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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	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
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	63	16	14	23	103	8	2	2	78	17	2	18	62	25	28
	12%	16%	9%	9%	8%	11%	20%	35%	10%	13%	12%	3%	11%	15%	9%	9%
		BCD					*	**	**	K	K	*		O		
Somewhat agree	291	113	58	37	83	267	18	2	4	189	33	18	50	129	75	86
	29%	30%	32%	23%	30%	29%	41%	25%	20%	30%	22%	26%	31%	31%	28%	27%
							*	**	**			*				
Somewhat disagree	238	83	40	47	67	225	9	2	2	138	48	21	31	88	69	81
	24%	22%	22%	29%	24%	24%	21%	28%	11%	22%	32%	29%	19%	21%	26%	26%
							*	**	**		IL	*				
Strongly disagree	305	108	59	51	87	293	6	-	6	187	45	24	49	122	85	98
	30%	28%	33%	32%	31%	31%	13%	-	33%	30%	31%	34%	30%	29%	32%	31%
						F	*	**	**			*				
Don't know	52	14	7	11	19	44	2	1	5	29	4	5	13	18	13	21
	5%	4%	4%	7%	7%	5%	5%	12%	27%	5%	3%	8%	8%	4%	5%	7%
							*	**	**			*				
Summary																
Top2Box (Agree)	406	176	74	50	105	370	26	4	5	267	50	20	69	191	100	115
	41%	46%	41%	31%	38%	40%	61%	60%	29%	43%	34%	29%	43%	46%	38%	36%
		C					E*	**	**	K		*		O		
Low2Box (Disagree)	543	192	99	98	154	518	15	2	8	325	92	45	80	210	154	179
	54%	50%	55%	61%	55%	56%	34%	28%	43%	52%	63%	64%	49%	50%	58%	57%
				A		F	*	**	**		IL	*				

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

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

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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	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
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	71	28	19	40	145	13	-	1	105	21	8	24	82	34	43
	16%	19%	16%	12%	14%	16%	30%	-	3%	17%	15%	11%	15%	20%	13%	14%
Somewhat agree	255	96	51	35	73	235	11	5	4	167	29	15	44	105	71	79
	26%	25%	28%	22%	26%	25%	26%	75%	21%	27%	20%	21%	27%	25%	27%	25%
Somewhat disagree	201	77	39	35	50	187	10	1	3	117	40	16	28	83	53	66
	20%	20%	22%	22%	18%	20%	23%	13%	16%	19%	28%	23%	17%	20%	20%	21%
Strongly disagree	319	119	53	55	92	307	6	-	6	195	50	27	47	131	87	101
	32%	31%	30%	34%	33%	33%	14%	-	33%	31%	34%	38%	29%	31%	33%	32%
Don't know	67	18	8	16	24	58	3	1	5	38	6	5	18	19	22	26
	7%	5%	5%	10%	9%	6%	7%	12%	27%	6%	4%	7%	11%	4%	8%	8%
Summary																
Top2Box (Agree)	414	167	79	54	113	380	24	5	4	272	50	23	69	186	105	122
	41%	44%	44%	34%	41%	41%	56%	75%	24%	44%	34%	32%	43%	45%	39%	39%
Low2Box (Disagree)	520	196	92	90	141	494	16	1	9	311	91	43	75	214	140	166
	52%	51%	51%	56%	51%	53%	37%	13%	49%	50%	62%	61%	47%	51%	52%	53%

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

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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	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
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	71	28	19	43	149	11	-	2	108	21	6	27	80	34	47
	16%	19%	16%	12%	16%	16%	25%	-	10%	17%	14%	8%	17%	19%	13%	15%
							*	**	**			*				
Somewhat agree	238	85	49	34	70	218	14	3	4	154	26	12	47	91	69	78
	24%	22%	27%	21%	25%	23%	32%	40%	20%	25%	17%	17%	29%	22%	26%	25%
							*	**	**			*	J			
Somewhat disagree	206	90	38	30	48	193	9	3	2	122	39	20	26	100	47	60
	21%	24%	21%	19%	17%	21%	20%	48%	11%	20%	26%	28%	16%	24%	18%	19%
							*	**	**		L	*				
Strongly disagree	321	117	56	57	91	311	4	-	6	197	52	26	45	129	93	99
	32%	31%	31%	35%	33%	33%	10%	-	33%	32%	36%	37%	28%	31%	35%	32%
						F	*	**	**			*				
Don't know	73	18	9	20	26	62	6	1	5	40	9	7	17	19	24	30
	7%	5%	5%	12%	9%	7%	13%	12%	27%	6%	6%	10%	10%	4%	9%	10%
				AB	A		*	**	**			*			M	M
Summary																
Top2Box (Agree)	400	156	77	54	113	367	25	3	5	262	47	17	74	171	104	125
	40%	41%	43%	34%	41%	39%	57%	40%	29%	42%	32%	25%	46%	41%	39%	40%
							E*	**	**	JK		*	JK			
Low2Box (Disagree)	527	208	94	87	139	504	13	3	8	319	91	46	71	229	139	159
	53%	54%	52%	54%	50%	54%	30%	48%	43%	51%	62%	65%	44%	55%	52%	51%
						F	*	**	**		IL	IL*				

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

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

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1. [SUMMARY - TOP2BOX (AGREE)]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
I am comfortable with my internet service provider saving my internet browsing history and providing anonymous metadata to law	414	167	79	54	113	380	24	5	4	272	50	23	69	186	105	122
	41%	44%	44%	34%	41%	41%	56%	75%	24%	44%	34%	32%	43%	45%	39%	39%
							*	**	**			*				
I am comfortable with my internet service provider saving my internet browsing history and using it to improve or develop new services	406	176	74	50	105	370	26	4	5	267	50	20	69	191	100	115
	41%	46%	41%	31%	38%	40%	61%	60%	29%	43%	34%	29%	43%	46%	38%	36%
		C					E*	**	**	K		*		O		
I am comfortable with my internet service provider saving my internet browsing history and providing my internet browsing history to	400	156	77	54	113	367	25	3	5	262	47	17	74	171	104	125
	40%	41%	43%	34%	41%	39%	57%	40%	29%	42%	32%	25%	46%	41%	39%	40%
							E*	**	**	JK		*	JK			

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

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

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1. [SUMMARY - LOW2BOX (DISAGREE)]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
I am comfortable with my internet service provider saving my internet browsing history and using it to improve or develop new services	543	192	99	98	154	518	15	2	8	325	92	45	80	210	154	179
	54%	50%	55%	61%	55%	56%	34%	28%	43%	52%	63%	64%	49%	50%	58%	57%
				A		F	*	**	**		IL	*				
I am comfortable with my internet service provider saving my internet browsing history and providing my internet browsing history to	527	208	94	87	139	504	13	3	8	319	91	46	71	229	139	159
	53%	54%	52%	54%	50%	54%	30%	48%	43%	51%	62%	65%	44%	55%	52%	51%
						F	*	**	**		IL	IL*				
I am comfortable with my internet service provider saving my internet browsing history and providing anonymous metadata to law	520	196	92	90	141	494	16	1	9	311	91	43	75	214	140	166
	52%	51%	51%	56%	51%	53%	37%	13%	49%	50%	62%	61%	47%	51%	52%	53%
							*	**	**		IL	*				

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
To protect society, we should make it easier for law enforcement agencies to get access to personal information about internet usage	217	91	42	24	59	194	18	2	3	135	33	12	37	106	48	63
	22%	24%	24%	15%	21%	21%	41%	35%	18%	22%	23%	17%	23%	25%	18%	20%
To protect individuals, internet service providers should not be allowed to share personal information about internet usage		C					E*	**	**			*		N		
	585	227	105	104	149	560	14	3	7	355	94	44	92	253	172	160
Don't know	59%	59%	58%	65%	53%	60%	33%	50%	41%	57%	64%	62%	57%	60%	64%	51%
				D		F	*	**	**			*		O	O	
	198	63	33	32	71	179	11	1	7	132	20	15	32	60	47	91
	20%	17%	18%	20%	25%	19%	26%	15%	40%	21%	13%	21%	20%	14%	18%	29%
					A		*	**	**	J		*				MN

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

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

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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	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Yes	624	236	103	105	181	583	25	5	11	373	93	52	106	260	169	195
	62%	62%	57%	65%	65%	63%	57%	75%	61%	60%	63%	73%	66%	62%	63%	62%
No							*	**	**			*				
	280	103	67	39	72	265	11	2	3	185	44	14	37	117	80	83
	28%	27%	37%	24%	26%	28%	25%	25%	16%	30%	30%	20%	23%	28%	30%	26%
Don't know			ACD				*	**	**			*				
	96	43	11	17	25	84	8	-	4	63	10	5	18	41	18	37
	10%	11%	6%	11%	9%	9%	18%	-	23%	10%	7%	8%	11%	10%	7%	12%
							*	**	**			*				

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

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

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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	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Yes	640	232	107	110	191	605	20	6	9	384	93	55	108	263	177	200
	64%	61%	59%	69%	69%	65%	46%	100%	49%	62%	63%	78%	67%	63%	66%	64%
No						F	*	**	**			I*				
	299	123	67	36	72	274	19	-	5	199	45	10	45	131	76	92
	30%	32%	37%	23%	26%	29%	45%	-	29%	32%	30%	15%	28%	31%	28%	29%
Don't know		C	CD				*	**	**	K	K	*	K			
	62	26	6	14	15	54	4	-	4	39	9	6	8	25	15	22
	6%	7%	3%	9%	5%	6%	9%	-	21%	6%	6%	8%	5%	6%	6%	7%
							*	**	**			*				

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

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

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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?

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
0	141	44	28	31	37	131	6	-	4	93	21	7	20	45	49	46
	14%	12%	16%	19%	13%	14%	15%	-	21%	15%	14%	10%	12%	11%	18%	15%
				A			*	**	**			*			M	
1 - 10	90	45	17	10	18	85	6	-	-	54	14	14	8	53	20	18
	9%	12%	9%	6%	7%	9%	13%	-	-	9%	10%	19%	5%	13%	7%	6%
				D			*	**	**			IL*		O		
11 - 20	30	11	7	5	7	28	2	-	-	21	6	1	2	14	8	8
	3%	3%	4%	3%	2%	3%	4%	-	-	3%	4%	2%	1%	3%	3%	3%
							*	**	**			*				
21-30	26	12	4	1	9	25	-	1	-	13	3	5	5	14	1	10
	3%	3%	2%	1%	3%	3%	-	15%	-	2%	2%	8%	3%	3%	*	3%
							*	**	**			IJ*		N		N
31-40	15	6	7	2	-	15	-	-	-	9	5	1	-	5	8	1
	1%	2%	4%	1%	-	2%	-	-	-	1%	4%	1%	-	1%	3%	*
				D			*	**	**			L		O		
41-50	93	38	15	12	28	89	1	-	2	63	11	5	14	44	22	26
	9%	10%	8%	7%	10%	10%	3%	-	9%	10%	7%	7%	9%	11%	8%	8%
							*	**	**			*				
51-60	23	10	4	4	5	20	1	-	2	14	1	4	4	13	3	6
	2%	3%	2%	2%	2%	2%	2%	-	12%	2%	1%	6%	2%	3%	1%	2%
							*	**	**			J*				
61-70	23	9	1	3	10	23	-	-	-	14	3	-	7	7	9	7
	2%	2%	1%	2%	4%	2%	-	-	-	2%	2%	-	4%	2%	3%	2%
							*	**	**			*				
71-80	74	34	13	16	11	71	2	-	1	49	13	4	8	36	25	13
	7%	9%	7%	10%	4%	8%	4%	-	5%	8%	9%	6%	5%	9%	9%	4%
				D			*	**	**			*		O	O	
81-90	62	16	9	15	22	62	-	-	-	40	9	3	10	24	19	19
	6%	4%	5%	9%	8%	7%	-	-	-	6%	6%	4%	6%	6%	7%	6%
				A			*	**	**			*				
91-100	94	26	13	22	33	88	5	-	1	47	16	11	19	29	30	36
	9%	7%	7%	14%	12%	9%	12%	-	5%	8%	11%	15%	12%	7%	11%	11%
				A	A		*	**	**			*				
Don't know	331	130	62	40	99	297	20	5	9	205	46	16	64	134	72	125
	33%	34%	35%	25%	35%	32%	47%	85%	48%	33%	31%	23%	40%	32%	27%	40%
				C			*	**	**			*	K			N
Summary																
Mean (Incl. 0)	45.5	42.8	40.6	49.6	49.9	46	36.3	25	39.5	44.2	45.6	44	52.2	43.8	46.7	47
			*	*			**	**	**		*	*	*			
Std. Dev.	37.56	35.69	36.56	39.95	38.67	37.4	43.08	-	36.75	36.95	38.35	38.87	38.48	35.57	38.74	39.3
Std. Err.	1.42	2.18	3.27	3.62	2.84	1.44	9.4	-	12.25	1.8	3.61	4.78	3.79	2.02	2.77	2.8
Median (Incl. 0)	50	50	35	50	50	50	10.6	25	50	50	50	38.8	50	50	50	50
Mean (Excl. 0)	57.6	51.9	53.5	66.7	63	57.9	50	25	65.7	56.9	57.5	50.2	65.6	52	62.5	62.2
			*	AB*	AB		**	**	**		*	*	IK*		M	M
Std. Dev.	32.98	32.75	32.69	31.58	32.54	32.73	43.27	-	18.56	32.15	34.15	37.56	31.21	32.8	31.87	33.12
Std. Err.	1.38	2.17	3.25	3.24	2.67	1.4	11.17	-	7.58	1.74	3.56	4.97	3.43	2.01	2.59	2.66
Median (Excl. 0)	60	50	50	75	70	60	51.5	25	60	60	65.2	50	70	50	75	70

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

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

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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	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social sites-Daily/few times a day	Visit social sites-Weekly/few times weekly	Visit social sites-About once a month / few times a month	Visit social sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have received e-mails at home or at work from Canadian organizations	688	251	119	115	203	657	17	5	9	400	108	63	117	287	187	214
Weighted	640	232	107	110	191	605	20	6	9	384	93	55	108	263	177	200
0	39	14	10	7	9	38	1	-	1	28	3	3	6	13	14	13
	6%	6%	9%	6%	5%	6%	5%	-	9%	7%	3%	6%	5%	5%	8%	6%
			*	*			**	**	**		*	*	*			
1 - 10	74	37	12	9	17	69	5	-	-	42	14	11	7	42	17	15
	12%	16%	11%	8%	9%	11%	25%	-	-	11%	15%	20%	7%	16%	9%	8%
		D	*	*			**	**	**		*	L*	*	O		
11 - 20	24	7	5	5	7	23	1	-	-	16	5	1	2	9	8	7
	4%	3%	4%	5%	4%	4%	3%	-	-	4%	5%	3%	2%	3%	4%	3%
			*	*			**	**	**		*	*	*			
21-30	21	11	3	1	7	20	-	1	-	10	3	4	5	12	1	9
	3%	5%	2%	1%	3%	3%	-	15%	-	3%	3%	6%	5%	4%	1%	4%
			*	*			**	**	**		*	*	*	N		N
31-40	13	4	7	2	-	13	-	-	-	7	5	1	-	4	8	1
	2%	2%	6%	2%	-	2%	-	-	-	2%	6%	1%	-	1%	5%	*
			D*	*			**	**	**		IL*	*	*		O	
41-50	88	35	14	12	28	85	1	-	2	59	10	5	14	41	21	26
	14%	15%	13%	11%	14%	14%	7%	-	19%	15%	11%	9%	13%	15%	12%	13%
			*	*			**	**	**		*	*	*			
51-60	20	8	3	4	5	17	1	-	2	13	1	3	4	11	3	6
	3%	4%	3%	3%	3%	3%	5%	-	24%	3%	1%	5%	4%	4%	2%	3%
			*	*			**	**	**		*	*	*			
61-70	22	8	1	3	10	22	-	-	-	12	3	-	7	6	9	7
	3%	3%	1%	3%	5%	4%	-	-	-	3%	3%	-	6%	2%	5%	3%
			*	*			**	**	**		*	*	*			
71-80	70	30	12	16	11	67	2	-	1	46	11	4	8	33	24	13
	11%	13%	12%	15%	6%	11%	9%	-	11%	12%	12%	8%	8%	13%	14%	6%
		D	*	D*			**	**	**		*	*	*	O	O	
81-90	60	16	9	15	20	60	-	-	-	40	7	3	10	24	19	17
	9%	7%	9%	13%	11%	10%	-	-	-	10%	8%	5%	9%	9%	11%	9%
			*	*			**	**	**		*	*	*			
91-100	89	24	12	20	33	83	5	-	1	44	15	11	19	27	26	36
	14%	10%	11%	18%	17%	14%	26%	-	10%	11%	17%	19%	17%	10%	15%	18%
			*	*			**	**	**		*	*	*		M	
Don't know	118	37	20	17	44	106	4	5	2	66	16	10	27	41	25	52
	18%	16%	18%	16%	23%	18%	20%	85%	27%	17%	17%	17%	25%	16%	14%	26%
			*	*			**	**	**		*	*	*		MN	
Summary																
Mean (Incl. 0)	55.1	50.3	50.3	62.2	59.8	55.2	51.3	25	57.3	54.2	55	50.2	61.3	51.6	56.8	58.4
			*	AB*	A		**	**	**		*	*	*			
Std. Dev.	34.8	34.31	34.61	34.3	34.82	34.61	44.1	-	29.43	34.22	35.22	38.88	34.15	34.13	34.71	35.65
Std. Err.	1.46	2.33	3.48	3.43	2.78	1.48	11.79	-	11.13	1.86	3.69	5.2	3.66	2.16	2.74	2.79
Median (Incl. 0)	60	50	50	75	67.1	58.3	55.6	25	60	50	50	50	70	50	70	60
Mean (Excl. 0)	59.6	54	56.5	67.3	63.8	59.7	54.4	25	65.7	59.3	57.3	53.8	66.1	54.8	62.7	63.8
			*	AB*	A		**	**	**		*	*	*		M	M
Std. Dev.	32.27	32.57	31.5	30.5	32.17	32.02	43.47	-	18.56	31.25	34.09	37.74	30.64	32.62	30.97	32.27
Std. Err.	1.4	2.29	3.32	3.18	2.67	1.42	12.06	-	7.58	1.77	3.68	5.23	3.43	2.12	2.58	2.64

Median (Excl. 0)	61.9	50	50	75	70	65	60.8	25	60	60	62.5	50.6	70	50	74.6	70

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

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

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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.

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes																
Strongly agree	181	82	36	19	43	161	10	4	5	120	29	7	24	102	33	46
	18%	21%	20%	12%	16%	17%	23%	60%	30%	19%	20%	10%	15%	24%	12%	15%
		C					*	**	**			*		NO		
Somewhat agree	439	173	70	75	121	419	12	3	6	269	62	35	73	168	135	136
	44%	45%	39%	47%	43%	45%	28%	40%	31%	43%	42%	49%	45%	40%	51%	43%
							*	**	**			*			M	
Somewhat disagree	200	72	42	26	60	190	11	-	-	121	33	15	31	81	56	64
	20%	19%	24%	16%	21%	20%	25%	-	-	20%	23%	21%	19%	19%	21%	20%
							*	**	**			*				
Strongly disagree	70	20	15	15	20	65	2	-	3	43	10	3	14	36	12	22
	7%	5%	8%	9%	7%	7%	5%	-	15%	7%	7%	4%	8%	9%	5%	7%
							*	**	**			*				
Don't know	110	34	16	26	34	98	8	-	4	67	13	11	19	32	32	46
	11%	9%	9%	16%	12%	11%	18%	-	23%	11%	9%	15%	12%	8%	12%	15%
				A			*	**	**			*				M
Summary																
Top2Box (Agree)	620	255	107	94	164	580	22	6	11	389	91	42	97	269	168	183
	62%	67%	59%	59%	59%	62%	51%	100%	61%	63%	62%	59%	60%	64%	63%	58%
							*	**	**			*				
Low2Box (Disagree)	270	92	57	41	80	254	13	-	3	164	43	18	45	117	68	85
	27%	24%	32%	25%	29%	27%	30%	-	15%	26%	29%	25%	28%	28%	25%	27%
							*	**	**			*				

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

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

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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	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from																
Strongly agree	332	142	54	42	93	313	12	-	6	214	47	25	45	158	79	94
	33%	37%	30%	26%	33%	34%	29%	-	35%	35%	32%	35%	28%	38%	30%	30%
Somewhat agree	C						*	**	**			*				
	339	116	57	65	101	317	12	5	4	195	50	24	69	125	99	115
Somewhat disagree	34%	30%	32%	40%	36%	34%	28%	85%	21%	31%	34%	34%	43%	30%	37%	37%
	A						*	**	**			*	I			
Strongly disagree	112	46	35	14	17	100	11	1	-	77	19	10	7	59	30	23
	11%	12%	19%	9%	6%	11%	24%	15%	-	12%	13%	14%	4%	14%	11%	7%
Don't know	D	ACD					E*	**	**	L	L	L*		O		
	45	12	9	7	17	39	5	-	2	24	12	2	8	16	11	19
Summary	5%	3%	5%	4%	6%	4%	11%	-	11%	4%	8%	3%	5%	4%	4%	6%
							*	**	**			*				
Top2Box (Agree)	172	66	24	33	49	163	3	-	6	111	19	10	33	61	48	64
	17%	17%	14%	20%	18%	17%	8%	-	34%	18%	13%	14%	20%	15%	18%	20%
Low2Box (Disagree)							*	**	**			*				
	157	58	44	21	35	139	16	1	2	101	30	12	14	75	41	41
	16%	15%	24%	13%	12%	15%	36%	15%	11%	16%	21%	17%	9%	18%	15%	13%
			ACD				E*	**	**	L	L	*				

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

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

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6. [SUMMARY - TOP2BOX (AGREE)]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving	671	258	112	107	194	631	25	5	10	410	98	49	114	283	178	209
	67%	68%	62%	67%	70%	68%	57%	85%	56%	66%	67%	69%	71%	68%	67%	67%
							*	**	**			*				
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes	620	255	107	94	164	580	22	6	11	389	91	42	97	269	168	183
	62%	67%	59%	59%	59%	62%	51%	100%	61%	63%	62%	59%	60%	64%	63%	58%
							*	**	**			*				

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

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

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6. [SUMMARY - LOW2BOX (DISAGREE)]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes	270	92	57	41	80	254	13	-	3	164	43	18	45	117	68	85
	27%	24%	32%	25%	29%	27%	30%	-	15%	26%	29%	25%	28%	28%	25%	27%
							*	**	**			*				
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving	157	58	44	21	35	139	16	1	2	101	30	12	14	75	41	41
	16%	15%	24%	13%	12%	15%	36%	15%	11%	16%	21%	17%	9%	18%	15%	13%
			ACD				E*	**	**	L	L	*				

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

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

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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.

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Aware that the federal government passed new anti-spam legislation	671	253	116	111	191	637	20	4	10	387	107	61	116	287	180	204
Weighted	624	236	103	105	181	583	25	5	11	373	93	52	106	260	169	195
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes																
Strongly agree	121	57	24	14	26	108	7	2	4	78	21	6	16	69	27	26
	19%	24%	24%	14%	14%	18%	29%	46%	38%	21%	23%	11%	16%	26%	16%	13%
		CD	*	*			**	**	**		*	*	*	NO		
Somewhat agree	286	108	46	51	81	270	8	3	5	171	42	26	48	107	90	90
	46%	46%	45%	49%	45%	46%	34%	54%	45%	46%	45%	51%	45%	41%	53%	46%
			*	*			**	**	**		*	*	*		M	
Somewhat disagree	134	47	22	15	49	130	4	-	-	79	19	10	26	47	38	48
	21%	20%	21%	15%	27%	22%	16%	-	-	21%	20%	20%	24%	18%	23%	25%
			*	*	C		**	**	**		*	*	*			
Strongly disagree	51	16	9	12	15	49	2	-	1	32	6	3	10	30	7	14
	8%	7%	8%	11%	8%	8%	6%	-	8%	9%	7%	6%	9%	11%	4%	7%
			*	*			**	**	**		*	*	*	N		
Don't know	31	8	2	12	10	27	4	-	1	13	5	6	7	8	6	17
	5%	3%	2%	11%	6%	5%	15%	-	9%	4%	6%	12%	6%	3%	4%	9%
			*	AB*			**	**	**		*	I*	*			M
Summary																
Top2Box (Agree)	408	165	71	65	107	378	15	5	9	249	63	32	64	176	117	115
	65%	70%	69%	62%	59%	65%	63%	100%	83%	67%	68%	62%	60%	67%	69%	59%
		D	*	*			**	**	**		*	*	*			
Low2Box (Disagree)	185	63	30	27	64	178	6	-	1	111	25	13	35	77	46	62
	30%	27%	30%	26%	35%	31%	22%	-	8%	30%	27%	26%	33%	30%	27%	32%
			*	*			**	**	**		*	*	*			

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

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

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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	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Aware that the federal government passed new anti-spam legislation	671	253	116	111	191	637	20	4	10	387	107	61	116	287	180	204
Weighted	624	236	103	105	181	583	25	5	11	373	93	52	106	260	169	195
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving information from																
Strongly agree	277	117	52	37	71	262	10	-	5	169	45	22	40	135	73	70
	44%	49%	50%	36%	39%	45%	41%	-	46%	45%	48%	43%	38%	52%	43%	36%
	C	C*	*	*		**	**	**	**	*	*	*	*	O		
Somewhat agree	248	87	35	50	76	233	7	4	3	146	35	19	48	87	71	89
	40%	37%	34%	48%	42%	40%	30%	80%	28%	39%	38%	36%	45%	33%	42%	46%
			*	*		**	**	**	**	*	*	*	*			M
Somewhat disagree	46	15	14	7	11	40	5	1	-	31	6	7	2	20	15	12
	7%	6%	13%	7%	6%	7%	22%	20%	-	8%	7%	14%	2%	8%	9%	6%
			AD*	*		**	**	**	**	L	*	L*	*			
Strongly disagree	15	4	2	2	6	12	2	-	2	7	5	1	2	7	4	5
	2%	2%	2%	2%	4%	2%	8%	-	17%	2%	6%	2%	2%	3%	2%	2%
			*	*		**	**	**	**	*	*	*	*			
Don't know	37	13	-	8	16	36	-	-	1	20	2	3	13	12	7	19
	6%	6%	-	7%	9%	6%	-	-	9%	5%	2%	5%	12%	4%	4%	10%
		B	*	B*	B		**	**	**	*	*	*	IJ*			MN
Summary																
Top2Box (Agree)	525	204	86	87	147	495	17	4	8	315	80	41	89	222	144	159
	84%	86%	84%	83%	82%	85%	70%	80%	74%	84%	86%	79%	84%	85%	85%	82%
			*	*			**	**	**		*	*	*			
Low2Box (Disagree)	62	19	16	9	17	52	7	1	2	38	11	8	4	27	18	17
	10%	8%	16%	9%	9%	9%	30%	20%	17%	10%	12%	16%	4%	10%	11%	9%
			A*	*			**	**	**		L*	L*	*			

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

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6x. [SUMMARY - TOP2BOX (AGREE)]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Aware that the federal government passed new anti-spam legislation	671	253	116	111	191	637	20	4	10	387	107	61	116	287	180	204
Weighted	624	236	103	105	181	583	25	5	11	373	93	52	106	260	169	195
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving	525	204	86	87	147	495	17	4	8	315	80	41	89	222	144	159
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes	84%	86%	84%	83%	82%	85%	70%	80%	74%	84%	86%	79%	84%	85%	85%	82%
			*	*			**	**	**		*	*	*			
	408	165	71	65	107	378	15	5	9	249	63	32	64	176	117	115
	65%	70%	69%	62%	59%	65%	63%	100%	83%	67%	68%	62%	60%	67%	69%	59%
		D	*	*			**	**	**		*	*	*			

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

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

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6x. [SUMMARY - LOW2BOX (DISAGREE)]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Aware that the federal government passed new anti-spam legislation	671	253	116	111	191	637	20	4	10	387	107	61	116	287	180	204
Weighted	624	236	103	105	181	583	25	5	11	373	93	52	106	260	169	195
I think the new anti-spam legislation will work and Canadians will start to get less Spam in their inboxes	185	63	30	27	64	178	6	-	1	111	25	13	35	77	46	62
	30%	27%	30%	26%	35%	31%	22%	-	8%	30%	27%	26%	33%	30%	27%	32%
			*	*			**	**	**		*	*	*			
I took advantage of the new anti-spam legislation and careful selected which organizations I want to keep receiving	62	19	16	9	17	52	7	1	2	38	11	8	4	27	18	17
	10%	8%	16%	9%	9%	9%	30%	20%	17%	10%	12%	16%	4%	10%	11%	9%
			A*	*			**	**	**		L*	L*	*			

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

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

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GENDER

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Male	485	190	93	77	125	453	19	3	9	272	72	41	100	216	125	144
	48%	50%	52%	48%	45%	49%	44%	50%	51%	44%	49%	58%	62%	52%	47%	46%
							*	**	**			I*	IJ			
Female	515	191	87	83	154	479	24	3	9	349	74	30	61	203	142	170
	52%	50%	48%	52%	55%	51%	56%	50%	49%	56%	51%	42%	38%	48%	53%	54%
							*	**	**	KL	L	*				

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

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

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	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
18-24	134	69	34	15	15	122	7	2	3	101	21	7	4	76	33	25
	13%	18%	19%	9%	5%	13%	16%	35%	15%	16%	15%	10%	3%	18%	12%	8%
25-34		CD	CD				*	**	**	L	L	L*		O		
	145	74	28	21	22	135	10	-	1	111	19	12	3	87	37	21
	15%	20%	16%	13%	8%	14%	23%	-	3%	18%	13%	17%	2%	21%	14%	7%
35-44		D	D				7	**	**	L	L	L*		NO	O	
	147	62	31	27	27	139	7	-	-	111	20	9	7	64	46	38
	15%	16%	17%	17%	10%	15%	17%	-	-	18%	13%	13%	4%	15%	17%	12%
45-54		D	D				*	**	**	L	L	L*				
	223	83	34	42	65	213	1	2	7	133	28	16	46	82	62	79
	22%	22%	19%	26%	23%	23%	3%	28%	40%	21%	19%	22%	29%	20%	23%	25%
55-64						F	*	**	**			*				
	205	55	27	43	81	186	13	2	4	108	30	18	48	65	56	83
	21%	14%	15%	27%	29%	20%	31%	25%	22%	17%	21%	25%	30%	16%	21%	26%
65+				AB	AB		*	**	**			*	I			M
	146	37	27	14	68	137	4	1	4	56	28	9	52	44	34	68
	15%	10%	15%	9%	24%	15%	10%	12%	20%	9%	19%	13%	32%	11%	13%	21%
Summary					ABC		*	**	**		I	*	IJK			MN
18-34	279	144	63	36	37	257	17	2	3	212	40	19	8	163	69	47
	28%	38%	35%	22%	13%	28%	39%	35%	19%	34%	27%	27%	5%	39%	26%	15%
		CD	CD	D			*	**	**	L	L	L*		NO	O	
35-54	370	145	64	68	92	352	9	2	7	244	48	25	53	146	107	117
	37%	38%	36%	43%	33%	38%	21%	28%	40%	39%	33%	35%	33%	35%	40%	37%
							*	**	**			*				
55+	351	92	53	56	149	323	18	2	8	165	59	27	100	110	90	151
	35%	24%	30%	35%	54%	35%	41%	37%	42%	26%	40%	38%	62%	26%	34%	48%
				A	ABC		*	**	**		I	I*	IJK			MN

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

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

EDUCATION

		DEM B				DEM A								DEM C		
	Total	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Primary School or less	9	2	-	-	6	7	2	-	-	4	2	-	2	2	-	6
	1%	1%	-	-	2%	1%	4%	-	-	1%	1%	-	1%	1%	-	2%
Some high school							E*	**	**			*				N
	103	29	31	29	14	97	4	2	-	70	13	3	16	38	37	28
	10%	8%	17%	18%	5%	10%	9%	35%	-	11%	9%	5%	10%	9%	14%	9%
Graduated high school			AD	AD			*	**	**			*				
	342	136	57	44	105	312	21	2	8	232	44	18	48	136	85	122
	34%	36%	32%	27%	38%	33%	48%	25%	46%	37%	30%	26%	30%	33%	32%	39%
Some college / CEGEP / Trade School				C			*	**	**			*				
	116	53	16	15	32	109	4	-	3	68	15	11	22	56	28	33
	12%	14%	9%	10%	11%	12%	10%	-	15%	11%	10%	15%	14%	13%	10%	11%
Graduated from college / CEGEP / Trade School							*	**	**			*				
	194	71	26	35	61	182	7	-	5	120	22	14	38	76	55	62
	19%	19%	15%	22%	22%	20%	16%	-	27%	19%	15%	20%	24%	18%	21%	20%
Some university, but did not finish							*	**	**			*				
	82	23	15	13	31	78	1	3	-	34	24	9	14	29	23	29
	8%	6%	8%	8%	11%	8%	2%	40%	-	6%	17%	12%	9%	7%	9%	9%
University undergraduate degree, such as a Bachelor's Degree				A			*	**	**		IL	I*				
	106	45	22	15	24	101	4	-	1	65	17	9	15	54	25	27
	11%	12%	12%	9%	9%	11%	9%	-	6%	10%	12%	13%	9%	13%	10%	8%
University graduate degree, such as a Master's or PhD							*	**	**			*				
	48	22	12	8	6	46	1	-	1	27	10	6	5	27	13	7
	5%	6%	6%	5%	2%	5%	1%	-	6%	4%	7%	8%	3%	7%	5%	2%
		D	D				*	**	**			*		O		
Summary																
<HS	112	32	31	29	20	104	6	2	-	75	15	3	19	40	37	34
	11%	8%	17%	18%	7%	11%	13%	35%	-	12%	10%	5%	12%	10%	14%	11%
			AD	AD			*	**	**			*				
HS	342	136	57	44	105	312	21	2	8	232	44	18	48	136	85	122
	34%	36%	32%	27%	38%	33%	48%	25%	46%	37%	30%	26%	30%	33%	32%	39%
				C			*	**	**			*				
Post Sec	392	147	57	64	123	369	12	3	7	223	61	34	74	161	106	125
	39%	39%	32%	40%	44%	40%	29%	40%	42%	36%	42%	48%	46%	38%	40%	40%
				B			*	**	**			*	I			
Univ Grad	154	67	34	23	30	147	4	-	2	92	27	15	20	81	39	34
	15%	18%	19%	15%	11%	16%	10%	-	12%	15%	19%	22%	12%	19%	15%	11%
		D	D				*	**	**			*		O		

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
BC	134	33	34	26	41	124	10	1	-	73	15	18	28	49	36	49
	13%	9%	19%	16%	15%	13%	22%	12%	-	12%	10%	25%	17%	12%	13%	16%
AB			A	A	A		*	**	**			IJ*				
	106	42	19	17	28	100	5	-	1	78	13	5	11	40	39	27
	11%	11%	11%	11%	10%	11%	12%	-	8%	12%	9%	7%	7%	10%	14%	9%
SK/MB							*	**	**			*				
	65	22	12	9	22	61	3	-	1	33	14	5	12	20	14	31
	7%	6%	7%	6%	8%	7%	7%	-	5%	5%	10%	7%	8%	5%	5%	10%
Ontario							*	**	**			*				M
	383	151	59	69	104	357	12	4	10	229	59	32	63	170	104	109
Quebec							*	**	**			*				
	240	114	39	26	61	226	7	2	5	164	33	8	35	112	57	71
	24%	30%	21%	16%	22%	24%	16%	28%	30%	26%	22%	12%	22%	27%	21%	23%
Atlantic							*	**	**	K		*				
	71	19	17	14	22	65	6	-	-	43	12	3	12	27	17	27
	7%	5%	9%	9%	8%	7%	15%	-	-	7%	8%	5%	8%	6%	7%	8%
							*	**	**			*				

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

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

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INCOME

		DEM B				DEM A								DEM C		
	Total	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
<\$25K	144	63	37	23	21	135	7	1	1	95	27	11	11	70	36	38
	14%	17%	21%	14%	7%	14%	16%	13%	5%	15%	18%	16%	7%	17%	14%	12%
\$25K - <\$55K		D	D	D			*	**	**	L	L	L*				
	292	118	51	48	75	272	14	-	5	185	43	18	46	126	85	81
	29%	31%	28%	30%	27%	29%	32%	-	29%	30%	29%	25%	29%	30%	32%	26%
\$55K - <\$100K							*	**	**			*				
	264	95	46	42	80	240	17	2	4	145	44	27	47	113	66	85
	26%	25%	26%	26%	29%	26%	40%	35%	20%	23%	30%	38%	29%	27%	25%	27%
\$100K - <\$150K							*	**	**			I*				
	108	48	15	21	23	105	2	-	-	71	14	4	18	49	33	25
	11%	13%	8%	13%	8%	11%	6%	-	-	11%	9%	6%	11%	12%	13%	8%
\$150K+							*	**	**			*				
	50	18	6	6	19	46	1	1	2	29	7	5	9	20	11	19
	5%	5%	4%	4%	7%	5%	2%	15%	9%	5%	5%	7%	6%	5%	4%	6%
Prefer not to answer							*	**	**			*				
	144	38	24	21	61	133	2	2	7	96	12	6	30	41	35	67
	14%	10%	14%	13%	22%	14%	4%	37%	37%	15%	8%	8%	18%	10%	13%	21%
					ABC		*	**	**	J		*	J			MN
Summary																
<40K	295	131	64	36	63	275	16	1	3	187	51	19	38	138	71	85
	29%	34%	36%	23%	23%	29%	37%	13%	18%	30%	35%	26%	24%	33%	27%	27%
		CD	CD				*	**	**			*				
40K - <60K	176	59	32	41	43	166	5	-	5	117	22	13	24	67	62	47
	18%	16%	18%	26%	15%	18%	11%	-	26%	19%	15%	18%	15%	16%	23%	15%
				AD			*	**	**			*			MO	
60K - <100K	228	86	37	34	70	207	17	2	2	120	41	25	42	103	55	71
	23%	23%	21%	21%	25%	22%	40%	35%	9%	19%	28%	36%	26%	25%	20%	23%
							E*	**	**		I	I*				
100K+	157	67	22	27	42	151	3	1	2	100	21	9	27	69	44	44
	16%	18%	12%	17%	15%	16%	8%	15%	9%	16%	14%	13%	17%	16%	17%	14%
							*	**	**			*				

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

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

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HOUSEHOLD COMPOSITION

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Kids	256	108	50	47	52	243	11	-	2	191	35	13	17	118	73	65
	26%	28%	28%	29%	19%	26%	24%	-	14%	31%	24%	18%	11%	28%	27%	21%
		D	D	D			*	**	**	KL	L	*		O		
No Kids	744	274	131	113	226	689	33	6	16	430	112	58	144	300	194	250
	74%	72%	72%	71%	81%	74%	76%	100%	86%	69%	76%	82%	89%	72%	73%	79%
					ABC		*	**	**			I*	IJ			M

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
1	212	89	43	28	52	186	18	3	5	125	37	17	33	100	54	58
	21%	23%	24%	18%	19%	20%	41%	48%	28%	20%	25%	24%	20%	24%	20%	19%
							E*	**	**			*				
2	384	138	54	59	133	362	9	3	10	213	54	32	86	146	88	150
	38%	36%	30%	37%	48%	39%	21%	52%	55%	34%	37%	44%	53%	35%	33%	48%
					ABC	F	*	**	**			*	IJ			MN
3	176	65	34	25	51	168	6	-	1	119	21	11	26	74	49	52
	18%	17%	19%	16%	18%	18%	14%	-	8%	19%	14%	15%	16%	18%	18%	17%
							*	**	**			*				
4	141	52	31	30	27	132	9	-	1	96	26	7	12	60	45	36
	14%	14%	17%	19%	10%	14%	20%	-	3%	15%	18%	10%	7%	14%	17%	11%
			D	D			*	**	**	L	L	*				
5	65	23	17	13	12	63	1	-	1	50	8	4	3	28	23	13
	6%	6%	9%	8%	4%	7%	2%	-	5%	8%	5%	5%	2%	7%	9%	4%
			D				*	**	**	L		*				
6	18	12	-	5	1	18	1	-	-	16	1	1	1	8	9	1
	2%	3%	-	3%	*	2%	1%	-	-	3%	1%	1%	1%	2%	3%	*
		BD		BD			*	**	**			*			O	
8	2	2	-	-	-	2	-	-	-	2	-	-	-	2	-	-
	*	*	-	-	-	*	-	-	-	*	-	-	-	*	-	-
							*	**	**			*				
9	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	*	*	-	-	-	*	-	-	-	-	-	*
							*	**	**			*				
10	1	-	-	-	1	1	-	-	-	-	-	-	1	-	-	1
	*	-	-	-	*	*	-	-	-	-	-	-	*	-	-	*
							*	**	**			*				
12+	1	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	*	*	-	-	-	*	-	-	-	-	-	*
							*	**	**			*				

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

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

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EMPLOYMENT STATUS

		DEM B				DEM A								DEM C		
	Total	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Employed - full-time	393	168	67	59	99	375	11	1	6	262	49	24	58	171	104	117
	39%	44%	37%	37%	36%	40%	24%	15%	32%	42%	34%	33%	36%	41%	39%	37%
Employed - part-time							*	**	**			*				
	105	30	20	22	34	96	6	-	3	69	9	15	12	50	26	29
	11%	8%	11%	14%	12%	10%	15%	-	14%	11%	6%	21%	7%	12%	10%	9%
Self-Employed - full-time				A			*	**	**			IJL*				
	54	20	14	12	8	45	7	2	-	33	11	4	6	33	13	8
	5%	5%	8%	8%	3%	5%	15%	35%	-	5%	8%	6%	4%	8%	5%	3%
Self-Employed - part-time			D	D			E*	**	**			*		O		
	46	24	7	8	7	41	5	-	-	30	9	3	4	22	13	11
	5%	6%	4%	5%	3%	4%	11%	-	-	5%	6%	5%	3%	5%	5%	4%
Retired			D				*	**	**			*				
	217	66	33	27	90	200	9	2	6	102	36	13	66	73	49	94
	22%	17%	18%	17%	32%	21%	20%	37%	32%	16%	25%	19%	41%	18%	18%	30%
Student - full-time				ABC			*	**	**			I		IJK		MN
	51	22	16	4	11	50	1	-	-	38	9	2	2	21	19	11
	5%	6%	9%	2%	4%	5%	2%	-	-	6%	6%	3%	1%	5%	7%	4%
Student - part-time			C				*	**	**	L	L	*				
	5	5	-	-	-	5	-	-	-	5	-	-	-	4	1	-
	1%	1%	-	-	-	1%	-	-	-	1%	-	-	-	1%	*	-
Military				*			*	**	**			*				
	3	-	3	-	-	3	-	-	-	1	-	-	2	1	2	-
	*	-	2%	-	-	*	-	-	-	*	-	-	1%	*	1%	-
Full-time parent, homemaker			A				*	**	**			*	I			
	59	27	6	13	13	56	2	-	-	46	7	4	1	25	15	19
	6%	7%	3%	8%	5%	6%	6%	-	-	7%	5%	6%	1%	6%	6%	6%
Not currently employed				*			*	**	**	L		L*				
	47	17	10	9	11	42	3	1	2	23	15	3	7	9	23	15
	5%	4%	6%	6%	4%	4%	6%	13%	12%	4%	10%	4%	4%	2%	9%	5%
Prefer not to answer				*			*	**	**	I		*		M		
	19	4	6	4	6	18	-	-	2	12	1	2	3	8	2	10
	2%	1%	3%	3%	2%	2%	-	-	10%	2%	1%	3%	2%	2%	1%	3%
				*			*	**	**			*				

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

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

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DEMA_1. [Use the Internet]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Use the internet																
Several times a day	728	308	126	121	173	728	-	-	-	508	88	43	89	338	201	189
	73%	81%	70%	76%	62%	78%	-	-	-	82%	60%	61%	55%	81%	75%	60%
		BD		D		F	*	**	**	JKL		*		O	O	
Everyday or almost everyday	205	62	34	30	79	205	-	-	-	103	31	19	52	54	61	90
	20%	16%	19%	19%	28%	22%	-	-	-	17%	21%	27%	32%	13%	23%	29%
					AB	F	*	**	**			I*	IJ		M	M
2-3 times a week	29	7	8	7	6	-	29	-	-	9	12	7	1	17	3	9
	3%	2%	5%	4%	2%	-	66%	-	-	1%	8%	9%	1%	4%	1%	3%
							E*	**	**		IL	IL*				
Once a week	15	3	6	2	4	-	15	-	-	-	12	1	2	4	2	9
	1%	1%	3%	1%	2%	-	34%	-	-	-	8%	1%	1%	1%	1%	3%
			A				E*	**	**		IL	I*	I			
2-3 times a month	6	1	2	-	2	-	-	6	-	-	2	1	2	3	-	2
	1%	*	1%	-	1%	-	-	87%	-	-	2%	1%	1%	1%	-	1%
							*	**	**		I	I*	I			
Once a month/Less often	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1
	*	-	*	-	-	-	-	13%	-	-	1%	-	-	-	-	*
							*	**	**			*				
Never	18	1	3	1	14	-	-	-	18	2	1	-	16	4	-	14
	2%	*	2%	*	5%	-	-	-	100%	*	1%	-	10%	1%	-	5%
					AC		*	**	**			*	IJK			MN
Summary																
Everyday / Several Times A Day	932	369	160	151	252	932	-	-	-	610	119	62	141	391	262	279
	93%	97%	89%	95%	90%	100%	-	-	-	98%	81%	88%	87%	94%	98%	89%
		BD				F	*	**	**	JKL		*		O	MO	
Once weekly / A few times a week	43	10	15	8	11	-	43	-	-	9	24	8	3	20	5	18
	4%	3%	8%	5%	4%	-	100%	-	-	1%	16%	11%	2%	5%	2%	6%
			A				E*	**	**		IL	IL*				N
About Once A Month/ A Few Times Per Month	6	1	3	-	2	-	-	6	-	-	3	1	2	3	-	3
	1%	*	2%	-	1%	-	-	100%	-	-	2%	1%	1%	1%	-	1%
							*	**	**		I	I*	I			

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

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)																
Several times a day	395	223	59	58	55	393	-	-	2	395	-	-	-	221	108	66
	39%	58%	33%	36%	20%	42%	-	-	9%	64%	-	-	-	53%	40%	21%
		BCD	D	D		F	*	**	**	JKL		*		NO	O	
Everyday or almost everyday	226	102	46	32	46	217	9	-	-	226	-	-	-	105	62	59
	23%	27%	26%	20%	17%	23%	21%	-	-	36%	-	-	-	25%	23%	19%
		D	D				*	**	**	JKL		*				
2-3 times a week	93	18	32	15	29	82	9	1	1	-	93	-	-	34	32	27
	9%	5%	18%	9%	10%	9%	22%	13%	5%	-	64%	-	-	8%	12%	9%
			ACD	A		E*	**	**	**		IKL	*				
Once a week	54	5	24	13	12	37	15	2	-	-	54	-	-	16	18	19
	5%	1%	13%	8%	4%	4%	34%	35%	-	-	36%	-	-	4%	7%	6%
			AD	A	A	E*	**	**	**		IKL	*				
2-3 times a month	32	6	3	12	11	26	4	1	-	-	-	32	-	13	6	12
	3%	2%	2%	8%	4%	3%	10%	15%	-	-	-	44%	-	3%	2%	4%
				AB		E*	**	**	**			IJL*				
Once a month/Less often	40	8	5	19	8	36	3	-	-	-	-	40	-	12	15	12
	4%	2%	3%	12%	3%	4%	7%	-	-	-	-	56%	-	3%	6%	4%
				ABD		*	**	**	**			IJL*				
Never	161	20	12	12	117	141	3	2	16	-	-	-	161	18	25	118
	16%	5%	7%	8%	42%	15%	6%	37%	86%	-	-	-	100%	4%	9%	38%
					ABC		*	**	**			*	IJK		M	MN
Summary																
Everyday / Several Times A Day	621	325	105	90	101	610	9	-	2	621	-	-	-	326	170	125
	62%	85%	58%	56%	36%	65%	21%	-	9%	100%	-	-	-	78%	64%	40%
		BCD	D	D		F	*	**	**	JKL		*		NO	O	
Once weekly / A few times a week	147	23	56	27	41	119	24	3	1	-	147	-	-	49	51	47
	15%	6%	31%	17%	15%	13%	55%	48%	5%	-	100%	-	-	12%	19%	15%
			ACD	A	A		E*	**	**		IKL	*			M	
About Once A Month/ A Few Times Per Month	71	14	8	31	19	62	8	1	-	-	-	71	-	25	21	24
	7%	4%	4%	19%	7%	7%	18%	15%	-	-	-	100%	-	6%	8%	8%
				ABD			E*	**	**			IJL*				

- Column Proportions:
Columns Tested (5%): A/B/C/D,E/F/G/H,I/J/K/L,M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D,E/F/G/H,I/J/K/L,M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
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DEMA_3. [Watch conventional TV]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Watch conventional TV																
Several times a day	417	163	62	72	119	403	9	2	4	273	51	25	68	166	115	136
	42%	43%	34%	45%	43%	43%	20%	28%	20%	44%	35%	35%	42%	40%	43%	43%
Everyday or almost everyday						F	*	**	**			*				
	355	134	63	51	108	340	12	1	2	214	48	29	64	144	92	119
2-3 times a week	35%	35%	35%	32%	39%	36%	28%	12%	10%	34%	33%	40%	40%	34%	34%	38%
						*	**	**	**			*				
Once a week	93	37	25	13	18	75	14	4	1	55	24	5	9	52	23	18
	9%	10%	14%	8%	7%	8%	33%	60%	3%	9%	16%	7%	6%	12%	9%	6%
2-3 times a month			D				E*	**	**		IL	*		O		
	32	14	11	4	2	26	7	-	-	18	10	2	1	19	8	5
Once a month/Less often	3%	4%	6%	3%	1%	3%	15%	-	-	3%	7%	3%	1%	4%	3%	2%
			D	D			E*	**	**		IL	*				
Never	10	4	1	3	2	10	-	-	-	6	1	3	-	4	3	3
	1%	1%	1%	2%	1%	1%	-	-	-	1%	*	5%	-	1%	1%	1%
						*	**	**	**			IJL*				
	33	14	6	8	4	33	-	-	-	24	6	2	*	17	10	6
	3%	4%	3%	5%	2%	4%	-	-	-	4%	4%	4%	*	4%	4%	2%
						*	**	**	**	L	L	*				
Summary	61	15	13	9	24	47	2	-	12	32	7	5	18	17	16	27
	6%	4%	7%	6%	9%	5%	4%	-	67%	5%	4%	6%	11%	4%	6%	9%
					A		*	**	**			*	IJ			M
Everyday / Several Times A Day	772	297	125	123	227	743	21	3	5	486	100	53	132	310	207	255
	77%	78%	69%	77%	81%	80%	48%	40%	30%	78%	68%	75%	82%	74%	77%	81%
Once weekly / A few times a week					B	F	*	**	**	J		*	J			M
	125	51	36	17	21	100	21	4	1	73	34	7	10	71	31	23
About Once A Month/ A Few Times Per Month	13%	14%	20%	11%	8%	11%	48%	60%	3%	12%	23%	10%	6%	17%	12%	7%
			D	CD			E*	**	**		IKL	*		O		
	42	18	7	11	6	42	-	-	-	29	7	6	*	21	13	9
	4%	5%	4%	7%	2%	5%	-	-	-	5%	5%	8%	*	5%	5%	3%
					D		*	**	**	L	L	L*				

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Watch TV online																
Several times a day	61	44	8	6	3	60	-	1	-	50	4	5	3	39	10	12
	6%	11%	4%	4%	1%	6%	-	15%	-	8%	3%	7%	2%	9%	4%	4%
Everyday or almost everyday		BCD	D				*	**	**	JL		*		NO		
	73	38	18	13	4	71	2	-	-	57	11	2	3	41	20	12
	7%	10%	10%	8%	1%	8%	4%	-	-	9%	7%	3%	2%	10%	7%	4%
2-3 times a week		D	D	D			*	**	**	L	L	*		O		
	114	54	30	15	16	99	13	2	-	76	24	8	6	70	28	15
	11%	14%	16%	9%	6%	11%	29%	35%	-	12%	16%	11%	4%	17%	11%	5%
Once a week		D	D				E*	**	**	L	L	*		NO	O	
	69	30	23	6	9	61	7	-	-	41	16	8	4	44	12	12
	7%	8%	13%	4%	3%	7%	17%	-	-	7%	11%	11%	3%	11%	5%	4%
2-3 times a month		D	CD				E*	**	**		L	L*		NO		
	70	32	20	12	6	68	2	-	-	53	10	2	4	40	24	6
	7%	8%	11%	8%	2%	7%	4%	-	-	9%	7%	3%	3%	10%	9%	2%
Once a month/Less often		D	D	D			*	**	**	L		*		O	O	
	136	39	25	34	37	132	3	-	-	76	18	20	22	48	47	41
	14%	10%	14%	21%	13%	14%	8%	-	-	12%	12%	28%	14%	11%	17%	13%
Never				A			*	**	**			IJL*			M	
	478	145	56	73	204	441	16	3	18	269	65	27	118	136	126	216
	48%	38%	31%	46%	73%	47%	37%	50%	100%	43%	44%	38%	73%	32%	47%	69%
				B	ABC		*	**	**			*	IJK		M	MN
Summary																
Everyday / Several Times A Day	134	81	26	20	7	131	2	1	-	106	15	7	6	80	29	24
	13%	21%	14%	12%	3%	14%	4%	15%	-	17%	10%	10%	4%	19%	11%	8%
Once weekly / A few times a week		CD	D	D			*	**	**	L	L	*		NO		
	182	84	53	21	24	160	20	2	-	117	39	15	10	115	41	27
	18%	22%	29%	13%	9%	17%	46%	35%	-	19%	27%	22%	6%	27%	15%	9%
About Once A Month/ A Few Times Per Month		CD	CD				E*	**	**	L	IL	L*		NO	O	
	206	71	45	46	43	200	5	-	-	129	28	22	27	88	71	47
	21%	19%	25%	29%	16%	21%	12%	-	-	21%	19%	31%	17%	21%	26%	15%
			D	AD			*	**	**			L*			O	

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

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

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DEMA_5. [Read conventional newspapers (hardcopy)]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Read conventional newspapers (hardcopy)																
Several times a day	91	46	14	7	25	83	5	-	3	48	15	5	22	45	15	30
	9%	12%	8%	4%	9%	9%	11%	-	16%	8%	10%	8%	14%	11%	6%	10%
		C					*	**	**			*	I	N		
Everyday or almost everyday	187	74	29	24	60	179	4	2	2	116	26	9	36	67	50	70
	19%	20%	16%	15%	22%	19%	10%	25%	12%	19%	18%	13%	23%	16%	19%	22%
							*	**	**			*				
2-3 times a week	155	63	35	25	32	139	13	2	1	99	26	15	14	83	42	30
	16%	17%	19%	16%	11%	15%	30%	35%	5%	16%	18%	22%	9%	20%	16%	10%
			D				E*	**	**	L	L	L*		O	O	
Once a week	180	70	37	25	48	167	13	-	-	111	33	14	23	75	46	59
	18%	18%	20%	16%	17%	18%	30%	-	-	18%	23%	19%	14%	18%	17%	19%
							*	**	**			*				
2-3 times a month	72	20	21	17	15	69	3	1	-	46	14	5	8	29	26	17
	7%	5%	12%	11%	5%	7%	6%	15%	-	7%	9%	6%	5%	7%	10%	6%
			AD	A			*	**	**			*				
Once a month/Less often	144	38	23	38	45	143	1	-	-	86	15	15	28	55	45	43
	14%	10%	13%	24%	16%	15%	3%	-	-	14%	10%	21%	18%	13%	17%	14%
				AB	A		*	**	**			J*				
Never	171	70	21	25	54	152	4	2	12	116	18	8	29	64	42	64
	17%	18%	12%	16%	19%	16%	10%	25%	67%	19%	12%	11%	18%	15%	16%	20%
							*	**	**			*				
Summary																
Everyday / Several Times A Day	278	120	43	30	85	262	9	2	5	164	41	15	58	112	65	100
	28%	32%	24%	19%	30%	28%	21%	25%	28%	26%	28%	21%	36%	27%	24%	32%
		C			C		*	**	**			*	IK			
Once weekly / A few times a week	335	133	72	50	80	306	26	2	1	210	59	29	37	158	89	89
	34%	35%	40%	31%	29%	33%	60%	35%	5%	34%	41%	41%	23%	38%	33%	28%
			D				E*	**	**	L	L	L*		O		
About Once A Month/ A Few Times Per Month	216	58	44	55	60	211	4	1	-	131	28	20	37	84	71	61
	22%	15%	24%	34%	21%	23%	9%	15%	-	21%	19%	28%	23%	20%	27%	19%
			A	AD			*	**	**			*				

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

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DEMA_6. [Read newspapers/news online]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet- Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites- Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Read newspapers/news online																
Several times a day	126	83	17	11	16	126	-	-	1	89	19	6	13	83	26	18
	13%	22%	9%	7%	6%	13%	-	-	5%	14%	13%	8%	8%	20%	10%	6%
		BCD				F	*	**	**			*		NO		
Everyday or almost everyday	193	93	39	27	35	191	1	1	-	138	20	10	25	89	58	46
	19%	24%	22%	17%	12%	21%	2%	13%	-	22%	14%	14%	15%	21%	22%	15%
		D	D			F	*	**	**	J		*		O		
2-3 times a week	138	59	37	18	23	125	12	-	1	89	27	10	11	70	43	25
	14%	16%	20%	11%	8%	13%	28%	-	5%	14%	18%	14%	7%	17%	16%	8%
		D	CD			E*	**	**	**	L	L	*		O	O	
Once a week	97	33	34	21	9	87	8	2	-	61	20	9	8	50	25	23
	10%	9%	19%	13%	3%	9%	19%	35%	-	10%	14%	12%	5%	12%	9%	7%
		D	AD	D			*	**	**		L	*				
2-3 times a month	76	34	14	17	11	68	7	1	-	49	9	7	11	42	21	13
	8%	9%	8%	11%	4%	7%	16%	15%	-	8%	6%	10%	7%	10%	8%	4%
		D		D			*	**	**			*		O		
Once a month/Less often	92	20	11	31	30	86	6	-	-	49	14	9	20	29	32	32
	9%	5%	6%	19%	11%	9%	15%	-	-	8%	10%	13%	12%	7%	12%	10%
				ABD	A		*	**	**			*				
Never	277	60	29	35	153	250	9	2	16	146	38	20	74	55	63	159
	28%	16%	16%	22%	55%	27%	20%	37%	90%	24%	26%	27%	46%	13%	24%	51%
					ABC		*	**	**			*	IJK		M	MN
Summary																
Everyday / Several Times A Day	320	175	56	37	51	317	1	1	1	227	38	16	38	172	84	64
	32%	46%	31%	23%	18%	34%	2%	13%	5%	37%	26%	23%	24%	41%	31%	20%
		BCD	D			F	*	**	**	JKL		*		NO	O	
Once weekly / A few times a week	235	92	71	39	32	211	20	2	1	150	47	19	19	120	68	47
	23%	24%	39%	25%	12%	23%	47%	35%	5%	24%	32%	27%	12%	29%	25%	15%
		D	ACD	D		E*	**	**	**	L	L	L*		O	O	
About Once A Month/ A Few Times Per Month	168	54	24	48	42	154	13	1	-	98	24	17	30	71	52	45
	17%	14%	14%	30%	15%	17%	30%	15%	-	16%	16%	23%	19%	17%	20%	14%
				ABD			E*	**	**			*				

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

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

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DEMA_7. [Listen to conventional radio]

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Listen to conventional radio																
Several times a day	254	101	45	33	75	246	3	2	3	153	33	22	46	106	57	91
	25%	27%	25%	21%	27%	26%	8%	35%	15%	25%	22%	31%	29%	25%	21%	29%
Everyday or almost everyday						F	*	**	**			*				
	300	110	47	58	85	282	15	1	2	188	40	13	59	121	90	89
2-3 times a week	30%	29%	26%	36%	30%	30%	35%	12%	11%	30%	27%	18%	37%	29%	34%	28%
						*	**	**	**	K		*	K			
Once a week	168	60	37	27	43	155	12	-	1	111	29	11	17	71	51	45
	17%	16%	21%	17%	15%	17%	27%	-	5%	18%	19%	15%	11%	17%	19%	14%
2-3 times a month						*	**	**	**	L	L	*				
	93	40	26	7	19	82	10	1	-	55	24	9	5	52	16	25
Once a month/Less often	9%	10%	15%	4%	7%	9%	23%	15%	-	9%	16%	13%	3%	12%	6%	8%
		C	CD				E*	**	**	L	IL	L*		N		
Never	40	21	5	6	8	37	1	2	-	27	4	5	4	17	14	9
	4%	6%	3%	4%	3%	4%	2%	25%	-	4%	3%	7%	2%	4%	5%	3%
Summary						*	**	**	**			*				
	54	21	8	15	11	52	2	1	-	35	10	7	3	26	14	14
Everyday / Several Times A Day	5%	5%	4%	9%	4%	6%	4%	13%	-	6%	7%	9%	2%	6%	5%	4%
				D			*	**	**		L	L*				
Once weekly / A few times a week	91	27	12	14	38	79	-	-	13	52	8	4	27	25	25	41
	9%	7%	7%	9%	14%	8%	-	-	70%	8%	5%	6%	17%	6%	9%	13%
About Once A Month/ A Few Times Per Month					AB		*	**	**			*	IJK			M
Everyday / Several Times A Day	554	212	92	91	159	528	19	3	5	341	72	35	106	227	147	180
	55%	56%	51%	57%	57%	57%	43%	47%	25%	55%	49%	50%	66%	54%	55%	57%
Once weekly / A few times a week						*	**	**	**			*	IJK			
	260	100	64	35	62	236	22	1	1	166	53	20	22	123	67	70
About Once A Month/ A Few Times Per Month	26%	26%	35%	22%	22%	25%	51%	15%	5%	27%	36%	28%	14%	29%	25%	22%
			CD				E*	**	**	L	IL	L*				
Summary	94	42	12	21	19	89	3	2	-	62	14	12	7	44	28	22
	9%	11%	7%	13%	7%	10%	6%	38%	-	10%	9%	17%	4%	10%	11%	7%
						*	**	**	**	L		L*				

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Listen to radio online																
Several times a day	59	36	15	3	5	57	2	-	-	41	7	3	8	43	9	7
	6%	9%	8%	2%	2%	6%	4%	-	-	7%	5%	4%	5%	10%	3%	2%
		CD	CD				*	**	**			*		NO		
Everyday or almost everyday	80	45	22	4	9	71	6	2	1	58	14	3	6	48	16	15
	8%	12%	12%	3%	3%	8%	14%	35%	5%	9%	9%	4%	4%	12%	6%	5%
		CD	CD				*	**	**	L		*		NO		
2-3 times a week	85	38	19	18	10	80	5	-	-	53	18	6	8	45	29	11
	8%	10%	10%	11%	3%	9%	12%	-	-	9%	12%	9%	5%	11%	11%	4%
		D	D	D			*	**	**		L	*		O	O	
Once a week	86	50	26	3	7	79	7	-	-	55	20	7	4	57	18	11
	9%	13%	14%	2%	3%	8%	16%	-	-	9%	14%	10%	2%	14%	7%	4%
		CD	CD				*	**	**	L	L	L*		NO		
2-3 times a month	69	29	18	16	7	63	5	1	-	46	9	11	3	39	24	6
	7%	8%	10%	10%	2%	7%	12%	15%	-	7%	6%	15%	2%	9%	9%	2%
		D	D	D			*	**	**	L		IJL*		O	O	
Once a month/Less often	140	44	25	35	36	135	5	-	-	88	21	16	15	52	38	50
	14%	11%	14%	22%	13%	14%	13%	-	-	14%	15%	22%	9%	12%	14%	16%
				AD			*	**	**			L*				
Never	481	140	56	81	205	449	12	3	17	279	58	26	118	134	134	214
	48%	37%	31%	51%	73%	48%	29%	50%	95%	45%	39%	37%	73%	32%	50%	68%
				AB	ABC	F	*	**	**			*	IJK		M	MN
Summary																
Everyday / Several Times A Day	139	80	37	7	14	128	8	2	1	99	21	5	14	92	25	22
	14%	21%	21%	4%	5%	14%	18%	35%	5%	16%	14%	7%	9%	22%	9%	7%
		CD	CD				*	**	**	L		*		NO		
Once weekly / A few times a week	171	88	45	21	17	158	12	-	-	108	38	13	11	101	47	23
	17%	23%	25%	13%	6%	17%	28%	-	-	17%	26%	18%	7%	24%	17%	7%
		CD	CD	D			*	**	**	L	IL	L*		O	O	
About Once A Month/ A Few Times Per Month	209	72	43	51	43	197	11	1	-	135	30	26	18	91	62	56
	21%	19%	24%	32%	15%	21%	25%	15%	-	22%	21%	37%	11%	22%	23%	18%
				D	AD		*	**	**	L	L	IJL*				

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Tweet																
Several times a day	44	36	5	3	1	42	2	-	-	44	-	-	-	34	7	3
	4%	9%	3%	2%	*	4%	6%	-	-	7%	-	-	-	8%	3%	1%
		BCD					*	**	**	JKL		*		NO		
Everyday or almost everyday	42	33	7	1	2	40	2	-	-	39	3	-	-	33	6	3
	4%	9%	4%	*	1%	4%	4%	-	-	6%	2%	-	-	8%	2%	1%
		CD	D				*	**	**	JKL		*		NO		
2-3 times a week	45	28	10	7	*	36	9	-	-	26	15	3	-	30	13	3
	5%	7%	6%	4%	*	4%	20%	-	-	4%	10%	5%	-	7%	5%	1%
		D	D	D			E*	**	**	L	IL	L*		O	O	
Once a week	52	27	17	3	5	44	8	1	-	36	13	4	-	31	11	10
	5%	7%	9%	2%	2%	5%	17%	15%	-	6%	9%	5%	-	7%	4%	3%
		CD	CD				E*	**	**	L	L	L*		O		
2-3 times a month	38	13	15	8	2	34	2	2	-	29	9	1	-	20	13	5
	4%	3%	8%	5%	1%	4%	6%	35%	-	5%	6%	1%	-	5%	5%	2%
		D	AD	D			*	**	**	L	L	*		O	O	
Once a month/Less often	64	27	9	20	8	63	1	-	-	46	8	10	-	41	10	13
	6%	7%	5%	12%	3%	7%	1%	-	-	7%	6%	14%	-	10%	4%	4%
		D		BD			*	**	**	L	L	L*		NO		
Never	714	217	118	118	261	673	20	3	18	401	99	53	161	229	207	278
	71%	57%	65%	74%	94%	72%	46%	50%	100%	65%	68%	75%	100%	55%	78%	88%
				A	ABC	F	*	**	**			*	IJK		M	MN
Summary																
Everyday / Several Times A Day	86	69	11	3	3	82	4	-	-	83	3	-	-	67	13	6
	9%	18%	6%	2%	1%	9%	10%	-	-	13%	2%	-	-	16%	5%	2%
		BCD	D				*	**	**	JKL		*		NO		
Once weekly / A few times a week	97	55	27	10	5	80	16	1	-	62	28	7	-	61	23	13
	10%	14%	15%	6%	2%	9%	37%	15%	-	10%	19%	10%	-	15%	9%	4%
		CD	CD	D			E*	**	**	L	IL	L*		NO	O	
About Once A Month/ A Few Times Per Month	102	40	24	28	10	97	3	2	-	74	17	11	-	61	23	18
	10%	11%	13%	18%	3%	10%	7%	35%	-	12%	12%	15%	-	15%	9%	6%
		D	D	AD			*	**	**	L	L	L*		NO		

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Use the Internet	932	369	160	151	252	932	-	-	-	610	119	62	141	391	262	279
	93%	97%	89%	95%	90%	100%	-	-	-	98%	81%	88%	87%	94%	98%	89%
		BD				F	*	**	**	JKL		*		O	MO	
Watch conventional TV	772	297	125	123	227	743	21	3	5	486	100	53	132	310	207	255
	77%	78%	69%	77%	81%	80%	48%	40%	30%	78%	68%	75%	82%	74%	77%	81%
					B	F	*	**	**	J		*	J			M
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	621	325	105	90	101	610	9	-	2	621	-	-	-	326	170	125
	62%	85%	58%	56%	36%	65%	21%	-	9%	100%	-	-	-	78%	64%	40%
		BCD	D	D		F	*	**	**	JKL		*		NO	O	
Listen to conventional radio	554	212	92	91	159	528	19	3	5	341	72	35	106	227	147	180
	55%	56%	51%	57%	57%	57%	43%	47%	25%	55%	49%	50%	66%	54%	55%	57%
							*	**	**			*	IJK			
Read newspapers/news online	320	175	56	37	51	317	1	1	1	227	38	16	38	172	84	64
	32%	46%	31%	23%	18%	34%	2%	13%	5%	37%	26%	23%	24%	41%	31%	20%
		BCD	D			F	*	**	**	JKL		*		NO	O	
Read conventional newspapers (hardcopy)	278	120	43	30	85	262	9	2	5	164	41	15	58	112	65	100
	28%	32%	24%	19%	30%	28%	21%	25%	28%	26%	28%	21%	36%	27%	24%	32%
		C			C		*	**	**			*	IK			
Listen to radio online	139	80	37	7	14	128	8	2	1	99	21	5	14	92	25	22
	14%	21%	21%	4%	5%	14%	18%	35%	5%	16%	14%	7%	9%	22%	9%	7%
		CD	CD				*	**	**	L		*		NO		
Watch TV online	134	81	26	20	7	131	2	1	-	106	15	7	6	80	29	24
	13%	21%	14%	12%	3%	14%	4%	15%	-	17%	10%	10%	4%	19%	11%	8%
		CD	D	D			*	**	**	L	L	*		NO		
Tweet	86	69	11	3	3	82	4	-	-	83	3	-	-	67	13	6
	9%	18%	6%	2%	1%	9%	10%	-	-	13%	2%	-	-	16%	5%	2%
		BCD	D				*	**	**	JKL		*		NO		

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Read conventional newspapers (hardcopy)	335	133	72	50	80	306	26	2	1	210	59	29	37	158	89	89
	34%	35%	40%	31%	29%	33%	60%	35%	5%	34%	41%	41%	23%	38%	33%	28%
			D				E*	**	**	L	L	L*		O		
Listen to conventional radio	260	100	64	35	62	236	22	1	1	166	53	20	22	123	67	70
	26%	26%	35%	22%	22%	25%	51%	15%	5%	27%	36%	28%	14%	29%	25%	22%
			CD				E*	**	**	L	IL	L*				
Read newspapers/news online	235	92	71	39	32	211	20	2	1	150	47	19	19	120	68	47
	23%	24%	39%	25%	12%	23%	47%	35%	5%	24%	32%	27%	12%	29%	25%	15%
			D	ACD	D		E*	**	**	L	L	L*		O	O	
Watch TV online	182	84	53	21	24	160	20	2	-	117	39	15	10	115	41	27
	18%	22%	29%	13%	9%	17%	46%	35%	-	19%	27%	22%	6%	27%	15%	9%
			CD	CD			E*	**	**	L	IL	L*		NO	O	
Listen to radio online	171	88	45	21	17	158	12	-	-	108	38	13	11	101	47	23
	17%	23%	25%	13%	6%	17%	28%	-	-	17%	26%	18%	7%	24%	17%	7%
			CD	CD	D		*	**	**	L	IL	L*		O	O	
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	147	23	56	27	41	119	24	3	1	-	147	-	-	49	51	47
	15%	6%	31%	17%	15%	13%	55%	48%	5%	-	100%	-	-	12%	19%	15%
			ACD	A	A		E*	**	**		IKL	*			M	
Watch conventional TV	125	51	36	17	21	100	21	4	1	73	34	7	10	71	31	23
	13%	14%	20%	11%	8%	11%	48%	60%	3%	12%	23%	10%	6%	17%	12%	7%
			D	CD			E*	**	**		IKL	*		O		
Tweet	97	55	27	10	5	80	16	1	-	62	28	7	-	61	23	13
	10%	14%	15%	6%	2%	9%	37%	15%	-	10%	19%	10%	-	15%	9%	4%
			CD	CD	D		E*	**	**	L	IL	L*		NO	O	
Use the Internet	43	10	15	8	11	-	43	-	-	9	24	8	3	20	5	18
	4%	3%	8%	5%	4%	-	100%	-	-	1%	16%	11%	2%	5%	2%	6%
			A				E*	**	**		IL	IL*				N

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

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Read conventional newspapers (hardcopy)	216	58	44	55	60	211	4	1	-	131	28	20	37	84	71	61
	22%	15%	24%	34%	21%	23%	9%	15%	-	21%	19%	28%	23%	20%	27%	19%
		A		AD			*	**	**			*				
Listen to radio online	209	72	43	51	43	197	11	1	-	135	30	26	18	91	62	56
	21%	19%	24%	32%	15%	21%	25%	15%	-	22%	21%	37%	11%	22%	23%	18%
			D	AD			*	**	**	L	L	IJL*				
Watch TV online	206	71	45	46	43	200	5	-	-	129	28	22	27	88	71	47
	21%	19%	25%	29%	16%	21%	12%	-	-	21%	19%	31%	17%	21%	26%	15%
			D	AD			*	**	**			L*			O	
Read newspapers/news online	168	54	24	48	42	154	13	1	-	98	24	17	30	71	52	45
	17%	14%	14%	30%	15%	17%	30%	15%	-	16%	16%	23%	19%	17%	20%	14%
				ABD			E*	**	**			*				
Tweet	102	40	24	28	10	97	3	2	-	74	17	11	-	61	23	18
	10%	11%	13%	18%	3%	10%	7%	35%	-	12%	12%	15%	-	15%	9%	6%
		D	D	AD			*	**	**	L	L	L*		NO		
Listen to conventional radio	94	42	12	21	19	89	3	2	-	62	14	12	7	44	28	22
	9%	11%	7%	13%	7%	10%	6%	38%	-	10%	9%	17%	4%	10%	11%	7%
							*	**	**	L		L*				
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)	71	14	8	31	19	62	8	1	-	-	-	71	-	25	21	24
	7%	4%	4%	19%	7%	7%	18%	15%	-	-	-	100%	-	6%	8%	8%
				ABD			E*	**	**			IJL*				
Watch conventional TV	42	18	7	11	6	42	-	-	-	29	7	6	*	21	13	9
	4%	5%	4%	7%	2%	5%	-	-	-	5%	5%	8%	*	5%	5%	3%
				D			*	**	**	L	L	L*				
Use the Internet	6	1	3	-	2	-	-	6	-	-	3	1	2	3	-	3
	1%	*	2%	-	1%	-	-	100%	-	-	2%	1%	1%	1%	-	1%
							*	**	**		I	I*	I			

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

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

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet- Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites- Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Tweet	714	217	118	118	261	673	20	3	18	401	99	53	161	229	207	278
	71%	57%	65%	74%	94%	72%	46%	50%	100%	65%	68%	75%	100%	55%	78%	88%
Listen to radio online				A	ABC	F	*	**	**			*	UK		M	MN
	481	140	56	81	205	449	12	3	17	279	58	26	118	134	134	214
	48%	37%	31%	51%	73%	48%	29%	50%	95%	45%	39%	37%	73%	32%	50%	68%
Watch TV online				AB	ABC	F	*	**	**			*	UK		M	MN
	478	145	56	73	204	441	16	3	18	269	65	27	118	136	126	216
	48%	38%	31%	46%	73%	47%	37%	50%	100%	43%	44%	38%	73%	32%	47%	69%
Read newspapers/news online				B	ABC		*	**	**			*	UK		M	MN
	277	60	29	35	153	250	9	2	16	146	38	20	74	55	63	159
	28%	16%	16%	22%	55%	27%	20%	37%	90%	24%	26%	27%	46%	13%	24%	51%
Read conventional newspapers (hardcopy)					ABC		*	**	**			*	UK		M	MN
	171	70	21	25	54	152	4	2	12	116	18	8	29	64	42	64
	17%	18%	12%	16%	19%	16%	10%	25%	67%	19%	12%	11%	18%	15%	16%	20%
Visit social networking websites (Facebook, Twitter, Pinterest, etc.)							*	**	**			*				
	161	20	12	12	117	141	3	2	16	-	-	-	161	18	25	118
	16%	5%	7%	8%	42%	15%	6%	37%	86%	-	-	-	100%	4%	9%	38%
Listen to conventional radio					ABC		*	**	**			*	UK		M	MN
	91	27	12	14	38	79	-	-	13	52	8	4	27	25	25	41
	9%	7%	7%	9%	14%	8%	-	-	70%	8%	5%	6%	17%	6%	9%	13%
Watch conventional TV					AB		*	**	**			*	UK			M
	61	15	13	9	24	47	2	-	12	32	7	5	18	17	16	27
	6%	4%	7%	6%	9%	5%	4%	-	67%	5%	4%	6%	11%	4%	6%	9%
Use the Internet					A		*	**	**			*	IJ			M
	18	1	3	1	14	-	-	-	18	2	1	-	16	4	-	14
	2%	*	2%	*	5%	-	-	-	100%	*	1%	-	10%	1%	-	5%
					AC		*	**	**			*	UK			MN

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

DEMB. How frequently do you use social online media or online sources/sites to follow, get information about, discuss etc. public policy, social and/or political issues?

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Several times a day	185	185	-	-	-	180	3	1	1	169	7	2	7	145	30	10
	18%	49%	-	-	-	19%	6%	15%	5%	27%	5%	3%	4%	35%	11%	3%
Everyday or almost everyday		BCD					*	**	**	JKL		*		NO	O	
	196	196	-	-	-	189	7	-	-	155	16	11	13	141	40	15
	20%	51%	-	-	-	20%	17%	-	-	25%	11%	16%	8%	34%	15%	5%
2-3 times a week		BCD					*	**	**	JL		*		NO	O	
	106	-	106	-	-	93	8	2	3	62	31	5	9	63	37	6
	11%	-	59%	-	-	10%	19%	35%	16%	10%	21%	7%	5%	15%	14%	2%
Once a week			ACD				*	**	**		IKL	*		O	O	
	74	-	74	-	-	67	6	1	-	43	25	3	3	26	39	9
	7%	-	41%	-	-	7%	15%	13%	-	7%	17%	4%	2%	6%	15%	3%
2-3 times a month			ACD				*	**	**	L	IKL	*		MO		
	46	-	-	46	-	43	3	-	-	27	9	7	3	19	21	6
	5%	-	-	29%	-	5%	8%	-	-	4%	6%	10%	2%	5%	8%	2%
Once a month/Less often				ABD			*	**	**			L*		O		
	114	-	-	114	-	108	5	-	1	63	18	24	9	18	75	21
	11%	-	-	71%	-	12%	11%	-	3%	10%	12%	33%	6%	4%	28%	7%
Never				ABD			*	**	**			IJL*		MO		
	278	-	-	-	278	252	11	2	14	101	41	19	117	6	25	248
	28%	-	-	-	100%	27%	25%	37%	76%	16%	28%	27%	73%	1%	9%	79%
Summary					ABC		*	**	**		I	I*	IJK		M	MN
Everyday / Several Times A Day	381	381	-	-	-	369	10	1	1	325	23	14	20	286	70	25
	38%	100%	-	-	-	40%	23%	15%	5%	52%	16%	19%	12%	68%	26%	8%
		BCD					*	**	**	JKL		*		NO	O	
Once weekly / A few times a week	180	-	180	-	-	160	15	3	3	105	56	8	12	89	77	15
	18%	-	100%	-	-	17%	34%	48%	16%	17%	38%	11%	7%	21%	29%	5%
			ACD				E*	**	**	L	IKL	*		O	MO	
About Once A Month/ A Few Times Per Month	160	-	-	160	-	151	8	-	1	90	27	31	12	38	95	27
	16%	-	-	100%	-	16%	19%	-	3%	15%	18%	43%	8%	9%	36%	9%
				ABD			*	**	**	L	L	IJL*			MO	

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

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DEMC. When it comes to public policy, social and/or political issues, which of the following have you done, if any, on social media or online sources/sites in the past month?

	Total	DEM B				DEM A								DEM C		
		Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1000	381	181	158	280	940	38	5	17	598	157	80	165	430	261	309
Weighted	1000	381	180	160	278	932	43	6	18	621	147	71	161	419	267	314
Read what others have posted about public/social/political issues	539	256	130	126	27	530	9	-	1	396	77	31	35	272	267	-
	54%	67%	72%	79%	10%	57%	20%	-	5%	64%	52%	43%	22%	65%	100%	-
		D	D	AD		F	*	**	**	JKL	L	L*		O	MO	
Commented on what others have written or posted about public/social/political issues	309	210	67	30	2	295	10	3	1	248	33	15	13	309	-	-
	31%	55%	37%	18%	1%	32%	23%	50%	5%	40%	23%	22%	8%	74%	-	-
		BCD	CD	D			*	**	**	JKL	L	L*		NO		
Shared links to articles or information about public/social/political issues with others	263	186	52	21	4	255	4	-	3	218	22	11	12	263	-	-
	26%	49%	29%	13%	1%	27%	10%	-	16%	35%	15%	16%	7%	63%	-	-
		BCD	CD	D		F	*	**	**	JKL	L	*		NO		
Started conversations or written original ideas about public/social/political issues	167	142	14	9	2	160	6	-	1	136	17	2	13	167	-	-
	17%	37%	8%	5%	1%	17%	14%	-	5%	22%	11%	2%	8%	40%	-	-
		BCD	D	D			*	**	**	JKL	K	*		NO		
None of the above	314	25	15	27	248	279	18	3	14	125	47	24	118	-	-	314
	31%	6%	8%	17%	89%	30%	41%	50%	80%	20%	32%	34%	73%	-	-	100%
				AB	ABC		*	**	**		I	I*	IJK			MN
Summary																
Active	419	286	89	38	6	391	20	3	4	326	49	25	18	419	-	-
	42%	75%	49%	24%	2%	42%	47%	50%	20%	52%	34%	36%	11%	100%	-	-
		BCD	CD	D			*	**	**	JKL	L	L*		NO		
Passive	267	70	77	95	25	262	5	-	-	170	51	21	25	-	267	-
	27%	18%	43%	60%	9%	28%	12%	-	-	27%	35%	30%	16%	-	100%	-
		D	AD	ABD			*	**	**	L	L	L*			MO	
Inactive	314	25	15	27	248	279	18	3	14	125	47	24	118	-	-	314
	31%	6%	8%	17%	89%	30%	41%	50%	80%	20%	32%	34%	73%	-	-	100%
				AB	ABC		*	**	**		I	I*	IJK			MN

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

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