



Table of Contents

Table Description

<u>1</u>	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.
<u>2</u>	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.
<u>3</u>	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.
<u>4</u>	1. [SUMMARY - TOP2BOX (AGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.
<u>5</u>	1. [SUMMARY - LOW2BOX (DISAGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.
<u>6</u>	2. Which of the following statements is closest to your own personal opinion?
<u>7</u>	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?
<u>8</u>	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?
<u>9</u>	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?
<u>10</u>	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?
<u>11</u>	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.
<u>12</u>	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.
<u>13</u>	6. [SUMMARY - TOP2BOX (AGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.
<u>14</u>	6. [SUMMARY - LOW2BOX (DISAGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.

<u>15</u>	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.
<u>16</u>	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.
<u>17</u>	6x. [SUMMARY - TOP2BOX (AGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.
<u>18</u>	6x. [SUMMARY - LOW2BOX (DISAGREE)] For each of the following statements please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree.
<u>19</u>	GENDER
<u>20</u>	AGE
<u>21</u>	EDUCATION
<u>22</u>	REGION
<u>23</u>	INCOME
<u>24</u>	HOUSEHOLD COMPOSITION
<u>25</u>	HHCMP1. How many people are living or staying at your current address?
<u>26</u>	EMPLOYMENT STATUS
<u>27</u>	DEMA_1. [Use the Internet] How frequently do you do the following things...?
<u>28</u>	DEMA_2. [Visit social networking websites (Facebook, Twitter, Pinterest, etc.)] How frequently do you do the following things...?
<u>29</u>	DEMA_3. [Watch conventional TV] How frequently do you do the following things...?
<u>30</u>	DEMA_4. [Watch TV online] How frequently do you do the following things...?
<u>31</u>	DEMA_5. [Read conventional newspapers (hardcopy)] How frequently do you do the following things...?
<u>32</u>	DEMA_6. [Read newspapers/news online] How frequently do you do the following things...?
<u>33</u>	DEMA_7. [Listen to conventional radio] How frequently do you do the following things...?
<u>34</u>	DEMA_8. [Listen to radio online] How frequently do you do the following things...?
<u>35</u>	DEMA_9. [Tweet] How frequently do you do the following things...?
<u>36</u>	DEMA. [SUMMARY - EVERYDAY / SEVERAL TIMES A DAY] How frequently do you do the following things...?
<u>37</u>	DEMA. [SUMMARY - ONCE WEEKLY / A FEW TIMES A WEEK] How frequently do you do the following things...?
<u>38</u>	DEMA. [SUMMARY - ABOUT ONCE A MONTH / A FEW TIMES PER MONTH] How frequently do you do the following things...?
<u>39</u>	DEMA. [SUMMARY - NEVER] How frequently do you do the following things...?
<u>40</u>	DEMB. How frequently do you use social online media or online sources/sites to follow, get information about, discuss etc. public policy, social and/or political issues?
<u>41</u>	DEMC. When it comes to public policy, social and/or political issues, which of the following have you done, if any, on social media or online sources/sites in the past month?

1_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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
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	14	10	9	46	25	12	42	14	29	16	32	84
	12%	10%	9%	14%	12%	10%	16%	14%	8%	13%	10%	12%	11%
			*	*			*						
Somewhat agree	291	29	39	23	110	72	17	95	64	60	38	63	228
	29%	22%	37%	35%	29%	30%	24%	32%	36%	26%	24%	24%	31%
			A*	A*			*		J				
Somewhat disagree	238	43	20	9	77	69	19	65	53	63	34	66	172
	24%	32%	19%	15%	20%	29%	27%	22%	30%	28%	22%	26%	23%
		CD	*	*		CD	*						
Strongly disagree	305	41	27	18	134	63	22	80	39	70	61	83	222
	30%	31%	25%	28%	35%	26%	31%	27%	22%	31%	39%	32%	30%
			*	*	E		*				GH		
Don't know	52	8	10	5	16	11	1	13	6	5	8	14	38
	5%	6%	10%	8%	4%	5%	2%	4%	3%	2%	5%	5%	5%
			*	*			*						
Summary													
Top2Box (Agree)	406	43	49	32	157	97	29	137	78	89	54	94	312
	41%	32%	46%	49%	41%	40%	40%	47%	44%	39%	34%	37%	42%
			*	A*			*	J					
Low2Box (Disagree)	543	84	47	28	211	132	41	145	92	134	95	149	394
	54%	63%	44%	43%	55%	55%	58%	49%	52%	59%	60%	58%	53%
		BC	*	*			*			G			

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

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

[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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
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	24	16	16	66	26	10	43	24	39	27	46	112
	16%	18%	15%	25%	17%	11%	14%	15%	14%	17%	17%	18%	15%
			*	E*			*						
Somewhat agree	255	29	41	20	92	56	17	73	59	56	40	64	191
	26%	22%	38%	31%	24%	23%	24%	25%	34%	25%	25%	25%	26%
			ADE*	*			*						
Somewhat disagree	201	29	13	10	68	66	15	65	40	48	25	53	148
	20%	22%	12%	15%	18%	28%	21%	22%	22%	21%	16%	21%	20%
			*	*		BCD	*						
Strongly disagree	319	42	28	13	136	74	25	95	43	74	61	80	239
	32%	32%	26%	20%	35%	31%	35%	32%	24%	32%	38%	31%	32%
			*	*	C		*				H		
Don't know	67	10	9	6	21	17	4	19	10	11	6	14	53
	7%	7%	8%	9%	6%	7%	5%	6%	6%	5%	4%	5%	7%
			*	*			*						
Summary													
Top2Box (Agree)	414	53	57	36	158	83	27	116	83	95	67	110	303
	41%	39%	54%	56%	41%	34%	38%	39%	48%	42%	42%	43%	41%
			E*	ADEF*			*						
Low2Box (Disagree)	520	71	40	23	204	141	40	160	82	122	85	132	388
	52%	53%	38%	35%	53%	59%	57%	54%	47%	53%	54%	52%	52%
		BC	*	*	BC	BC	BC*						

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

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

[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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
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	23	23	11	65	24	15	48	23	40	29	50	112
	16%	17%	22%	17%	17%	10%	22%	16%	13%	17%	18%	19%	15%
Somewhat agree			E*	*	E		E*						
	238	32	35	27	80	51	13	68	58	51	32	56	182
	24%	24%	33%	42%	21%	21%	18%	23%	33%	22%	20%	22%	24%
Somewhat disagree			DE*	ADEF*			*		GIJ				
	206	27	14	5	77	68	16	62	35	63	26	52	155
	21%	20%	13%	8%	20%	28%	23%	21%	20%	28%	16%	20%	21%
Strongly disagree			C	*	C	BCD	C*			J			
	321	38	23	15	142	79	24	96	49	63	62	82	239
	32%	28%	22%	23%	37%	33%	33%	33%	28%	28%	39%	32%	32%
Don't know			*	*	BC		*				HI		
	73	14	11	6	20	19	3	21	11	12	9	16	57
	7%	11%	10%	10%	5%	8%	4%	7%	6%	5%	5%	6%	8%
		D	*	*			*						
Summary													
Top2Box (Agree)	400	55	58	39	145	75	28	115	81	90	61	106	293
	40%	41%	55%	60%	38%	31%	40%	39%	46%	40%	39%	41%	39%
			DE*	ADEF*			*						
Low2Box (Disagree)	527	65	37	20	219	147	40	158	84	127	88	134	394
	53%	48%	35%	31%	57%	61%	56%	54%	48%	55%	56%	52%	53%
		C	*	*	BC	ABC	BC*						

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

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

[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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
I am comfortable with my internet service provider saving my internet browsing history	414	53	57	36	158	83	27	116	83	95	67	110	303
and providing anonymous metadata to law	41%	39%	54%	56%	41%	34%	38%	39%	48%	42%	42%	43%	41%
			E*	ADEF*			*						
I am comfortable with my internet service provider saving my internet browsing history	406	43	49	32	157	97	29	137	78	89	54	94	312
and using it to improve or develop new services	41%	32%	46%	49%	41%	40%	40%	47%	44%	39%	34%	37%	42%
			*	A*			*	J					
I am comfortable with my internet service provider saving my internet browsing history	400	55	58	39	145	75	28	115	81	90	61	106	293
and providing my internet browsing history to	40%	41%	55%	60%	38%	31%	40%	39%	46%	40%	39%	41%	39%
			DE*	ADEF*			*						

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

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

[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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
I am comfortable with my internet service provider saving my internet browsing history	543	84	47	28	211	132	41	145	92	134	95	149	394
and using it to improve or develop new services	54%	63%	44%	43%	55%	55%	58%	49%	52%	59%	60%	58%	53%
		BC	*	*			*				G		
I am comfortable with my internet service provider saving my internet browsing history	527	65	37	20	219	147	40	158	84	127	88	134	394
and providing my internet browsing history to	53%	48%	35%	31%	57%	61%	56%	54%	48%	55%	56%	52%	53%
		C	*	*	BC	ABC	BC*						
I am comfortable with my internet service provider saving my internet browsing history	520	71	40	23	204	141	40	160	82	122	85	132	388
and providing anonymous metadata to law	52%	53%	38%	35%	53%	59%	57%	54%	47%	53%	54%	52%	52%
		BC	*	*	BC	BC	BC*						

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

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

[Table of Contents](#)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
To protect society, we should make it easier for law enforcement agencies to get access to personal information about internet usage	217	33	30	19	80	39	16	63	35	61	37	57	160
	22%	25%	28%	29%	21%	16%	23%	21%	20%	27%	24%	22%	22%
			E*	E*			*						
To protect individuals, internet service providers should not be allowed to share personal information about internet usage	585	74	57	29	239	149	38	171	112	129	98	144	441
	59%	55%	53%	45%	62%	62%	53%	58%	64%	56%	62%	56%	59%
			*	*	C	C	*						
Don't know	198	27	19	17	65	52	17	61	28	39	22	55	143
	20%	20%	18%	27%	17%	22%	24%	21%	16%	17%	14%	22%	19%
			*	*			*						

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

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

[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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Yes	624	82	68	38	251	150	35	157	109	163	122	162	462
	62%	61%	65%	58%	65%	63%	49%	53%	62%	72%	78%	63%	62%
			*	*	F		*			G	GH		
No	280	42	26	24	104	59	26	96	53	56	25	73	207
	28%	31%	25%	37%	27%	24%	37%	33%	30%	25%	16%	28%	28%
			*	E*			*	J	J				
Don't know	96	10	12	4	29	31	10	41	14	9	10	22	74
	10%	7%	11%	6%	8%	13%	14%	14%	8%	4%	7%	9%	10%
			*	*		D	*	IJ					

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

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

[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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Yes	640	93	66	39	256	146	40	143	115	171	125	157	482
	64%	69%	62%	60%	67%	61%	56%	48%	66%	75%	79%	61%	65%
			*	*			*		G	G	GH		
No	299	35	34	23	108	74	25	127	50	51	27	81	218
	30%	26%	32%	35%	28%	31%	36%	43%	28%	22%	17%	32%	29%
			*	*			*	HIJ	J				
Don't know	62	7	7	3	19	21	6	26	11	7	5	18	44
	6%	5%	6%	4%	5%	9%	8%	9%	6%	3%	3%	7%	6%
			*	*			*	IJ					

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

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

[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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
0	141	25	12	11	45	36	11	50	35	25	13	42	98
	14%	19%	11%	17%	12%	15%	16%	17%	20%	11%	8%	17%	13%
			*	*			*	J	IJ				
1 - 10	90	8	11	5	36	26	4	25	17	26	17	26	64
	9%	6%	11%	8%	9%	11%	6%	8%	10%	12%	11%	10%	9%
			*	*			*						
11 - 20	30	1	4	1	14	9	1	7	11	3	4	5	24
	3%	1%	4%	1%	4%	4%	1%	3%	6%	1%	3%	2%	3%
			*	*			*		I				
21-30	26	3	1	3	12	7	1	6	2	10	4	10	16
	3%	2%	1%	5%	3%	3%	1%	2%	1%	4%	2%	4%	2%
			*	*			*						
31-40	15	3	1	2	5	4	1	7	2	3	2	4	11
	1%	2%	1%	3%	1%	2%	1%	2%	1%	1%	1%	1%	1%
			*	*			*						
41-50	93	18	11	7	30	19	7	21	14	27	20	23	70
	9%	13%	11%	11%	8%	8%	10%	7%	8%	12%	12%	9%	9%
			*	*			*						
51-60	23	2	4	3	8	6	-	6	3	9	1	9	14
	2%	1%	3%	5%	2%	2%	-	2%	2%	4%	1%	3%	2%
			*	*			*						
61-70	23	6	4	-	7	3	3	8	4	6	3	1	21
	2%	4%	3%	-	2%	1%	4%	3%	2%	3%	2%	1%	3%
			*	*			*						
71-80	74	8	3	3	31	24	5	11	14	17	21	23	51
	7%	6%	3%	4%	8%	10%	6%	4%	8%	7%	14%	9%	7%
			*	*			*				G		
81-90	62	11	4	3	33	10	2	11	9	20	14	13	49
	6%	8%	4%	4%	9%	4%	2%	4%	5%	9%	9%	5%	7%
			*	*			*			G	G		
91-100	94	14	9	6	33	21	11	20	22	20	19	22	71
	9%	10%	8%	9%	9%	9%	15%	7%	12%	9%	12%	9%	10%
			*	*			*						
Don't know	331	35	43	22	128	76	26	123	42	64	39	78	253
	33%	26%	41%	34%	33%	32%	37%	42%	24%	28%	24%	30%	34%
			A*	*			*	HIJ					
Summary													
Mean (Incl. 0)	45.5	46.7	42.8	40.8	47.7	42.8	49	37.6	42.2	48.1	54.4	42.5	46.6
		*	*	*			*			G	GH		
Std. Dev.	37.56	37.97	36.74	36.99	37.62	37.23	39.97	37.08	39.08	36.23	36.02	37.22	37.67
Std. Err.	1.42	3.82	5.1	4.62	2.32	2.86	5.49	2.93	3.38	2.66	2.99	2.68	1.67
Median (Incl. 0)	50	50	50	44.4	50	50	50	30	39.1	50	56.1	48.8	50
Mean (Excl. 0)	57.6	62.9	52.7	55.4	57.9	54.7	65.5	53	57.2	56.6	61.1	55.8	58.3
		*	*	*			*	*	*				
Std. Dev.	32.98	30.28	33.69	32.23	33.55	33.44	32.19	33.44	34.77	32.55	32.35	32.79	33.06

Std. Err.	1.38	3.43	5.08	4.6	2.25	2.87	4.97	3.12	3.46	2.57	2.82	2.62	1.62
Median (Excl. 0)	60	70	50	50	61.6	54.9	72.6	50	61.2	60	75	54.1	60

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

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

[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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Have received e-mails at home or at work from Canadian organizations	688	95	56	60	266	160	51	140	119	190	154	175	513
Weighted	640	93	66	39	256	146	40	143	115	171	125	157	482
0	39	13	1	2	11	11	1	13	7	7	8	13	26
	6%	14%	2%	6%	4%	7%	3%	9%	6%	4%	6%	8%	5%
		BD*	*	*			*		*				
1 - 10	74	7	11	5	27	20	4	16	15	25	14	22	52
	12%	8%	17%	13%	10%	14%	9%	11%	13%	15%	11%	14%	11%
		*	*	*			*		*				
11 - 20	24	1	4	1	10	8	-	6	9	2	4	5	19
	4%	2%	6%	1%	4%	5%	-	4%	8%	1%	3%	3%	4%
		*	*	*			*		I*				
21-30	21	3	1	2	10	6	1	4	2	8	4	9	13
	3%	3%	1%	5%	4%	4%	2%	3%	2%	5%	3%	6%	3%
		*	*	*			*		*				
31-40	13	3	1	2	4	4	-	6	2	3	2	3	10
	2%	3%	1%	4%	1%	3%	-	4%	2%	2%	2%	2%	2%
		*	*	*			*		*				
41-50	88	17	11	7	29	18	5	19	12	26	20	19	69
	14%	19%	17%	18%	11%	13%	13%	13%	11%	15%	16%	12%	14%
		*	*	*			*		*				
51-60	20	1	2	3	8	6	-	4	3	9	1	9	12
	3%	1%	4%	8%	3%	4%	-	3%	3%	5%	1%	5%	2%
		*	*	A*			*		*				
61-70	22	5	4	-	7	3	3	6	4	6	3	1	20
	3%	5%	5%	-	3%	2%	7%	5%	4%	4%	3%	1%	4%
		*	*	*			*		*				
71-80	70	8	3	3	30	22	5	9	14	15	21	22	49
	11%	9%	5%	7%	12%	15%	12%	7%	12%	9%	17%	14%	10%
		*	*	*			*		*		GI		
81-90	60	11	4	3	33	9	2	11	9	20	14	13	48
	9%	12%	6%	7%	13%	6%	4%	7%	8%	12%	12%	8%	10%
		*	*	*	E		*		*				
91-100	89	13	9	5	31	19	11	16	22	19	18	19	69
	14%	14%	14%	12%	12%	13%	26%	12%	19%	11%	14%	12%	14%
		*	*	*			D*		*				
Don't know	118	10	15	7	56	21	9	31	16	31	16	23	95
	18%	10%	22%	19%	22%	14%	23%	22%	14%	18%	13%	14%	20%
		*	*	*	A		*		*				
Summary													
Mean (Incl. 0)	55.1	53.1	51.3	50.9	58.1	51.4	66.3	49.4	55.4	54.3	58.1	51.4	56.3
		*	*	*			E*	*	*				
Std. Dev.	34.8	36.28	34.65	33.95	34.22	34.78	34.3	35.42	36.38	34.18	34.21	35.1	34.65
Std. Err.	1.46	3.94	5.22	4.75	2.32	2.99	5.42	3.38	3.64	2.68	2.93	2.81	1.7
Median (Incl. 0)	60	50	50	50	70	50	75	50	60	50	70	50	60
Mean (Excl. 0)	59.6	63.2	52.5	55.1	61.3	56.2	69.3	56	59.7	57.3	62.5	57	60.4
		*	*	*			**	*	*				

Std. Dev.	32.27	30.35	34.1	31.8	32.22	32.43	31.87	32.45	34.2	32.56	31.33	32.33	32.25
Std. Err.	1.4	3.55	5.2	4.64	2.26	2.91	5.17	3.29	3.55	2.63	2.78	2.7	1.64
Median (Excl. 0)	61.9	70	50	50	70	60	76	50	70	60	75	60	70

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

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

[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.

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes													
Strongly agree	181	23	20	7	75	44	12	54	32	40	27	48	132
	18%	17%	19%	11%	19%	18%	17%	18%	18%	17%	17%	19%	18%
			*	*			*						
Somewhat agree	439	52	42	28	165	124	28	121	86	110	73	112	327
	44%	39%	40%	43%	43%	52%	40%	41%	49%	48%	46%	44%	44%
			*	*		A	*						
Somewhat disagree	200	28	23	13	80	42	15	68	23	48	32	43	157
	20%	21%	22%	20%	21%	18%	21%	23%	13%	21%	20%	17%	21%
			*	*			*	H		H			
Strongly disagree	70	13	10	5	23	10	8	17	11	14	16	21	48
	7%	10%	10%	8%	6%	4%	11%	6%	6%	6%	10%	8%	7%
		E	*	*			E*						
Don't know	110	18	11	12	41	20	8	34	24	17	10	31	79
	11%	14%	10%	18%	11%	8%	12%	11%	14%	7%	6%	12%	11%
			*	E*			*		J				
Summary													
Top2Box (Agree)	620	75	62	35	240	168	40	175	118	149	100	160	459
	62%	56%	59%	54%	63%	70%	56%	60%	67%	65%	63%	63%	62%
			*	*		ACF	*						
Low2Box (Disagree)	270	41	33	18	103	52	23	86	34	62	48	65	205
	27%	31%	31%	28%	27%	22%	32%	29%	19%	27%	30%	25%	28%
			*	*			*	H			H		

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

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

[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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from													
Strongly agree	332	40	44	18	143	76	10	78	50	91	69	90	242
	33%	30%	42%	28%	37%	32%	15%	27%	28%	40%	44%	35%	33%
		F	F*	*	F	F	*			GH	GH		
Somewhat agree	339	53	30	22	124	82	28	93	62	89	52	81	257
	34%	39%	29%	34%	32%	34%	39%	31%	35%	39%	33%	32%	35%
			*	*			*						
Somewhat disagree	112	13	13	7	36	27	16	51	23	16	11	27	85
	11%	10%	12%	11%	9%	11%	23%	17%	13%	7%	7%	10%	11%
			*	*			ADE*	IJ					
Strongly disagree	45	7	1	4	15	17	2	19	8	5	8	10	35
	5%	5%	1%	7%	4%	7%	3%	6%	5%	2%	5%	4%	5%
			*	B*		B	*						
Don't know	172	21	18	13	67	38	15	54	33	28	16	48	124
	17%	16%	17%	21%	17%	16%	21%	18%	19%	12%	10%	19%	17%
			*	*			*	J	J				
Summary													
Top2Box (Agree)	671	93	75	40	266	159	38	171	112	179	121	172	499
	67%	69%	70%	62%	69%	66%	54%	58%	64%	78%	77%	67%	67%
		F	*	*	F		*			GH	GH		
Low2Box (Disagree)	157	20	14	11	51	43	18	69	31	22	20	37	120
	16%	15%	13%	18%	13%	18%	25%	24%	18%	9%	13%	14%	16%
			*	*			D*	IJ	I				

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

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving	671	93	75	40	266	159	38	171	112	179	121	172	499
	67%	69%	70%	62%	69%	66%	54%	58%	64%	78%	77%	67%	67%
		F	*	*	F		*			GH	GH		
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes	620	75	62	35	240	168	40	175	118	149	100	160	459
	62%	56%	59%	54%	63%	70%	56%	60%	67%	65%	63%	63%	62%
			*	*		ACF	*						

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

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

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
I think the new anti-spam legislation will work	270	41	33	18	103	52	23	86	34	62	48	65	205
and Canadians will start to get less Spam in	27%	31%	31%	28%	27%	22%	32%	29%	19%	27%	30%	25%	28%
their inboxes			*	*			*	H			H		
I took advantage of the new anti-spam	157	20	14	11	51	43	18	69	31	22	20	37	120
legislation and careful selected which	16%	15%	13%	18%	13%	18%	25%	24%	18%	9%	13%	14%	16%
organizations I want to keep receiving			*	*			D*	IJ	I				

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

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

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Aware that the federal government passed new anti-spam legislation	671	89	60	55	260	162	45	150	113	186	148	177	494
Weighted	624	82	68	38	251	150	35	157	109	163	122	162	462
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes													
Strongly agree	121	14	17	5	51	30	5	32	24	33	24	37	85
	19%	17%	25%	12%	20%	20%	15%	20%	22%	20%	19%	23%	18%
		*	*	*			*		*				
Somewhat agree	286	32	20	20	113	86	15	63	56	83	53	72	214
	46%	39%	30%	52%	45%	57%	43%	40%	52%	51%	44%	45%	46%
		*	*	B*	B	ABD	*		*				
Somewhat disagree	134	22	19	7	52	24	9	42	15	32	26	25	108
	21%	27%	27%	19%	21%	16%	26%	27%	13%	19%	21%	16%	23%
		*	*	*			*	H	*				
Strongly disagree	51	10	9	3	18	6	6	12	8	11	14	16	35
	8%	12%	14%	7%	7%	4%	16%	7%	8%	7%	12%	10%	8%
		E*	E*	*			E*		*				
Don't know	31	5	3	3	16	4	-	9	5	5	5	11	21
	5%	6%	4%	9%	7%	3%	-	6%	5%	3%	4%	7%	4%
		*	*	E*			*		*				
Summary													
Top2Box (Agree)	408	46	37	24	165	116	20	94	81	115	77	109	299
	65%	55%	55%	65%	66%	77%	58%	60%	74%	71%	63%	68%	65%
		*	*	*		ABDF	*		G*				
Low2Box (Disagree)	185	32	28	10	70	31	15	54	23	43	40	42	143
	30%	39%	41%	26%	28%	20%	42%	34%	21%	26%	33%	26%	31%
		E*	E*	*			E*	H	*				

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

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

[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.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Aware that the federal government passed new anti-spam legislation	671	89	60	55	260	162	45	150	113	186	148	177	494
Weighted	624	82	68	38	251	150	35	157	109	163	122	162	462
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from													
Strongly agree	277	34	33	16	122	65	9	61	43	80	63	76	201
	44%	41%	48%	41%	49%	43%	25%	39%	40%	49%	51%	47%	44%
		*	F*	*	F		*		*				
Somewhat agree	248	37	22	18	94	58	18	60	43	68	45	59	189
	40%	45%	32%	49%	38%	39%	53%	38%	39%	42%	37%	37%	41%
		*	*	*			*		*				
Somewhat disagree	46	8	5	1	15	12	5	19	10	8	5	10	37
	7%	10%	8%	4%	6%	8%	14%	12%	10%	5%	4%	6%	8%
		*	*	*			*	IJ	*				
Strongly disagree	15	1	1	1	7	5	-	5	3	2	4	3	12
	2%	1%	1%	3%	3%	3%	-	3%	3%	1%	4%	2%	3%
		*	*	*			*		*				
Don't know	37	3	8	1	12	11	3	12	10	6	4	14	23
	6%	3%	11%	4%	5%	7%	7%	8%	9%	4%	3%	9%	5%
		*	*	*			*		*				
Summary													
Top2Box (Agree)	525	70	55	34	216	122	27	121	86	148	108	135	390
	84%	86%	80%	90%	86%	82%	78%	77%	79%	91%	89%	83%	84%
		*	*	*			*		*	GH	G		
Low2Box (Disagree)	62	9	6	2	22	17	5	24	13	9	10	13	49
	10%	11%	9%	6%	9%	11%	14%	15%	12%	6%	8%	8%	11%
		*	*	*			*	I	*				

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

[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	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Aware that the federal government passed new anti-spam legislation	671	89	60	55	260	162	45	150	113	186	148	177	494
Weighted	624	82	68	38	251	150	35	157	109	163	122	162	462
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving	525	70	55	34	216	122	27	121	86	148	108	135	390
	84%	86%	80%	90%	86%	82%	78%	77%	79%	91%	89%	83%	84%
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes		*	*	*			*		*	GH	G		
	408	46	37	24	165	116	20	94	81	115	77	109	299
	65%	55%	55%	65%	66%	77%	58%	60%	74%	71%	63%	68%	65%
		*	*	*		ABDF	*		G*				

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

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

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Aware that the federal government passed new anti-spam legislation	671	89	60	55	260	162	45	150	113	186	148	177	494
Weighted	624	82	68	38	251	150	35	157	109	163	122	162	462
I think the new anti-spam legislation will work	185	32	28	10	70	31	15	54	23	43	40	42	143
and Canadians will start to get less Spam in their inboxes	30%	39%	41%	26%	28%	20%	42%	34%	21%	26%	33%	26%	31%
		E*	E*	*			E*	H	*				
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving	62	9	6	2	22	17	5	24	13	9	10	13	49
	10%	11%	9%	6%	9%	11%	14%	15%	12%	6%	8%	8%	11%
		*	*	*			*	I	*				

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

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

[Table of Contents](#)

GENDER

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Male	485	64	45	32	180	119	46	131	93	131	82	117	368
	48%	48%	42%	49%	47%	49%	64%	44%	53%	57%	52%	46%	49%
			*	*			ABDE*			G			
Female	515	70	62	33	204	121	25	164	83	97	75	139	376
	52%	52%	58%	51%	53%	51%	36%	56%	47%	43%	48%	54%	51%
		F	F*	*	F	F	*	I					

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

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

[Table of Contents](#)

AGE

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
18-24	134	15	15	10	56	27	10	51	23	16	10	43	91
	13%	11%	14%	15%	15%	11%	14%	17%	13%	7%	6%	17%	12%
			*	*			*	IJ	J				
25-34	145	14	18	9	69	31	4	46	21	46	26	56	89
	15%	10%	17%	14%	18%	13%	6%	16%	12%	20%	16%	22%	12%
			*	*	F		*			H		L	
35-44	147	18	17	8	51	40	13	41	21	43	27	79	68
	15%	13%	16%	13%	13%	17%	18%	14%	12%	19%	17%	31%	9%
			*	*			*					L	
45-54	223	37	10	14	81	66	15	54	37	56	50	55	168
	22%	28%	10%	21%	21%	27%	21%	18%	21%	25%	32%	21%	23%
		B	*	*	B	B	*				GH		
55-64	205	26	27	11	76	51	14	53	41	41	35	21	184
	21%	20%	25%	16%	20%	21%	20%	18%	24%	18%	22%	8%	25%
			*	*			*						K
65+	146	25	18	13	50	25	15	51	33	26	10	3	143
	15%	18%	17%	21%	13%	10%	21%	17%	19%	11%	6%	1%	19%
			*	E*			E*	J	J				K
Summary													
18-34	279	29	33	19	125	58	14	96	44	62	35	99	180
	28%	21%	31%	30%	33%	24%	20%	33%	25%	27%	22%	39%	24%
			*	*	AE		*	J				L	
35-54	370	54	28	22	132	106	28	94	58	99	77	133	237
	37%	41%	26%	33%	35%	44%	39%	32%	33%	43%	49%	52%	32%
		B	*	*		BD	*			G	GH	L	
55+	351	51	45	24	126	76	29	104	74	68	45	24	327
	35%	38%	43%	37%	33%	32%	41%	35%	42%	30%	29%	10%	44%
			*	*			*		IJ				K

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

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

[Table of Contents](#)

EDUCATION

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Primary School or less	9	-	2	-	6	-	-	2	2	-	2	2	6
	1%	-	2%	-	2%	-	-	1%	1%	-	1%	1%	1%
			E*	*			*						
Some high school	103	16	11	8	24	33	12	54	22	7	6	25	78
	10%	12%	10%	12%	6%	14%	17%	18%	13%	3%	4%	10%	10%
			*	*		D	D*	IJ	IJ				
Graduated high school	342	47	35	28	126	83	23	109	49	66	42	81	261
	34%	35%	33%	44%	33%	34%	33%	37%	28%	29%	26%	32%	35%
			*	*			*	J					
Some college / CEGEP / Trade School	116	20	13	7	45	24	7	40	22	26	20	27	90
	12%	15%	12%	11%	12%	10%	10%	14%	13%	11%	12%	10%	12%
			*	*			*						
Graduated from college / CEGEP / Trade School	194	15	22	9	85	53	10	39	40	62	33	62	132
	19%	11%	21%	14%	22%	22%	14%	13%	23%	27%	21%	24%	18%
			*	*	A	A	*		G	G	G	L	
Some university, but did not finish	82	13	12	5	24	20	6	25	19	22	9	13	68
	8%	10%	12%	8%	6%	8%	8%	8%	11%	10%	6%	5%	9%
			*	*			*						
University undergraduate degree, such as a Bachelor's Degree	106	15	8	6	50	20	7	18	15	30	31	28	78
	11%	11%	8%	10%	13%	8%	10%	6%	8%	13%	20%	11%	10%
			*	*			*			G	GH		
University graduate degree, such as a Master's or PhD	48	8	2	1	24	7	5	8	7	16	15	17	31
	5%	6%	2%	2%	6%	3%	7%	3%	4%	7%	10%	7%	4%
			*	*			*			G	G		
Summary													
<HS	112	16	13	8	30	33	12	56	25	7	8	28	84
	11%	12%	12%	12%	8%	14%	17%	19%	14%	3%	5%	11%	11%
			*	*		D	D*	IJ	IJ				
HS	342	47	35	28	126	83	23	109	49	66	42	81	261
	34%	35%	33%	44%	33%	34%	33%	37%	28%	29%	26%	32%	35%
			*	*			*	J					
Post Sec	392	48	47	21	154	98	24	104	81	109	62	102	290
	39%	36%	44%	32%	40%	41%	33%	35%	46%	48%	39%	40%	39%
			*	*			*		G	G			
Univ Grad	154	23	11	8	73	27	12	26	22	46	46	45	109
	15%	17%	10%	12%	19%	11%	18%	9%	12%	20%	29%	18%	15%
			*	*	E		*			G	GH		

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

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

REGION

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
BC	134	134	-	-	-	-	-	38	24	33	16	39	95
	13%	100%	-	-	-	-	-	13%	14%	14%	10%	15%	13%
		BCDEF	*	*			*						
AB	106	-	106	-	-	-	-	36	21	15	20	30	76
	11%	-	100%	-	-	-	-	12%	12%	7%	13%	12%	10%
			ACDEF*	*			*				I		
SK/MB	65	-	-	65	-	-	-	24	13	7	10	21	44
	7%	-	-	100%	-	-	-	8%	7%	3%	6%	8%	6%
			*	ABDEF*			*	I					
Ontario	383	-	-	-	383	-	-	89	55	101	68	99	284
	38%	-	-	-	100%	-	-	30%	31%	44%	44%	39%	38%
			*	*	ABCEF		*			GH	GH		
Quebec	240	-	-	-	-	240	-	85	47	60	32	53	188
	24%	-	-	-	-	100%	-	29%	27%	26%	20%	21%	25%
			*	*		ABCDF	*						
Atlantic	71	-	-	-	-	-	71	23	15	13	11	14	57
	7%	-	-	-	-	-	100%	8%	9%	6%	7%	6%	8%
			*	*			ABCDE*						

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

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

[Table of Contents](#)

INCOME

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
<\$25K	144	16	18	9	48	41	11	144	-	-	-	25	118
	14%	12%	17%	14%	13%	17%	15%	49%	-	-	-	10%	16%
			*	*			*	HIJ					K
\$25K - <\$55K	292	37	35	24	84	85	26	151	140	-	-	72	219
	29%	27%	33%	37%	22%	35%	37%	51%	80%	-	-	28%	30%
			D*	D*		D	D*	IJ	GIJ				
\$55K - <\$100K	264	42	18	10	114	66	15	-	35	228	-	81	183
	26%	31%	17%	15%	30%	27%	21%	-	20%	100%	-	32%	25%
		BC	*	*	BC	C	*		GJ	GHJ			
\$100K - <\$150K	108	9	15	5	45	25	8	-	-	-	108	35	73
	11%	6%	14%	8%	12%	10%	12%	-	-	-	68%	14%	10%
			*	*			*				GHI		
\$150K+	50	7	5	4	24	7	3	-	-	-	50	14	36
	5%	5%	5%	6%	6%	3%	4%	-	-	-	32%	5%	5%
			*	*			*				GHI		
Prefer not to answer	144	24	14	12	69	17	8	-	-	-	-	29	114
	14%	18%	13%	19%	18%	7%	11%	-	-	-	-	11%	15%
		E	*	E*	E		*						
Summary													
<40K	295	38	36	24	89	85	23	295	-	-	-	62	233
	29%	28%	34%	36%	23%	35%	33%	100%	-	-	-	24%	31%
			*	D*		D	*	HIJ					
40K - <60K	176	24	21	13	55	47	15	-	176	-	-	46	130
	18%	18%	20%	20%	14%	20%	22%	-	100%	-	-	18%	17%
			*	*			*		GIJ				
60K - <100K	228	33	15	7	101	60	13	-	-	228	-	71	158
	23%	24%	14%	10%	26%	25%	18%	-	-	100%	-	28%	21%
		C	*	*	BC	C	*			GHJ			
100K+	157	16	20	10	68	32	11	-	-	-	157	49	109
	16%	12%	19%	15%	18%	13%	16%	-	-	-	100%	19%	15%
			*	*			*				GHI		

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

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

[Table of Contents](#)

HOUSEHOLD COMPOSITION

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Kids	256	39	30	21	99	53	14	62	46	71	49	256	-
	26%	29%	28%	32%	26%	22%	20%	21%	26%	31%	31%	100%	-
			*	*			*			G	G	L	
No Kids	744	95	76	44	284	188	57	233	130	158	109	-	744
	74%	71%	72%	68%	74%	78%	80%	79%	74%	69%	69%	-	100%
			*	*			*	IJ					K

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

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

[Table of Contents](#)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
1	212	24	28	16	75	58	11	110	40	33	7	-	212
	21%	18%	26%	24%	20%	24%	16%	37%	23%	15%	5%	-	28%
			*	*			*	HIJ	J	J			K
2	384	53	37	23	133	98	40	106	67	89	71	17	367
	38%	40%	35%	35%	35%	41%	56%	36%	38%	39%	45%	7%	49%
			*	*			ABCDE*						K
3	176	25	14	13	71	43	10	40	34	46	30	71	105
	18%	19%	13%	20%	19%	18%	14%	14%	19%	20%	19%	28%	14%
			*	*			*					L	
4	141	19	13	8	66	27	9	20	18	39	38	94	47
	14%	14%	12%	12%	17%	11%	12%	7%	10%	17%	24%	37%	6%
			*	*			*			G	GH	L	
5	65	9	12	4	28	10	1	12	16	15	11	58	7
	6%	7%	12%	6%	7%	4%	2%	4%	9%	7%	7%	23%	1%
			EF*	*			*					L	
6	18	4	2	1	8	4	-	6	-	6	1	13	5
	2%	3%	2%	1%	2%	2%	-	2%	-	3%	*	5%	1%
			*	*			*					L	
8	2	-	-	-	2	-	-	-	-	-	-	2	-
	*	-	-	-	*	-	-	-	-	-	-	1%	-
			*	*			*						
9	1	-	-	-	1	-	-	1	-	-	-	1	-
	*	-	-	-	*	-	-	*	-	-	-	*	-
			*	*			*						
10	1	-	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	-	-	1%	-	-	-	-	-	*
			*	*			*						
12+	1	-	-	1	-	-	-	-	1	-	-	1	-
	*	-	-	2%	-	-	-	-	1%	-	-	1%	-
			*	DE*			*						

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

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

[Table of Contents](#)

EMPLOYMENT STATUS

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Employed - full-time	393	38	30	31	148	117	30	74	83	119	87	115	278
	39%	28%	28%	47%	39%	49%	42%	25%	47%	52%	55%	45%	37%
			*	AB*		ABD	*		G	G	G		
Employed - part-time	105	20	17	6	44	14	4	38	12	19	15	34	71
	11%	15%	16%	9%	11%	6%	5%	13%	7%	8%	10%	13%	10%
		E	E*	*	E		*						
Self-Employed - full-time	54	9	4	2	23	10	6	11	8	20	8	11	43
	5%	7%	3%	3%	6%	4%	8%	4%	5%	9%	5%	4%	6%
			*	*			*			G			
Self-Employed - part-time	46	12	7	4	16	5	3	17	8	10	8	8	39
	5%	9%	6%	6%	4%	2%	5%	6%	4%	4%	5%	3%	5%
		E	*	*			*						
Retired	217	34	27	14	73	51	17	78	40	37	21	13	204
	22%	26%	25%	22%	19%	21%	24%	27%	23%	16%	14%	5%	27%
			*	*			*	IJ	J				K
Student - full-time	51	10	6	2	22	10	1	17	11	1	3	19	32
	5%	7%	6%	3%	6%	4%	1%	6%	6%	*	2%	7%	4%
			*	*			*	I	I				
Student - part-time	5	1	1	1	2	-	-	3	-	-	-	1	4
	1%	1%	1%	2%	*	-	-	1%	-	-	-	*	1%
			*	E*			*						
Military	3	-	1	-	1	-	2	-	2	-	1	-	3
	*	-	1%	-	*	-	2%	-	1%	-	*	-	*
			*	*			DE*						
Full-time parent, homemaker	59	7	7	2	26	14	2	17	4	19	14	39	20
	6%	5%	7%	3%	7%	6%	3%	6%	2%	8%	9%	15%	3%
			*	*			*			H	H	L	
Not currently employed	47	2	6	3	17	15	5	31	9	2	-	15	33
	5%	1%	6%	5%	4%	6%	6%	10%	5%	1%	-	6%	4%
			*	*		A	*	IJ	IJ				
Prefer not to answer	19	1	1	-	12	3	2	10	-	2	-	1	18
	2%	1%	1%	-	3%	1%	3%	3%	-	1%	-	*	2%
			*	*			*	HJ					

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

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

DEMA_1. [Use the Internet]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Use the Internet													
Several times a day	728	95	78	44	285	177	50	215	121	157	131	207	520
	73%	71%	73%	67%	74%	74%	70%	73%	69%	69%	83%	81%	70%
Everyday or almost everyday			*	*			*				GHI	L	
	205	29	22	18	72	49	15	59	45	50	21	36	169
	20%	22%	20%	27%	19%	21%	21%	20%	26%	22%	13%	14%	23%
2-3 times a week			*	*			*		J	J			K
	29	8	4	2	8	3	4	10	3	13	2	7	21
	3%	6%	4%	3%	2%	1%	5%	3%	2%	6%	1%	3%	3%
Once a week		E	*	*			*			HJ			
	15	2	1	1	5	4	3	6	2	4	1	3	11
	1%	2%	1%	1%	1%	2%	4%	2%	1%	2%	1%	1%	2%
2-3 times a month			*	*			*						
	6	1	-	-	4	1	-	-	-	2	1	-	6
	1%	1%	-	-	1%	*	-	-	-	1%	1%	-	1%
Once a month/Less often			*	*			*						
	1	-	-	-	-	1	-	1	-	-	-	-	1
	*	-	-	-	-	*	-	*	-	-	-	-	*
Never			*	*			*						
	18	-	1	1	10	5	-	3	5	2	2	2	16
	2%	-	1%	1%	3%	2%	-	1%	3%	1%	1%	1%	2%
Summary			*	*			*						
Everyday / Several Times A Day	932	124	100	61	357	226	65	275	166	207	151	243	689
	93%	92%	94%	94%	93%	94%	91%	93%	95%	91%	96%	95%	93%
			*	*			*						
Once weekly / A few times a week	43	10	5	3	12	7	6	16	5	17	3	11	33
	4%	7%	5%	4%	3%	3%	9%	5%	3%	8%	2%	4%	4%
			*	*			DE*			J			
About Once A Month/ A Few Times Per Month	6	1	-	-	4	2	-	1	-	2	1	-	6
	1%	1%	-	-	1%	1%	-	*	-	1%	1%	-	1%
			*	*			*						

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

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

[Table of Contents](#)

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

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)													
Several times a day	395	50	48	20	144	103	30	125	64	74	69	121	273
	39%	37%	45%	31%	38%	43%	42%	43%	37%	32%	44%	47%	37%
			*	*			*	I			I	L	
Everyday or almost everyday	226	23	29	13	85	61	13	62	53	46	31	70	156
	23%	17%	28%	21%	22%	26%	19%	21%	30%	20%	20%	27%	21%
			*	*			*		GIJ				
2-3 times a week	93	12	8	8	38	20	7	36	15	24	8	23	70
	9%	9%	8%	13%	10%	8%	9%	12%	9%	11%	5%	9%	9%
			*	*			*	J					
Once a week	54	3	4	6	22	13	6	15	6	17	13	11	42
	5%	2%	4%	9%	6%	5%	8%	5%	4%	8%	8%	4%	6%
			*	A*			*						
2-3 times a month	32	10	3	3	12	3	*	9	5	10	6	7	25
	3%	7%	3%	5%	3%	1%	1%	3%	3%	5%	4%	3%	3%
		E	*	*			*						
Once a month/Less often	40	8	2	2	20	5	3	9	8	15	3	6	33
	4%	6%	2%	3%	5%	2%	4%	3%	5%	6%	2%	2%	4%
			*	*			*			J			
Never	161	28	11	12	63	35	12	38	24	42	27	17	144
	16%	21%	10%	19%	16%	14%	17%	13%	14%	18%	17%	7%	19%
			*	*			*						K
Summary													
Everyday / Several Times A Day	621	73	78	33	229	164	43	187	117	120	100	191	430
	62%	55%	73%	51%	60%	68%	61%	63%	67%	53%	64%	75%	58%
			ACD*	*		AC	*	I	I		I	L	
Once weekly / A few times a week	147	15	13	14	59	33	12	51	22	41	21	35	112
	15%	11%	12%	22%	15%	14%	17%	17%	12%	18%	13%	13%	15%
			*	*			*						
About Once A Month/ A Few Times Per Month	71	18	5	5	32	8	3	19	13	25	9	13	58
	7%	13%	5%	8%	8%	3%	5%	6%	7%	11%	6%	5%	8%
		E	*	*	E		*						

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

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

[Table of Contents](#)

DEMA_3. [Watch conventional TV]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Watch conventional TV													
Several times a day	417	62	48	23	148	102	33	132	68	93	72	92	325
	42%	47%	45%	35%	39%	42%	47%	45%	39%	41%	45%	36%	44%
Everyday or almost everyday			*	*			*						
	355	44	36	25	130	96	25	96	66	90	57	90	265
	35%	33%	34%	38%	34%	40%	35%	33%	38%	39%	36%	35%	36%
2-3 times a week			*	*			*						
	93	11	9	8	40	18	7	21	18	34	10	28	65
	9%	8%	9%	13%	10%	8%	10%	7%	10%	15%	7%	11%	9%
Once a week			*	*			*			GJ			
	32	3	1	2	14	7	5	14	4	3	7	7	25
	3%	2%	1%	4%	4%	3%	6%	5%	2%	1%	5%	3%	3%
2-3 times a month			*	*			*						
	10	*	-	2	6	2	-	5	2	-	-	2	7
	1%	*	-	3%	2%	1%	-	2%	1%	-	-	1%	1%
Once a month/Less often			*	*			*						
	33	6	1	3	19	3	1	9	7	4	5	17	16
	3%	5%	1%	4%	5%	1%	1%	3%	4%	2%	3%	7%	2%
Never			*	*	E		*					L	
	61	7	11	2	27	13	1	18	12	4	6	20	40
	6%	5%	10%	3%	7%	5%	2%	6%	7%	2%	4%	8%	5%
Summary			*	*			*	I	I				
Everyday / Several Times A Day	772	107	84	48	278	197	58	228	134	183	128	182	590
	77%	79%	79%	74%	73%	82%	81%	77%	77%	80%	81%	71%	79%
			*	*		D	*						K
Once weekly / A few times a week	125	14	10	11	54	25	11	35	21	37	18	35	90
	13%	10%	10%	16%	14%	10%	16%	12%	12%	16%	11%	14%	12%
			*	*			*						
About Once A Month/ A Few Times Per Month	42	7	1	5	25	5	1	14	8	4	5	19	23
	4%	5%	1%	7%	6%	2%	1%	5%	5%	2%	3%	8%	3%
			*	BE*	BE		*					L	

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

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

[Table of Contents](#)

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Watch TV online													
Several times a day	61	9	3	3	31	8	6	28	5	13	8	18	43
	6%	7%	3%	5%	8%	3%	8%	9%	3%	6%	5%	7%	6%
Everyday or almost everyday			*	*	E		*	H					
	73	11	3	6	33	15	4	26	15	18	10	24	49
	7%	8%	3%	9%	9%	6%	6%	9%	8%	8%	6%	9%	7%
2-3 times a week			*	*			*						
	114	12	14	6	57	18	6	25	26	28	14	35	79
	11%	9%	13%	10%	15%	7%	9%	8%	15%	12%	9%	14%	11%
Once a week			*	*	E		*						
	69	7	8	3	33	11	7	20	13	21	12	23	45
	7%	5%	8%	4%	9%	5%	9%	7%	7%	9%	8%	9%	6%
2-3 times a month			*	*			*						
	70	6	13	4	24	21	3	22	12	14	13	24	46
	7%	4%	12%	6%	6%	9%	4%	8%	7%	6%	8%	9%	6%
Once a month/Less often			*	*			*						
	136	21	7	11	54	35	8	29	17	40	29	42	94
	14%	15%	6%	17%	14%	15%	12%	10%	10%	18%	18%	16%	13%
Never			*	B*			*			GH	GH		
	478	69	58	32	151	132	37	145	88	93	71	90	388
	48%	51%	54%	49%	39%	55%	52%	49%	50%	41%	45%	35%	52%
Summary		D	D*	*		D	*						K
Everyday / Several Times A Day	134	20	6	9	64	23	10	54	20	31	19	42	91
	13%	15%	6%	14%	17%	10%	14%	18%	11%	14%	12%	17%	12%
			*	*	BE		*						
Once weekly / A few times a week	182	19	23	9	90	29	13	45	39	49	27	58	124
	18%	14%	21%	14%	23%	12%	18%	15%	22%	21%	17%	23%	17%
			*	*	AE		*						
About Once A Month/ A Few Times Per Month	206	26	20	15	78	56	11	51	29	55	42	65	140
	21%	19%	19%	23%	20%	23%	15%	17%	16%	24%	26%	26%	19%
			*	*			*				GH	L	

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

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

DEMA_5. [Read conventional newspapers (hardcopy)]

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Read conventional newspapers (hardcopy)													
Several times a day	91	19	11	4	35	14	8	21	12	32	11	22	69
	9%	14%	10%	6%	9%	6%	11%	7%	7%	14%	7%	9%	9%
		E	*	*			*			GH			
Everyday or almost everyday	187	21	20	15	67	45	20	46	40	39	38	43	144
	19%	15%	19%	23%	17%	19%	28%	15%	23%	17%	24%	17%	19%
			*	*			*				G		
2-3 times a week	155	33	16	8	61	29	9	46	30	43	20	44	111
	16%	25%	15%	12%	16%	12%	12%	16%	17%	19%	13%	17%	15%
		CDE	*	*			*						
Once a week	180	25	15	16	68	47	9	51	30	41	36	47	133
	18%	18%	14%	25%	18%	20%	12%	17%	17%	18%	23%	18%	18%
			*	*			*						
2-3 times a month	72	12	9	4	28	18	3	19	12	18	15	18	54
	7%	9%	8%	6%	7%	7%	4%	7%	7%	8%	10%	7%	7%
			*	*			*						
Once a month/Less often	144	14	13	8	65	31	13	43	20	34	23	37	107
	14%	11%	12%	13%	17%	13%	18%	15%	11%	15%	15%	14%	14%
			*	*			*						
Never	171	10	23	11	60	56	11	68	31	22	14	44	126
	17%	8%	22%	17%	16%	23%	15%	23%	18%	10%	9%	17%	17%
			A*	*	A	AD	*	IJ	IJ				
Summary													
Everyday / Several Times A Day	278	40	31	18	101	59	28	66	52	71	49	65	213
	28%	30%	29%	28%	26%	25%	39%	23%	30%	31%	31%	26%	29%
			*	*			E*						
Once weekly / A few times a week	335	58	31	24	129	77	17	97	60	84	55	92	244
	34%	43%	29%	37%	34%	32%	24%	33%	34%	37%	35%	36%	33%
		F	*	*			*						
About Once A Month/ A Few Times Per Month	216	26	21	12	93	48	16	63	32	52	38	55	162
	22%	19%	20%	19%	24%	20%	22%	21%	18%	23%	24%	21%	22%
			*	*			*						

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

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

[Table of Contents](#)

DEMA_6. [Read newspapers/news online]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Read newspapers/news online													
Several times a day	126	15	11	8	53	29	9	32	14	35	27	36	90
	13%	11%	11%	13%	14%	12%	13%	11%	8%	15%	17%	14%	12%
Everyday or almost everyday			*	*			*			H	H		
	193	25	21	12	68	52	15	45	38	53	36	45	148
	19%	18%	20%	19%	18%	22%	22%	15%	21%	23%	23%	17%	20%
2-3 times a week			*	*			*			G			
	138	15	16	9	65	21	10	42	29	39	15	39	98
	14%	12%	16%	14%	17%	9%	14%	14%	17%	17%	9%	15%	13%
Once a week			*	*	E		*			J			
	97	17	12	6	39	18	5	32	19	20	17	29	68
	10%	12%	11%	10%	10%	8%	7%	11%	11%	9%	11%	11%	9%
2-3 times a month			*	*			*						
	76	10	7	3	24	28	4	20	10	20	17	18	58
	8%	7%	6%	5%	6%	12%	6%	7%	6%	9%	11%	7%	8%
Once a month/Less often			*	*		D	*						
	92	22	6	11	29	16	8	20	19	19	17	38	54
	9%	16%	6%	17%	8%	7%	11%	7%	11%	8%	11%	15%	7%
Never			*	*			*					L	
	277	31	33	15	105	75	20	104	47	43	28	51	227
	28%	23%	31%	22%	27%	31%	28%	35%	27%	19%	18%	20%	30%
Summary			*	*			*	IJ					K
Everyday / Several Times A Day	320	40	32	21	121	81	24	77	51	88	63	81	239
	32%	30%	30%	32%	32%	34%	34%	26%	29%	39%	40%	31%	32%
			*	*			*			G	GH		
Once weekly / A few times a week	235	32	28	15	105	40	14	74	48	59	32	69	166
	23%	24%	27%	24%	27%	17%	20%	25%	28%	26%	20%	27%	22%
			*	*	E		*						
About Once A Month/ A Few Times Per Month	168	31	13	14	53	45	12	40	29	39	34	56	112
	17%	23%	12%	22%	14%	19%	17%	14%	16%	17%	22%	22%	15%
		D	*	*			*				G	L	

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

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

[Table of Contents](#)

DEMA_7. [Listen to conventional radio]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Listen to conventional radio													
Several times a day	254	38	18	20	104	52	22	60	46	67	49	79	175
	25%	28%	17%	30%	27%	22%	30%	20%	26%	29%	31%	31%	24%
Everyday or almost everyday			*	*			*			G	G	L	
	300	43	32	18	107	84	17	74	54	78	51	75	225
	30%	32%	30%	28%	28%	35%	23%	25%	31%	34%	33%	29%	30%
2-3 times a week			*	*			*			G			
	168	23	16	9	66	38	15	53	29	38	23	36	132
	17%	17%	15%	13%	17%	16%	22%	18%	17%	16%	15%	14%	18%
Once a week			*	*			*						
	93	13	13	8	34	18	6	40	14	14	13	24	69
	9%	10%	12%	12%	9%	8%	8%	14%	8%	6%	9%	9%	9%
2-3 times a month			*	*			*	I					
	40	3	5	2	15	11	4	16	3	11	4	10	30
	4%	2%	5%	4%	4%	5%	5%	5%	1%	5%	3%	4%	4%
Once a month/Less often			*	*			*						
	54	7	6	4	22	13	2	21	13	9	6	15	40
	5%	5%	6%	6%	6%	5%	3%	7%	7%	4%	4%	6%	5%
Never			*	*			*						
	91	7	15	4	35	25	5	31	17	11	10	18	73
	9%	5%	14%	7%	9%	10%	8%	10%	10%	5%	6%	7%	10%
Summary			A*	*			*	I					
Everyday / Several Times A Day	554	81	51	38	211	136	38	134	100	145	100	154	400
	55%	60%	48%	58%	55%	56%	54%	46%	57%	63%	64%	60%	54%
			*	*			*		G	G	G		
Once weekly / A few times a week	260	37	29	17	100	57	21	93	43	52	37	60	201
	26%	27%	28%	25%	26%	24%	30%	32%	25%	23%	23%	23%	27%
			*	*			*	I					
About Once A Month/ A Few Times Per Month	94	10	11	6	37	23	6	36	15	20	11	25	70
	9%	7%	11%	10%	10%	10%	8%	12%	9%	9%	7%	10%	9%
			*	*			*						

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

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

[Table of Contents](#)

DEMA_8. [Listen to radio online]

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Listen to radio online													
Several times a day	59	12	4	4	26	9	3	15	11	14	14	21	38
	6%	9%	4%	7%	7%	4%	4%	5%	6%	6%	9%	8%	5%
		E	*	*			*						
Everyday or almost everyday	80	8	11	5	33	18	5	21	17	33	7	23	57
	8%	6%	11%	7%	8%	8%	7%	7%	10%	14%	5%	9%	8%
			*	*			*			GJ			
2-3 times a week	85	7	8	4	41	19	6	23	14	21	17	24	61
	8%	5%	7%	6%	11%	8%	9%	8%	8%	9%	11%	9%	8%
			*	*			*						
Once a week	86	7	12	7	30	20	9	24	19	20	15	31	55
	9%	5%	12%	10%	8%	8%	12%	8%	11%	9%	10%	12%	7%
			*	*			*					L	
2-3 times a month	69	12	13	5	21	15	3	21	10	12	16	21	48
	7%	9%	12%	8%	5%	6%	4%	7%	5%	5%	10%	8%	7%
			D*	*			*						
Once a month/Less often	140	27	9	12	57	25	9	42	24	34	20	41	99
	14%	20%	9%	18%	15%	11%	13%	14%	13%	15%	13%	16%	13%
		BE	*	*			*						
Never	481	60	48	28	175	133	37	148	80	95	68	96	385
	48%	45%	45%	43%	46%	56%	52%	50%	46%	42%	43%	37%	52%
			*	*		D	*						K
Summary													
Everyday / Several Times A Day	139	21	16	9	59	27	7	36	28	46	21	44	95
	14%	16%	15%	14%	15%	11%	10%	12%	16%	20%	13%	17%	13%
			*	*			*			G			
Once weekly / A few times a week	171	14	20	11	72	39	15	47	34	41	33	55	116
	17%	10%	19%	16%	19%	16%	21%	16%	19%	18%	21%	21%	16%
			*	*			*						
About Once A Month/ A Few Times Per Month	209	39	22	17	78	41	12	63	33	46	36	62	147
	21%	29%	21%	27%	20%	17%	17%	21%	19%	20%	23%	24%	20%
		E	*	*			*						

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

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

[Table of Contents](#)

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Tweet													
Several times a day	44	9	7	1	15	8	4	14	7	14	6	16	28
	4%	7%	6%	2%	4%	4%	5%	5%	4%	6%	4%	6%	4%
Everyday or almost everyday			*	*			*						
	42	3	4	1	10	19	5	8	12	13	5	17	24
	4%	2%	3%	2%	3%	8%	7%	3%	7%	6%	3%	7%	3%
2-3 times a week			*	*		AD	*		G			L	
	45	5	4	1	26	9	*	14	7	15	5	15	30
	5%	4%	3%	1%	7%	4%	1%	5%	4%	6%	3%	6%	4%
Once a week			*	*			*						
	52	6	6	5	20	12	3	16	14	9	9	17	35
	5%	4%	5%	7%	5%	5%	5%	5%	8%	4%	5%	7%	5%
2-3 times a month			*	*			*						
	38	6	5	4	15	5	3	6	10	10	4	11	28
	4%	5%	5%	7%	4%	2%	4%	2%	6%	4%	2%	4%	4%
Once a month/Less often			*	*			*						
	64	4	6	6	31	14	2	16	9	16	11	19	45
	6%	3%	6%	9%	8%	6%	3%	5%	5%	7%	7%	7%	6%
Never			*	*			*						
	714	101	76	47	265	172	54	221	117	151	117	161	554
	71%	75%	71%	72%	69%	71%	76%	75%	66%	66%	75%	63%	74%
Summary			*	*			*	I					K
Everyday / Several Times A Day	86	12	10	2	25	27	9	22	19	27	11	34	52
	9%	9%	10%	4%	7%	11%	12%	7%	11%	12%	7%	13%	7%
			*	*			*					L	
Once weekly / A few times a week	97	11	9	6	47	21	4	30	21	24	13	32	65
	10%	8%	9%	8%	12%	9%	6%	10%	12%	10%	8%	13%	9%
			*	*			*						
About Once A Month/ A Few Times Per Month	102	10	11	10	46	20	5	22	19	26	15	30	73
	10%	8%	10%	16%	12%	8%	7%	7%	11%	12%	10%	12%	10%
			*	*			*						

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

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

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

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Use the Internet	932	124	100	61	357	226	65	275	166	207	151	243	689
	93%	92%	94%	94%	93%	94%	91%	93%	95%	91%	96%	95%	93%
			*	*			*						
Watch conventional TV	772	107	84	48	278	197	58	228	134	183	128	182	590
	77%	79%	79%	74%	73%	82%	81%	77%	77%	80%	81%	71%	79%
			*	*		D	*						K
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	621	73	78	33	229	164	43	187	117	120	100	191	430
	62%	55%	73%	51%	60%	68%	61%	63%	67%	53%	64%	75%	58%
			ACD*	*		AC	*	I	I		I	L	
Listen to conventional radio	554	81	51	38	211	136	38	134	100	145	100	154	400
	55%	60%	48%	58%	55%	56%	54%	46%	57%	63%	64%	60%	54%
			*	*			*		G	G	G		
Read newspapers/news online	320	40	32	21	121	81	24	77	51	88	63	81	239
	32%	30%	30%	32%	32%	34%	34%	26%	29%	39%	40%	31%	32%
			*	*			*			G	GH		
Read conventional newspapers (hardcopy)	278	40	31	18	101	59	28	66	52	71	49	65	213
	28%	30%	29%	28%	26%	25%	39%	23%	30%	31%	31%	26%	29%
			*	*			E*						
Listen to radio online	139	21	16	9	59	27	7	36	28	46	21	44	95
	14%	16%	15%	14%	15%	11%	10%	12%	16%	20%	13%	17%	13%
			*	*			*			G			
Watch TV online	134	20	6	9	64	23	10	54	20	31	19	42	91
	13%	15%	6%	14%	17%	10%	14%	18%	11%	14%	12%	17%	12%
			*	*	BE		*						
Tweet	86	12	10	2	25	27	9	22	19	27	11	34	52
	9%	9%	10%	4%	7%	11%	12%	7%	11%	12%	7%	13%	7%
			*	*			*					L	

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

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

[Table of Contents](#)

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

	REGION							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Read conventional newspapers (hardcopy)	335	58	31	24	129	77	17	97	60	84	55	92	244
	34%	43%	29%	37%	34%	32%	24%	33%	34%	37%	35%	36%	33%
		F	*	*			*						
Listen to conventional radio	260	37	29	17	100	57	21	93	43	52	37	60	201
	26%	27%	28%	25%	26%	24%	30%	32%	25%	23%	23%	23%	27%
			*	*			*	I					
Read newspapers/news online	235	32	28	15	105	40	14	74	48	59	32	69	166
	23%	24%	27%	24%	27%	17%	20%	25%	28%	26%	20%	27%	22%
			*	*	E		*						
Watch TV online	182	19	23	9	90	29	13	45	39	49	27	58	124
	18%	14%	21%	14%	23%	12%	18%	15%	22%	21%	17%	23%	17%
			*	*	AE		*						
Listen to radio online	171	14	20	11	72	39	15	47	34	41	33	55	116
	17%	10%	19%	16%	19%	16%	21%	16%	19%	18%	21%	21%	16%
			*	*			*						
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	147	15	13	14	59	33	12	51	22	41	21	35	112
	15%	11%	12%	22%	15%	14%	17%	17%	12%	18%	13%	13%	15%
			*	*			*						
Watch conventional TV	125	14	10	11	54	25	11	35	21	37	18	35	90
	13%	10%	10%	16%	14%	10%	16%	12%	12%	16%	11%	14%	12%
			*	*			*						
Tweet	97	11	9	6	47	21	4	30	21	24	13	32	65
	10%	8%	9%	8%	12%	9%	6%	10%	12%	10%	8%	13%	9%
			*	*			*						
Use the Internet	43	10	5	3	12	7	6	16	5	17	3	11	33
	4%	7%	5%	4%	3%	3%	9%	5%	3%	8%	2%	4%	4%
			*	*			DE*			J			

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

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

[Table of Contents](#)

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

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Read conventional newspapers (hardcopy)	216	26	21	12	93	48	16	63	32	52	38	55	162
	22%	19%	20%	19%	24%	20%	22%	21%	18%	23%	24%	21%	22%
			*	*			*						
Listen to radio online	209	39	22	17	78	41	12	63	33	46	36	62	147
	21%	29%	21%	27%	20%	17%	17%	21%	19%	20%	23%	24%	20%
		E	*	*			*						
Watch TV online	206	26	20	15	78	56	11	51	29	55	42	65	140
	21%	19%	19%	23%	20%	23%	15%	17%	16%	24%	26%	26%	19%
			*	*			*				GH	L	
Read newspapers/news online	168	31	13	14	53	45	12	40	29	39	34	56	112
	17%	23%	12%	22%	14%	19%	17%	14%	16%	17%	22%	22%	15%
		D	*	*			*				G	L	
Tweet	102	10	11	10	46	20	5	22	19	26	15	30	73
	10%	8%	10%	16%	12%	8%	7%	7%	11%	12%	10%	12%	10%
			*	*			*						
Listen to conventional radio	94	10	11	6	37	23	6	36	15	20	11	25	70
	9%	7%	11%	10%	10%	10%	8%	12%	9%	9%	7%	10%	9%
			*	*			*						
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	71	18	5	5	32	8	3	19	13	25	9	13	58
	7%	13%	5%	8%	8%	3%	5%	6%	7%	11%	6%	5%	8%
		E	*	*	E		*						
Watch conventional TV	42	7	1	5	25	5	1	14	8	4	5	19	23
	4%	5%	1%	7%	6%	2%	1%	5%	5%	2%	3%	8%	3%
			*	BE*	BE		*					L	
Use the Internet	6	1	-	-	4	2	-	1	-	2	1	-	6
	1%	1%	-	-	1%	1%	-	*	-	1%	1%	-	1%
			*	*			*						

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

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

[Table of Contents](#)

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Tweet	714	101	76	47	265	172	54	221	117	151	117	161	554
	71%	75%	71%	72%	69%	71%	76%	75%	66%	66%	75%	63%	74%
			*	*			*	I					K
Listen to radio online	481	60	48	28	175	133	37	148	80	95	68	96	385
	48%	45%	45%	43%	46%	56%	52%	50%	46%	42%	43%	37%	52%
			*	*		D	*						K
Watch TV online	478	69	58	32	151	132	37	145	88	93	71	90	388
	48%	51%	54%	49%	39%	55%	52%	49%	50%	41%	45%	35%	52%
			D	D*	*	D	*						K
Read newspapers/news online	277	31	33	15	105	75	20	104	47	43	28	51	227
	28%	23%	31%	22%	27%	31%	28%	35%	27%	19%	18%	20%	30%
			*	*			*	IJ					K
Read conventional newspapers (hardcopy)	171	10	23	11	60	56	11	68	31	22	14	44	126
	17%	8%	22%	17%	16%	23%	15%	23%	18%	10%	9%	17%	17%
			A*	*	A	AD	*	IJ	IJ				
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	161	28	11	12	63	35	12	38	24	42	27	17	144
	16%	21%	10%	19%	16%	14%	17%	13%	14%	18%	17%	7%	19%
			*	*			*						K
Listen to conventional radio	91	7	15	4	35	25	5	31	17	11	10	18	73
	9%	5%	14%	7%	9%	10%	8%	10%	10%	5%	6%	7%	10%
			A*	*			*	I					
Watch conventional TV	61	7	11	2	27	13	1	18	12	4	6	20	40
	6%	5%	10%	3%	7%	5%	2%	6%	7%	2%	4%	8%	5%
			*	*			*	I	I				
Use the Internet	18	-	1	1	10	5	-	3	5	2	2	2	16
	2%	-	1%	1%	3%	2%	-	1%	3%	1%	1%	1%	2%
			*	*			*						

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

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

[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?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Several times a day	185	16	22	8	72	57	10	68	24	40	36	59	126
	18%	12%	21%	12%	19%	24%	14%	23%	14%	18%	23%	23%	17%
			*	*		AC	*	H			H		
Everyday or almost everyday	196	18	20	14	79	57	9	63	36	46	31	49	148
	20%	13%	19%	21%	21%	24%	13%	21%	20%	20%	20%	19%	20%
			*	*		A	*						
2-3 times a week	106	19	11	8	41	18	9	32	18	27	10	23	83
	11%	14%	10%	12%	11%	8%	13%	11%	10%	12%	7%	9%	11%
			*	*			*						
Once a week	74	15	8	4	19	21	7	33	15	10	11	26	48
	7%	11%	8%	6%	5%	9%	10%	11%	8%	5%	7%	10%	6%
		D	*	*			*	I					
2-3 times a month	46	8	4	2	20	11	2	12	12	12	5	10	37
	5%	6%	4%	3%	5%	4%	3%	4%	7%	5%	3%	4%	5%
			*	*			*						
Once a month/Less often	114	18	13	7	49	15	12	24	29	23	22	38	76
	11%	13%	12%	11%	13%	6%	17%	8%	17%	10%	14%	15%	10%
		E	*	*	E		E*		G				
Never	278	41	28	22	104	61	22	63	43	70	42	52	226
	28%	31%	26%	35%	27%	26%	30%	21%	24%	31%	27%	20%	30%
			*	*			*			G			K
Summary													
Everyday / Several Times A Day	381	33	42	22	151	114	19	131	59	86	67	108	274
	38%	25%	39%	33%	39%	48%	27%	44%	34%	38%	43%	42%	37%
			A*	*	A	ACF	*	H					
Once weekly / A few times a week	180	34	19	12	59	39	17	64	32	37	22	50	131
	18%	25%	18%	18%	15%	16%	24%	22%	18%	16%	14%	19%	18%
		D	*	*			*						
About Once A Month/ A Few Times Per Month	160	26	17	9	69	26	14	36	41	34	27	47	113
	16%	19%	16%	14%	18%	11%	19%	12%	24%	15%	17%	18%	15%
		E	*	*	E		*		GI				

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1000	132	87	92	372	240	77	265	176	247	184	259	741
Weighted	1000	134	106	65	383	240	71	295	176	228	157	256	744
Read what others have posted about public/social/political issues	539	72	63	28	211	129	36	164	110	106	96	153	386
	54%	54%	59%	43%	55%	54%	50%	56%	63%	46%	61%	60%	52%
			*	*			*		I		I		
Commented on what others have written or posted about public/social/political issues	309	35	31	16	134	75	19	99	51	75	54	87	222
	31%	26%	29%	24%	35%	31%	26%	33%	29%	33%	34%	34%	30%
			*	*			*						
Shared links to articles or information about public/social/political issues with others	263	38	24	16	99	74	12	91	42	51	48	73	190
	26%	28%	23%	24%	26%	31%	17%	31%	24%	22%	31%	28%	25%
			*	*		F	*						
Started conversations or written original ideas about public/social/political issues	167	18	16	5	69	49	11	59	27	39	32	51	116
	17%	13%	15%	7%	18%	20%	15%	20%	15%	17%	20%	20%	16%
			*	*	C	C	*						
None of the above	314	49	27	31	109	71	27	85	47	71	44	65	250
	31%	36%	26%	47%	29%	30%	37%	29%	27%	31%	28%	25%	34%
			*	BDE*			*						K
Summary													
Active	419	49	40	20	170	112	27	138	67	103	69	118	300
	42%	37%	38%	31%	44%	47%	38%	47%	38%	45%	44%	46%	40%
			*	*	C	C	*						
Passive	267	36	39	14	104	57	17	71	62	55	44	73	194
	27%	27%	36%	21%	27%	24%	25%	24%	35%	24%	28%	29%	26%
			E*	*			*		GI				
Inactive	314	49	27	31	109	71	27	85	47	71	44	65	250
	31%	36%	26%	47%	29%	30%	37%	29%	27%	31%	28%	25%	34%
			*	BDE*			*						K

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

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

[Table of Contents](#)