

1. Which of the following do you think is the top pop culture story of the year?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	470	535	244	399	362	43	197	443	322
Weighted	1005	487	518	280	372	353	82	374	394	155
Robin Williams' death	438	207	231	127	170	142	34	175	178	52
	44%	42%	45%	45%	46%	40%	41%	47%	45%	34%
							*	I	I	
Jian Ghomeshi sexual abuse scandal	111	62	50	22	39	49	6	39	36	29
	11%	13%	10%	8%	11%	14%	8%	10%	9%	19%
						C	*			GH
Bill Cosby sexual abuse scandal	107	40	67	23	39	45	10	41	39	16
	11%	8%	13%	8%	10%	13%	12%	11%	10%	10%
			A				*			
Rob Ford makes headlines on late-night shows	103	61	42	33	29	41	10	42	37	13
	10%	12%	8%	12%	8%	12%	12%	11%	9%	8%
		B					*			
The popularity of kid's movie 'Frozen'	74	27	47	22	33	19	2	30	29	13
	7%	6%	9%	8%	9%	5%	3%	8%	7%	9%
							*			
Celebrity Hacking - big name stars naked photos leaked on the internet	48	31	16	16	20	11	2	11	25	10
	5%	6%	3%	6%	5%	3%	3%	3%	6%	7%
		B					*			G
The continued rise of Netflix	30	16	15	10	13	8	2	9	14	5
	3%	3%	3%	4%	3%	2%	2%	3%	3%	4%
							*			
2014 Celebrity Marriages: George Clooney/Amal Alamuddin, Brad Pitt/Angelina Jolie, Kanye/Kim Kardashian	25	8	17	10	3	13	5	10	8	3
	2%	2%	3%	3%	1%	4%	6%	3%	2%	2%
				D		D	*			
Justin Bieber's trouble with the law	19	10	9	2	8	9	4	9	5	1
	2%	2%	2%	1%	2%	2%	5%	2%	1%	1%
							*			
Joan Rivers dies	13	6	7	2	7	4	2	5	4	3
	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%
							*			
Taylor Swift's stardom	12	5	7	5	4	4	-	-	9	3
	1%	1%	1%	2%	1%	1%	-	-	2%	2%
							*		G	G
Kim Kardashian's butt 'breaks the internet'	12	7	5	5	1	5	4	3	4	1
	1%	1%	1%	2%	*	2%	4%	1%	1%	1%
							*			
Jay Leno leaving the Tonight Show and the rise of new host Jimmy Fallon	12	7	5	2	6	3	2	-	7	3
	1%	1%	1%	1%	2%	1%	3%	-	2%	2%

							G*		G	G
Phillip Seymour dies	2	2	-	1	1	*	-	-	1	1
	*	*	-	*	*	*	-	-	*	1%
							*			

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

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

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