

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	130	110	81	350	241	93	287	176	252	169	237	768
Weighted	1005	135	107	65	385	241	71	349	188	216	132	231	774
Robin Williams' death	438	67	35	29	145	134	28	160	76	97	58	96	343
	44%	50%	33%	44%	38%	56%	40%	46%	40%	45%	44%	41%	44%
		BD	*	*		BDF	*						
Jian Ghomeshi sexual abuse scandal	111	12	12	6	51	21	8	36	14	28	19	24	87
	11%	9%	11%	10%	13%	9%	12%	10%	7%	13%	14%	11%	11%
			*	*			*						
Bill Cosby sexual abuse scandal	107	12	25	8	41	12	9	30	29	20	13	27	79
	11%	9%	24%	11%	11%	5%	12%	8%	16%	9%	10%	12%	10%
			ADE*	*	E		E*		G				
Rob Ford makes headlines on late-night shows	103	7	4	4	54	28	5	45	19	17	12	18	85
	10%	5%	4%	7%	14%	12%	7%	13%	10%	8%	9%	8%	11%
			*	*	AB	B	*						
The popularity of kid's movie 'Frozen'	74	12	6	7	28	14	8	23	12	20	12	28	46
	7%	9%	6%	10%	7%	6%	11%	7%	6%	9%	9%	12%	6%
			*	*			*					L	
Celebrity Hacking - big name stars naked photos leaked on the internet	48	13	9	3	12	6	4	13	16	9	5	12	35
	5%	9%	8%	5%	3%	3%	6%	4%	9%	4%	4%	5%	5%
		DE	DE*	*			*						
The continued rise of Netflix	30	3	3	1	12	6	5	8	5	5	4	4	26
	3%	2%	3%	2%	3%	3%	6%	2%	3%	3%	3%	2%	3%
			*	*			*						
2014 Celebrity Marriages: George Clooney/Amal Alamuddin, Brad Pitt/Angelina Jolie, Kanye/Kim Kardashian	25	1	4	3	14	2	1	8	4	6	1	5	19
	2%	1%	4%	5%	4%	1%	1%	2%	2%	3%	1%	2%	3%
			*	E*			*						
Justin Bieber's trouble with the law	19	-	2	-	10	7	*	7	5	1	1	4	14
	2%	-	2%	-	3%	3%	*	2%	3%	1%	*	2%	2%
			*	*			*						
Joan Rivers dies	13	2	2	2	6	2	*	5	2	4	3	1	12
	1%	1%	2%	2%	1%	1%	*	1%	1%	2%	2%	1%	2%
			*	*			*						
Taylor Swift's stardom	12	2	3	*	3	5	-	5	1	5	2	3	9
	1%	1%	3%	1%	1%	2%	-	1%	*	2%	2%	1%	1%
			*	*			*						
Kim Kardashian's butt 'breaks the internet'	12	1	-	2	3	5	1	7	3	1	-	3	9
	1%	1%	-	2%	1%	2%	2%	2%	2%	1%	-	1%	1%
			*	*			*						
Jay Leno leaving the Tonight Show and the rise of new host Jimmy Fallon	12	4	2	-	5	*	1	2	3	3	1	4	8
	1%	3%	1%	-	1%	*	1%	1%	2%	1%	1%	2%	1%
		E	*	*			*						
Phillip Seymour dies	2	-	-	-	1	*	1	*	-	-	1	-	2
	*	-	-	-	*	*	1%	*	-	-	1%	-	*
			*	*			*						

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

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

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