



## Table of Contents

### Table Description

|                           |                                                                                                                                                                                                                                                                                                                                                                     |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>1</u></a>  | 1_1. [I am comfortable with my internet service provider saving my internet browsing history and using it to improve or develop new services and products.] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                |
| <a href="#"><u>2</u></a>  | 1_2. [I am comfortable with my internet service provider saving my internet browsing history and providing anonymous metadata to law enforcement agencies if they request it to help with investigations.] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                 |
| <a href="#"><u>3</u></a>  | 1_3. [I am comfortable with my internet service provider saving my internet browsing history and providing my internet browsing history to law enforcement agencies if they request it to help with their investigations.] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree. |
| <a href="#"><u>4</u></a>  | 1. [SUMMARY - TOP2BOX (AGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                                                                                                                                             |
| <a href="#"><u>5</u></a>  | 1. [SUMMARY - LOW2BOX (DISAGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                                                                                                                                          |
| <a href="#"><u>6</u></a>  | 2. Which of the following statements is closest to your own personal opinion?                                                                                                                                                                                                                                                                                       |
| <a href="#"><u>7</u></a>  | 3. Are you aware that the federal government passed new anti-spam legislation that requires any individual/business to obtain expressed consent from recipients of their commercial electronic messages?                                                                                                                                                            |
| <a href="#"><u>8</u></a>  | 4. Over the past few months have you received e-mails at home or at work from Canadian organizations asking you to give your consent to them so that they can continue to send messages to you?                                                                                                                                                                     |
| <a href="#"><u>9</u></a>  | 5. Thinking about all the requests for your consent that you received what percentage did you provide your consent to so that organizations can continue to send messages to you?                                                                                                                                                                                   |
| <a href="#"><u>10</u></a> | 5x. Thinking about all the requests for your consent that you received what percentage did you provide your consent to so that organizations can continue to send messages to you?                                                                                                                                                                                  |
| <a href="#"><u>11</u></a> | 6_1. [I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                                                          |
| <a href="#"><u>12</u></a> | 6_2. [I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                                |
| <a href="#"><u>13</u></a> | 6. [SUMMARY - TOP2BOX (AGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                                                                                                                                             |
| <a href="#"><u>14</u></a> | 6. [SUMMARY - LOW2BOX (DISAGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                                                                                                                                          |

|                           |                                                                                                                                                                                                                                                                                       |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#"><u>15</u></a> | 6x_1. [I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                           |
| <a href="#"><u>16</u></a> | 6x_2. [I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree. |
| <a href="#"><u>17</u></a> | 6x. [SUMMARY - TOP2BOX (AGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                                                              |
| <a href="#"><u>18</u></a> | 6x. [SUMMARY - LOW2BOX (DISAGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.                                                                                                           |
| <a href="#"><u>19</u></a> | GENDER                                                                                                                                                                                                                                                                                |
| <a href="#"><u>20</u></a> | AGE                                                                                                                                                                                                                                                                                   |
| <a href="#"><u>21</u></a> | EDUCATION                                                                                                                                                                                                                                                                             |
| <a href="#"><u>22</u></a> | REGION                                                                                                                                                                                                                                                                                |
| <a href="#"><u>23</u></a> | INCOME                                                                                                                                                                                                                                                                                |
| <a href="#"><u>24</u></a> | HOUSEHOLD COMPOSITION                                                                                                                                                                                                                                                                 |
| <a href="#"><u>25</u></a> | HHCMP1. How many people are living or staying at your current address?                                                                                                                                                                                                                |
| <a href="#"><u>26</u></a> | EMPLOYMENT STATUS                                                                                                                                                                                                                                                                     |
| <a href="#"><u>27</u></a> | DEMA_1. [Use the Internet] How frequently do you do the following things...?                                                                                                                                                                                                          |
| <a href="#"><u>28</u></a> | DEMA_2. [Visit social networking websites (Facebook, Twitter, Pinterest, etc.)] How frequently do you do the following things...?                                                                                                                                                     |
| <a href="#"><u>29</u></a> | DEMA_3. [Watch conventional TV] How frequently do you do the following things...?                                                                                                                                                                                                     |
| <a href="#"><u>30</u></a> | DEMA_4. [Watch TV online] How frequently do you do the following things...?                                                                                                                                                                                                           |
| <a href="#"><u>31</u></a> | DEMA_5. [Read conventional newspapers (hardcopy)] How frequently do you do the following things...?                                                                                                                                                                                   |
| <a href="#"><u>32</u></a> | DEMA_6. [Read newspapers/news online] How frequently do you do the following things...?                                                                                                                                                                                               |
| <a href="#"><u>33</u></a> | DEMA_7. [Listen to conventional radio] How frequently do you do the following things...?                                                                                                                                                                                              |
| <a href="#"><u>34</u></a> | DEMA_8. [Listen to radio online] How frequently do you do the following things...?                                                                                                                                                                                                    |
| <a href="#"><u>35</u></a> | DEMA_9. [Tweet] How frequently do you do the following things...?                                                                                                                                                                                                                     |
| <a href="#"><u>36</u></a> | DEMA. [SUMMARY - EVERYDAY / SEVERAL TIMES A DAY] How frequently do you do the following things...?                                                                                                                                                                                    |
| <a href="#"><u>37</u></a> | DEMA. [SUMMARY - ONCE WEEKLY / A FEW TIMES A WEEK] How frequently do you do the following things...?                                                                                                                                                                                  |
| <a href="#"><u>38</u></a> | DEMA. [SUMMARY - ABOUT ONCE A MONTH / A FEW TIMES PER MONTH] How frequently do you do the following things...?                                                                                                                                                                        |
| <a href="#"><u>39</u></a> | DEMA. [SUMMARY - NEVER] How frequently do you do the following things...?                                                                                                                                                                                                             |
| <a href="#"><u>40</u></a> | 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?                                                                                                             |
| <a href="#"><u>41</u></a> | 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\_1. [I am comfortable with my internet service provider saving my internet browsing history and using it to improve or develop new services and products.]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                                                      |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                                                                                      | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                                                                                      |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                                                                                      |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                                                                                | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                                                                             | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| I am comfortable with my internet service provider saving my internet browsing history and using it to improve or develop new services and products. |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Strongly agree                                                                                                                                       | 115   | 61     | 54     | 38    | 32    | 45  | 21        | 35  | 39       | 21        | 58                       | 41                   | 66                   | 33  |
|                                                                                                                                                      | 12%   | 13%    | 11%    | 14%   | 9%    | 13% | 19%       | 10% | 10%      | 13%       | 27%                      | 7%                   | 11%                  | 12% |
|                                                                                                                                                      |       |        |        |       |       |     | H*        |     |          |           | K                        |                      |                      |     |
| Somewhat agree                                                                                                                                       | 291   | 150    | 140    | 76    | 85    | 129 | 40        | 102 | 111      | 36        | 71                       | 159                  | 174                  | 88  |
|                                                                                                                                                      | 29%   | 31%    | 27%    | 27%   | 23%   | 37% | 36%       | 30% | 28%      | 24%       | 33%                      | 27%                  | 28%                  | 32% |
|                                                                                                                                                      |       |        |        |       |       | CD  | I*        |     |          |           |                          |                      |                      |     |
| Somewhat disagree                                                                                                                                    | 238   | 120    | 117    | 63    | 106   | 69  | 23        | 84  | 95       | 36        | 42                       | 145                  | 151                  | 60  |
|                                                                                                                                                      | 24%   | 25%    | 23%    | 23%   | 29%   | 20% | 21%       | 25% | 24%      | 23%       | 19%                      | 25%                  | 24%                  | 21% |
|                                                                                                                                                      |       |        |        |       | E     |     | *         |     |          |           |                          |                      |                      |     |
| Strongly disagree                                                                                                                                    | 305   | 142    | 163    | 86    | 126   | 93  | 20        | 102 | 127      | 56        | 36                       | 228                  | 210                  | 85  |
|                                                                                                                                                      | 30%   | 29%    | 32%    | 31%   | 34%   | 26% | 18%       | 30% | 32%      | 37%       | 16%                      | 39%                  | 34%                  | 30% |
|                                                                                                                                                      |       |        |        |       | E     |     | *         |     | F        | F         |                          | J                    |                      |     |
| Don't know                                                                                                                                           | 52    | 11     | 40     | 15    | 21    | 15  | 7         | 19  | 20       | 5         | 11                       | 12                   | 24                   | 14  |
|                                                                                                                                                      | 5%    | 2%     | 8%     | 5%    | 6%    | 4%  | 6%        | 6%  | 5%       | 3%        | 5%                       | 2%                   | 4%                   | 5%  |
|                                                                                                                                                      |       |        | A      |       |       |     | *         |     |          |           | K                        |                      |                      |     |
| Summary                                                                                                                                              |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Top2Box (Agree)                                                                                                                                      | 406   | 212    | 194    | 114   | 117   | 175 | 62        | 137 | 150      | 57        | 129                      | 200                  | 240                  | 122 |
|                                                                                                                                                      | 41%   | 44%    | 38%    | 41%   | 32%   | 50% | 55%       | 40% | 38%      | 37%       | 59%                      | 34%                  | 38%                  | 43% |
|                                                                                                                                                      |       |        |        | D     |       | D   | GHI*      |     |          |           | K                        |                      |                      |     |
| Low2Box (Disagree)                                                                                                                                   | 543   | 262    | 280    | 149   | 232   | 161 | 43        | 186 | 221      | 92        | 77                       | 373                  | 360                  | 145 |
|                                                                                                                                                      | 54%   | 54%    | 54%    | 54%   | 63%   | 46% | 38%       | 54% | 56%      | 60%       | 36%                      | 64%                  | 58%                  | 52% |
|                                                                                                                                                      |       |        |        |       | CE    |     | *         | F   | F        | F         |                          | J                    |                      |     |

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

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

[Table of Contents](#)

1\_2. [I am comfortable with my internet service provider saving my internet browsing history and providing anonymous metadata to law enforcement agencies if they request it to help with investigations.]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                                                                                                    |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                                                                                                                                    | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                                                                                                                                    |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                                                                                                                                    |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                                                                                                                              | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                                                                                                                           | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| I am comfortable with my internet service provider saving my internet browsing history and providing anonymous metadata to law enforcement agencies if they request it to help with investigations |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Strongly agree                                                                                                                                                                                     | 158   | 68     | 91     | 52    | 48    | 58  | 14        | 75  | 50       | 20        | 92                       | 44                   | 105                  | 40  |
|                                                                                                                                                                                                    | 16%   | 14%    | 18%    | 19%   | 13%   | 16% | 13%       | 22% | 13%      | 13%       | 42%                      | 8%                   | 17%                  | 14% |
|                                                                                                                                                                                                    |       |        |        |       |       |     | *         | HI  |          |           | K                        |                      |                      |     |
| Somewhat agree                                                                                                                                                                                     | 255   | 129    | 126    | 63    | 92    | 100 | 31        | 77  | 100      | 47        | 76                       | 135                  | 154                  | 73  |
|                                                                                                                                                                                                    | 26%   | 27%    | 25%    | 23%   | 25%   | 28% | 28%       | 23% | 25%      | 30%       | 35%                      | 23%                  | 25%                  | 26% |
|                                                                                                                                                                                                    |       |        |        |       |       |     | *         |     |          |           | K                        |                      |                      |     |
| Somewhat disagree                                                                                                                                                                                  | 201   | 96     | 105    | 57    | 84    | 59  | 26        | 62  | 83       | 30        | 26                       | 125                  | 127                  | 53  |
|                                                                                                                                                                                                    | 20%   | 20%    | 20%    | 21%   | 23%   | 17% | 24%       | 18% | 21%      | 19%       | 12%                      | 21%                  | 20%                  | 19% |
|                                                                                                                                                                                                    |       |        |        |       |       |     | *         |     |          |           |                          | J                    |                      |     |
| Strongly disagree                                                                                                                                                                                  | 319   | 172    | 146    | 89    | 123   | 107 | 28        | 108 | 132      | 51        | 15                       | 258                  | 209                  | 88  |
|                                                                                                                                                                                                    | 32%   | 36%    | 28%    | 32%   | 33%   | 31% | 25%       | 31% | 34%      | 33%       | 7%                       | 44%                  | 33%                  | 31% |
|                                                                                                                                                                                                    |       | B      |        |       |       |     | *         |     |          |           |                          | J                    |                      |     |
| Don't know                                                                                                                                                                                         | 67    | 20     | 47     | 17    | 23    | 27  | 12        | 21  | 28       | 7         | 8                        | 22                   | 28                   | 25  |
|                                                                                                                                                                                                    | 7%    | 4%     | 9%     | 6%    | 6%    | 8%  | 11%       | 6%  | 7%       | 4%        | 4%                       | 4%                   | 4%                   | 9%  |
|                                                                                                                                                                                                    |       |        | A      |       |       |     | *         |     |          |           |                          |                      |                      | L   |
| Summary                                                                                                                                                                                            |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Top2Box (Agree)                                                                                                                                                                                    | 414   | 196    | 217    | 116   | 140   | 157 | 45        | 152 | 149      | 66        | 167                      | 180                  | 260                  | 113 |
|                                                                                                                                                                                                    | 41%   | 40%    | 42%    | 42%   | 38%   | 45% | 41%       | 44% | 38%      | 43%       | 77%                      | 31%                  | 42%                  | 40% |
|                                                                                                                                                                                                    |       |        |        |       |       |     | *         |     |          |           | K                        |                      |                      |     |
| Low2Box (Disagree)                                                                                                                                                                                 | 520   | 269    | 251    | 146   | 207   | 167 | 54        | 170 | 215      | 81        | 41                       | 383                  | 336                  | 142 |
|                                                                                                                                                                                                    | 52%   | 55%    | 49%    | 52%   | 56%   | 47% | 49%       | 50% | 55%      | 53%       | 19%                      | 65%                  | 54%                  | 51% |
|                                                                                                                                                                                                    |       |        |        |       | E     |     | *         |     |          |           |                          | J                    |                      |     |

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

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

[Table of Contents](#)

1\_3. [I am comfortable with my internet service provider saving my internet browsing history and providing my internet browsing history to law enforcement agencies if they request it to help with their investigations.]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                                                                                                                     | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                                                                                                                                                     | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                                                                                                                                                     |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                                                                                                                                                     |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                                                                                                                                               | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                                                                                                                                            | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| I am comfortable with my internet service provider saving my internet browsing history and providing my internet browsing history to law enforcement agencies if they request it to help with their investigations. |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Strongly agree                                                                                                                                                                                                      | 161    | 60   | 102    | 56    | 49    | 57  | 19        | 71  | 53       | 19        | 94                       | 46                   | 101                  | 44  |
|                                                                                                                                                                                                                     | 16%    | 12%  | 20%    | 20%   | 13%   | 16% | 17%       | 21% | 14%      | 12%       | 43%                      | 8%                   | 16%                  | 16% |
| Somewhat agree                                                                                                                                                                                                      |        |      | A      | D     |       |     | *         | HI  |          |           | K                        |                      |                      |     |
|                                                                                                                                                                                                                     | 238    | 120  | 118    | 52    | 86    | 99  | 31        | 73  | 90       | 44        | 76                       | 113                  | 139                  | 72  |
|                                                                                                                                                                                                                     | 24%    | 25%  | 23%    | 19%   | 23%   | 28% | 28%       | 21% | 23%      | 28%       | 35%                      | 19%                  | 22%                  | 26% |
|                                                                                                                                                                                                                     |        |      |        |       |       | C   | *         |     |          |           | K                        |                      |                      |     |
| Somewhat disagree                                                                                                                                                                                                   | 206    | 112  | 95     | 70    | 80    | 57  | 22        | 61  | 90       | 34        | 29                       | 126                  | 135                  | 53  |
|                                                                                                                                                                                                                     | 21%    | 23%  | 18%    | 25%   | 22%   | 16% | 19%       | 18% | 23%      | 22%       | 14%                      | 22%                  | 22%                  | 19% |
|                                                                                                                                                                                                                     |        |      |        | E     |       |     | *         |     |          |           |                          | J                    |                      |     |
| Strongly disagree                                                                                                                                                                                                   | 321    | 172  | 149    | 82    | 128   | 111 | 27        | 118 | 130      | 47        | 11                       | 273                  | 216                  | 88  |
|                                                                                                                                                                                                                     | 32%    | 35%  | 29%    | 29%   | 35%   | 32% | 24%       | 34% | 33%      | 30%       | 5%                       | 47%                  | 35%                  | 31% |
|                                                                                                                                                                                                                     |        |      |        |       |       |     | *         |     |          |           |                          | J                    |                      |     |
| Don't know                                                                                                                                                                                                          | 73     | 21   | 52     | 19    | 27    | 27  | 13        | 20  | 29       | 10        | 7                        | 27                   | 33                   | 24  |
|                                                                                                                                                                                                                     | 7%     | 4%   | 10%    | 7%    | 7%    | 8%  | 12%       | 6%  | 7%       | 7%        | 3%                       | 5%                   | 5%                   | 9%  |
|                                                                                                                                                                                                                     |        |      | A      |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Summary                                                                                                                                                                                                             |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Top2Box (Agree)                                                                                                                                                                                                     | 400    | 180  | 219    | 108   | 136   | 156 | 50        | 143 | 143      | 63        | 170                      | 159                  | 240                  | 116 |
|                                                                                                                                                                                                                     | 40%    | 37%  | 43%    | 39%   | 37%   | 44% | 45%       | 42% | 37%      | 41%       | 78%                      | 27%                  | 38%                  | 41% |
|                                                                                                                                                                                                                     |        |      |        |       |       |     | *         |     |          |           | K                        |                      |                      |     |
| Low2Box (Disagree)                                                                                                                                                                                                  | 527    | 284  | 244    | 152   | 207   | 168 | 48        | 178 | 220      | 81        | 40                       | 399                  | 351                  | 141 |
|                                                                                                                                                                                                                     | 53%    | 58%  | 47%    | 55%   | 56%   | 48% | 43%       | 52% | 56%      | 53%       | 19%                      | 68%                  | 56%                  | 50% |
|                                                                                                                                                                                                                     |        | B    |        |       | E     |     | *         |     |          |           |                          | J                    |                      |     |

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

- Column Means:  
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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

[Table of Contents](#)

1. [SUMMARY - TOP2BOX (AGREE)]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                                      |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|--------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                                                                      | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                                                                      |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                                                                      |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                                                                | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                                                             | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| I am comfortable with my internet service provider saving my internet browsing history and providing anonymous metadata to law       | 414   | 196    | 217    | 116   | 140   | 157 | 45        | 152 | 149      | 66        | 167                      | 180                  | 260                  | 113 |
|                                                                                                                                      | 41%   | 40%    | 42%    | 42%   | 38%   | 45% | 41%       | 44% | 38%      | 43%       | 77%                      | 31%                  | 42%                  | 40% |
|                                                                                                                                      |       |        |        |       |       |     | *         |     |          |           | K                        |                      |                      |     |
| I am comfortable with my internet service provider saving my internet browsing history and using it to improve or develop new        | 406   | 212    | 194    | 114   | 117   | 175 | 62        | 137 | 150      | 57        | 129                      | 200                  | 240                  | 122 |
|                                                                                                                                      | 41%   | 44%    | 38%    | 41%   | 32%   | 50% | 55%       | 40% | 38%      | 37%       | 59%                      | 34%                  | 38%                  | 43% |
|                                                                                                                                      |       |        |        | D     |       | D   | GHI*      |     |          |           | K                        |                      |                      |     |
| I am comfortable with my internet service provider saving my internet browsing history and providing my internet browsing history to | 400   | 180    | 219    | 108   | 136   | 156 | 50        | 143 | 143      | 63        | 170                      | 159                  | 240                  | 116 |
|                                                                                                                                      | 40%   | 37%    | 43%    | 39%   | 37%   | 44% | 45%       | 42% | 37%      | 41%       | 78%                      | 27%                  | 38%                  | 41% |
|                                                                                                                                      |       |        |        |       |       |     | *         |     |          |           | K                        |                      |                      |     |

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

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

[Table of Contents](#)

1. [SUMMARY - LOW2BOX (DISAGREE)]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                                      |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|--------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                                                                      | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                                                                      |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                                                                      |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                                                                | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                                                             | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| I am comfortable with my internet service provider saving my internet browsing history and using it to improve or develop new        | 543   | 262    | 280    | 149   | 232   | 161 | 43        | 186 | 221      | 92        | 77                       | 373                  | 360                  | 145 |
|                                                                                                                                      | 54%   | 54%    | 54%    | 54%   | 63%   | 46% | 38%       | 54% | 56%      | 60%       | 36%                      | 64%                  | 58%                  | 52% |
|                                                                                                                                      |       |        |        |       | CE    |     | *         | F   | F        | F         |                          | J                    |                      |     |
| I am comfortable with my internet service provider saving my internet browsing history and providing my internet browsing history to | 527   | 284    | 244    | 152   | 207   | 168 | 48        | 178 | 220      | 81        | 40                       | 399                  | 351                  | 141 |
|                                                                                                                                      | 53%   | 58%    | 47%    | 55%   | 56%   | 48% | 43%       | 52% | 56%      | 53%       | 19%                      | 68%                  | 56%                  | 50% |
|                                                                                                                                      |       | B      |        |       | E     |     | *         |     |          |           |                          | J                    |                      |     |
| I am comfortable with my internet service provider saving my internet browsing history and providing anonymous metadata to law       | 520   | 269    | 251    | 146   | 207   | 167 | 54        | 170 | 215      | 81        | 41                       | 383                  | 336                  | 142 |
|                                                                                                                                      | 52%   | 55%    | 49%    | 52%   | 56%   | 47% | 49%       | 50% | 55%      | 53%       | 19%                      | 65%                  | 54%                  | 51% |
|                                                                                                                                      |       |        |        |       | E     |     | *         |     |          |           |                          | J                    |                      |     |

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

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

[Table of Contents](#)

2. Which of the following statements is closest to your own personal opinion?

|                                                                                                                                      |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|--------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                                                                      | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                                                                      |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                                                                      |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                                                                | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                                                             | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| To protect society, we should make it easier for law enforcement agencies to get access to personal information about internet usage | 217   | 99     | 118    | 67    | 68    | 82  | 13        | 86  | 86       | 32        | 217                      | -                    | 148                  | 56  |
|                                                                                                                                      | 22%   | 20%    | 23%    | 24%   | 18%   | 23% | 12%       | 25% | 22%      | 21%       | 100%                     | -                    | 24%                  | 20% |
|                                                                                                                                      |       |        |        |       |       |     | *         | F   |          |           | K                        |                      |                      |     |
| To protect individuals, internet service providers should not be allowed to share personal information about internet usage          | 585   | 299    | 287    | 156   | 228   | 201 | 62        | 186 | 235      | 102       | -                        | 585                  | 388                  | 159 |
|                                                                                                                                      | 59%   | 62%    | 56%    | 56%   | 62%   | 57% | 55%       | 54% | 60%      | 66%       | -                        | 100%                 | 62%                  | 57% |
|                                                                                                                                      |       |        |        |       |       |     | *         |     |          | G         |                          | J                    |                      |     |
| Don't know                                                                                                                           | 198   | 88     | 110    | 56    | 74    | 68  | 37        | 71  | 71       | 20        | -                        | -                    | 88                   | 65  |
|                                                                                                                                      | 20%   | 18%    | 21%    | 20%   | 20%   | 19% | 33%       | 21% | 18%      | 13%       | -                        | -                    | 14%                  | 23% |
|                                                                                                                                      |       |        |        |       |       |     | HI*       | I   |          |           |                          |                      |                      | L   |

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

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

[Table of Contents](#)

3. Are you aware that the federal government passed new anti-spam legislation that requires any individual/business to obtain expressed consent from recipients of their commercial electronic messages?

|                       | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |      |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|------|
|                       |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No   |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M    |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252  |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280  |
| Yes                   | 624   | 299    | 325    | 139   | 248   | 237 | 45        | 186 | 275      | 118       | 148                      | 388                  | 624                  | -    |
|                       | 62%   | 62%    | 63%    | 50%   | 67%   | 68% | 40%       | 54% | 70%      | 76%       | 68%                      | 66%                  | 100%                 | -    |
|                       |       |        |        |       | C     | C   | *         |     | FG       | FG        |                          |                      | M                    |      |
| No                    | 280   | 147    | 133    | 109   | 89    | 83  | 40        | 118 | 92       | 30        | 56                       | 159                  | -                    | 280  |
|                       | 28%   | 30%    | 26%    | 39%   | 24%   | 24% | 36%       | 35% | 23%      | 19%       | 26%                      | 27%                  | -                    | 100% |
|                       |       |        |        | DE    |       |     | HI*       | HI  |          |           |                          |                      |                      | L    |
| Don't know            | 96    | 39     | 57     | 32    | 33    | 31  | 27        | 38  | 25       | 6         | 13                       | 39                   | -                    | -    |
|                       | 10%   | 8%     | 11%    | 11%   | 9%    | 9%  | 24%       | 11% | 6%       | 4%        | 6%                       | 7%                   | -                    | -    |
|                       |       |        |        |       |       |     | GHI*      | I   |          |           |                          |                      |                      |      |

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

[Table of Contents](#)

4. Over the past few months have you received e-mails at home or at work from Canadian organizations asking you to give your consent to them so that they can continue to send messages to you?

|                       | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                       |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Yes                   | 640   | 302    | 338    | 133   | 259   | 248 | 47        | 194 | 280      | 118       | 148                      | 394                  | 535                  | 88  |
|                       | 64%   | 62%    | 66%    | 48%   | 70%   | 71% | 42%       | 57% | 72%      | 77%       | 68%                      | 67%                  | 86%                  | 31% |
|                       |       |        |        |       | C     | C   | *         | F   | FG       | FG        |                          |                      | M                    |     |
| No                    | 299   | 161    | 138    | 120   | 88    | 91  | 48        | 130 | 91       | 30        | 58                       | 173                  | 79                   | 169 |
|                       | 30%   | 33%    | 27%    | 43%   | 24%   | 26% | 43%       | 38% | 23%      | 20%       | 27%                      | 30%                  | 13%                  | 60% |
|                       |       |        |        | DE    |       |     | HI*       | HI  |          |           |                          |                      |                      | L   |
| Don't know            | 62    | 23     | 39     | 27    | 23    | 12  | 17        | 19  | 21       | 5         | 12                       | 18                   | 11                   | 24  |
|                       | 6%    | 5%     | 8%     | 10%   | 6%    | 3%  | 15%       | 5%  | 5%       | 3%        | 5%                       | 3%                   | 2%                   | 8%  |
|                       |       |        |        | E     |       |     | GHI*      |     |          |           |                          |                      |                      | L   |

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

[Table of Contents](#)

5. Thinking about all the requests for your consent that you received what percentage did you provide your consent to so that organizations can continue to send messages to you?

|                       |       | Gender |        | AGE   |       |       | EDUCATION |       |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |       |
|-----------------------|-------|--------|--------|-------|-------|-------|-----------|-------|----------|-----------|--------------------------|----------------------|----------------------|-------|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+   | <HS       | HS    | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No    |
|                       |       | A      | B      | C     | D     | E     | F         | G     | H        | I         | J                        | K                    | L                    | M     |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361   | 63        | 200   | 431      | 306       | 217                      | 599                  | 671                  | 252   |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351   | 112       | 342   | 392      | 154       | 217                      | 585                  | 624                  | 280   |
| 0                     | 141   | 76     | 64     | 50    | 45    | 45    | 16        | 57    | 53       | 15        | 23                       | 86                   | 62                   | 69    |
|                       | 14%   | 16%    | 12%    | 18%   | 12%   | 13%   | 14%       | 17%   | 14%      | 10%       | 11%                      | 15%                  | 10%                  | 24%   |
|                       |       |        |        |       |       |       | *         | I     |          |           |                          |                      |                      | L     |
| 1 - 10                | 90    | 55     | 36     | 30    | 38    | 23    | 5         | 29    | 40       | 16        | 22                       | 56                   | 66                   | 19    |
|                       | 9%    | 11%    | 7%     | 11%   | 10%   | 6%    | 5%        | 8%    | 10%      | 11%       | 10%                      | 10%                  | 11%                  | 7%    |
|                       |       | B      |        |       |       |       | *         |       |          |           |                          |                      |                      |       |
| 11 - 20               | 30    | 12     | 18     | 6     | 12    | 12    | 2         | 10    | 12       | 6         | 9                        | 20                   | 23                   | 7     |
|                       | 3%    | 2%     | 3%     | 2%    | 3%    | 3%    | 1%        | 3%    | 3%       | 4%        | 4%                       | 3%                   | 4%                   | 2%    |
|                       |       |        |        |       |       |       | *         |       |          |           |                          |                      |                      |       |
| 21-30                 | 26    | 10     | 16     | 5     | 14    | 6     | 2         | 10    | 8        | 6         | 8                        | 15                   | 21                   | 3     |
|                       | 3%    | 2%     | 3%     | 2%    | 4%    | 2%    | 2%        | 3%    | 2%       | 4%        | 4%                       | 3%                   | 3%                   | 1%    |
|                       |       |        |        |       |       |       | *         |       |          |           |                          |                      |                      |       |
| 31-40                 | 15    | 5      | 9      | 4     | 7     | 4     | 2         | 3     | 7        | 3         | 6                        | 7                    | 10                   | 4     |
|                       | 1%    | 1%     | 2%     | 1%    | 2%    | 1%    | 2%        | 1%    | 2%       | 2%        | 3%                       | 1%                   | 2%                   | 2%    |
|                       |       |        |        |       |       |       | *         |       |          |           |                          |                      |                      |       |
| 41-50                 | 93    | 42     | 50     | 17    | 34    | 41    | 3         | 36    | 34       | 19        | 22                       | 59                   | 74                   | 13    |
|                       | 9%    | 9%     | 10%    | 6%    | 9%    | 12%   | 3%        | 11%   | 9%       | 13%       | 10%                      | 10%                  | 12%                  | 5%    |
|                       |       |        |        |       |       | C     | *         |       |          | F         |                          |                      | M                    |       |
| 51-60                 | 23    | 14     | 9      | 6     | 10    | 6     | 3         | 2     | 14       | 4         | 2                        | 19                   | 21                   | 2     |
|                       | 2%    | 3%     | 2%     | 2%    | 3%    | 2%    | 3%        | *     | 4%       | 2%        | 1%                       | 3%                   | 3%                   | 1%    |
|                       |       |        |        |       |       |       | *         |       | G        | G         |                          |                      | M                    |       |
| 61-70                 | 23    | 8      | 14     | 5     | 8     | 10    | 4         | 3     | 12       | 4         | 7                        | 14                   | 20                   | 2     |
|                       | 2%    | 2%     | 3%     | 2%    | 2%    | 3%    | 4%        | 1%    | 3%       | 3%        | 3%                       | 2%                   | 3%                   | 1%    |
|                       |       |        |        |       |       |       | *         |       |          |           |                          |                      |                      |       |
| 71-80                 | 74    | 35     | 39     | 13    | 36    | 25    | 7         | 15    | 36       | 17        | 12                       | 49                   | 64                   | 10    |
|                       | 7%    | 7%     | 8%     | 5%    | 10%   | 7%    | 6%        | 4%    | 9%       | 11%       | 5%                       | 8%                   | 10%                  | 4%    |
|                       |       |        |        |       | C     |       | *         |       | G        | G         |                          |                      | M                    |       |
| 81-90                 | 62    | 29     | 33     | 13    | 21    | 28    | 3         | 24    | 25       | 9         | 14                       | 41                   | 58                   | 4     |
|                       | 6%    | 6%     | 6%     | 5%    | 6%    | 8%    | 3%        | 7%    | 6%       | 6%        | 7%                       | 7%                   | 9%                   | 1%    |
|                       |       |        |        |       |       |       | *         |       |          |           |                          |                      | M                    |       |
| 91-100                | 94    | 44     | 50     | 16    | 35    | 43    | 4         | 30    | 42       | 18        | 30                       | 60                   | 78                   | 12    |
|                       | 9%    | 9%     | 10%    | 6%    | 9%    | 12%   | 3%        | 9%    | 11%      | 12%       | 14%                      | 10%                  | 13%                  | 4%    |
|                       |       |        |        |       |       | C     | *         |       |          | F         |                          |                      | M                    |       |
| Don't know            | 331   | 154    | 177    | 113   | 111   | 107   | 60        | 125   | 110      | 36        | 62                       | 160                  | 127                  | 135   |
|                       | 33%   | 32%    | 34%    | 41%   | 30%   | 31%   | 54%       | 36%   | 28%      | 24%       | 28%                      | 27%                  | 20%                  | 48%   |
|                       |       |        |        | DE    |       |       | GHI*      | HI    |          |           |                          |                      |                      | L     |
| Summary               |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Mean (Incl. 0)        | 45.5  | 43     | 48     | 35.5  | 46.7  | 51.2  | 39.6      | 41.6  | 47.6     | 50.4      | 48.3                     | 46.5                 | 52.2                 | 25.5  |
|                       |       |        |        |       | C     | C     | **        |       |          | G         |                          |                      | M                    |       |
| Std. Dev.             | 37.56 | 38     | 37.01  | 37.27 | 36.46 | 37.72 | 36.32     | 38.62 | 37.45    | 35.78     | 37.94                    | 37.45                | 36.18                | 34.62 |
| Std. Err.             | 1.42  | 2.13   | 1.89   | 2.88  | 2.19  | 2.36  | 6.75      | 3.4   | 2.13     | 2.33      | 3.01                     | 1.76                 | 1.55                 | 2.99  |
|                       |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Median (Incl. 0)      | 50    | 50     | 50     | 15    | 50    | 50    | 35        | 50    | 50       | 50        | 50                       | 50                   | 50                   | 3     |
|                       |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Mean (Excl. 0)        | 57.6  | 55.9   | 59.3   | 50.9  | 56.5  | 62.8  | 57.5      | 56.3  | 58.6     | 57.7      | 57                       | 58.4                 | 59.6                 | 48.5  |
|                       |       |        |        | *     |       | C     | **        | *     |          |           |                          |                      | M                    | *     |
| Std. Dev.             | 32.98 | 33.99  | 31.98  | 34.74 | 32.43 | 31.83 | 29.58     | 34.49 | 32.86    | 32.32     | 34.7                     | 32.66                | 32.45                | 34.09 |
|                       |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Std. Err.             | 1.38  | 2.13   | 1.79   | 3.11  | 2.12  | 2.18  | 6.62      | 3.52  | 2.08     | 2.25      | 2.98                     | 1.69                 | 1.47                 | 3.99  |

|                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
|                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Median (Excl. 0) | 60 | 60 | 60 | 50 | 60 | 70 | 65 | 50 | 60 | 60 | 50 | 60 | 65 | 50 |
|                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

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

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

[Table of Contents](#)

5x. Thinking about all the requests for your consent that you received what percentage did you provide your consent to so that organizations can continue to send messages to you?

|                                                                            | Total | Gender |        | AGE   |       |       | EDUCATION |       |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |       |
|----------------------------------------------------------------------------|-------|--------|--------|-------|-------|-------|-----------|-------|----------|-----------|--------------------------|----------------------|----------------------|-------|
|                                                                            |       | Male   | Female | 18-34 | 35-54 | 55+   | <HS       | HS    | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No    |
|                                                                            |       | A      | B      | C     | D     | E     | F         | G     | H        | I         | J                        | K                    | L                    | M     |
|                                                                            |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Base: Have received e-mails at home or at work from Canadian organizations | 688   | 303    | 385    | 139   | 278   | 271   | 26        | 115   | 309      | 238       | 151                      | 433                  | 587                  | 84    |
| Weighted                                                                   | 640   | 302    | 338    | 133   | 259   | 248   | 47        | 194   | 280      | 118       | 148                      | 394                  | 535                  | 88    |
| 0                                                                          | 39    | 21     | 18     | 13    | 16    | 11    | 3         | 10    | 18       | 8         | 4                        | 25                   | 28                   | 11    |
|                                                                            | 6%    | 7%     | 5%     | 10%   | 6%    | 4%    | 7%        | 5%    | 6%       | 7%        | 3%                       | 6%                   | 5%                   | 13%   |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | L*    |
| 1 - 10                                                                     | 74    | 44     | 31     | 21    | 35    | 19    | 3         | 21    | 37       | 13        | 19                       | 45                   | 62                   | 10    |
|                                                                            | 12%   | 14%    | 9%     | 15%   | 13%   | 8%    | 7%        | 11%   | 13%      | 11%       | 13%                      | 12%                  | 12%                  | 12%   |
|                                                                            |       |        |        | E     |       |       | **        |       |          |           |                          |                      |                      | *     |
| 11 - 20                                                                    | 24    | 9      | 15     | 4     | 9     | 12    | 2         | 9     | 9        | 5         | 6                        | 17                   | 21                   | 3     |
|                                                                            | 4%    | 3%     | 4%     | 3%    | 3%    | 5%    | 4%        | 4%    | 3%       | 4%        | 4%                       | 4%                   | 4%                   | 3%    |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | *     |
| 21-30                                                                      | 21    | 9      | 12     | 4     | 11    | 6     | 2         | 7     | 7        | 6         | 7                        | 12                   | 21                   | *     |
|                                                                            | 3%    | 3%     | 4%     | 3%    | 4%    | 3%    | 4%        | 3%    | 2%       | 5%        | 4%                       | 3%                   | 4%                   | *     |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | *     |
| 31-40                                                                      | 13    | 5      | 8      | 3     | 6     | 4     | 2         | 3     | 5        | 3         | 5                        | 6                    | 10                   | 3     |
|                                                                            | 2%    | 2%     | 2%     | 2%    | 2%    | 2%    | 4%        | 1%    | 2%       | 3%        | 4%                       | 2%                   | 2%                   | 3%    |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | *     |
| 41-50                                                                      | 88    | 40     | 48     | 15    | 32    | 41    | 3         | 34    | 32       | 19        | 19                       | 58                   | 72                   | 11    |
|                                                                            | 14%   | 13%    | 14%    | 12%   | 12%   | 16%   | 6%        | 18%   | 12%      | 16%       | 13%                      | 15%                  | 13%                  | 12%   |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | *     |
| 51-60                                                                      | 20    | 13     | 8      | 4     | 10    | 6     | 3         | 2     | 12       | 4         | 1                        | 18                   | 20                   | 1     |
|                                                                            | 3%    | 4%     | 2%     | 3%    | 4%    | 2%    | 7%        | 1%    | 4%       | 3%        | 1%                       | 5%                   | 4%                   | 1%    |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          | J                    |                      | *     |
| 61-70                                                                      | 22    | 7      | 14     | 4     | 8     | 10    | 4         | 3     | 11       | 4         | 7                        | 13                   | 20                   | 1     |
|                                                                            | 3%    | 2%     | 4%     | 3%    | 3%    | 4%    | 8%        | 2%    | 4%       | 3%        | 5%                       | 3%                   | 4%                   | 1%    |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | *     |
| 71-80                                                                      | 70    | 31     | 39     | 12    | 34    | 25    | 5         | 15    | 34       | 16        | 11                       | 46                   | 64                   | 7     |
|                                                                            | 11%   | 10%    | 11%    | 9%    | 13%   | 10%   | 11%       | 7%    | 12%      | 14%       | 7%                       | 12%                  | 12%                  | 8%    |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | *     |
| 81-90                                                                      | 60    | 29     | 31     | 13    | 21    | 27    | 3         | 23    | 25       | 9         | 14                       | 39                   | 57                   | 4     |
|                                                                            | 9%    | 10%    | 9%     | 10%   | 8%    | 11%   | 7%        | 12%   | 9%       | 8%        | 10%                      | 10%                  | 11%                  | 4%    |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | *     |
| 91-100                                                                     | 89    | 40     | 49     | 12    | 34    | 42    | 2         | 29    | 40       | 17        | 29                       | 55                   | 76                   | 11    |
|                                                                            | 14%   | 13%    | 14%    | 9%    | 13%   | 17%   | 4%        | 15%   | 14%      | 15%       | 19%                      | 14%                  | 14%                  | 12%   |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | *     |
| Don't know                                                                 | 118   | 52     | 66     | 29    | 44    | 45    | 14        | 40    | 49       | 15        | 26                       | 59                   | 84                   | 27    |
|                                                                            | 18%   | 17%    | 19%    | 22%   | 17%   | 18%   | 30%       | 20%   | 18%      | 13%       | 18%                      | 15%                  | 16%                  | 31%   |
|                                                                            |       |        |        |       |       |       | **        |       |          |           |                          |                      |                      | L*    |
| Summary                                                                    |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Mean (Incl. 0)                                                             | 55.1  | 52.9   | 57.1   | 47.6  | 53.7  | 60.3  | 50.6      | 55.5  | 55.4     | 55.2      | 57.5                     | 55.6                 | 56.4                 | 45.9  |
|                                                                            |       |        |        | *     |       | C     | **        | *     |          |           |                          |                      |                      | *     |
| Std. Dev.                                                                  | 34.8  | 35.65  | 33.95  | 36.39 | 34.66 | 33.43 | 31.02     | 35.64 | 35.33    | 33.84     | 35.66                    | 34.44                | 34.43                | 37.55 |
|                                                                            |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Std. Err.                                                                  | 1.46  | 2.24   | 1.9    | 3.39  | 2.25  | 2.26  | 7.12      | 3.72  | 2.22     | 2.35      | 3.16                     | 1.78                 | 1.54                 | 4.81  |
|                                                                            |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Median (Incl. 0)                                                           | 60    | 50     | 60     | 50    | 52.5  | 68.5  | 60        | 50    | 60       | 50        | 58.9                     | 60                   | 60                   | 50    |
|                                                                            |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |
| Mean (Excl. 0)                                                             | 59.6  | 57.8   | 61.1   | 54.2  | 58.1  | 63.6  | 56.3      | 59.4  | 60       | 59.8      | 59.6                     | 60                   | 60.1                 | 56.6  |
|                                                                            |       |        |        | *     |       | C     | **        | *     |          |           | *                        |                      |                      | *     |
| Std. Dev.                                                                  | 32.27 | 33.19  | 31.41  | 33.9  | 32.3  | 31.09 | 27.23     | 33.56 | 32.75    | 31.03     | 34.51                    | 31.84                | 32.23                | 33.61 |
|                                                                            |       |        |        |       |       |       |           |       |          |           |                          |                      |                      |       |

|                  |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Std. Err.        | 1.4  | 2.18 | 1.82 | 3.34 | 2.18 | 2.16 | 6.6  | 3.62 | 2.14 | 2.24 | 3.12 | 1.71 | 1.49 | 4.71 |
| Median (Excl. 0) | 61.9 | 60   | 70   | 50   | 60   | 70   | 60.6 | 50   | 70   | 60   | 70   | 60   | 70   | 50   |

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

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

[Table of Contents](#)

6\_1. [I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                            | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|------------------------------------------------------------------------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                                            | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                                            |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                                            |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                                      | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                                   | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Strongly agree                                                                                             | 181    | 76   | 105    | 65    | 69    | 47  | 17        | 64  | 68       | 32        | 63                       | 93                   | 121                  | 40  |
|                                                                                                            | 18%    | 16%  | 20%    | 23%   | 19%   | 13% | 15%       | 19% | 17%      | 21%       | 29%                      | 16%                  | 19%                  | 14% |
|                                                                                                            |        |      |        | E     |       |     | *         |     |          |           | K                        |                      |                      |     |
| Somewhat agree                                                                                             | 439    | 219  | 220    | 100   | 167   | 173 | 34        | 152 | 183      | 70        | 99                       | 270                  | 286                  | 124 |
|                                                                                                            | 44%    | 45%  | 43%    | 36%   | 45%   | 49% | 30%       | 44% | 47%      | 46%       | 46%                      | 46%                  | 46%                  | 44% |
|                                                                                                            |        |      |        |       | C     | C   | *         | F   | F        | F         |                          |                      |                      |     |
| Somewhat disagree                                                                                          | 200    | 97   | 103    | 61    | 71    | 68  | 22        | 74  | 79       | 26        | 30                       | 131                  | 134                  | 52  |
|                                                                                                            | 20%    | 20%  | 20%    | 22%   | 19%   | 19% | 19%       | 22% | 20%      | 17%       | 14%                      | 22%                  | 21%                  | 19% |
|                                                                                                            |        |      |        |       |       |     | *         |     |          |           |                          | J                    |                      |     |
| Strongly disagree                                                                                          | 70     | 35   | 35     | 14    | 27    | 28  | 5         | 16  | 36       | 13        | 10                       | 48                   | 51                   | 17  |
|                                                                                                            | 7%     | 7%   | 7%     | 5%    | 7%    | 8%  | 4%        | 5%  | 9%       | 8%        | 5%                       | 8%                   | 8%                   | 6%  |
|                                                                                                            |        |      |        |       |       |     | *         |     | G        |           |                          |                      |                      |     |
| Don't know                                                                                                 | 110    | 58   | 52     | 39    | 36    | 35  | 34        | 36  | 26       | 13        | 14                       | 43                   | 31                   | 47  |
|                                                                                                            | 11%    | 12%  | 10%    | 14%   | 10%   | 10% | 31%       | 11% | 7%       | 9%        | 6%                       | 7%                   | 5%                   | 17% |
|                                                                                                            |        |      |        |       |       |     | GHI*      |     |          |           |                          |                      |                      | L   |
| Summary                                                                                                    |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Top2Box (Agree)                                                                                            | 620    | 294  | 325    | 164   | 235   | 220 | 51        | 216 | 251      | 102       | 163                      | 363                  | 408                  | 164 |
|                                                                                                            | 62%    | 61%  | 63%    | 59%   | 64%   | 63% | 46%       | 63% | 64%      | 66%       | 75%                      | 62%                  | 65%                  | 59% |
|                                                                                                            |        |      |        |       |       |     | *         | F   | F        | F         | K                        |                      |                      |     |
| Low2Box (Disagree)                                                                                         | 270    | 132  | 138    | 76    | 99    | 96  | 26        | 90  | 115      | 39        | 41                       | 179                  | 185                  | 69  |
|                                                                                                            | 27%    | 27%  | 27%    | 27%   | 27%   | 27% | 24%       | 26% | 29%      | 25%       | 19%                      | 31%                  | 30%                  | 25% |
|                                                                                                            |        |      |        |       |       |     | *         |     |          |           |                          | J                    |                      |     |

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

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

[Table of Contents](#)

6\_2. [I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                                               |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)             |                         | Aware Anti-Spam (Q3) |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|-----------------------------|-------------------------|----------------------|-----|
|                                                                                                                                               | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for<br>police access | Not allowed<br>to share | Yes                  | No  |
|                                                                                                                                               |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                           | K                       | L                    | M   |
|                                                                                                                                               |       |        |        |       |       |     |           |     |          |           |                             |                         |                      |     |
| Base: All Respondents                                                                                                                         | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                         | 599                     | 671                  | 252 |
| Weighted                                                                                                                                      | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                         | 585                     | 624                  | 280 |
| I took advantage of the new anti-spam<br>legislation and careful selected which<br>organizations I want to keep receiving<br>information from |       |        |        |       |       |     |           |     |          |           |                             |                         |                      |     |
| Strongly agree                                                                                                                                | 332   | 144    | 188    | 85    | 129   | 118 | 12        | 116 | 139      | 64        | 97                          | 196                     | 277                  | 33  |
|                                                                                                                                               | 33%   | 30%    | 37%    | 30%   | 35%   | 34% | 11%       | 34% | 36%      | 42%       | 45%                         | 33%                     | 44%                  | 12% |
|                                                                                                                                               |       |        | A      |       |       |     | *         | F   | F        | F         | K                           |                         | M                    |     |
| Somewhat agree                                                                                                                                | 339   | 171    | 168    | 73    | 134   | 132 | 32        | 96  | 149      | 62        | 60                          | 219                     | 248                  | 78  |
|                                                                                                                                               | 34%   | 35%    | 33%    | 26%   | 36%   | 37% | 29%       | 28% | 38%      | 40%       | 28%                         | 37%                     | 40%                  | 28% |
|                                                                                                                                               |       |        |        |       | C     | C   | *         |     | G        | G         |                             | J                       | M                    |     |
| Somewhat disagree                                                                                                                             | 112   | 67     | 45     | 50    | 32    | 29  | 20        | 44  | 36       | 12        | 24                          | 63                      | 46                   | 55  |
|                                                                                                                                               | 11%   | 14%    | 9%     | 18%   | 9%    | 8%  | 18%       | 13% | 9%       | 8%        | 11%                         | 11%                     | 7%                   | 20% |
|                                                                                                                                               |       | B      |        | DE    |       |     | HI*       |     |          |           |                             |                         |                      | L   |
| Strongly disagree                                                                                                                             | 45    | 23     | 22     | 13    | 18    | 14  | 5         | 21  | 15       | 4         | 7                           | 32                      | 15                   | 25  |
|                                                                                                                                               | 5%    | 5%     | 4%     | 5%    | 5%    | 4%  | 4%        | 6%  | 4%       | 3%        | 3%                          | 5%                      | 2%                   | 9%  |
|                                                                                                                                               |       |        |        |       |       |     | *         |     |          |           |                             |                         |                      | L   |
| Don't know                                                                                                                                    | 172   | 79     | 93     | 58    | 56    | 58  | 42        | 66  | 52       | 12        | 29                          | 75                      | 37                   | 89  |
|                                                                                                                                               | 17%   | 16%    | 18%    | 21%   | 15%   | 16% | 37%       | 19% | 13%      | 8%        | 13%                         | 13%                     | 6%                   | 32% |
|                                                                                                                                               |       |        |        |       |       |     | GHI*      | I   | I        |           |                             |                         |                      | L   |
| Summary                                                                                                                                       |       |        |        |       |       |     |           |     |          |           |                             |                         |                      |     |
| Top2Box (Agree)                                                                                                                               | 671   | 315    | 356    | 157   | 264   | 250 | 45        | 212 | 288      | 126       | 157                         | 415                     | 525                  | 111 |
|                                                                                                                                               | 67%   | 65%    | 69%    | 56%   | 71%   | 71% | 40%       | 62% | 73%      | 82%       | 72%                         | 71%                     | 84%                  | 40% |
|                                                                                                                                               |       |        |        |       | C     | C   | *         | F   | FG       | FGH       |                             |                         | M                    |     |
| Low2Box (Disagree)                                                                                                                            | 157   | 91     | 66     | 63    | 50    | 44  | 25        | 65  | 52       | 16        | 31                          | 95                      | 62                   | 81  |
|                                                                                                                                               | 16%   | 19%    | 13%    | 23%   | 14%   | 12% | 23%       | 19% | 13%      | 10%       | 14%                         | 16%                     | 10%                  | 29% |
|                                                                                                                                               |       | B      |        | DE    |       |     | I*        | I   |          |           |                             |                         |                      | L   |

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

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

[Table of Contents](#)

6. [SUMMARY - TOP2BOX (AGREE)]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                     |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|---------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                                                     | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                                                     |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                                                     |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                                               | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                                            | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving | 671   | 315    | 356    | 157   | 264   | 250 | 45        | 212 | 288      | 126       | 157                      | 415                  | 525                  | 111 |
|                                                                                                                     | 67%   | 65%    | 69%    | 56%   | 71%   | 71% | 40%       | 62% | 73%      | 82%       | 72%                      | 71%                  | 84%                  | 40% |
|                                                                                                                     |       |        |        |       | C     | C   | *         | F   | FG       | FGH       |                          |                      | M                    |     |
| I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes          | 620   | 294    | 325    | 164   | 235   | 220 | 51        | 216 | 251      | 102       | 163                      | 363                  | 408                  | 164 |
|                                                                                                                     | 62%   | 61%    | 63%    | 59%   | 64%   | 63% | 46%       | 63% | 64%      | 66%       | 75%                      | 62%                  | 65%                  | 59% |
|                                                                                                                     |       |        |        |       |       |     | *         | F   | F        | F         | K                        |                      |                      |     |

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

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

[Table of Contents](#)

6. [SUMMARY - LOW2BOX (DISAGREE)]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                 |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                 | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                 |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                 |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                           | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                        | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| I think the new anti-spam legislation will work | 270   | 132    | 138    | 76    | 99    | 96  | 26        | 90  | 115      | 39        | 41                       | 179                  | 185                  | 69  |
| and Canadians will start to get less Spam in    | 27%   | 27%    | 27%    | 27%   | 27%   | 27% | 24%       | 26% | 29%      | 25%       | 19%                      | 31%                  | 30%                  | 25% |
| their inboxes                                   |       |        |        |       |       |     | *         |     |          |           |                          | J                    |                      |     |
| I took advantage of the new anti-spam           | 157   | 91     | 66     | 63    | 50    | 44  | 25        | 65  | 52       | 16        | 31                       | 95                   | 62                   | 81  |
| legislation and careful selected which          | 16%   | 19%    | 13%    | 23%   | 14%   | 12% | 23%       | 19% | 13%      | 10%       | 14%                      | 16%                  | 10%                  | 29% |
| organizations I want to keep receiving          |       | B      |        | DE    |       |     | I*        | I   |          |           |                          |                      |                      | L   |

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

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

[Table of Contents](#)

6x\_1. [I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                            | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |    |
|------------------------------------------------------------------------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|----|
|                                                                                                            | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No |
|                                                                                                            |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M  |
|                                                                                                            |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |    |
| Base: Aware that the federal government passed new anti-spam legislation                                   | 671    | 301  | 370    | 141   | 273   | 257 | 25        | 110 | 302      | 234       | 156                      | 422                  | 671                  | -  |
| Weighted                                                                                                   | 624    | 299  | 325    | 139   | 248   | 237 | 45        | 186 | 275      | 118       | 148                      | 388                  | 624                  | -  |
| I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |    |
| Strongly agree                                                                                             | 121    | 52   | 70     | 40    | 48    | 33  | 12        | 34  | 53       | 23        | 50                       | 60                   | 121                  | -  |
|                                                                                                            | 19%    | 17%  | 21%    | 29%   | 19%   | 14% | 26%       | 18% | 19%      | 20%       | 34%                      | 15%                  | 19%                  | -  |
|                                                                                                            |        |      |        | DE    |       |     | **        |     |          |           | K                        |                      |                      |    |
| Somewhat agree                                                                                             | 286    | 143  | 143    | 54    | 110   | 123 | 6         | 99  | 125      | 55        | 70                       | 181                  | 286                  | -  |
|                                                                                                            | 46%    | 48%  | 44%    | 39%   | 44%   | 52% | 14%       | 53% | 45%      | 47%       | 48%                      | 47%                  | 46%                  | -  |
|                                                                                                            |        |      |        |       |       | C   | **        |     |          |           |                          |                      |                      |    |
| Somewhat disagree                                                                                          | 134    | 56   | 78     | 30    | 52    | 52  | 12        | 37  | 62       | 22        | 17                       | 93                   | 134                  | -  |
|                                                                                                            | 21%    | 19%  | 24%    | 22%   | 21%   | 22% | 27%       | 20% | 23%      | 19%       | 12%                      | 24%                  | 21%                  | -  |
|                                                                                                            |        |      |        |       |       |     | **        |     |          |           |                          | J                    |                      |    |
| Strongly disagree                                                                                          | 51     | 29   | 22     | 7     | 22    | 23  | 3         | 8   | 29       | 10        | 9                        | 35                   | 51                   | -  |
|                                                                                                            | 8%     | 10%  | 7%     | 5%    | 9%    | 10% | 8%        | 5%  | 11%      | 9%        | 6%                       | 9%                   | 8%                   | -  |
|                                                                                                            |        |      |        |       |       |     | **        |     |          |           |                          |                      |                      |    |
| Don't know                                                                                                 | 31     | 20   | 11     | 8     | 18    | 6   | 11        | 7   | 6        | 6         | 1                        | 19                   | 31                   | -  |
|                                                                                                            | 5%     | 7%   | 3%     | 6%    | 7%    | 2%  | 25%       | 4%  | 2%       | 5%        | *                        | 5%                   | 5%                   | -  |
|                                                                                                            |        |      |        |       | E     |     | **        |     |          | H         |                          | J                    |                      |    |
| Summary                                                                                                    |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |    |
| Top2Box (Agree)                                                                                            | 408    | 195  | 213    | 94    | 157   | 157 | 18        | 133 | 178      | 79        | 120                      | 241                  | 408                  | -  |
|                                                                                                            | 65%    | 65%  | 66%    | 68%   | 63%   | 66% | 40%       | 72% | 65%      | 67%       | 82%                      | 62%                  | 65%                  | -  |
|                                                                                                            |        |      |        |       |       |     | **        |     |          |           | K                        |                      |                      |    |
| Low2Box (Disagree)                                                                                         | 185    | 85   | 100    | 37    | 73    | 75  | 16        | 46  | 91       | 33        | 27                       | 128                  | 185                  | -  |
|                                                                                                            | 30%    | 28%  | 31%    | 27%   | 30%   | 32% | 35%       | 25% | 33%      | 28%       | 18%                      | 33%                  | 30%                  | -  |
|                                                                                                            |        |      |        |       |       |     | **        |     |          |           |                          | J                    |                      |    |

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

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

[Table of Contents](#)

6x\_2. [I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                                      |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |    |
|--------------------------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|----|
|                                                                                                                                      | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No |
|                                                                                                                                      |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M  |
|                                                                                                                                      |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |    |
| Base: Aware that the federal government passed new anti-spam legislation                                                             | 671   | 301    | 370    | 141   | 273   | 257 | 25        | 110 | 302      | 234       | 156                      | 422                  | 671                  | -  |
| Weighted                                                                                                                             | 624   | 299    | 325    | 139   | 248   | 237 | 45        | 186 | 275      | 118       | 148                      | 388                  | 624                  | -  |
| I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |    |
| Strongly agree                                                                                                                       | 277   | 123    | 154    | 67    | 107   | 102 | 11        | 85  | 125      | 57        | 86                       | 165                  | 277                  | -  |
|                                                                                                                                      | 44%   | 41%    | 48%    | 48%   | 43%   | 43% | 24%       | 45% | 45%      | 48%       | 58%                      | 42%                  | 44%                  | -  |
|                                                                                                                                      |       |        |        |       |       |     | **        |     |          |           | K                        |                      |                      |    |
| Somewhat agree                                                                                                                       | 248   | 121    | 127    | 46    | 103   | 99  | 16        | 68  | 113      | 51        | 48                       | 159                  | 248                  | -  |
|                                                                                                                                      | 40%   | 40%    | 39%    | 33%   | 42%   | 42% | 36%       | 36% | 41%      | 43%       | 33%                      | 41%                  | 40%                  | -  |
|                                                                                                                                      |       |        |        |       |       |     | **        |     |          |           |                          |                      |                      |    |
| Somewhat disagree                                                                                                                    | 46    | 26     | 20     | 13    | 17    | 16  | 9         | 13  | 19       | 6         | 6                        | 33                   | 46                   | -  |
|                                                                                                                                      | 7%    | 9%     | 6%     | 9%    | 7%    | 7%  | 20%       | 7%  | 7%       | 5%        | 4%                       | 8%                   | 7%                   | -  |
|                                                                                                                                      |       |        |        |       |       |     | **        |     |          |           |                          |                      |                      |    |
| Strongly disagree                                                                                                                    | 15    | 9      | 7      | 4     | 5     | 6   | 2         | 5   | 6        | 2         | 1                        | 14                   | 15                   | -  |
|                                                                                                                                      | 2%    | 3%     | 2%     | 3%    | 2%    | 3%  | 4%        | 3%  | 2%       | 1%        | *                        | 4%                   | 2%                   | -  |
|                                                                                                                                      |       |        |        |       |       |     | **        |     |          |           |                          |                      |                      |    |
| Don't know                                                                                                                           | 37    | 21     | 16     | 8     | 15    | 13  | 8         | 16  | 13       | 2         | 7                        | 17                   | 37                   | -  |
|                                                                                                                                      | 6%    | 7%     | 5%     | 6%    | 6%    | 6%  | 17%       | 8%  | 5%       | 1%        | 5%                       | 4%                   | 6%                   | -  |
|                                                                                                                                      |       |        |        |       |       |     | **        | I   |          |           |                          |                      |                      |    |
| Summary                                                                                                                              |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |    |
| Top2Box (Agree)                                                                                                                      | 525   | 243    | 281    | 113   | 211   | 201 | 27        | 153 | 237      | 108       | 134                      | 324                  | 525                  | -  |
|                                                                                                                                      | 84%   | 81%    | 87%    | 82%   | 85%   | 85% | 59%       | 82% | 86%      | 92%       | 91%                      | 84%                  | 84%                  | -  |
|                                                                                                                                      |       |        |        |       |       |     | **        |     |          | GH        |                          |                      |                      |    |
| Low2Box (Disagree)                                                                                                                   | 62    | 35     | 27     | 17    | 22    | 23  | 11        | 18  | 25       | 8         | 7                        | 47                   | 62                   | -  |
|                                                                                                                                      | 10%   | 12%    | 8%     | 12%   | 9%    | 10% | 24%       | 10% | 9%       | 7%        | 5%                       | 12%                  | 10%                  | -  |
|                                                                                                                                      |       |        |        |       |       |     | **        |     |          |           | J                        |                      |                      |    |

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

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

[Table of Contents](#)

6x. [SUMMARY - TOP2BOX (AGREE)]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                     | Total | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |    |
|---------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|----|
|                                                                                                                     |       | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No |
|                                                                                                                     |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M  |
|                                                                                                                     |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |    |
| Base: Aware that the federal government passed new anti-spam legislation                                            | 671   | 301    | 370    | 141   | 273   | 257 | 25        | 110 | 302      | 234       | 156                      | 422                  | 671                  | -  |
| Weighted                                                                                                            | 624   | 299    | 325    | 139   | 248   | 237 | 45        | 186 | 275      | 118       | 148                      | 388                  | 624                  | -  |
| I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving | 525   | 243    | 281    | 113   | 211   | 201 | 27        | 153 | 237      | 108       | 134                      | 324                  | 525                  | -  |
|                                                                                                                     | 84%   | 81%    | 87%    | 82%   | 85%   | 85% | 59%       | 82% | 86%      | 92%       | 91%                      | 84%                  | 84%                  | -  |
|                                                                                                                     |       |        |        |       |       |     | **        |     |          | GH        |                          |                      |                      |    |
| I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes          | 408   | 195    | 213    | 94    | 157   | 157 | 18        | 133 | 178      | 79        | 120                      | 241                  | 408                  | -  |
|                                                                                                                     | 65%   | 65%    | 66%    | 68%   | 63%   | 66% | 40%       | 72% | 65%      | 67%       | 82%                      | 62%                  | 65%                  | -  |
|                                                                                                                     |       |        |        |       |       |     | **        |     |          |           | K                        |                      |                      |    |

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

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

[Table of Contents](#)

6x. [SUMMARY - LOW2BOX (DISAGREE)]

For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

|                                                                                                                     |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |    |
|---------------------------------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|----|
|                                                                                                                     | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No |
|                                                                                                                     |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M  |
|                                                                                                                     |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |    |
| Base: Aware that the federal government passed new anti-spam legislation                                            | 671   | 301    | 370    | 141   | 273   | 257 | 25        | 110 | 302      | 234       | 156                      | 422                  | 671                  | -  |
| Weighted                                                                                                            | 624   | 299    | 325    | 139   | 248   | 237 | 45        | 186 | 275      | 118       | 148                      | 388                  | 624                  | -  |
| I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes          | 185   | 85     | 100    | 37    | 73    | 75  | 16        | 46  | 91       | 33        | 27                       | 128                  | 185                  | -  |
|                                                                                                                     | 30%   | 28%    | 31%    | 27%   | 30%   | 32% | 35%       | 25% | 33%      | 28%       | 18%                      | 33%                  | 30%                  | -  |
|                                                                                                                     |       |        |        |       |       |     | **        |     |          |           |                          | J                    |                      |    |
| I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving | 62    | 35     | 27     | 17    | 22    | 23  | 11        | 18  | 25       | 8         | 7                        | 47                   | 62                   | -  |
|                                                                                                                     | 10%   | 12%    | 8%     | 12%   | 9%    | 10% | 24%       | 10% | 9%       | 7%        | 5%                       | 12%                  | 10%                  | -  |
|                                                                                                                     |       |        |        |       |       |     | **        |     |          |           |                          | J                    |                      |    |

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

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

[Table of Contents](#)

GENDER

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                       |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Male                  | 485   | 485    | -      | 126   | 173   | 186 | 73        | 140 | 194      | 78        | 99                       | 299                  | 299                  | 147 |
|                       | 48%   | 100%   | -      | 45%   | 47%   | 53% | 66%       | 41% | 49%      | 50%       | 45%                      | 51%                  | 48%                  | 52% |
|                       |       | B      |        |       |       |     | GHI*      |     | G        | G         |                          |                      |                      |     |
| Female                | 515   | -      | 515    | 153   | 197   | 165 | 38        | 202 | 198      | 76        | 118                      | 287                  | 325                  | 133 |
|                       | 52%   | -      | 100%   | 55%   | 53%   | 47% | 34%       | 59% | 51%      | 50%       | 55%                      | 49%                  | 52%                  | 48% |
|                       |       |        | A      |       |       |     | *         | FHI | F        | F         |                          |                      |                      |     |

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

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

[Table of Contents](#)

AGE

|                       |       | Gender |        | AGE   |       |      | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------|-------|--------|--------|-------|-------|------|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+  | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                       |       | A      | B      | C     | D     | E    | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                       |       |        |        |       |       |      |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361  | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351  | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| 18-24                 | 134   | 52     | 81     | 134   | -     | -    | 16        | 71  | 34       | 12        | 31                       | 72                   | 53                   | 65  |
|                       | 13%   | 11%    | 16%    | 48%   | -     | -    | 15%       | 21% | 9%       | 8%        | 14%                      | 12%                  | 8%                   | 23% |
|                       |       |        | A      | DE    |       |      | *         | HI  |          |           |                          |                      |                      | L   |
| 25-34                 | 145   | 74     | 71     | 145   | -     | -    | 10        | 38  | 63       | 35        | 36                       | 85                   | 86                   | 44  |
|                       | 15%   | 15%    | 14%    | 52%   | -     | -    | 9%        | 11% | 16%      | 23%       | 17%                      | 14%                  | 14%                  | 16% |
|                       |       |        |        | DE    |       |      | *         |     |          | FGH       |                          |                      |                      |     |
| 35-44                 | 147   | 72     | 75     | -     | 147   | -    | 21        | 24  | 64       | 37        | 23                       | 98                   | 101                  | 36  |
|                       | 15%   | 15%    | 15%    | -     | 40%   | -    | 19%       | 7%  | 16%      | 24%       | 11%                      | 17%                  | 16%                  | 13% |
|                       |       |        |        |       | CE    |      | G*        |     | G        | GH        |                          |                      |                      |     |
| 45-54                 | 223   | 101    | 122    | -     | 223   | -    | 21        | 78  | 95       | 29        | 44                       | 130                  | 148                  | 53  |
|                       | 22%   | 21%    | 24%    | -     | 60%   | -    | 19%       | 23% | 24%      | 19%       | 20%                      | 22%                  | 24%                  | 19% |
|                       |       |        |        |       | CE    |      | *         |     |          |           |                          |                      |                      |     |
| 55-64                 | 205   | 103    | 102    | -     | -     | 205  | 25        | 82  | 77       | 22        | 43                       | 116                  | 136                  | 54  |
|                       | 21%   | 21%    | 20%    | -     | -     | 58%  | 22%       | 24% | 20%      | 14%       | 20%                      | 20%                  | 22%                  | 19% |
|                       |       |        |        |       |       | CD   | *         | I   |          |           |                          |                      |                      |     |
| 65+                   | 146   | 83     | 63     | -     | -     | 146  | 19        | 50  | 59       | 18        | 39                       | 85                   | 101                  | 29  |
|                       | 15%   | 17%    | 12%    | -     | -     | 42%  | 17%       | 15% | 15%      | 12%       | 18%                      | 15%                  | 16%                  | 10% |
|                       |       |        |        |       |       | CD   | *         |     |          |           |                          |                      | M                    |     |
| Summary               |       |        |        |       |       |      |           |     |          |           |                          |                      |                      |     |
| 18-34                 | 279   | 126    | 153    | 279   | -     | -    | 26        | 108 | 97       | 47        | 67                       | 156                  | 139                  | 109 |
|                       | 28%   | 26%    | 30%    | 100%  | -     | -    | 24%       | 32% | 25%      | 31%       | 31%                      | 27%                  | 22%                  | 39% |
|                       |       |        |        | DE    |       |      | *         |     |          |           |                          |                      |                      | L   |
| 35-54                 | 370   | 173    | 197    | -     | 370   | -    | 42        | 102 | 159      | 67        | 68                       | 228                  | 248                  | 89  |
|                       | 37%   | 36%    | 38%    | -     | 100%  | -    | 37%       | 30% | 41%      | 43%       | 31%                      | 39%                  | 40%                  | 32% |
|                       |       |        |        |       | CE    |      | *         |     | G        | G         |                          |                      | M                    |     |
| 55+                   | 351   | 186    | 165    | -     | -     | 351  | 44        | 132 | 135      | 40        | 82                       | 201                  | 237                  | 83  |
|                       | 35%   | 38%    | 32%    | -     | -     | 100% | 39%       | 38% | 35%      | 26%       | 38%                      | 34%                  | 38%                  | 29% |
|                       |       |        |        |       |       | CD   | I*        | I   | I        |           |                          |                      | M                    |     |

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

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

[Table of Contents](#)

EDUCATION

|                                                              |       | Gender |        | AGE   |       |     | EDUCATION |      |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|--------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|------|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                              | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS   | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                              |       | A      | B      | C     | D     | E   | F         | G    | H        | I         | J                        | K                    | L                    | M   |
|                                                              |       |        |        |       |       |     |           |      |          |           |                          |                      |                      |     |
| Base: All Respondents                                        | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200  | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                     | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342  | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Primary School or less                                       | 9     | 9      | -      | 5     | -     | 4   | 9         | -    | -        | -         | -                        | 6                    | 7                    | 2   |
|                                                              | 1%    | 2%     | -      | 2%    | -     | 1%  | 8%        | -    | -        | -         | -                        | 1%                   | 1%                   | 1%  |
|                                                              |       | B      |        | D     |       |     | GHI*      |      |          |           |                          |                      |                      |     |
| Some high school                                             | 103   | 65     | 38     | 22    | 42    | 40  | 103       | -    | -        | -         | 13                       | 55                   | 38                   | 38  |
|                                                              | 10%   | 13%    | 7%     | 8%    | 11%   | 11% | 92%       | -    | -        | -         | 6%                       | 9%                   | 6%                   | 14% |
|                                                              |       | B      |        |       |       |     | GHI*      |      |          |           |                          |                      |                      | L   |
| Graduated high school                                        | 342   | 140    | 202    | 108   | 102   | 132 | -         | 342  | -        | -         | 86                       | 186                  | 186                  | 118 |
|                                                              | 34%   | 29%    | 39%    | 39%   | 28%   | 38% | -         | 100% | -        | -         | 40%                      | 32%                  | 30%                  | 42% |
|                                                              |       |        | A      | D     |       | D   | *         | FHI  |          |           |                          |                      |                      | L   |
| Some college / CEGEP / Trade School                          | 116   | 58     | 58     | 31    | 46    | 39  | -         | -    | 116      | -         | 24                       | 68                   | 76                   | 35  |
|                                                              | 12%   | 12%    | 11%    | 11%   | 12%   | 11% | -         | -    | 30%      | -         | 11%                      | 12%                  | 12%                  | 13% |
|                                                              |       |        |        |       |       |     | *         |      | FGI      |           |                          |                      |                      |     |
| Graduated from college / CEGEP / Trade School                | 194   | 98     | 96     | 47    | 91    | 56  | -         | -    | 194      | -         | 44                       | 115                  | 135                  | 41  |
|                                                              | 19%   | 20%    | 19%    | 17%   | 25%   | 16% | -         | -    | 49%      | -         | 20%                      | 20%                  | 22%                  | 15% |
|                                                              |       |        |        |       | CE    |     | *         |      | FGI      |           |                          |                      | M                    |     |
| Some university, but did not finish                          | 82    | 38     | 44     | 19    | 22    | 40  | -         | -    | 82       | -         | 18                       | 52                   | 64                   | 15  |
|                                                              | 8%    | 8%     | 8%     | 7%    | 6%    | 11% | -         | -    | 21%      | -         | 8%                       | 9%                   | 10%                  | 5%  |
|                                                              |       |        |        |       |       | D   | *         |      | FGI      |           |                          |                      | M                    |     |
| University undergraduate degree, such as a Bachelor's Degree | 106   | 51     | 55     | 35    | 43    | 28  | -         | -    | -        | 106       | 22                       | 68                   | 80                   | 21  |
|                                                              | 11%   | 11%    | 11%    | 13%   | 12%   | 8%  | -         | -    | -        | 69%       | 10%                      | 12%                  | 13%                  | 8%  |
|                                                              |       |        |        |       |       |     | *         |      |          | FGH       |                          |                      | M                    |     |
| University graduate degree, such as a Master's or PhD        | 48    | 26     | 21     | 12    | 24    | 12  | -         | -    | -        | 48        | 10                       | 34                   | 38                   | 9   |
|                                                              | 5%    | 5%     | 4%     | 4%    | 7%    | 3%  | -         | -    | -        | 31%       | 4%                       | 6%                   | 6%                   | 3%  |
|                                                              |       |        |        |       |       |     | *         |      |          | FGH       |                          |                      |                      |     |
| Summary                                                      |       |        |        |       |       |     |           |      |          |           |                          |                      |                      |     |
| <HS                                                          | 112   | 73     | 38     | 26    | 42    | 44  | 112       | -    | -        | -         | 13                       | 62                   | 45                   | 40  |
|                                                              | 11%   | 15%    | 7%     | 9%    | 11%   | 12% | 100%      | -    | -        | -         | 6%                       | 11%                  | 7%                   | 14% |
|                                                              |       | B      |        |       |       |     | GHI*      |      |          |           |                          |                      |                      | L   |
| HS                                                           | 342   | 140    | 202    | 108   | 102   | 132 | -         | 342  | -        | -         | 86                       | 186                  | 186                  | 118 |
|                                                              | 34%   | 29%    | 39%    | 39%   | 28%   | 38% | -         | 100% | -        | -         | 40%                      | 32%                  | 30%                  | 42% |
|                                                              |       |        | A      | D     |       | D   | *         | FHI  |          |           |                          |                      |                      | L   |
| Post Sec                                                     | 392   | 194    | 198    | 97    | 159   | 135 | -         | -    | 392      | -         | 86                       | 235                  | 275                  | 92  |
|                                                              | 39%   | 40%    | 38%    | 35%   | 43%   | 39% | -         | -    | 100%     | -         | 40%                      | 40%                  | 44%                  | 33% |
|                                                              |       |        |        |       |       |     | *         |      | FGI      |           |                          |                      | M                    |     |
| Univ Grad                                                    | 154   | 78     | 76     | 47    | 67    | 40  | -         | -    | -        | 154       | 32                       | 102                  | 118                  | 30  |
|                                                              | 15%   | 16%    | 15%    | 17%   | 18%   | 11% | -         | -    | -        | 100%      | 15%                      | 17%                  | 19%                  | 11% |
|                                                              |       |        |        |       | E     |     | *         |      |          | FGH       |                          |                      | M                    |     |

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

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

REGION

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                       |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| BC                    | 134   | 64     | 70     | 29    | 54    | 51  | 16        | 47  | 48       | 23        | 33                       | 74                   | 82                   | 42  |
|                       | 13%   | 13%    | 14%    | 10%   | 15%   | 14% | 14%       | 14% | 12%      | 15%       | 15%                      | 13%                  | 13%                  | 15% |
|                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| AB                    | 106   | 45     | 62     | 33    | 28    | 45  | 13        | 35  | 47       | 11        | 30                       | 57                   | 68                   | 26  |
|                       | 11%   | 9%     | 12%    | 12%   | 7%    | 13% | 12%       | 10% | 12%      | 7%        | 14%                      | 10%                  | 11%                  | 9%  |
|                       |       |        |        |       |       | D   | *         |     | I        |           |                          |                      |                      |     |
| SK/MB                 | 65    | 32     | 33     | 19    | 22    | 24  | 8         | 28  | 21       | 8         | 19                       | 29                   | 38                   | 24  |
|                       | 7%    | 7%     | 6%     | 7%    | 6%    | 7%  | 7%        | 8%  | 5%       | 5%        | 9%                       | 5%                   | 6%                   | 9%  |
|                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Ontario               | 383   | 180    | 204    | 125   | 132   | 126 | 30        | 126 | 154      | 73        | 80                       | 239                  | 251                  | 104 |
|                       | 38%   | 37%    | 40%    | 45%   | 36%   | 36% | 27%       | 37% | 39%      | 48%       | 37%                      | 41%                  | 40%                  | 37% |
|                       |       |        |        | DE    |       |     | *         |     |          | FGH       |                          |                      |                      |     |
| Quebec                | 240   | 119    | 121    | 58    | 106   | 76  | 33        | 83  | 98       | 27        | 39                       | 149                  | 150                  | 59  |
|                       | 24%   | 24%    | 24%    | 21%   | 29%   | 22% | 30%       | 24% | 25%      | 17%       | 18%                      | 25%                  | 24%                  | 21% |
|                       |       |        |        |       | CE    |     | I*        |     | I        |           |                          | J                    |                      |     |
| Atlantic              | 71    | 46     | 25     | 14    | 28    | 29  | 12        | 23  | 24       | 12        | 16                       | 38                   | 35                   | 26  |
|                       | 7%    | 9%     | 5%     | 5%    | 7%    | 8%  | 11%       | 7%  | 6%       | 8%        | 8%                       | 6%                   | 6%                   | 9%  |
|                       |       | B      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |

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

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

[Table of Contents](#)

INCOME

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| <\$25K                | 144   | 62     | 81     | 60    | 39    | 45  | 35        | 53  | 45       | 10        | 25                       | 83                   | 67                   | 52  |
|                       | 14%   | 13%    | 16%    | 22%   | 11%   | 13% | 31%       | 16% | 12%      | 7%        | 12%                      | 14%                  | 11%                  | 18% |
|                       |       |        |        | DE    |       |     | GHI*      | I   | I        |           |                          |                      |                      | L   |
| \$25K - <\$55K        | 292   | 142    | 149    | 74    | 103   | 114 | 41        | 91  | 127      | 32        | 67                       | 175                  | 175                  | 87  |
|                       | 29%   | 29%    | 29%    | 27%   | 28%   | 33% | 37%       | 27% | 32%      | 21%       | 31%                      | 30%                  | 28%                  | 31% |
| \$55K - <\$100K       |       |        |        |       |       |     | I*        |     | I        |           |                          |                      |                      |     |
|                       | 264   | 150    | 113    | 68    | 109   | 87  | 13        | 79  | 121      | 50        | 68                       | 153                  | 188                  | 66  |
|                       | 26%   | 31%    | 22%    | 24%   | 29%   | 25% | 11%       | 23% | 31%      | 33%       | 31%                      | 26%                  | 30%                  | 24% |
| \$100K - <\$150K      |       | B      |        |       |       |     | *         | F   | FG       | FG        |                          |                      |                      |     |
|                       | 108   | 60     | 48     | 23    | 54    | 31  | 8         | 26  | 45       | 28        | 24                       | 70                   | 82                   | 18  |
|                       | 11%   | 12%    | 9%     | 8%    | 15%   | 9%  | 7%        | 8%  | 12%      | 18%       | 11%                      | 12%                  | 13%                  | 6%  |
| \$150K+               |       |        |        |       | CE    |     | *         |     |          | FGH       |                          |                      | M                    |     |
|                       | 50    | 23     | 27     | 13    | 23    | 14  | -         | 16  | 17       | 18        | 14                       | 28                   | 40                   | 7   |
|                       | 5%    | 5%     | 5%     | 4%    | 6%    | 4%  | -         | 5%  | 4%       | 11%       | 6%                       | 5%                   | 6%                   | 2%  |
| Prefer not to answer  |       |        |        |       |       |     | *         |     |          | FGH       |                          |                      | M                    |     |
|                       | 144   | 48     | 96     | 42    | 42    | 60  | 15        | 77  | 36       | 15        | 20                       | 76                   | 72                   | 50  |
|                       | 14%   | 10%    | 19%    | 15%   | 11%   | 17% | 14%       | 23% | 9%       | 10%       | 9%                       | 13%                  | 12%                  | 18% |
| Summary               |       |        | A      |       |       | D   | *         | HI  |          |           |                          |                      |                      | L   |
|                       |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
|                       |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| <40K                  | 295   | 131    | 164    | 96    | 94    | 104 | 56        | 109 | 104      | 26        | 63                       | 171                  | 157                  | 96  |
|                       | 29%   | 27%    | 32%    | 35%   | 25%   | 30% | 50%       | 32% | 26%      | 17%       | 29%                      | 29%                  | 25%                  | 34% |
|                       |       |        |        | D     |       |     | GHI*      | I   | I        |           |                          |                      |                      | L   |
| 40K - <60K            | 176   | 93     | 83     | 44    | 58    | 74  | 25        | 49  | 81       | 22        | 35                       | 112                  | 109                  | 53  |
|                       | 18%   | 19%    | 16%    | 16%   | 16%   | 21% | 22%       | 14% | 21%      | 14%       | 16%                      | 19%                  | 17%                  | 19% |
|                       |       |        |        |       |       |     | *         |     | I        |           |                          |                      |                      |     |
| 60K - <100K           | 228   | 131    | 97     | 62    | 99    | 68  | 7         | 66  | 109      | 46        | 61                       | 129                  | 163                  | 56  |
|                       | 23%   | 27%    | 19%    | 22%   | 27%   | 19% | 7%        | 19% | 28%      | 30%       | 28%                      | 22%                  | 26%                  | 20% |
|                       |       | B      |        |       | E     |     | *         | F   | FG       | FG        |                          |                      |                      |     |
| 100K+                 | 157   | 82     | 75     | 35    | 77    | 45  | 8         | 42  | 62       | 46        | 37                       | 98                   | 122                  | 25  |
|                       | 16%   | 17%    | 15%    | 13%   | 21%   | 13% | 7%        | 12% | 16%      | 30%       | 17%                      | 17%                  | 20%                  | 9%  |
|                       |       |        |        |       | CE    |     | *         |     |          | FGH       |                          |                      | M                    |     |

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

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

[Table of Contents](#)

HOUSEHOLD COMPOSITION

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                       |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Kids                  | 256   | 117    | 139    | 99    | 133   | 24  | 28        | 81  | 102      | 45        | 57                       | 144                  | 162                  | 73  |
|                       | 26%   | 24%    | 27%    | 35%   | 36%   | 7%  | 25%       | 24% | 26%      | 29%       | 26%                      | 25%                  | 26%                  | 26% |
|                       |       |        |        | E     | E     |     | *         |     |          |           |                          |                      |                      |     |
| No Kids               | 744   | 368    | 376    | 180   | 237   | 327 | 84        | 261 | 290      | 109       | 160                      | 441                  | 462                  | 207 |
|                       | 74%   | 76%    | 73%    | 65%   | 64%   | 93% | 75%       | 76% | 74%      | 71%       | 74%                      | 75%                  | 74%                  | 74% |
|                       |       |        |        |       |       | CD  | *         |     |          |           |                          |                      |                      |     |

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

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

[Table of Contents](#)

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

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                       |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted              | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| 1                     | 212   | 114    | 98     | 45    | 67    | 100 | 32        | 61  | 84       | 34        | 60                       | 107                  | 147                  | 44  |
|                       | 21%   | 23%    | 19%    | 16%   | 18%   | 28% | 29%       | 18% | 22%      | 22%       | 28%                      | 18%                  | 24%                  | 16% |
|                       |       |        |        |       |       | CD  | *         |     |          |           | K                        |                      | M                    |     |
| 2                     | 384   | 190    | 194    | 74    | 125   | 185 | 42        | 135 | 156      | 51        | 71                       | 244                  | 237                  | 104 |
|                       | 38%   | 39%    | 38%    | 26%   | 34%   | 53% | 37%       | 39% | 40%      | 33%       | 33%                      | 42%                  | 38%                  | 37% |
|                       |       |        |        |       |       | CD  | *         |     |          |           |                          | J                    |                      |     |
| 3                     | 176   | 84     | 92     | 63    | 74    | 40  | 14        | 63  | 68       | 32        | 44                       | 93                   | 108                  | 59  |
|                       | 18%   | 17%    | 18%    | 22%   | 20%   | 11% | 12%       | 18% | 17%      | 20%       | 20%                      | 16%                  | 17%                  | 21% |
|                       |       |        |        | E     | E     |     | *         |     |          |           |                          |                      |                      |     |
| 4                     | 141   | 55     | 85     | 55    | 73    | 13  | 13        | 46  | 55       | 27        | 28                       | 87                   | 83                   | 46  |
|                       | 14%   | 11%    | 17%    | 20%   | 20%   | 4%  | 11%       | 13% | 14%      | 18%       | 13%                      | 15%                  | 13%                  | 16% |
|                       |       |        | A      | E     | E     |     | *         |     |          |           |                          |                      |                      |     |
| 5                     | 65    | 31     | 33     | 33    | 21    | 11  | 9         | 24  | 22       | 8         | 11                       | 40                   | 43                   | 17  |
|                       | 6%    | 6%     | 6%     | 12%   | 6%    | 3%  | 8%        | 7%  | 6%       | 5%        | 5%                       | 7%                   | 7%                   | 6%  |
|                       |       |        |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| 6                     | 18    | 9      | 9      | 10    | 8     | -   | 2         | 10  | 4        | 2         | 4                        | 11                   | 5                    | 8   |
|                       | 2%    | 2%     | 2%     | 3%    | 2%    | -   | 2%        | 3%  | 1%       | 1%        | 2%                       | 2%                   | 1%                   | 3%  |
|                       |       |        |        | E     | E     |     | *         |     |          |           |                          |                      |                      | L   |
| 8                     | 2     | -      | 2      | -     | -     | 2   | -         | 2   | -        | -         | -                        | 2                    | -                    | 2   |
|                       | *     | -      | *      | -     | -     | *   | -         | *   | -        | -         | -                        | *                    | -                    | 1%  |
|                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| 9                     | 1     | -      | 1      | 1     | -     | -   | -         | -   | 1        | -         | -                        | -                    | -                    | -   |
|                       | *     | -      | *      | *     | -     | -   | -         | -   | *        | -         | -                        | -                    | -                    | -   |
|                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| 10                    | 1     | -      | 1      | -     | -     | 1   | -         | -   | 1        | -         | -                        | -                    | 1                    | -   |
|                       | *     | -      | *      | -     | -     | *   | -         | -   | *        | -         | -                        | -                    | *                    | -   |
|                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| 12+                   | 1     | 1      | -      | -     | 1     | -   | -         | 1   | -        | -         | -                        | 1                    | 1                    | -   |
|                       | *     | *      | -      | -     | *     | -   | -         | *   | -        | -         | -                        | *                    | *                    | -   |
|                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |

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

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

[Table of Contents](#)

EMPLOYMENT STATUS

|                             |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                             | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                             |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                             |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents       | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                    | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Employed - full-time        | 393   | 214    | 178    | 120   | 196   | 77  | 34        | 106 | 171      | 81        | 83                       | 235                  | 265                  | 101 |
|                             | 39%   | 44%    | 35%    | 43%   | 53%   | 22% | 31%       | 31% | 44%      | 53%       | 38%                      | 40%                  | 42%                  | 36% |
| Employed - part-time        |       | B      |        | E     | CE    |     | *         |     | G        | FGH       |                          |                      |                      |     |
|                             | 105   | 41     | 64     | 36    | 43    | 26  | 16        | 32  | 44       | 12        | 27                       | 55                   | 48                   | 40  |
|                             | 11%   | 8%     | 12%    | 13%   | 12%   | 8%  | 15%       | 9%  | 11%      | 8%        | 12%                      | 9%                   | 8%                   | 14% |
| Self-Employed - full-time   |       |        |        |       |       |     | *         |     |          |           |                          |                      | L                    |     |
|                             | 54    | 25     | 29     | 19    | 18    | 17  | 9         | 12  | 23       | 10        | 13                       | 37                   | 42                   | 9   |
|                             | 5%    | 5%     | 6%     | 7%    | 5%    | 5%  | 8%        | 3%  | 6%       | 7%        | 6%                       | 6%                   | 7%                   | 3%  |
| Self-Employed - part-time   |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
|                             | 46    | 24     | 22     | 16    | 12    | 18  | 6         | 15  | 19       | 6         | 15                       | 20                   | 26                   | 10  |
|                             | 5%    | 5%     | 4%     | 6%    | 3%    | 5%  | 6%        | 4%  | 5%       | 4%        | 7%                       | 3%                   | 4%                   | 4%  |
| Retired                     |       |        |        |       |       |     | *         |     |          |           | K                        |                      |                      |     |
|                             | 217   | 118    | 99     | -     | 24    | 193 | 20        | 90  | 80       | 27        | 53                       | 125                  | 146                  | 51  |
|                             | 22%   | 24%    | 19%    | -     | 6%    | 55% | 18%       | 26% | 20%      | 18%       | 24%                      | 21%                  | 23%                  | 18% |
| Student - full-time         |       |        |        |       | C     | CD  | *         | I   |          |           |                          |                      |                      |     |
|                             | 51    | 19     | 32     | 49    | 2     | *   | 2         | 30  | 12       | 7         | 8                        | 32                   | 22                   | 25  |
|                             | 5%    | 4%     | 6%     | 17%   | 1%    | *   | 2%        | 9%  | 3%       | 4%        | 3%                       | 5%                   | 4%                   | 9%  |
| Student - part-time         |       |        |        | DE    |       |     | *         | H   |          |           |                          |                      | L                    |     |
|                             | 5     | 2      | 3      | 5     | -     | -   | -         | 3   | 2        | -         | -                        | 4                    | 2                    | 3   |
|                             | 1%    | *      | 1%     | 2%    | -     | -   | -         | 1%  | 1%       | -         | -                        | 1%                   | *                    | 1%  |
| Military                    |       |        |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
|                             | 3     | 2      | 1      | 1     | 1     | 2   | 2         | -   | -        | 1         | 1                        | 2                    | 1                    | 2   |
|                             | *     | *      | *      | *     | *     | *   | 1%        | -   | -        | 1%        | *                        | *                    | *                    | 1%  |
| Full-time parent, homemaker |       |        |        |       |       |     | *         |     |          | H         |                          |                      |                      |     |
|                             | 59    | 11     | 48     | 17    | 37    | 5   | 10        | 26  | 17       | 6         | 7                        | 36                   | 37                   | 17  |
|                             | 6%    | 2%     | 9%     | 6%    | 10%   | 1%  | 9%        | 7%  | 4%       | 4%        | 3%                       | 6%                   | 6%                   | 6%  |
| Not currently employed      |       |        | A      | E     | E     |     | *         |     |          |           |                          |                      |                      |     |
|                             | 47    | 21     | 27     | 9     | 29    | 9   | 6         | 19  | 20       | 3         | 8                        | 26                   | 24                   | 18  |
|                             | 5%    | 4%     | 5%     | 3%    | 8%    | 2%  | 5%        | 5%  | 5%       | 2%        | 4%                       | 4%                   | 4%                   | 6%  |
| Prefer not to answer        |       |        |        |       | CE    |     | *         |     |          |           |                          |                      |                      |     |
|                             | 19    | 9      | 11     | 9     | 7     | 3   | 6         | 11  | 2        | 1         | 2                        | 14                   | 9                    | 6   |
|                             | 2%    | 2%     | 2%     | 3%    | 2%    | 1%  | 5%        | 3%  | 1%       | *         | 1%                       | 2%                   | 1%                   | 2%  |
|                             |       |        |        |       |       |     | HI*       | HI  |          |           |                          |                      |                      |     |

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

- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M  
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 |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Use the Internet                          |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                       | 728    | 347  | 380    | 225   | 270   | 233 | 88        | 231 | 280      | 129       | 156                      | 443                  | 465                  | 200 |
|                                           | 73%    | 72%  | 74%    | 81%   | 73%   | 66% | 79%       | 68% | 71%      | 84%       | 72%                      | 76%                  | 75%                  | 71% |
|                                           |        |      |        | DE    |       |     | *         |     |          | GH        |                          |                      |                      |     |
| Everyday or almost everyday               | 205    | 106  | 99     | 32    | 82    | 91  | 16        | 81  | 90       | 19        | 38                       | 117                  | 118                  | 65  |
|                                           | 20%    | 22%  | 19%    | 11%   | 22%   | 26% | 14%       | 24% | 23%      | 12%       | 18%                      | 20%                  | 19%                  | 23% |
|                                           |        |      |        |       | C     | C   | *         | I   | I        |           |                          |                      |                      |     |
| 2-3 times a week                          | 29     | 13   | 16     | 12    | 4     | 13  | 4         | 16  | 6        | 2         | 13                       | 12                   | 18                   | 7   |
|                                           | 3%     | 3%   | 3%     | 4%    | 1%    | 4%  | 4%        | 5%  | 2%       | 1%        | 6%                       | 2%                   | 3%                   | 2%  |
|                                           |        |      |        | D     |       |     | *         | H   |          |           | K                        |                      |                      |     |
| Once a week                               | 15     | 6    | 8      | 5     | 4     | 5   | 2         | 5   | 6        | 2         | 5                        | 2                    | 6                    | 4   |
|                                           | 1%     | 1%   | 2%     | 2%    | 1%    | 1%  | 1%        | 1%  | 2%       | 1%        | 2%                       | *                    | 1%                   | 2%  |
|                                           |        |      |        |       |       |     | *         |     |          |           | K                        |                      |                      |     |
| 2-3 times a month                         | 6      | 3    | 2      | 2     | 1     | 2   | 2         | 2   | 2        | -         | 2                        | 2                    | 4                    | 2   |
|                                           | 1%     | 1%   | *      | 1%    | *     | 1%  | 2%        | *   | *        | -         | 1%                       | *                    | 1%                   | 1%  |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                   | 1      | -    | 1      | -     | 1     | -   | -         | -   | 1        | -         | -                        | 1                    | 1                    | -   |
|                                           | *      | -    | *      | -     | *     | -   | -         | -   | *        | -         | -                        | *                    | *                    | -   |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Never                                     | 18     | 9    | 9      | 3     | 7     | 8   | -         | 8   | 7        | 2         | 3                        | 7                    | 11                   | 3   |
|                                           | 2%     | 2%   | 2%     | 1%    | 2%    | 2%  | -         | 2%  | 2%       | 1%        | 2%                       | 1%                   | 2%                   | 1%  |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Summary                                   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 932    | 453  | 479    | 257   | 352   | 323 | 104       | 312 | 369      | 147       | 194                      | 560                  | 583                  | 265 |
|                                           | 93%    | 93%  | 93%    | 92%   | 95%   | 92% | 93%       | 91% | 94%      | 96%       | 89%                      | 96%                  | 93%                  | 94% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          | J                    |                      |     |
| Once weekly / A few times a week          | 43     | 19   | 24     | 17    | 9     | 18  | 6         | 21  | 12       | 4         | 18                       | 14                   | 25                   | 11  |
|                                           | 4%     | 4%   | 5%     | 6%    | 2%    | 5%  | 5%        | 6%  | 3%       | 3%        | 8%                       | 2%                   | 4%                   | 4%  |
|                                           |        |      |        | D     |       |     | *         |     |          |           | K                        |                      |                      |     |
| About Once A Month/ A Few Times Per Month | 6      | 3    | 3      | 2     | 2     | 2   | 2         | 2   | 3        | -         | 2                        | 3                    | 5                    | 2   |
|                                           | 1%     | 1%   | 1%     | 1%    | *     | 1%  | 2%        | *   | 1%       | -         | 1%                       | 1%                   | 1%                   | 1%  |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |

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

- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M  
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 |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------------------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                       | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                       |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                       |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                 | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                              | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Visit social networking websites (Facebook, Twitter, Pinterest, etc.) |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                                                   | 395    | 158  | 237    | 144   | 155   | 95  | 52        | 142 | 142      | 59        | 91                       | 220                  | 236                  | 115 |
|                                                                       | 39%    | 32%  | 46%    | 52%   | 42%   | 27% | 46%       | 41% | 36%      | 38%       | 42%                      | 38%                  | 38%                  | 41% |
|                                                                       |        |      | A      | DE    | E     |     | *         |     |          |           |                          |                      |                      |     |
| Everyday or almost everyday                                           | 226    | 114  | 112    | 68    | 89    | 69  | 23        | 90  | 81       | 33        | 44                       | 135                  | 138                  | 70  |
|                                                                       | 23%    | 24%  | 22%    | 24%   | 24%   | 20% | 21%       | 26% | 21%      | 21%       | 20%                      | 23%                  | 22%                  | 25% |
|                                                                       |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a week                                                      | 93     | 39   | 54     | 28    | 27    | 38  | 9         | 31  | 38       | 16        | 22                       | 60                   | 59                   | 28  |
|                                                                       | 9%     | 8%   | 10%    | 10%   | 7%    | 11% | 8%        | 9%  | 10%      | 10%       | 10%                      | 10%                  | 9%                   | 10% |
|                                                                       |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a week                                                           | 54     | 33   | 21     | 12    | 21    | 21  | 6         | 13  | 23       | 12        | 11                       | 34                   | 34                   | 16  |
|                                                                       | 5%     | 7%   | 4%     | 4%    | 6%    | 6%  | 5%        | 4%  | 6%       | 8%        | 5%                       | 6%                   | 5%                   | 6%  |
|                                                                       |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a month                                                     | 32     | 16   | 16     | 8     | 10    | 13  | 1         | 9   | 16       | 6         | 6                        | 19                   | 24                   | 4   |
|                                                                       | 3%     | 3%   | 3%     | 3%    | 3%    | 4%  | 1%        | 3%  | 4%       | 4%        | 3%                       | 3%                   | 4%                   | 1%  |
|                                                                       |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                                               | 40     | 26   | 14     | 11    | 15    | 14  | 2         | 9   | 18       | 10        | 6                        | 25                   | 28                   | 10  |
|                                                                       | 4%     | 5%   | 3%     | 4%    | 4%    | 4%  | 2%        | 3%  | 5%       | 6%        | 3%                       | 4%                   | 5%                   | 4%  |
|                                                                       |        |      |        |       |       |     | *         |     |          | G         |                          |                      |                      |     |
| Never                                                                 | 161    | 100  | 61     | 8     | 53    | 100 | 19        | 48  | 74       | 20        | 37                       | 92                   | 106                  | 37  |
|                                                                       | 16%    | 21%  | 12%    | 3%    | 14%   | 29% | 17%       | 14% | 19%      | 13%       | 17%                      | 16%                  | 17%                  | 13% |
|                                                                       |        | B    |        |       | C     | CD  | *         |     | I        |           |                          |                      |                      |     |
| Summary                                                               |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day                                        | 621    | 272  | 349    | 212   | 244   | 165 | 75        | 232 | 223      | 92        | 135                      | 355                  | 373                  | 185 |
|                                                                       | 62%    | 56%  | 68%    | 76%   | 66%   | 47% | 67%       | 68% | 57%      | 60%       | 62%                      | 61%                  | 60%                  | 66% |
|                                                                       |        |      | A      | DE    | E     |     | *         | H   |          |           |                          |                      |                      |     |
| Once weekly / A few times a week                                      | 147    | 72   | 74     | 40    | 48    | 59  | 15        | 44  | 61       | 27        | 33                       | 94                   | 93                   | 44  |
|                                                                       | 15%    | 15%  | 14%    | 14%   | 13%   | 17% | 13%       | 13% | 16%      | 18%       | 15%                      | 16%                  | 15%                  | 16% |
|                                                                       |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| About Once A Month/ A Few Times Per Month                             | 71     | 41   | 30     | 19    | 25    | 27  | 3         | 18  | 34       | 15        | 12                       | 44                   | 52                   | 14  |
|                                                                       | 7%     | 8%   | 6%     | 7%    | 7%    | 8%  | 3%        | 5%  | 9%       | 10%       | 5%                       | 8%                   | 8%                   | 5%  |
|                                                                       |        |      |        |       |       |     | *         |     |          | F         |                          |                      |                      |     |

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

[Table of Contents](#)

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

|                                           | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Watch conventional TV                     |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                       | 417    | 209  | 208    | 75    | 149   | 193 | 57        | 160 | 149      | 51        | 93                       | 241                  | 274                  | 109 |
|                                           | 42%    | 43%  | 40%    | 27%   | 40%   | 55% | 51%       | 47% | 38%      | 33%       | 43%                      | 41%                  | 44%                  | 39% |
|                                           |        |      |        |       | C     | CD  | I*        | HI  |          |           |                          |                      |                      |     |
| Everyday or almost everyday               | 355    | 170  | 185    | 83    | 152   | 120 | 28        | 112 | 160      | 55        | 77                       | 215                  | 232                  | 97  |
|                                           | 35%    | 35%  | 36%    | 30%   | 41%   | 34% | 25%       | 33% | 41%      | 36%       | 35%                      | 37%                  | 37%                  | 35% |
|                                           |        |      |        |       | C     |     | *         |     | F        |           |                          |                      |                      |     |
| 2-3 times a week                          | 93     | 48   | 45     | 48    | 28    | 16  | 9         | 31  | 30       | 23        | 30                       | 54                   | 51                   | 35  |
|                                           | 9%     | 10%  | 9%     | 17%   | 8%    | 5%  | 8%        | 9%  | 8%       | 15%       | 14%                      | 9%                   | 8%                   | 13% |
|                                           |        |      |        | DE    |       |     | *         |     |          | H         |                          |                      |                      |     |
| Once a week                               | 32     | 15   | 17     | 21    | 8     | 3   | 4         | 9   | 13       | 7         | 4                        | 15                   | 9                    | 13  |
|                                           | 3%     | 3%   | 3%     | 8%    | 2%    | 1%  | 3%        | 2%  | 3%       | 4%        | 2%                       | 2%                   | 1%                   | 5%  |
|                                           |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      | L   |
| 2-3 times a month                         | 10     | 3    | 7      | 7     | 3     | -   | -         | 4   | 4        | 2         | 1                        | 9                    | 2                    | 5   |
|                                           | 1%     | 1%   | 1%     | 3%    | 1%    | -   | -         | 1%  | 1%       | 1%        | *                        | 1%                   | *                    | 2%  |
|                                           |        |      |        | E     |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                   | 33     | 11   | 21     | 16    | 12    | 4   | 8         | 9   | 9        | 7         | 3                        | 21                   | 22                   | 7   |
|                                           | 3%     | 2%   | 4%     | 6%    | 3%    | 1%  | 7%        | 3%  | 2%       | 4%        | 1%                       | 4%                   | 3%                   | 3%  |
|                                           |        |      |        | E     |       |     | H*        |     |          |           |                          |                      |                      |     |
| Never                                     | 61     | 29   | 31     | 28    | 18    | 15  | 6         | 17  | 27       | 10        | 9                        | 31                   | 34                   | 14  |
|                                           | 6%     | 6%   | 6%     | 10%   | 5%    | 4%  | 5%        | 5%  | 7%       | 7%        | 4%                       | 5%                   | 5%                   | 5%  |
|                                           |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| Summary                                   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 772    | 379  | 393    | 158   | 301   | 313 | 85        | 272 | 309      | 106       | 170                      | 456                  | 506                  | 206 |
|                                           | 77%    | 78%  | 76%    | 57%   | 81%   | 89% | 76%       | 80% | 79%      | 69%       | 78%                      | 78%                  | 81%                  | 73% |
|                                           |        |      |        |       | C     | CD  | *         | I   | I        |           |                          |                      | M                    |     |
| Once weekly / A few times a week          | 125    | 63   | 62     | 70    | 36    | 19  | 13        | 40  | 43       | 29        | 34                       | 69                   | 60                   | 49  |
|                                           | 13%    | 13%  | 12%    | 25%   | 10%   | 6%  | 11%       | 12% | 11%      | 19%       | 16%                      | 12%                  | 10%                  | 17% |
|                                           |        |      |        | DE    |       |     | *         |     |          | GH        |                          |                      |                      | L   |
| About Once A Month/ A Few Times Per Month | 42     | 14   | 28     | 23    | 15    | 4   | 8         | 13  | 13       | 9         | 4                        | 29                   | 24                   | 12  |
|                                           | 4%     | 3%   | 5%     | 8%    | 4%    | 1%  | 7%        | 4%  | 3%       | 6%        | 2%                       | 5%                   | 4%                   | 4%  |
|                                           |        |      |        | DE    | E     |     | *         |     |          |           |                          |                      |                      |     |

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

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

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

|                                           | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Watch TV online                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                       | 61     | 36   | 24     | 43    | 12    | 6   | 9         | 17  | 18       | 16        | 20                       | 36                   | 33                   | 27  |
|                                           | 6%     | 8%   | 5%     | 15%   | 3%    | 2%  | 8%        | 5%  | 5%       | 11%       | 9%                       | 6%                   | 5%                   | 9%  |
|                                           |        |      |        | DE    |       |     | *         |     |          | GH        |                          |                      |                      | L   |
| Everyday or almost everyday               | 73     | 34   | 39     | 38    | 28    | 6   | 5         | 23  | 24       | 21        | 21                       | 41                   | 44                   | 21  |
|                                           | 7%     | 7%   | 8%     | 14%   | 8%    | 2%  | 5%        | 7%  | 6%       | 14%       | 10%                      | 7%                   | 7%                   | 8%  |
|                                           |        |      |        | DE    | E     |     | *         |     |          | FGH       |                          |                      |                      |     |
| 2-3 times a week                          | 114    | 61   | 53     | 64    | 32    | 17  | 9         | 40  | 41       | 24        | 24                       | 74                   | 67                   | 40  |
|                                           | 11%    | 13%  | 10%    | 23%   | 9%    | 5%  | 8%        | 12% | 11%      | 16%       | 11%                      | 13%                  | 11%                  | 14% |
|                                           |        |      |        | DE    |       |     | *         |     |          | H         |                          |                      |                      |     |
| Once a week                               | 69     | 42   | 26     | 25    | 26    | 17  | 4         | 21  | 32       | 12        | 17                       | 39                   | 44                   | 18  |
|                                           | 7%     | 9%   | 5%     | 9%    | 7%    | 5%  | 3%        | 6%  | 8%       | 8%        | 8%                       | 7%                   | 7%                   | 6%  |
|                                           |        | B    |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a month                         | 70     | 34   | 37     | 19    | 35    | 16  | 6         | 26  | 26       | 11        | 19                       | 44                   | 43                   | 24  |
|                                           | 7%     | 7%   | 7%     | 7%    | 9%    | 5%  | 5%        | 8%  | 7%       | 7%        | 9%                       | 8%                   | 7%                   | 9%  |
|                                           |        |      |        |       | E     |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                   | 136    | 72   | 64     | 28    | 63    | 44  | 18        | 30  | 66       | 22        | 23                       | 79                   | 94                   | 31  |
|                                           | 14%    | 15%  | 12%    | 10%   | 17%   | 13% | 16%       | 9%  | 17%      | 14%       | 11%                      | 13%                  | 15%                  | 11% |
|                                           |        |      |        |       | C     |     | *         |     | G        |           |                          |                      |                      |     |
| Never                                     | 478    | 206  | 272    | 60    | 174   | 244 | 62        | 186 | 184      | 48        | 93                       | 273                  | 299                  | 120 |
|                                           | 48%    | 42%  | 53%    | 22%   | 47%   | 70% | 55%       | 54% | 47%      | 31%       | 43%                      | 47%                  | 48%                  | 43% |
|                                           |        |      | A      |       | C     | CD  | I*        | I   | I        |           |                          |                      |                      |     |
| Summary                                   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 134    | 70   | 63     | 82    | 40    | 12  | 14        | 40  | 42       | 37        | 41                       | 76                   | 78                   | 48  |
|                                           | 13%    | 14%  | 12%    | 29%   | 11%   | 4%  | 12%       | 12% | 11%      | 24%       | 19%                      | 13%                  | 12%                  | 17% |
|                                           |        |      |        | DE    | E     |     | *         |     |          | FGH       |                          |                      |                      |     |
| Once weekly / A few times a week          | 182    | 103  | 79     | 90    | 58    | 34  | 12        | 60  | 74       | 36        | 41                       | 113                  | 110                  | 57  |
|                                           | 18%    | 21%  | 15%    | 32%   | 16%   | 10% | 11%       | 18% | 19%      | 23%       | 19%                      | 19%                  | 18%                  | 20% |
|                                           |        | B    |        | DE    | E     |     | *         |     |          | F         |                          |                      |                      |     |
| About Once A Month/ A Few Times Per Month | 206    | 106  | 100    | 47    | 98    | 60  | 24        | 56  | 93       | 33        | 43                       | 123                  | 137                  | 55  |
|                                           | 21%    | 22%  | 19%    | 17%   | 27%   | 17% | 21%       | 16% | 24%      | 21%       | 20%                      | 21%                  | 22%                  | 20% |
|                                           |        |      |        |       | CE    |     | *         |     | G        |           |                          |                      |                      |     |

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

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

DEMA\_5. [Read conventional newspapers (hardcopy)]

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

|                                           | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Read conventional newspapers (hardcopy)   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                       | 91     | 54   | 37     | 22    | 25    | 44  | 7         | 36  | 31       | 17        | 35                       | 43                   | 60                   | 24  |
|                                           | 9%     | 11%  | 7%     | 8%    | 7%    | 12% | 6%        | 11% | 8%       | 11%       | 16%                      | 7%                   | 10%                  | 8%  |
|                                           |        |      |        |       |       | D   | *         |     |          |           | K                        |                      |                      |     |
| Everyday or almost everyday               | 187    | 90   | 97     | 38    | 74    | 75  | 11        | 67  | 79       | 31        | 47                       | 109                  | 125                  | 46  |
|                                           | 19%    | 19%  | 19%    | 14%   | 20%   | 22% | 10%       | 19% | 20%      | 20%       | 21%                      | 19%                  | 20%                  | 17% |
|                                           |        |      |        |       |       | C   | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a week                          | 155    | 79   | 76     | 50    | 58    | 47  | 15        | 45  | 62       | 33        | 37                       | 90                   | 105                  | 45  |
|                                           | 16%    | 16%  | 15%    | 18%   | 16%   | 13% | 14%       | 13% | 16%      | 21%       | 17%                      | 15%                  | 17%                  | 16% |
|                                           |        |      |        |       |       |     | *         |     |          | G         |                          |                      |                      |     |
| Once a week                               | 180    | 88   | 92     | 46    | 68    | 67  | 18        | 65  | 74       | 24        | 38                       | 105                  | 111                  | 55  |
|                                           | 18%    | 18%  | 18%    | 16%   | 18%   | 19% | 16%       | 19% | 19%      | 15%       | 18%                      | 18%                  | 18%                  | 19% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a month                         | 72     | 32   | 41     | 21    | 36    | 16  | 11        | 24  | 28       | 10        | 13                       | 45                   | 42                   | 22  |
|                                           | 7%     | 7%   | 8%     | 7%    | 10%   | 4%  | 10%       | 7%  | 7%       | 6%        | 6%                       | 8%                   | 7%                   | 8%  |
|                                           |        |      |        |       | E     |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                   | 144    | 64   | 80     | 38    | 55    | 52  | 17        | 49  | 55       | 23        | 24                       | 93                   | 93                   | 35  |
|                                           | 14%    | 13%  | 16%    | 14%   | 15%   | 15% | 15%       | 14% | 14%      | 15%       | 11%                      | 16%                  | 15%                  | 12% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Never                                     | 171    | 79   | 92     | 65    | 55    | 50  | 32        | 57  | 64       | 17        | 22                       | 100                  | 88                   | 54  |
|                                           | 17%    | 16%  | 18%    | 23%   | 15%   | 14% | 29%       | 17% | 16%      | 11%       | 10%                      | 17%                  | 14%                  | 19% |
|                                           |        |      |        | DE    |       |     | GHI*      |     |          |           |                          | J                    |                      |     |
| Summary                                   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 278    | 144  | 134    | 60    | 98    | 119 | 18        | 103 | 109      | 48        | 82                       | 152                  | 185                  | 70  |
|                                           | 28%    | 30%  | 26%    | 22%   | 27%   | 34% | 16%       | 30% | 28%      | 31%       | 38%                      | 26%                  | 30%                  | 25% |
|                                           |        |      |        |       |       | C   | *         | F   |          | F         | K                        |                      |                      |     |
| Once weekly / A few times a week          | 335    | 167  | 168    | 95    | 126   | 114 | 33        | 110 | 136      | 56        | 75                       | 195                  | 216                  | 99  |
|                                           | 34%    | 34%  | 33%    | 34%   | 34%   | 33% | 30%       | 32% | 35%      | 37%       | 35%                      | 33%                  | 35%                  | 35% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| About Once A Month/ A Few Times Per Month | 216    | 96   | 121    | 58    | 90    | 67  | 28        | 73  | 83       | 33        | 37                       | 138                  | 135                  | 57  |
|                                           | 22%    | 20%  | 23%    | 21%   | 24%   | 19% | 25%       | 21% | 21%      | 21%       | 17%                      | 24%                  | 22%                  | 20% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |

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

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

[Table of Contents](#)

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

|                                           | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Read newspapers/news online               |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                       | 126    | 72   | 55     | 41    | 46    | 40  | 11        | 29  | 54       | 32        | 39                       | 68                   | 85                   | 34  |
|                                           | 13%    | 15%  | 11%    | 15%   | 12%   | 11% | 10%       | 8%  | 14%      | 21%       | 18%                      | 12%                  | 14%                  | 12% |
|                                           |        |      |        |       |       |     | *         |     |          | FGH       | K                        |                      |                      |     |
| Everyday or almost everyday               | 193    | 106  | 87     | 46    | 83    | 64  | 9         | 55  | 87       | 42        | 46                       | 114                  | 136                  | 45  |
|                                           | 19%    | 22%  | 17%    | 16%   | 23%   | 18% | 8%        | 16% | 22%      | 27%       | 21%                      | 19%                  | 22%                  | 16% |
|                                           |        |      |        |       |       |     | *         |     | F        | FG        |                          |                      |                      |     |
| 2-3 times a week                          | 138    | 70   | 68     | 54    | 45    | 38  | 11        | 52  | 51       | 23        | 28                       | 92                   | 81                   | 44  |
|                                           | 14%    | 14%  | 13%    | 20%   | 12%   | 11% | 10%       | 15% | 13%      | 15%       | 13%                      | 16%                  | 13%                  | 16% |
|                                           |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a week                               | 97     | 41   | 57     | 42    | 36    | 19  | 13        | 29  | 40       | 15        | 20                       | 58                   | 57                   | 24  |
|                                           | 10%    | 8%   | 11%    | 15%   | 10%   | 6%  | 12%       | 9%  | 10%      | 10%       | 9%                       | 10%                  | 9%                   | 9%  |
|                                           |        |      |        | E     |       |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a month                         | 76     | 39   | 37     | 25    | 36    | 15  | 12        | 30  | 27       | 8         | 19                       | 45                   | 44                   | 27  |
|                                           | 8%     | 8%   | 7%     | 9%    | 10%   | 4%  | 10%       | 9%  | 7%       | 5%        | 9%                       | 8%                   | 7%                   | 10% |
|                                           |        |      |        | E     | E     |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                   | 92     | 33   | 59     | 25    | 36    | 31  | 13        | 32  | 35       | 12        | 24                       | 48                   | 60                   | 20  |
|                                           | 9%     | 7%   | 11%    | 9%    | 10%   | 9%  | 12%       | 9%  | 9%       | 8%        | 11%                      | 8%                   | 10%                  | 7%  |
|                                           |        |      | A      |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Never                                     | 277    | 125  | 153    | 46    | 87    | 144 | 43        | 115 | 97       | 22        | 42                       | 160                  | 160                  | 84  |
|                                           | 28%    | 26%  | 30%    | 17%   | 24%   | 41% | 39%       | 34% | 25%      | 14%       | 19%                      | 27%                  | 26%                  | 30% |
|                                           |        |      |        |       |       | CD  | HI*       | HI  | I        |           |                          | J                    |                      |     |
| Summary                                   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 320    | 178  | 142    | 87    | 129   | 104 | 20        | 84  | 141      | 74        | 84                       | 182                  | 221                  | 80  |
|                                           | 32%    | 37%  | 27%    | 31%   | 35%   | 30% | 18%       | 25% | 36%      | 48%       | 39%                      | 31%                  | 36%                  | 28% |
|                                           |        | B    |        |       |       |     | *         |     | FG       | FGH       |                          |                      |                      |     |
| Once weekly / A few times a week          | 235    | 110  | 125    | 96    | 81    | 57  | 24        | 82  | 92       | 38        | 48                       | 150                  | 138                  | 69  |
|                                           | 23%    | 23%  | 24%    | 34%   | 22%   | 16% | 21%       | 24% | 23%      | 25%       | 22%                      | 26%                  | 22%                  | 25% |
|                                           |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| About Once A Month/ A Few Times Per Month | 168    | 72   | 96     | 50    | 72    | 46  | 25        | 62  | 62       | 19        | 43                       | 93                   | 104                  | 47  |
|                                           | 17%    | 15%  | 19%    | 18%   | 20%   | 13% | 22%       | 18% | 16%      | 13%       | 20%                      | 16%                  | 17%                  | 17% |
|                                           |        |      |        |       | E     |     | *         |     |          |           |                          |                      |                      |     |

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

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

DEMA\_7. [Listen to conventional radio]

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

|                                           | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Listen to conventional radio              |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                       | 254    | 125  | 128    | 53    | 96    | 105 | 22        | 83  | 112      | 38        | 68                       | 134                  | 162                  | 74  |
|                                           | 25%    | 26%  | 25%    | 19%   | 26%   | 30% | 20%       | 24% | 28%      | 25%       | 31%                      | 23%                  | 26%                  | 26% |
|                                           |        |      |        |       |       | C   | *         |     |          |           | K                        |                      |                      |     |
| Everyday or almost everyday               | 300    | 146  | 155    | 60    | 132   | 109 | 29        | 107 | 119      | 45        | 70                       | 175                  | 197                  | 74  |
|                                           | 30%    | 30%  | 30%    | 21%   | 36%   | 31% | 26%       | 31% | 30%      | 29%       | 32%                      | 30%                  | 32%                  | 26% |
|                                           |        |      |        |       | C     | C   | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a week                          | 168    | 71   | 96     | 56    | 55    | 57  | 23        | 61  | 55       | 29        | 29                       | 111                  | 106                  | 46  |
|                                           | 17%    | 15%  | 19%    | 20%   | 15%   | 16% | 20%       | 18% | 14%      | 19%       | 13%                      | 19%                  | 17%                  | 16% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a week                               | 93     | 64   | 29     | 43    | 25    | 25  | 14        | 34  | 34       | 10        | 17                       | 54                   | 52                   | 34  |
|                                           | 9%     | 13%  | 6%     | 15%   | 7%    | 7%  | 13%       | 10% | 9%       | 6%        | 8%                       | 9%                   | 8%                   | 12% |
|                                           |        | B    |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a month                         | 40     | 20   | 20     | 14    | 8     | 18  | 5         | 16  | 12       | 7         | 10                       | 26                   | 22                   | 13  |
|                                           | 4%     | 4%   | 4%     | 5%    | 2%    | 5%  | 4%        | 5%  | 3%       | 4%        | 5%                       | 4%                   | 4%                   | 5%  |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                   | 54     | 19   | 36     | 16    | 24    | 15  | 2         | 13  | 27       | 12        | 10                       | 33                   | 32                   | 17  |
|                                           | 5%     | 4%   | 7%     | 6%    | 6%    | 4%  | 2%        | 4%  | 7%       | 8%        | 5%                       | 6%                   | 5%                   | 6%  |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Never                                     | 91     | 40   | 52     | 39    | 29    | 23  | 17        | 29  | 33       | 13        | 13                       | 52                   | 52                   | 22  |
|                                           | 9%     | 8%   | 10%    | 14%   | 8%    | 7%  | 15%       | 8%  | 8%       | 9%        | 6%                       | 9%                   | 8%                   | 8%  |
|                                           |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| Summary                                   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 554    | 271  | 283    | 112   | 228   | 213 | 51        | 190 | 231      | 83        | 138                      | 309                  | 359                  | 148 |
|                                           | 55%    | 56%  | 55%    | 40%   | 62%   | 61% | 45%       | 55% | 59%      | 54%       | 64%                      | 53%                  | 58%                  | 53% |
|                                           |        |      |        |       | C     | C   | *         |     | F        |           | K                        |                      |                      |     |
| Once weekly / A few times a week          | 260    | 136  | 125    | 98    | 80    | 82  | 37        | 95  | 89       | 39        | 46                       | 165                  | 158                  | 80  |
|                                           | 26%    | 28%  | 24%    | 35%   | 22%   | 23% | 33%       | 28% | 23%      | 25%       | 21%                      | 28%                  | 25%                  | 29% |
|                                           |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| About Once A Month/ A Few Times Per Month | 94     | 39   | 56     | 30    | 33    | 32  | 7         | 29  | 40       | 19        | 20                       | 59                   | 54                   | 30  |
|                                           | 9%     | 8%   | 11%    | 11%   | 9%    | 9%  | 6%        | 8%  | 10%      | 12%       | 9%                       | 10%                  | 9%                   | 11% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |

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

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

[Table of Contents](#)

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

|                                           | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Listen to radio online                    |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                       | 59     | 37   | 22     | 26    | 18    | 14  | 3         | 22  | 22       | 12        | 28                       | 26                   | 39                   | 19  |
|                                           | 6%     | 8%   | 4%     | 9%    | 5%    | 4%  | 3%        | 6%  | 6%       | 8%        | 13%                      | 4%                   | 6%                   | 7%  |
|                                           |        |      |        | DE    |       |     | *         |     |          |           | K                        |                      |                      |     |
| Everyday or almost everyday               | 80     | 42   | 38     | 33    | 31    | 16  | 6         | 22  | 36       | 16        | 24                       | 44                   | 55                   | 22  |
|                                           | 8%     | 9%   | 7%     | 12%   | 8%    | 5%  | 6%        | 6%  | 9%       | 10%       | 11%                      | 7%                   | 9%                   | 8%  |
|                                           |        |      |        | E     |       |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a week                          | 85     | 45   | 40     | 22    | 42    | 21  | 11        | 17  | 38       | 19        | 14                       | 58                   | 55                   | 25  |
|                                           | 8%     | 9%   | 8%     | 8%    | 11%   | 6%  | 10%       | 5%  | 10%      | 12%       | 6%                       | 10%                  | 9%                   | 9%  |
|                                           |        |      |        | E     |       |     | *         |     | G        | G         |                          |                      |                      |     |
| Once a week                               | 86     | 50   | 35     | 40    | 25    | 21  | 6         | 28  | 35       | 16        | 20                       | 52                   | 51                   | 27  |
|                                           | 9%     | 10%  | 7%     | 14%   | 7%    | 6%  | 6%        | 8%  | 9%       | 11%       | 9%                       | 9%                   | 8%                   | 10% |
|                                           |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a month                         | 69     | 37   | 32     | 27    | 25    | 17  | 6         | 25  | 27       | 11        | 13                       | 44                   | 43                   | 22  |
|                                           | 7%     | 8%   | 6%     | 10%   | 7%    | 5%  | 5%        | 7%  | 7%       | 7%        | 6%                       | 7%                   | 7%                   | 8%  |
|                                           |        |      |        | E     |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                   | 140    | 66   | 74     | 32    | 57    | 51  | 18        | 48  | 49       | 25        | 26                       | 81                   | 91                   | 32  |
|                                           | 14%    | 14%  | 14%    | 12%   | 15%   | 15% | 17%       | 14% | 12%      | 16%       | 12%                      | 14%                  | 15%                  | 11% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Never                                     | 481    | 208  | 273    | 99    | 173   | 209 | 60        | 181 | 185      | 55        | 92                       | 281                  | 290                  | 134 |
|                                           | 48%    | 43%  | 53%    | 36%   | 47%   | 60% | 54%       | 53% | 47%      | 36%       | 43%                      | 48%                  | 47%                  | 48% |
|                                           |        |      | A      |       | C     | CD  | I*        | I   | I        |           |                          |                      |                      |     |
| Summary                                   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 139    | 79   | 60     | 59    | 49    | 31  | 10        | 44  | 57       | 27        | 52                       | 69                   | 94                   | 41  |
|                                           | 14%    | 16%  | 12%    | 21%   | 13%   | 9%  | 9%        | 13% | 15%      | 18%       | 24%                      | 12%                  | 15%                  | 15% |
|                                           |        |      |        | DE    |       |     | *         |     |          |           | K                        |                      |                      |     |
| Once weekly / A few times a week          | 171    | 95   | 76     | 61    | 67    | 43  | 18        | 44  | 74       | 35        | 35                       | 110                  | 105                  | 52  |
|                                           | 17%    | 20%  | 15%    | 22%   | 18%   | 12% | 16%       | 13% | 19%      | 23%       | 16%                      | 19%                  | 17%                  | 18% |
|                                           |        |      |        | E     | E     |     | *         |     |          | G         |                          |                      |                      |     |
| About Once A Month/ A Few Times Per Month | 209    | 103  | 106    | 59    | 82    | 68  | 24        | 73  | 76       | 37        | 39                       | 124                  | 134                  | 54  |
|                                           | 21%    | 21%  | 21%    | 21%   | 22%   | 19% | 21%       | 21% | 19%      | 24%       | 18%                      | 21%                  | 21%                  | 19% |
|                                           |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |

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

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

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

|                                           | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Tweet                                     |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Several times a day                       | 44     | 20   | 24     | 25    | 16    | 4   | 2         | 13  | 15       | 15        | 20                       | 19                   | 30                   | 15  |
|                                           | 4%     | 4%   | 5%     | 9%    | 4%    | 1%  | 2%        | 4%  | 4%       | 9%        | 9%                       | 3%                   | 5%                   | 5%  |
|                                           |        |      |        | DE    | E     |     | *         |     |          | FGH       | K                        |                      |                      |     |
| Everyday or almost everyday               | 42     | 25   | 16     | 20    | 14    | 7   | 4         | 12  | 14       | 12        | 13                       | 27                   | 35                   | 5   |
|                                           | 4%     | 5%   | 3%     | 7%    | 4%    | 2%  | 4%        | 4%  | 3%       | 8%        | 6%                       | 5%                   | 6%                   | 2%  |
|                                           |        |      |        | E     |       |     | *         |     |          | GH        |                          |                      | M                    |     |
| 2-3 times a week                          | 45     | 24   | 21     | 27    | 10    | 8   | 2         | 17  | 16       | 10        | 13                       | 28                   | 22                   | 17  |
|                                           | 5%     | 5%   | 4%     | 10%   | 3%    | 2%  | 1%        | 5%  | 4%       | 7%        | 6%                       | 5%                   | 4%                   | 6%  |
|                                           |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a week                               | 52     | 29   | 23     | 18    | 26    | 8   | 9         | 16  | 17       | 11        | 9                        | 27                   | 30                   | 18  |
|                                           | 5%     | 6%   | 5%     | 6%    | 7%    | 2%  | 8%        | 5%  | 4%       | 7%        | 4%                       | 5%                   | 5%                   | 6%  |
|                                           |        |      |        | E     | E     |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a month                         | 38     | 27   | 12     | 18    | 17    | 4   | 10        | 10  | 12       | 6         | 15                       | 14                   | 16                   | 20  |
|                                           | 4%     | 6%   | 2%     | 6%    | 5%    | 1%  | 9%        | 3%  | 3%       | 4%        | 7%                       | 2%                   | 3%                   | 7%  |
|                                           |        | B    |        | E     | E     |     | H*        |     |          |           | K                        |                      |                      | L   |
| Once a month/Less often                   | 64     | 27   | 37     | 18    | 27    | 18  | 10        | 12  | 30       | 12        | 8                        | 45                   | 39                   | 18  |
|                                           | 6%     | 6%   | 7%     | 6%    | 7%    | 5%  | 9%        | 3%  | 8%       | 8%        | 4%                       | 8%                   | 6%                   | 6%  |
|                                           |        |      |        |       |       |     | *         |     | G        | G         |                          |                      |                      |     |
| Never                                     | 714    | 333  | 381    | 153   | 260   | 301 | 75        | 262 | 289      | 88        | 138                      | 426                  | 451                  | 189 |
|                                           | 71%    | 69%  | 74%    | 55%   | 70%   | 86% | 68%       | 77% | 74%      | 57%       | 64%                      | 73%                  | 72%                  | 67% |
|                                           |        |      |        |       | C     | CD  | *         | I   | I        |           |                          | J                    |                      |     |
| Summary                                   |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 86     | 45   | 41     | 45    | 30    | 11  | 6         | 25  | 29       | 26        | 34                       | 45                   | 65                   | 19  |
|                                           | 9%     | 9%   | 8%     | 16%   | 8%    | 3%  | 5%        | 7%  | 7%       | 17%       | 16%                      | 8%                   | 10%                  | 7%  |
|                                           |        |      |        | DE    | E     |     | *         |     |          | FGH       | K                        |                      |                      |     |
| Once weekly / A few times a week          | 97     | 53   | 44     | 45    | 36    | 17  | 10        | 33  | 32       | 22        | 22                       | 54                   | 52                   | 34  |
|                                           | 10%    | 11%  | 9%     | 16%   | 10%   | 5%  | 9%        | 10% | 8%       | 14%       | 10%                      | 9%                   | 8%                   | 12% |
|                                           |        |      |        | DE    | E     |     | *         |     |          | H         |                          |                      |                      |     |
| About Once A Month/ A Few Times Per Month | 102    | 54   | 49     | 36    | 44    | 22  | 20        | 22  | 42       | 18        | 23                       | 60                   | 56                   | 38  |
|                                           | 10%    | 11%  | 9%     | 13%   | 12%   | 6%  | 18%       | 6%  | 11%      | 12%       | 11%                      | 10%                  | 9%                   | 14% |
|                                           |        |      |        | E     | E     |     | G*        |     |          | G         |                          |                      |                      |     |

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

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

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

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

|                                                                       | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------------------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                       | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                       |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                       |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                 | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                              | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Use the Internet                                                      | 932    | 453  | 479    | 257   | 352   | 323 | 104       | 312 | 369      | 147       | 194                      | 560                  | 583                  | 265 |
|                                                                       | 93%    | 93%  | 93%    | 92%   | 95%   | 92% | 93%       | 91% | 94%      | 96%       | 89%                      | 96%                  | 93%                  | 94% |
| Watch conventional TV                                                 |        |      |        |       |       |     | *         |     |          |           |                          | J                    |                      |     |
|                                                                       | 772    | 379  | 393    | 158   | 301   | 313 | 85        | 272 | 309      | 106       | 170                      | 456                  | 506                  | 206 |
|                                                                       | 77%    | 78%  | 76%    | 57%   | 81%   | 89% | 76%       | 80% | 79%      | 69%       | 78%                      | 78%                  | 81%                  | 73% |
| Visit social networking websites (Facebook, Twitter, Pinterest, etc.) |        |      |        |       | C     | CD  | *         | I   | I        |           |                          |                      | M                    |     |
|                                                                       | 621    | 272  | 349    | 212   | 244   | 165 | 75        | 232 | 223      | 92        | 135                      | 355                  | 373                  | 185 |
|                                                                       | 62%    | 56%  | 68%    | 76%   | 66%   | 47% | 67%       | 68% | 57%      | 60%       | 62%                      | 61%                  | 60%                  | 66% |
| Listen to conventional radio                                          |        |      | A      | DE    | E     |     | *         | H   |          |           |                          |                      |                      |     |
|                                                                       | 554    | 271  | 283    | 112   | 228   | 213 | 51        | 190 | 231      | 83        | 138                      | 309                  | 359                  | 148 |
|                                                                       | 55%    | 56%  | 55%    | 40%   | 62%   | 61% | 45%       | 55% | 59%      | 54%       | 64%                      | 53%                  | 58%                  | 53% |
| Read newspapers/news online                                           |        |      |        |       | C     | C   | *         |     | F        |           | K                        |                      |                      |     |
|                                                                       | 320    | 178  | 142    | 87    | 129   | 104 | 20        | 84  | 141      | 74        | 84                       | 182                  | 221                  | 80  |
|                                                                       | 32%    | 37%  | 27%    | 31%   | 35%   | 30% | 18%       | 25% | 36%      | 48%       | 39%                      | 31%                  | 36%                  | 28% |
| Read conventional newspapers (hardcopy)                               |        | B    |        |       |       |     | *         |     | FG       | FGH       |                          |                      |                      |     |
|                                                                       | 278    | 144  | 134    | 60    | 98    | 119 | 18        | 103 | 109      | 48        | 82                       | 152                  | 185                  | 70  |
|                                                                       | 28%    | 30%  | 26%    | 22%   | 27%   | 34% | 16%       | 30% | 28%      | 31%       | 38%                      | 26%                  | 30%                  | 25% |
| Listen to radio online                                                |        |      |        |       |       | C   | *         | F   |          | F         | K                        |                      |                      |     |
|                                                                       | 139    | 79   | 60     | 59    | 49    | 31  | 10        | 44  | 57       | 27        | 52                       | 69                   | 94                   | 41  |
|                                                                       | 14%    | 16%  | 12%    | 21%   | 13%   | 9%  | 9%        | 13% | 15%      | 18%       | 24%                      | 12%                  | 15%                  | 15% |
| Watch TV online                                                       |        |      |        | DE    |       |     | *         |     |          |           | K                        |                      |                      |     |
|                                                                       | 134    | 70   | 63     | 82    | 40    | 12  | 14        | 40  | 42       | 37        | 41                       | 76                   | 78                   | 48  |
|                                                                       | 13%    | 14%  | 12%    | 29%   | 11%   | 4%  | 12%       | 12% | 11%      | 24%       | 19%                      | 13%                  | 12%                  | 17% |
| Tweet                                                                 |        |      |        | DE    | E     |     | *         |     |          | FGH       |                          |                      |                      |     |
|                                                                       | 86     | 45   | 41     | 45    | 30    | 11  | 6         | 25  | 29       | 26        | 34                       | 45                   | 65                   | 19  |
|                                                                       | 9%     | 9%   | 8%     | 16%   | 8%    | 3%  | 5%        | 7%  | 7%       | 17%       | 16%                      | 8%                   | 10%                  | 7%  |
|                                                                       |        |      |        | DE    | E     |     | *         |     |          | FGH       | K                        |                      |                      |     |

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

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

[Table of Contents](#)

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

|                                                                       | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------------------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                       | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                       |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                       |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                 | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                              | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Read conventional newspapers (hardcopy)                               | 335    | 167  | 168    | 95    | 126   | 114 | 33        | 110 | 136      | 56        | 75                       | 195                  | 216                  | 99  |
|                                                                       | 34%    | 34%  | 33%    | 34%   | 34%   | 33% | 30%       | 32% | 35%      | 37%       | 35%                      | 33%                  | 35%                  | 35% |
| Listen to conventional radio                                          | 260    | 136  | 125    | 98    | 80    | 82  | 37        | 95  | 89       | 39        | 46                       | 165                  | 158                  | 80  |
|                                                                       | 26%    | 28%  | 24%    | 35%   | 22%   | 23% | 33%       | 28% | 23%      | 25%       | 21%                      | 28%                  | 25%                  | 29% |
|                                                                       |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
|                                                                       | 235    | 110  | 125    | 96    | 81    | 57  | 24        | 82  | 92       | 38        | 48                       | 150                  | 138                  | 69  |
| Read newspapers/news online                                           | 23%    | 23%  | 24%    | 34%   | 22%   | 16% | 21%       | 24% | 23%      | 25%       | 22%                      | 26%                  | 22%                  | 25% |
|                                                                       |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| Watch TV online                                                       | 182    | 103  | 79     | 90    | 58    | 34  | 12        | 60  | 74       | 36        | 41                       | 113                  | 110                  | 57  |
|                                                                       | 18%    | 21%  | 15%    | 32%   | 16%   | 10% | 11%       | 18% | 19%      | 23%       | 19%                      | 19%                  | 18%                  | 20% |
|                                                                       |        | B    |        | DE    | E     |     | *         |     |          | F         |                          |                      |                      |     |
|                                                                       | 171    | 95   | 76     | 61    | 67    | 43  | 18        | 44  | 74       | 35        | 35                       | 110                  | 105                  | 52  |
| Listen to radio online                                                | 17%    | 20%  | 15%    | 22%   | 18%   | 12% | 16%       | 13% | 19%      | 23%       | 16%                      | 19%                  | 17%                  | 18% |
|                                                                       |        |      |        | E     | E     |     | *         |     |          | G         |                          |                      |                      |     |
| Visit social networking websites (Facebook, Twitter, Pinterest, etc.) | 147    | 72   | 74     | 40    | 48    | 59  | 15        | 44  | 61       | 27        | 33                       | 94                   | 93                   | 44  |
|                                                                       | 15%    | 15%  | 14%    | 14%   | 13%   | 17% | 13%       | 13% | 16%      | 18%       | 15%                      | 16%                  | 15%                  | 16% |
|                                                                       |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
|                                                                       | 125    | 63   | 62     | 70    | 36    | 19  | 13        | 40  | 43       | 29        | 34                       | 69                   | 60                   | 49  |
| Watch conventional TV                                                 | 13%    | 13%  | 12%    | 25%   | 10%   | 6%  | 11%       | 12% | 11%      | 19%       | 16%                      | 12%                  | 10%                  | 17% |
|                                                                       |        |      |        | DE    |       |     | *         |     |          | GH        |                          |                      |                      | L   |
| Tweet                                                                 | 97     | 53   | 44     | 45    | 36    | 17  | 10        | 33  | 32       | 22        | 22                       | 54                   | 52                   | 34  |
|                                                                       | 10%    | 11%  | 9%     | 16%   | 10%   | 5%  | 9%        | 10% | 8%       | 14%       | 10%                      | 9%                   | 8%                   | 12% |
|                                                                       |        |      |        | DE    | E     |     | *         |     |          | H         |                          |                      |                      |     |
|                                                                       | 43     | 19   | 24     | 17    | 9     | 18  | 6         | 21  | 12       | 4         | 18                       | 14                   | 25                   | 11  |
| Use the Internet                                                      | 4%     | 4%   | 5%     | 6%    | 2%    | 5%  | 5%        | 6%  | 3%       | 3%        | 8%                       | 2%                   | 4%                   | 4%  |
|                                                                       |        |      |        | D     |       |     | *         |     |          |           | K                        |                      |                      |     |

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

- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M  
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 |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                       |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                 | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                              | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Read conventional newspapers (hardcopy)                               | 216   | 96     | 121    | 58    | 90    | 67  | 28        | 73  | 83       | 33        | 37                       | 138                  | 135                  | 57  |
|                                                                       | 22%   | 20%    | 23%    | 21%   | 24%   | 19% | 25%       | 21% | 21%      | 21%       | 17%                      | 24%                  | 22%                  | 20% |
|                                                                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Listen to radio online                                                | 209   | 103    | 106    | 59    | 82    | 68  | 24        | 73  | 76       | 37        | 39                       | 124                  | 134                  | 54  |
|                                                                       | 21%   | 21%    | 21%    | 21%   | 22%   | 19% | 21%       | 21% | 19%      | 24%       | 18%                      | 21%                  | 21%                  | 19% |
|                                                                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Watch TV online                                                       | 206   | 106    | 100    | 47    | 98    | 60  | 24        | 56  | 93       | 33        | 43                       | 123                  | 137                  | 55  |
|                                                                       | 21%   | 22%    | 19%    | 17%   | 27%   | 17% | 21%       | 16% | 24%      | 21%       | 20%                      | 21%                  | 22%                  | 20% |
|                                                                       |       |        |        |       | CE    |     | *         |     | G        |           |                          |                      |                      |     |
| Read newspapers/news online                                           | 168   | 72     | 96     | 50    | 72    | 46  | 25        | 62  | 62       | 19        | 43                       | 93                   | 104                  | 47  |
|                                                                       | 17%   | 15%    | 19%    | 18%   | 20%   | 13% | 22%       | 18% | 16%      | 13%       | 20%                      | 16%                  | 17%                  | 17% |
|                                                                       |       |        |        |       | E     |     | *         |     |          |           |                          |                      |                      |     |
| Tweet                                                                 | 102   | 54     | 49     | 36    | 44    | 22  | 20        | 22  | 42       | 18        | 23                       | 60                   | 56                   | 38  |
|                                                                       | 10%   | 11%    | 9%     | 13%   | 12%   | 6%  | 18%       | 6%  | 11%      | 12%       | 11%                      | 10%                  | 9%                   | 14% |
|                                                                       |       |        |        | E     | E     |     | G*        |     |          | G         |                          |                      |                      |     |
| Listen to conventional radio                                          | 94    | 39     | 56     | 30    | 33    | 32  | 7         | 29  | 40       | 19        | 20                       | 59                   | 54                   | 30  |
|                                                                       | 9%    | 8%     | 11%    | 11%   | 9%    | 9%  | 6%        | 8%  | 10%      | 12%       | 9%                       | 10%                  | 9%                   | 11% |
|                                                                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Visit social networking websites (Facebook, Twitter, Pinterest, etc.) | 71    | 41     | 30     | 19    | 25    | 27  | 3         | 18  | 34       | 15        | 12                       | 44                   | 52                   | 14  |
|                                                                       | 7%    | 8%     | 6%     | 7%    | 7%    | 8%  | 3%        | 5%  | 9%       | 10%       | 5%                       | 8%                   | 8%                   | 5%  |
|                                                                       |       |        |        |       |       |     | *         |     |          | F         |                          |                      |                      |     |
| Watch conventional TV                                                 | 42    | 14     | 28     | 23    | 15    | 4   | 8         | 13  | 13       | 9         | 4                        | 29                   | 24                   | 12  |
|                                                                       | 4%    | 3%     | 5%     | 8%    | 4%    | 1%  | 7%        | 4%  | 3%       | 6%        | 2%                       | 5%                   | 4%                   | 4%  |
|                                                                       |       |        |        | DE    | E     |     | *         |     |          |           |                          |                      |                      |     |
| Use the Internet                                                      | 6     | 3      | 3      | 2     | 2     | 2   | 2         | 2   | 3        | -         | 2                        | 3                    | 5                    | 2   |
|                                                                       | 1%    | 1%     | 1%     | 1%    | *     | 1%  | 2%        | *   | 1%       | -         | 1%                       | 1%                   | 1%                   | 1%  |
|                                                                       |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |

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

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

[Table of Contents](#)

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

|                                                                       | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-----------------------------------------------------------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                       | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                       |        | A    | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                       |        |      |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                 | 1000   | 451  | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                              | 1000   | 485  | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Tweet                                                                 | 714    | 333  | 381    | 153   | 260   | 301 | 75        | 262 | 289      | 88        | 138                      | 426                  | 451                  | 189 |
|                                                                       | 71%    | 69%  | 74%    | 55%   | 70%   | 86% | 68%       | 77% | 74%      | 57%       | 64%                      | 73%                  | 72%                  | 67% |
| Listen to radio online                                                |        |      |        |       | C     | CD  | *         | I   | I        |           |                          | J                    |                      |     |
|                                                                       | 481    | 208  | 273    | 99    | 173   | 209 | 60        | 181 | 185      | 55        | 92                       | 281                  | 290                  | 134 |
|                                                                       | 48%    | 43%  | 53%    | 36%   | 47%   | 60% | 54%       | 53% | 47%      | 36%       | 43%                      | 48%                  | 47%                  | 48% |
| Watch TV online                                                       |        |      | A      |       | C     | CD  | I*        | I   | I        |           |                          |                      |                      |     |
|                                                                       | 478    | 206  | 272    | 60    | 174   | 244 | 62        | 186 | 184      | 48        | 93                       | 273                  | 299                  | 120 |
|                                                                       | 48%    | 42%  | 53%    | 22%   | 47%   | 70% | 55%       | 54% | 47%      | 31%       | 43%                      | 47%                  | 48%                  | 43% |
| Read newspapers/news online                                           |        |      | A      |       | C     | CD  | I*        | I   | I        |           |                          |                      |                      |     |
|                                                                       | 277    | 125  | 153    | 46    | 87    | 144 | 43        | 115 | 97       | 22        | 42                       | 160                  | 160                  | 84  |
|                                                                       | 28%    | 26%  | 30%    | 17%   | 24%   | 41% | 39%       | 34% | 25%      | 14%       | 19%                      | 27%                  | 26%                  | 30% |
| Read conventional newspapers (hardcopy)                               |        |      |        |       |       | CD  | HI*       | HI  | I        |           |                          | J                    |                      |     |
|                                                                       | 171    | 79   | 92     | 65    | 55    | 50  | 32        | 57  | 64       | 17        | 22                       | 100                  | 88                   | 54  |
|                                                                       | 17%    | 16%  | 18%    | 23%   | 15%   | 14% | 29%       | 17% | 16%      | 11%       | 10%                      | 17%                  | 14%                  | 19% |
| Visit social networking websites (Facebook, Twitter, Pinterest, etc.) |        |      |        | DE    |       |     | GHI*      |     |          |           |                          | J                    |                      |     |
|                                                                       | 161    | 100  | 61     | 8     | 53    | 100 | 19        | 48  | 74       | 20        | 37                       | 92                   | 106                  | 37  |
|                                                                       | 16%    | 21%  | 12%    | 3%    | 14%   | 29% | 17%       | 14% | 19%      | 13%       | 17%                      | 16%                  | 17%                  | 13% |
| Listen to conventional radio                                          |        | B    |        |       | C     | CD  | *         |     | I        |           |                          |                      |                      |     |
|                                                                       | 91     | 40   | 52     | 39    | 29    | 23  | 17        | 29  | 33       | 13        | 13                       | 52                   | 52                   | 22  |
|                                                                       | 9%     | 8%   | 10%    | 14%   | 8%    | 7%  | 15%       | 8%  | 8%       | 9%        | 6%                       | 9%                   | 8%                   | 8%  |
| Watch conventional TV                                                 |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
|                                                                       | 61     | 29   | 31     | 28    | 18    | 15  | 6         | 17  | 27       | 10        | 9                        | 31                   | 34                   | 14  |
|                                                                       | 6%     | 6%   | 6%     | 10%   | 5%    | 4%  | 5%        | 5%  | 7%       | 7%        | 4%                       | 5%                   | 5%                   | 5%  |
| Use the Internet                                                      |        |      |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
|                                                                       | 18     | 9    | 9      | 3     | 7     | 8   | -         | 8   | 7        | 2         | 3                        | 7                    | 11                   | 3   |
|                                                                       | 2%     | 2%   | 2%     | 1%    | 2%    | 2%  | -         | 2%  | 2%       | 1%        | 2%                       | 1%                   | 2%                   | 1%  |
|                                                                       |        |      |        |       |       |     | *         |     |          |           |                          |                      |                      |     |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M  
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 |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|-------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                           | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                           |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                           |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                     | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                  | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Several times a day                       | 185   | 90     | 95     | 83    | 59    | 42  | 19        | 63  | 68       | 35        | 47                       | 107                  | 107                  | 59  |
|                                           | 18%   | 18%    | 19%    | 30%   | 16%   | 12% | 17%       | 18% | 17%      | 23%       | 22%                      | 18%                  | 17%                  | 21% |
|                                           |       |        |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| Everyday or almost everyday               | 196   | 100    | 96     | 60    | 86    | 50  | 12        | 73  | 79       | 32        | 44                       | 120                  | 129                  | 44  |
|                                           | 20%   | 21%    | 19%    | 22%   | 23%   | 14% | 11%       | 21% | 20%      | 21%       | 20%                      | 20%                  | 21%                  | 16% |
|                                           |       |        |        | E     | E     |     | *         |     |          |           |                          |                      |                      |     |
| 2-3 times a week                          | 106   | 54     | 53     | 40    | 29    | 37  | 15        | 38  | 32       | 22        | 30                       | 63                   | 66                   | 35  |
|                                           | 11%   | 11%    | 10%    | 14%   | 8%    | 11% | 13%       | 11% | 8%       | 14%       | 14%                      | 11%                  | 11%                  | 12% |
|                                           |       |        |        | D     |       |     | *         |     |          | H         |                          |                      |                      |     |
| Once a week                               | 74    | 40     | 34     | 22    | 35    | 16  | 17        | 19  | 26       | 12        | 13                       | 43                   | 37                   | 32  |
|                                           | 7%    | 8%     | 7%     | 8%    | 10%   | 5%  | 15%       | 6%  | 7%       | 8%        | 6%                       | 7%                   | 6%                   | 12% |
|                                           |       |        |        |       | E     |     | GH*       |     |          |           |                          |                      |                      | L   |
| 2-3 times a month                         | 46    | 22     | 25     | 14    | 16    | 15  | 9         | 11  | 19       | 8         | 5                        | 33                   | 29                   | 10  |
|                                           | 5%    | 4%     | 5%     | 5%    | 4%    | 4%  | 8%        | 3%  | 5%       | 5%        | 2%                       | 6%                   | 5%                   | 4%  |
|                                           |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Once a month/Less often                   | 114   | 56     | 58     | 21    | 52    | 41  | 20        | 33  | 45       | 15        | 20                       | 72                   | 75                   | 28  |
|                                           | 11%   | 11%    | 11%    | 8%    | 14%   | 12% | 18%       | 10% | 12%      | 10%       | 9%                       | 12%                  | 12%                  | 10% |
|                                           |       |        |        |       | C     |     | *         |     |          |           |                          |                      |                      |     |
| Never                                     | 278   | 125    | 154    | 37    | 92    | 149 | 20        | 105 | 123      | 30        | 59                       | 149                  | 181                  | 72  |
|                                           | 28%   | 26%    | 30%    | 13%   | 25%   | 43% | 18%       | 31% | 31%      | 19%       | 27%                      | 25%                  | 29%                  | 26% |
|                                           |       |        |        |       | C     | CD  | *         | FI  | FI       |           |                          |                      |                      |     |
| Summary                                   |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Everyday / Several Times A Day            | 381   | 190    | 191    | 144   | 145   | 92  | 32        | 136 | 147      | 67        | 91                       | 227                  | 236                  | 103 |
|                                           | 38%   | 39%    | 37%    | 52%   | 39%   | 26% | 28%       | 40% | 37%      | 43%       | 42%                      | 39%                  | 38%                  | 37% |
|                                           |       |        |        | DE    | E     |     | *         |     |          | F         |                          |                      |                      |     |
| Once weekly / A few times a week          | 180   | 93     | 87     | 63    | 64    | 53  | 31        | 57  | 57       | 34        | 42                       | 105                  | 103                  | 67  |
|                                           | 18%   | 19%    | 17%    | 22%   | 17%   | 15% | 28%       | 17% | 15%      | 22%       | 20%                      | 18%                  | 16%                  | 24% |
|                                           |       |        |        | E     |       |     | H*        |     |          | H         |                          |                      |                      | L   |
| About Once A Month/ A Few Times Per Month | 160   | 77     | 83     | 36    | 68    | 56  | 29        | 44  | 64       | 23        | 24                       | 104                  | 105                  | 39  |
|                                           | 16%   | 16%    | 16%    | 13%   | 18%   | 16% | 26%       | 13% | 16%      | 15%       | 11%                      | 18%                  | 17%                  | 14% |
|                                           |       |        |        |       |       |     | G*        |     |          |           |                          | J                    |                      |     |

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

- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M  
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 |     |          |           | Protection (Q2)          |                      | Aware Anti-Spam (Q3) |     |
|------------------------------------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|--------------------------|----------------------|----------------------|-----|
|                                                                                          | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad | Easier for police access | Not allowed to share | Yes                  | No  |
|                                                                                          |       | A      | B      | C     | D     | E   | F         | G   | H        | I         | J                        | K                    | L                    | M   |
|                                                                                          |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Base: All Respondents                                                                    | 1000  | 451    | 549    | 263   | 376   | 361 | 63        | 200 | 431      | 306       | 217                      | 599                  | 671                  | 252 |
| Weighted                                                                                 | 1000  | 485    | 515    | 279   | 370   | 351 | 112       | 342 | 392      | 154       | 217                      | 585                  | 624                  | 280 |
| Read what others have posted about public/social/political issues                        | 539   | 252    | 287    | 165   | 208   | 166 | 60        | 178 | 212      | 89        | 103                      | 361                  | 342                  | 154 |
|                                                                                          | 54%   | 52%    | 56%    | 59%   | 56%   | 47% | 54%       | 52% | 54%      | 58%       | 48%                      | 62%                  | 55%                  | 55% |
|                                                                                          |       |        |        | E     | E     |     | *         |     |          |           |                          | J                    |                      |     |
| Commented on what others have written or posted about public/social/political issues     | 309   | 165    | 145    | 118   | 109   | 83  | 26        | 103 | 126      | 54        | 77                       | 198                  | 202                  | 80  |
|                                                                                          | 31%   | 34%    | 28%    | 42%   | 29%   | 24% | 24%       | 30% | 32%      | 35%       | 36%                      | 34%                  | 32%                  | 28% |
|                                                                                          |       |        |        | DE    |       |     | *         |     |          |           |                          |                      |                      |     |
| Shared links to articles or information about public/social/political issues with others | 263   | 118    | 145    | 85    | 103   | 75  | 25        | 86  | 98       | 54        | 53                       | 175                  | 170                  | 66  |
|                                                                                          | 26%   | 24%    | 28%    | 30%   | 28%   | 21% | 22%       | 25% | 25%      | 35%       | 24%                      | 30%                  | 27%                  | 23% |
|                                                                                          |       |        |        | E     |       |     | *         |     |          | FGH       |                          |                      |                      |     |
| Started conversations or written original ideas about public/social/political issues     | 167   | 94     | 73     | 66    | 56    | 45  | 13        | 58  | 61       | 36        | 40                       | 101                  | 104                  | 44  |
|                                                                                          | 17%   | 19%    | 14%    | 24%   | 15%   | 13% | 11%       | 17% | 16%      | 23%       | 18%                      | 17%                  | 17%                  | 16% |
|                                                                                          |       | B      |        | DE    |       |     | *         |     |          | FH        |                          |                      |                      |     |
| None of the above                                                                        | 314   | 144    | 170    | 47    | 117   | 151 | 34        | 122 | 125      | 34        | 63                       | 160                  | 195                  | 83  |
|                                                                                          | 31%   | 30%    | 33%    | 17%   | 32%   | 43% | 30%       | 36% | 32%      | 22%       | 29%                      | 27%                  | 31%                  | 30% |
|                                                                                          |       |        |        |       | C     | CD  | *         | I   | I        |           |                          |                      |                      |     |
| Summary                                                                                  |       |        |        |       |       |     |           |     |          |           |                          |                      |                      |     |
| Active                                                                                   | 419   | 216    | 203    | 163   | 146   | 110 | 40        | 136 | 161      | 81        | 106                      | 253                  | 260                  | 117 |
|                                                                                          | 42%   | 45%    | 39%    | 58%   | 39%   | 31% | 36%       | 40% | 41%      | 53%       | 49%                      | 43%                  | 42%                  | 42% |
|                                                                                          |       |        |        | DE    | E     |     | *         |     |          | FGH       |                          |                      |                      |     |
| Passive                                                                                  | 267   | 125    | 142    | 69    | 107   | 90  | 37        | 85  | 106      | 39        | 48                       | 172                  | 169                  | 80  |
|                                                                                          | 27%   | 26%    | 28%    | 25%   | 29%   | 26% | 33%       | 25% | 27%      | 25%       | 22%                      | 29%                  | 27%                  | 29% |
|                                                                                          |       |        |        |       |       |     | *         |     |          |           |                          |                      |                      |     |
| Inactive                                                                                 | 314   | 144    | 170    | 47    | 117   | 151 | 34        | 122 | 125      | 34        | 63                       | 160                  | 195                  | 83  |
|                                                                                          | 31%   | 30%    | 33%    | 17%   | 32%   | 43% | 30%       | 36% | 32%      | 22%       | 29%                      | 27%                  | 31%                  | 30% |
|                                                                                          |       |        |        |       | C     | CD  | *         | I   | I        |           |                          |                      |                      |     |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K,L/M  
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[Table of Contents](#)