	20	10	6	3	16	29
	6%	5%	8%	5%	9%	7%	3%	2%	8%	5%
					FG					
Use the Internet	4	2	-	2	-	1	2	-	-	4
	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 (*)

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 COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Several times a day	133	76	24	34	35	21	42	25	51	82
	17%	18%	17%	14%	15%	15%	21%	19%	27%	13%
									I	
Everyday or almost everyday	125	66	15	44	38	20	33	25	26	98
	16%	16%	11%	18%	17%	15%	17%	19%	14%	16%
2-3 times a week	112	61	21	31	39	21	28	11	25	87
	14%	14%	15%	13%	17%	15%	14%	8%	13%	14%
					G					
Once a week	44	22	6	16	13	3	8	11	14	29
	5%	5%	5%	6%	6%	3%	4%	9%	7%	5%
								E		
2-3 times a month	37	21	10	6	11	9	10	3	8	29
	5%	5%	7%	2%	5%	6%	5%	2%	4%	5%
			C							
Once a month/Less often	86	43	14	30	23	16	28	7	23	63
	11%	10%	10%	12%	10%	12%	14%	5%	12%	10%
							G			
Never	263	134	47	82	68	47	52	48	45	218
	33%	32%	34%	34%	30%	34%	26%	37%	23%	36%
										H
Summary										
Everyday / Several Times A Day	258	141	39	78	73	41	75	50	77	180
	32%	34%	29%	32%	32%	30%	37%	39%	40%	30%
									I	
Once weekly / A few times a week	156	82	27	47	52	24	36	22	39	117
	20%	20%	20%	19%	23%	18%	18%	17%	20%	19%
About Once A Month/ A Few Times Per Month	123	64	24	36	34	24	38	10	31	92
	15%	15%	17%	15%	15%	18%	19%	8%	16%	15%
						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 (*)

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 COMPOSITION	
		Metro Vancouver	Vancouver Island	North/Interior	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I
Base: All Respondents	800	355	185	260	228	141	196	127	189	611
Weighted	800	421	136	243	227	136	201	130	193	607
Read what others have posted about	434	231	78	125	122	71	122	67	122	312
public/social/political issues	54%	55%	57%	52%	54%	52%	60%	51%	63%	51%
										I
Commented on what others have written or	262	131	40	91	85	36	69	47	79	183
posted about public/social/political issues	33%	31%	29%	38%	37%	27%	34%	36%	41%	30%
					E					I
Shared links to articles or information about	236	131	36	68	60	40	72	45	78	158
public/social/political issues with others	29%	31%	27%	28%	27%	29%	36%	35%	41%	26%
										I
Started conversations or written original ideas	134	81	18	35	33	21	45	27	49	84
about public/social/political issues	17%	19%	13%	14%	15%	16%	22%	21%	26%	14%
										I
None of the above	278	145	45	88	76	48	57	51	47	231
	35%	34%	33%	36%	33%	35%	29%	39%	24%	38%
										H
Summary										
Active	338	176	53	109	99	56	95	57	104	234
	42%	42%	39%	45%	44%	41%	47%	44%	54%	39%
										I
Passive	184	100	38	46	52	32	49	23	42	142
	23%	24%	28%	19%	23%	23%	24%	18%	22%	23%
			C							
Inactive	278	145	45	88	76	48	57	51	47	231
	35%	34%	33%	36%	33%	35%	29%	39%	24%	38%
										H

- 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 (*)