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2. Which criteria do you use to judge the legitimacy of a digital news source?
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3. How often do you do or feel the following things: - Top 2 Box Summary
3. How often do you do or feel the following things: - Bottom 2 Box Summary
- 4\_1. To what extent do you agree or disagree with the following: - I am concerned about the accuracy of information that is circulated online
- 4\_2. To what extent do you agree or disagree with the following: - Public concern about "fake news" is excessive
- 4\_3. To what extent do you agree or disagree with the following: - There is no such thing as objective media coverage, every source has a bias
- 4\_4. To what extent do you agree or disagree with the following: - It is important to seek out media coverage from a wide range of sources
- 4\_5. To what extent do you agree or disagree with the following: - I trust traditional media sources (newspaper, radio, TV) more than I trust online sources
- 4\_6. To what extent do you agree or disagree with the following: - Media literacy education should be a requirement for all students
4. To what extent do you agree or disagree with the following: - Top 2 Box Summary
4. To what extent do you agree or disagree with the following: - Bottom 2 Box Summary
- 5\_1. Please answer yes or no to the following questions about online content - content examples include memes, news stories, infographics, etc. - I have shared an image (meme, infographic, etc) on social media without checking if the facts it presented were true
- 5\_2. Please answer yes or no to the following questions about online content - content examples include memes, news stories, infographics, etc. - I have read and/or shared content online that I believed to be true and later found out it was at least partly false
- 5\_3. Please answer yes or no to the following questions about online content - content examples include memes, news stories, infographics, etc. - I have read and/or shared content online thinking it was true and later found out it was satire or a joke
- 5\_4. Please answer yes or no to the following questions about online content - content examples include memes, news stories, infographics, etc. - I have read and/or shared content online thinking it was current and later found out it was outdated
- 5\_5. Please answer yes or no to the following questions about online content - content examples include memes, news stories, infographics, etc. - I have corrected someone else who shared content online that contained false information.
- 5\_6. Please answer yes or no to the following questions about online content - content examples include memes, news stories, infographics, etc. - The majority of my news consumption is through social media sites.
5. Please answer yes or no to the following questions about online content - content examples include memes, news stories, infographics, etc. - Yes Summary
5. Please answer yes or no to the following questions about online content - content examples include memes, news stories, infographics, etc. - No Summary
- 6\_1. Can you determine whether each of the following is a statement of opinion or of fact? - Electing Wilfrid Laurier proved Canadians had embraced the idea of Canada as a bilingual nation

6\_2. Can you determine whether each of the following is a statement of opinion or of fact? - Entrepreneur Viola Desmond is on the Canadian \$10 bill

6\_3. Can you determine whether each of the following is a statement of opinion or of fact? - Hawaiian pizza was invented in Canada

6\_4. Can you determine whether each of the following is a statement of opinion or of fact? - Pizza should never include pineapple as a topping

6\_5. Can you determine whether each of the following is a statement of opinion or of fact? - The Battle of Vimy Ridge was the most important moment in Canadian history

6\_6. Can you determine whether each of the following is a statement of opinion or of fact? - The Montreal Canadiens have won more Stanley Cups than any other team in the NHL

6. Can you determine whether each of the following is a statement of opinion or of fact? - Opinion Summary

6. Can you determine whether each of the following is a statement of opinion or of fact? - Fact Summary

6. Can you determine whether each of the following is a statement of opinion or of fact? - I don't know Summary

6\_Spl1. Can you determine whether each of the following is a statement of opinion or of fact? - Correct % Summary

6\_Spl2. Can you determine whether each of the following is a statement of opinion or of fact? - No. of Correct Response

GENDER

AGE

EDUCATION

REGION

INCOME

HOUSEHOLD COMPOSITION

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

EMPLOYMENT STATUS

USMAR2. What is your marital status?

PGS01. How much of your household's grocery shopping do you, yourself, do?

CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

1. Which sources do you use to stay on top of the news?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Online News Sources (Net)	704	355	349	243	243
	70%	73%	68%	87%	70%
				DE	E
Twitter	177	101	76	102	55
	18%	21%	15%	36%	16%
				DE	E
Reddit	66	38	28	51	15
	7%	8%	6%	18%	4%
				DE	E
Facebook	393	167	225	143	146
	39%	34%	44%	51%	42%
			A	E	E
Other social media	164	62	102	83	47
	16%	13%	20%	30%	14%
			A	DE	
Online news outlets	416	222	194	116	158
	42%	45%	38%	41%	46%
Blogs	74	31	44	47	18
	7%	6%	9%	17%	5%
				DE	
Email subscription services	106	47	58	44	28
	11%	10%	11%	16%	8%
				D	
Traditional Media Sources (Net)	758	373	385	172	253
	76%	76%	75%	61%	73%
					C
Radio	416	217	199	95	142
	42%	44%	39%	34%	41%
Television news programs	616	311	305	122	205
	62%	64%	60%	43%	59%
					C
Print newspapers	327	160	167	62	76
	33%	33%	33%	22%	22%

Other	50	23	26	15	15
	5%	5%	5%	5%	4%
I don't actively follow the news	64	26	38	17	36
	6%	5%	7%	6%	10%
					E
Sigma	2867	1405	1463	898	941
	287%	287%	286%	319%	272%

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
217	91	174	246	193	704	535	32
58%	62%	63%	73%	79%	100%	70%	65%
	*		G	FG	KL		*
19	11	44	55	66	177	125	3
5%	7%	16%	17%	27%	25%	17%	6%
	*			FGH	KL		*
1	-	18	24	24	66	49	1
*	-	7%	7%	10%	9%	6%	1%
	*			F	K		*
103	64	102	129	98	393	308	14
28%	44%	37%	39%	40%	56%	41%	28%
	*				KL		*
34	24	52	43	45	164	129	10
9%	16%	19%	13%	19%	23%	17%	21%
	*			H	K		*
142	38	96	145	137	416	332	22
38%	26%	35%	43%	56%	59%	44%	45%
	*			FGH	K		*
9	9	15	22	27	74	63	2
3%	6%	6%	7%	11%	11%	8%	3%
	*			GH	K		*
34	13	27	34	32	106	88	5
9%	9%	10%	10%	13%	15%	12%	10%
	*				K		*
333	90	218	265	186	535	758	33
89%	62%	79%	79%	76%	76%	100%	66%
CD	*		F			JL	*
179	34	116	149	117	303	416	16
48%	24%	42%	45%	48%	43%	55%	33%
C	*		F	F		JL	*
289	68	182	216	151	425	616	29
78%	46%	66%	65%	62%	60%	81%	59%
CD	*	F	F			JL	*
189	29	108	114	76	234	327	13
51%	20%	39%	34%	31%	33%	43%	26%
CD	*	F				JL	*

19	4	14	19	12	32	33	50
5%	3%	5%	6%	5%	5%	4%	100%
	*						JK*
11	14	22	21	7	-	-	-
3%	9%	8%	6%	3%	-	-	-
	*						*
1029	307	795	973	793	2389	2487	165
276%	210%	288%	290%	326%	339%	328%	332%



2. Which criteria do you use to judge the legitimacy of a digital news source?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Layout and design	94	49	45	36	37
	9%	10%	9%	13%	11%
Qualifications of the reporters and editors	433	225	208	121	137
	43%	46%	41%	43%	39%
Diversity of the reporters and editors	186	101	84	56	55
	19%	21%	17%	20%	16%
Who owns or sponsors the source	383	190	193	120	134
	38%	39%	38%	43%	39%
How long the source has existed	328	180	148	89	121
	33%	37%	29%	32%	35%
Whether it is a digital branch of traditional media (newspaper, radio, TV)	441	194	247	100	154
	44%	40%	48%	36%	44%
Where you discovered the source	351	151	199	122	117
	35%	31%	39%	43%	34%
Who in your network reads or shares that source	146	72	74	55	48
	15%	15%	14%	20%	14%
Whether other outlets corroborate their facts	488	239	249	115	159
	49%	49%	49%	41%	46%
Some other criteria	151	65	85	29	76
	15%	13%	17%	10%	22%
Sigma	3000	1467	1533	843	1038
	300%	300%	300%	300%	300%

Statistics:

Overlap formulae used

- 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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3\_1. How often do you do or feel the following things: - I seek out multiple perspectives on major news stories

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	518	267	251	145	182
	52%	55%	49%	52%	53%
Always	148	97	52	52	52
	15%	20%	10%	19%	15%
		B			
Usually	369	170	199	93	131
	37%	35%	39%	33%	38%
Sometimes	345	154	191	97	116
	35%	31%	37%	35%	34%
Bottom 2 Box (Net)	137	68	69	39	48
	14%	14%	13%	14%	14%
Rarely	110	53	56	32	35
	11%	11%	11%	11%	10%
Never	28	15	12	7	13
	3%	3%	2%	2%	4%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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3\_2. How often do you do or feel the following things: - I'm confident in my ability to determine the accuracy of online

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	564	317	248	167	188
	56%	65%	48%	59%	54%
		B			
Always	120	81	39	52	38
	12%	16%	8%	19%	11%
		B		DE	
Usually	444	236	208	115	150
	44%	48%	41%	41%	43%
Sometimes	352	134	217	92	127
	35%	28%	42%	33%	37%
			A		
Bottom 2 Box (Net)	84	38	46	23	32
	8%	8%	9%	8%	9%
Rarely	68	27	41	21	24
	7%	5%	8%	7%	7%
Never	16	11	5	2	7
	2%	2%	1%	1%	2%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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3\_3. How often do you do or feel the following things: - I'm confident in my ability to recognize and consider bias in new

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	591	325	266	167	220
	59%	67%	52%	59%	64%
		B			
Always	152	102	49	55	63
	15%	21%	10%	19%	18%
		B		E	E
Usually	440	223	217	112	157
	44%	46%	42%	40%	45%
Sometimes	354	137	217	90	109
	35%	28%	42%	32%	32%
			A		
Bottom 2 Box (Net)	54	26	28	24	16
	5%	5%	5%	9%	5%
				E	
Rarely	44	18	26	24	8
	4%	4%	5%	8%	2%
				DE	
Never	11	9	2	1	8
	1%	2%	*	*	2%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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3\_4. How often do you do or feel the following things: - I'm confident I can differentiate between an opinion piece and

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	687	367	320	187	239
	69%	75%	63%	67%	69%
		B			
Always	206	131	75	84	67
	21%	27%	15%	30%	19%
		B		DE	
Usually	482	236	246	103	172
	48%	48%	48%	37%	50%
					C
Sometimes	261	100	161	78	85
	26%	20%	31%	28%	25%
			A		
Bottom 2 Box (Net)	52	22	30	16	22
	5%	5%	6%	6%	6%
Rarely	37	10	26	12	13
	4%	2%	5%	4%	4%
			A		
Never	15	12	3	4	10
	2%	2%	1%	1%	3%
					E
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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3\_5. How often do you do or feel the following things: - I read beyond the headline of a story for a more thorough unde

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	603	316	287	183	191
	60%	65%	56%	65%	55%
		B			
Always	177	107	70	72	50
	18%	22%	14%	25%	14%
		B		DE	
Usually	426	209	217	112	141
	43%	43%	43%	40%	41%
Sometimes	311	123	188	74	123
	31%	25%	37%	26%	36%
			A		
Bottom 2 Box (Net)	86	50	36	24	32
	9%	10%	7%	9%	9%
Rarely	61	29	32	21	14
	6%	6%	6%	7%	4%
Never	25	21	4	4	17
	3%	4%	1%	1%	5%
		B			CE
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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3\_6. How often do you do or feel the following things: - I seek out information on the historical context around present

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	410	239	171	136	136
	41%	49%	33%	48%	39%
		B		E	
Always	114	75	38	53	36
	11%	15%	7%	19%	10%
		B		DE	
Usually	296	163	133	83	100
	30%	33%	26%	29%	29%
		B			
Sometimes	367	150	217	85	142
	37%	31%	42%	30%	41%
			A		C
Bottom 2 Box (Net)	224	101	123	60	68
	22%	21%	24%	21%	20%
Rarely	174	77	98	43	53
	17%	16%	19%	15%	15%
Never	49	24	25	17	15
	5%	5%	5%	6%	4%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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3. How often do you do or feel the following things: - Top 2 Box Summary

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
I seek out multiple perspectives on major news stories	518	267	251	145	182
	52%	55%	49%	52%	53%
I'm confident in my ability to determine the accuracy of online content	564	317	248	167	188
	56%	65%	48%	59%	54%
		B			
I'm confident in my ability to recognize and consider bias in news media	591	325	266	167	220
	59%	67%	52%	59%	64%
		B			
I'm confident I can differentiate between an opinion piece and a news article	687	367	320	187	239
	69%	75%	63%	67%	69%
		B			
I read beyond the headline of a story for a more thorough understanding of the topic in question	603	316	287	183	191
	60%	65%	56%	65%	55%
		B			
I seek out information on the historical context around present-day issues that dominate headlines	410	239	171	136	136
	41%	49%	33%	48%	39%
		B		E	

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
190	58	133	180	147	415	424	28
51%	39%	48%	54%	60%	59%	56%	56%
	*			FG	K		*
210	58	142	205	160	439	445	28
56%	39%	51%	61%	66%	62%	59%	56%
	*		FG	FG	K		*
204	57	146	222	166	451	476	32
55%	39%	53%	66%	68%	64%	63%	65%
	*		FG	FG			*
262	73	186	243	185	517	551	38
70%	50%	67%	72%	76%	73%	73%	77%
	*		F	FG			*
229	58	157	214	174	473	484	34
61%	40%	57%	64%	72%	67%	64%	68%
	*		F	FGH	K		*
138	42	108	134	125	337	324	23
37%	29%	39%	40%	51%	48%	43%	46%
	*			FGH	K		*

3. How often do you do or feel the following things: - Bottom 2 Box Summary

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
I seek out multiple perspectives on major news stories	137	68	69	39	48
	14%	14%	13%	14%	14%
I'm confident in my ability to determine the accuracy of online content	84	38	46	23	32
	8%	8%	9%	8%	9%
I'm confident in my ability to recognize and consider bias in news media	54	26	28	24	16
	5%	5%	5%	9%	5%
				E	
I'm confident I can differentiate between an opinion piece and a news article	52	22	30	16	22
	5%	5%	6%	6%	6%
I read beyond the headline of a story for a more thorough understanding of the topic in question	86	50	36	24	32
	9%	10%	7%	9%	9%
I seek out information on the historical context around present-day issues that dominate headlines	224	101	123	60	68
	22%	21%	24%	21%	20%

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
51	25	52	47	14	76	74	5
14%	17%	19%	14%	6%	11%	10%	10%
	I*	I	I				*
30	25	20	27	12	37	49	1
8%	17%	7%	8%	5%	5%	6%	2%
	I*						*
14	12	18	15	9	29	28	1
4%	9%	6%	4%	4%	4%	4%	3%
	*						*
14	26	10	10	7	29	29	-
4%	18%	3%	3%	3%	4%	4%	-
	GHI*						*
30	27	27	22	10	40	39	7
8%	18%	10%	7%	4%	6%	5%	14%
	HI*	I					JK*
95	50	78	69	27	117	152	11
26%	34%	28%	20%	11%	17%	20%	22%
	I*	I	I			J	*

4\_1. To what extent do you agree or disagree with the following: - I am concerned about the accuracy of information tr

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	878 88%	418 86%	459 90%	241 86%	297 86%
Strongly agree	355 36%	171 35%	184 36%	96 34%	114 33%
Somewhat agree	523 52%	248 51%	275 54%	144 51%	183 53%
Bottom 2 Box (Net)	122 12%	71 14%	52 10%	40 14%	49 14%
Somewhat disagree	102 10%	55 11%	47 9%	36 13%	37 11%
Strongly disagree	20 2%	15 3%	5 1%	4 1%	12 4%
Sigma	1000 100%	489 100%	511 100%	281 100%	346 100%

Statistics:

Overlap formulae used

- 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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4\_2. To what extent do you agree or disagree with the following: - Public concern about "fake news" is excessive

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	607	308	299	183	190
	61%	63%	59%	65%	55%
				D	
Strongly agree	165	98	67	57	53
	17%	20%	13%	20%	15%
		B			
Somewhat agree	442	210	232	126	137
	44%	43%	45%	45%	39%
Bottom 2 Box (Net)	393	181	212	98	156
	39%	37%	41%	35%	45%
					C
Somewhat disagree	308	139	169	80	119
	31%	28%	33%	29%	34%
Strongly disagree	84	41	43	18	37
	8%	8%	8%	6%	11%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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4\_3. To what extent do you agree or disagree with the following: - There is no such thing as objective media coverage, €

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	699	334	365	198	238
	70%	68%	71%	70%	69%
Strongly agree	164	95	69	65	58
	16%	20%	13%	23%	17%
		B		E	
Somewhat agree	535	239	296	133	180
	54%	49%	58%	47%	52%
			A		
Bottom 2 Box (Net)	301	155	146	83	108
	30%	32%	29%	30%	31%
Somewhat disagree	276	143	134	68	105
	28%	29%	26%	24%	30%
Strongly disagree	24	12	12	15	4
	2%	2%	2%	5%	1%
				D	
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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4\_4. To what extent do you agree or disagree with the following: - It is important to seek out media coverage from a wi

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	938	463	475	258	321
	94%	95%	93%	92%	93%
Strongly agree	344	173	170	102	113
	34%	35%	33%	36%	33%
Somewhat agree	594	290	305	156	208
	59%	59%	60%	55%	60%
Bottom 2 Box (Net)	62	26	36	23	25
	6%	5%	7%	8%	7%
Somewhat disagree	54	22	32	18	25
	5%	4%	6%	7%	7%
Strongly disagree	8	4	4	5	-
	1%	1%	1%	2%	-
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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4\_5. To what extent do you agree or disagree with the following: - I trust traditional media sources (newspaper, radio, T

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	772	382	390	207	238
	77%	78%	76%	74%	69%
Strongly agree	264	160	104	82	59
	26%	33%	20%	29%	17%
		B		D	
Somewhat agree	508	222	286	126	179
	51%	45%	56%	45%	52%
			A		
Bottom 2 Box (Net)	228	107	121	74	108
	23%	22%	24%	26%	31%
				E	E
Somewhat disagree	177	76	101	60	78
	18%	16%	20%	22%	23%
				E	E
Strongly disagree	51	31	19	13	30
	5%	6%	4%	5%	9%
					E
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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4\_6. To what extent do you agree or disagree with the following: - Media literacy education should be a requirement for

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Top 2 Box (Net)	859	407	452	219	312
	86%	83%	89%	78%	90%
					C
Strongly agree	323	155	168	100	98
	32%	32%	33%	36%	28%
Somewhat agree	536	252	285	119	215
	54%	51%	56%	42%	62%
					C
Bottom 2 Box (Net)	141	82	59	62	34
	14%	17%	11%	22%	10%
				DE	
Somewhat disagree	115	65	50	48	28
	12%	13%	10%	17%	8%
				D	
Strongly disagree	25	17	8	14	6
	3%	3%	2%	5%	2%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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4. To what extent do you agree or disagree with the following: - Top 2 Box Summary

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
I am concerned about the accuracy of information that is circulated online	878	418	459	241	297
	88%	86%	90%	86%	86%
Public concern about "fake news" is excessive	607	308	299	183	190
	61%	63%	59%	65%	55%
There is no such thing as objective media coverage, every source has a bias	699	334	365	198	238
	70%	68%	71%	70%	69%
It is important to seek out media coverage from a wide range of sources	938	463	475	258	321
	94%	95%	93%	92%	93%
I trust traditional media sources (newspaper, radio, TV) more than I trust online sources	772	382	390	207	238
	77%	78%	76%	74%	69%
Media literacy education should be a requirement for all students	859	407	452	219	312
	86%	83%	89%	78%	90%
					C

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
340	121	235	299	223	616	683	45
91%	83%	85%	89%	92%	88%	90%	90%
	*			G		J	*
235	115	152	194	146	425	465	27
63%	78%	55%	58%	60%	60%	61%	55%
	GHI*						*
264	93	187	230	189	483	511	30
71%	64%	68%	69%	78%	69%	67%	60%
	*			GH			*
359	142	250	309	237	676	716	46
96%	97%	91%	92%	98%	96%	94%	93%
	*			GH	K		*
327	121	217	248	186	522	623	39
88%	83%	78%	74%	77%	74%	82%	78%
CD	*					J	*
328	104	237	297	221	621	661	44
88%	71%	86%	89%	91%	88%	87%	89%
C	*		F	F			*

4. To what extent do you agree or disagree with the following: - Bottom 2 Box Summary

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
I am concerned about the accuracy of information that is circulated online	122	71	52	40	49
	12%	14%	10%	14%	14%
Public concern about "fake news" is excessive	393	181	212	98	156
	39%	37%	41%	35%	45%
There is no such thing as objective media coverage, every source has a bias	301	155	146	83	108
	30%	32%	29%	30%	31%
It is important to seek out media coverage from a wide range of sources	62	26	36	23	25
	6%	5%	7%	8%	7%
I trust traditional media sources (newspaper, radio, TV) more than I trust online sources	228	107	121	74	108
	23%	22%	24%	26%	31%
Media literacy education should be a requirement for all students	141	82	59	62	34
	14%	17%	11%	22%	10%

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
33	25	41	36	20	87	75	5
9%	17%	15%	11%	8%	12%	10%	10%
	*	I			K		*
138	31	124	141	97	279	294	22
37%	22%	45%	42%	40%	40%	39%	45%
	*	F	F	F			*
109	53	89	105	54	221	248	20
29%	36%	32%	31%	22%	31%	33%	40%
	*	I	I				*
14	4	26	26	6	28	43	3
4%	3%	9%	8%	2%	4%	6%	7%
	*	I	I			J	*
46	25	59	87	57	181	135	11
12%	17%	22%	26%	23%	26%	18%	22%
	*				K		*
45	42	39	38	22	82	98	5
12%	29%	14%	11%	9%	12%	13%	11%
	HI*						*

5\_1. Please answer yes or no to the following questions about online content - content examples include memes, news checking if the facts it presented were true.

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Yes	258	129	129	122	77
	26%	26%	25%	43%	22%
No				DE	
	742	361	382	159	269
	74%	74%	75%	57%	78%
Sigma					C
	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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5\_2. Please answer yes or no to the following questions about online content - content examples include memes, news later found out it was at least partly false.

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Yes	381	194	186	152	121
	38%	40%	36%	54%	35%
No				DE	
	619	295	325	129	225
	62%	60%	64%	46%	65%
Sigma					C
	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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5\_3. Please answer yes or no to the following questions about online content - content examples include memes, news found out it was satire or a joke.

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Yes	299	162	137	119	97
	30%	33%	27%	42%	28%
No				DE	
	701	327	374	162	249
	70%	67%	73%	58%	72%
Sigma					C
	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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5\_4. Please answer yes or no to the following questions about online content - content examples include memes, news found out it was outdated.

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Yes	329	173	156	114	124
	33%	35%	31%	41%	36%
No	671	316	355	167	222
	67%	65%	69%	59%	64%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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5\_5. Please answer yes or no to the following questions about online content - content examples include memes, news false information.

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Yes	449	233	216	159	151
	45%	48%	42%	57%	44%
No				DE	
	551	256	295	122	195
	55%	52%	58%	43%	56%
Sigma					C
	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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5\_6. Please answer yes or no to the following questions about online content - content examples include memes, news

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Yes	303	145	158	160	89
	30%	30%	31%	57%	26%
No	697	344	353	121	257
	70%	70%	69%	43%	74%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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5. Please answer yes or no to the following questions about online content - content examples include memes, news st

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Yes (Net - 5_1 to 5_4)	558	296	263	207	190
	56%	60%	51%	74%	55%
		B		DE	E
I have shared an image (meme, infographic, etc) on social media without checking if the facts it presented were true.	258	129	129	122	77
	26%	26%	25%	43%	22%
				DE	
I have read and/or shared content online that I believed to be true and later found out it was at least partly false.	381	194	186	152	121
	38%	40%	36%	54%	35%
				DE	
I have read and/or shared content online thinking it was true and later found out it was satire or a joke.	299	162	137	119	97
	30%	33%	27%	42%	28%
				DE	
I have read and/or shared content online thinking it was current and later found out it was outdated.	329	173	156	114	124
	33%	35%	31%	41%	36%
				E	E
I have corrected someone else who shared content online that contained false information.	449	233	216	159	151
	45%	48%	42%	57%	44%
				DE	
The majority of my news consumption is through social media sites.	303	145	158	160	89
	30%	30%	31%	57%	26%
				DE	E

Statistics:

Overlap formulae used

- 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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ories, infographics, etc. - Yes Summary

55+	EDUCATION				Online News Sources	Traditional Media Sources	Other
	<HS	HS	Post Sec	Univ Grad			
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
161	79	137	190	152	455	419	28
43%	54%	50%	57%	63%	65%	55%	57%
	*			G	K		*
59	36	70	83	69	221	191	8
16%	25%	25%	25%	28%	31%	25%	16%
	*				KL		*
108	59	84	130	108	306	286	18
29%	40%	31%	39%	44%	44%	38%	37%
	*			G	K		*
83	48	78	96	76	243	223	16
22%	33%	28%	29%	31%	35%	29%	32%
	*				K		*
91	43	71	119	97	283	240	16
24%	29%	26%	36%	40%	40%	32%	33%
	*		G	G	K		*
139	42	107	162	137	370	352	22
37%	29%	39%	48%	56%	53%	46%	43%
	*		F	FGH	K		*
54	51	83	87	82	267	211	9
15%	35%	30%	26%	34%	38%	28%	19%
	*			H	KL		*



5. Please answer yes or no to the following questions about online content - content examples include memes, news st

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
I have shared an image (meme, infographic, etc) on social media without checking if the facts it presented were true.	742	361	382	159	269
	74%	74%	75%	57%	78%
					C
I have read and/or shared content online that I believed to be true and later found out it was at least partly false.	619	295	325	129	225
	62%	60%	64%	46%	65%
					C
I have read and/or shared content online thinking it was true and later found out it was satire or a joke.	701	327	374	162	249
	70%	67%	73%	58%	72%
					C
I have read and/or shared content online thinking it was current and later found out it was outdated.	671	316	355	167	222
	67%	65%	69%	59%	64%
I have corrected someone else who shared content online that contained false information.	551	256	295	122	195
	55%	52%	58%	43%	56%
					C
The majority of my news consumption is through social media sites.	697	344	353	121	257
	70%	70%	69%	43%	74%
					C

Statistics:

Overlap formulae used

- 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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ories, infographics, etc. - No Summary

55+	EDUCATION				Online News Sources	Traditional Media Sources	Other
	<HS	HS	Post Sec	Univ Grad			
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
314	110	206	252	174	482	567	42
84%	75%	75%	75%	72%	69%	75%	84%
C	*					J	J*
265	87	192	205	135	397	473	31
71%	60%	69%	61%	56%	56%	62%	63%
C	*	I				J	*
290	98	198	239	167	461	535	34
78%	67%	72%	71%	69%	65%	71%	68%
C	*					J	*
282	103	205	216	146	421	518	33
76%	71%	74%	64%	60%	60%	68%	67%
CD	*	HI				J	*
234	104	169	173	106	334	407	28
63%	71%	61%	52%	44%	47%	54%	57%
C	HI*	I	I			J	*
319	95	193	248	161	436	547	40
85%	65%	70%	74%	66%	62%	72%	81%
CD	*		I			J	J*

6\_1. Can you determine whether each of the following is a statement of opinion or of fact? - Electing Wilfrid Laurier prc

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Opinion	387	210	177	120	134
	39%	43%	35%	43%	39%
		B			
Fact	195	116	79	65	55
	19%	24%	15%	23%	16%
		B			
I don't know	418	163	255	95	157
	42%	33%	50%	34%	46%
			A		C
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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6\_2. Can you determine whether each of the following is a statement of opinion or of fact? - Entrepreneur Viola Desmo

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Opinion	82	56	26	38	24
	8%	11%	5%	14%	7%
		B		DE	
Fact	580	274	307	159	197
	58%	56%	60%	56%	57%
I don't know	338	160	178	84	126
	34%	33%	35%	30%	36%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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6\_3. Can you determine whether each of the following is a statement of opinion or of fact? - Hawaiian pizza was invent

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Opinion	158	82	76	62	46
	16%	17%	15%	22%	13%
				DE	
Fact	381	192	189	128	143
	38%	39%	37%	46%	41%
				E	E
I don't know	461	216	245	91	157
	46%	44%	48%	32%	45%
					C
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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6\_4. Can you determine whether each of the following is a statement of opinion or of fact? - Pizza should never include

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Opinion	846	408	438	233	297
	85%	83%	86%	83%	86%
Fact	95	47	48	35	26
	10%	10%	9%	12%	7%
I don't know	59	34	25	13	23
	6%	7%	5%	5%	7%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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6\_5. Can you determine whether each of the following is a statement of opinion or of fact? - The Battle of Vimy Ridge w

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Opinion	408	220	188	130	164
	41%	45%	37%	46%	47%
		B		E	E
Fact	333	172	161	74	92
	33%	35%	32%	26%	27%
I don't know	260	98	162	76	90
	26%	20%	32%	27%	26%
			A		
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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6\_6. Can you determine whether each of the following is a statement of opinion or of fact? - The Montreal Canadiens h

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Opinion	101	46	55	41	26
	10%	9%	11%	15%	8%
Fact				D	
	539	318	221	150	188
	54%	65%	43%	53%	54%
I don't know		B			
	360	125	235	90	132
	36%	26%	46%	32%	38%
Sigma		A			
	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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6. Can you determine whether each of the following is a statement of opinion or of fact? - Opinion Summary

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Electing Wilfrid Laurier proved Canadians had embraced the idea of Canada as a bilingual nation	387	210	177	120	134
	39%	43%	35%	43%	39%
		B			
Entrepreneur Viola Desmond is on the Canadian \$10 bill	82	56	26	38	24
	8%	11%	5%	14%	7%
		B		DE	
Hawaiian pizza was invented in Canada	158	82	76	62	46
	16%	17%	15%	22%	13%
				DE	
Pizza should never include pineapple as a topping	846	408	438	233	297
	85%	83%	86%	83%	86%
The Battle of Vimy Ridge was the most important moment in Canadian history	408	220	188	130	164
	41%	45%	37%	46%	47%
		B		E	E
The Montreal Canadiens have won more Stanley Cups than any other team in the NHL	101	46	55	41	26
	10%	9%	11%	15%	8%
				D	

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
132	42	78	140	127	297	315	23
36%	29%	28%	42%	52%	42%	42%	47%
	*		G	FGH			*
20	15	11	32	24	68	68	5
5%	11%	4%	9%	10%	10%	9%	10%
	*		G	G			*
50	27	50	46	35	116	126	6
13%	18%	18%	14%	14%	16%	17%	12%
	*						*
316	119	231	288	208	606	654	47
85%	82%	84%	86%	85%	86%	86%	95%
	*						*
113	18	89	160	141	325	308	23
30%	12%	32%	48%	58%	46%	41%	47%
	*	F	FG	FGH	K		*
33	13	37	28	23	76	84	1
9%	9%	13%	8%	9%	11%	11%	1%
	*				L	L	*

6. Can you determine whether each of the following is a statement of opinion or of fact? - Fact Summary

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Electing Wilfrid Laurier proved Canadians had embraced the idea of Canada as a bilingual nation	195	116	79	65	55
	19%	24%	15%	23%	16%
		B			
Entrepreneur Viola Desmond is on the Canadian \$10 bill	580	274	307	159	197
	58%	56%	60%	56%	57%
Hawaiian pizza was invented in Canada	381	192	189	128	143
	38%	39%	37%	46%	41%
				E	E
Pizza should never include pineapple as a topping	95	47	48	35	26
	10%	10%	9%	12%	7%
The Battle of Vimy Ridge was the most important moment in Canadian history	333	172	161	74	92
	33%	35%	32%	26%	27%
The Montreal Canadiens have won more Stanley Cups than any other team in the NHL	539	318	221	150	188
	54%	65%	43%	53%	54%
		B			

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
75	25	50	69	50	138	156	10
20%	17%	18%	21%	21%	20%	21%	20%
	*						*
225	55	151	203	172	434	478	28
60%	38%	55%	61%	71%	62%	63%	57%
	*		F	FGH			*
110	36	83	138	123	296	295	21
29%	25%	30%	41%	51%	42%	39%	42%
	*		G	FGH	K		*
34	13	27	29	26	58	72	3
9%	9%	10%	9%	11%	8%	9%	5%
	*						*
167	57	97	109	70	219	281	11
45%	39%	35%	32%	29%	31%	37%	22%
CD	*					JL	*
201	78	120	187	155	400	426	30
54%	53%	43%	56%	64%	57%	56%	60%
	*		G	GH			*

6. Can you determine whether each of the following is a statement of opinion or of fact? - I don't know Summary

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Electing Wilfrid Laurier proved Canadians had embraced the idea of Canada as a bilingual nation	418	163	255	95	157
	42%	33%	50%	34%	46%
			A		C
Entrepreneur Viola Desmond is on the Canadian \$10 bill	338	160	178	84	126
	34%	33%	35%	30%	36%
Hawaiian pizza was invented in Canada	461	216	245	91	157
	46%	44%	48%	32%	45%
					C
Pizza should never include pineapple as a topping	59	34	25	13	23
	6%	7%	5%	5%	7%
The Battle of Vimy Ridge was the most important moment in Canadian history	260	98	162	76	90
	26%	20%	32%	27%	26%
			A		
The Montreal Canadiens have won more Stanley Cups than any other team in the NHL	360	125	235	90	132
	36%	26%	46%	32%	38%
			A		

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
165	79	147	125	66	268	288	16
44%	54%	53%	37%	27%	38%	38%	33%
C	I*	HI	I				*
128	75	114	101	47	202	212	16
34%	52%	41%	30%	19%	29%	28%	33%
	HI*	HI	I				*
213	83	143	151	85	292	338	23
57%	57%	52%	45%	35%	41%	45%	45%
CD	I*	I	I			J	*
22	13	17	18	10	40	33	-
6%	9%	6%	5%	4%	6%	4%	-
	*				K		*
93	71	90	67	32	160	170	15
25%	49%	33%	20%	13%	23%	22%	31%
	HI*	HI	I				*
138	55	119	120	65	228	248	19
37%	38%	43%	36%	27%	32%	33%	39%
	*	I	I				*



6\_Spl1. Can you determine whether each of the following is a statement of opinion or of fact? - Correct % Summary

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Correct (Net)	946	470	476	270	324
	95%	96%	93%	96%	94%
Electing Wilfrid Laurier proved Canadians had embraced the idea of Canada as a bilingual nation	387	210	177	120	134
	39%	43%	35%	43%	39%
		B			
Entrepreneur Viola Desmond is on the Canadian \$10 bill	580	274	307	159	197
	58%	56%	60%	56%	57%
Hawaiian pizza was invented in Canada	381	192	189	128	143
	38%	39%	37%	46%	41%
				E	E
Pizza should never include pineapple as a topping	846	408	438	233	297
	85%	83%	86%	83%	86%
The Battle of Vimy Ridge was the most important moment in Canadian history	408	220	188	130	164
	41%	45%	37%	46%	47%
		B		E	E
The Montreal Canadiens have won more Stanley Cups than any other team in the NHL	539	318	221	150	188
	54%	65%	43%	53%	54%
		B			

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
351	124	262	323	237	679	727	49
94%	85%	95%	97%	98%	96%	96%	99%
	*		F	F			*
132	42	78	140	127	297	315	23
36%	29%	28%	42%	52%	42%	42%	47%
	*		G	FGH			*
225	55	151	203	172	434	478	28
60%	38%	55%	61%	71%	62%	63%	57%
	*		F	FGH			*
110	36	83	138	123	296	295	21
29%	25%	30%	41%	51%	42%	39%	42%
	*		G	FGH	K		*
316	119	231	288	208	606	654	47
85%	82%	84%	86%	85%	86%	86%	95%
	*						*
113	18	89	160	141	325	308	23
30%	12%	32%	48%	58%	46%	41%	47%
	*	F	FG	FGH	K		*
201	78	120	187	155	400	426	30
54%	53%	43%	56%	64%	57%	56%	60%
	*		G	GH			*

6\_Spl2. Can you determine whether each of the following is a statement of opinion or of fact? - No. of Correct Responses

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
0/6	54	19	35	11	22
	5%	4%	7%	4%	6%
Correct (Net)	946	470	476	270	324
	95%	96%	93%	96%	94%
1 or more correct (Subnet)	946	470	476	270	324
	95%	96%	93%	96%	94%
1/6	143	68	76	56	47
	14%	14%	15%	20%	14%
2 or more correct (Subnet)	803	402	400	214	277
	80%	82%	78%	76%	80%
2/6	176	66	109	28	57
	18%	14%	21%	10%	17%
3 or more correct (Subnet)	627	336	291	186	220
	63%	69%	57%	66%	63%
3/6	222	114	108	60	62
	22%	23%	21%	21%	18%
4 or more correct (Subnet)	405	222	183	126	157
	41%	45%	36%	45%	45%
5 or more correct (Subnet)	170	95	75	54	60
	17%	19%	15%	19%	17%
6/6	235	128	108	72	98
	24%	26%	21%	26%	28%
7 or more correct (Subnet)	111	66	45	22	50
	11%	13%	9%	8%	14%

125	62	63	50	48
12%	13%	12%	18%	14%
			E	E

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
22	22	14	12	6	25	31	1
6%	15%	5%	3%	2%	4%	4%	1%
	HI*						*
351	124	262	323	237	679	727	49
94%	85%	95%	97%	98%	96%	96%	99%
	*		F	F			*
351	124	262	323	237	679	727	49
94%	85%	95%	97%	98%	96%	96%	99%
	*		F	F			*
40	25	62	36	20	89	95	5
11%	17%	23%	11%	8%	13%	13%	11%
	*	HI					*
311	99	199	288	217	590	632	44
83%	67%	72%	86%	89%	84%	83%	88%
	*		FG	FG			*
90	37	45	60	34	110	136	6
24%	25%	16%	18%	14%	16%	18%	12%
CD	*					J	*
221	61	154	228	183	480	496	38
59%	42%	56%	68%	75%	68%	65%	76%
	*		FG	FGH	K		*
100	21	73	86	41	154	170	18
27%	15%	27%	26%	17%	22%	22%	36%
D	*	I	I				JK*
122	40	81	142	142	326	326	20
33%	27%	29%	42%	59%	46%	43%	40%
	*		G	FGH	K		*
57	21	45	55	49	142	131	5
15%	15%	16%	16%	20%	20%	17%	9%
	*				K		*
65	19	36	87	94	184	195	15
17%	13%	13%	26%	39%	26%	26%	31%
	*		G	FGH			*
38	13	15	39	43	84	96	8
10%	9%	6%	12%	18%	12%	13%	16%

	*		G	GH			*
27	6	20	48	51	100	99	7
7%	4%	7%	14%	21%	14%	13%	15%
	*		G	FGH			*

GENDER

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Male	489	489	-	135	185
	49%	100%	-	48%	54%
		B			
Female	511	-	511	146	161
	51%	-	100%	52%	46%
		A			
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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AGE

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
18-34 (Net)	281	135	146	281	-
	28%	28%	29%	100%	-
				DE	
18-24	97	42	55	97	-
	10%	8%	11%	34%	-
				DE	
25-34	184	93	91	184	-
	18%	19%	18%	66%	-
				DE	
35-54 (Net)	346	185	161	-	346
	35%	38%	31%	-	100%
					CE
35-44	142	76	66	-	142
	14%	16%	13%	-	41%
					CE
45-54	204	109	95	-	204
	20%	22%	19%	-	59%
					CE
55+ (Net)	373	169	204	-	-
	37%	35%	40%	-	-
55-64	199	90	108	-	-
	20%	18%	21%	-	-
65+	174	79	96	-	-
	17%	16%	19%	-	-
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%
<b>Summary</b>					
Mean	47.6	47.3	47.9	26.8	45.9
					C
STD. DEV.	16.29	16.03	16.53	4.76	5.66
STD. ERR	0.52	0.74	0.72	0.3	0.29

STP. ENV.					
Median	49	48	50	27	47

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
-	46	75	72	89	243	172	15
-	31%	27%	21%	37%	35%	23%	30%
	*			GH	K		*
-	35	25	26	12	86	54	2
-	24%	9%	8%	5%	12%	7%	5%
	GHI*				K		*
-	11	50	46	77	157	118	13
-	8%	18%	14%	32%	22%	16%	26%
	*			FGH	K		*
-	35	85	131	95	243	253	15
-	24%	31%	39%	39%	35%	33%	30%
	*						*
-	21	29	45	47	109	97	11
-	15%	10%	13%	19%	16%	13%	22%
	*			GH	K		*
-	14	56	86	48	134	156	4
-	10%	20%	26%	20%	19%	21%	9%
	*		FI				*
373	65	116	132	59	217	333	19
100%	45%	42%	39%	24%	31%	44%	39%
CD	I*	I	I			J	*
199	41	58	69	30	121	166	15
53%	28%	21%	20%	12%	17%	22%	30%
CD	I*	I	I			J	J*
174	24	58	64	29	96	167	5
47%	16%	21%	19%	12%	14%	22%	9%
CD	*	I	I			J	*
373	146	276	335	243	704	758	50
100%	100%	100%	100%	100%	100%	100%	100%
64.8	46.3	49.2	49.6	43.9	44.9	50.3	46.3
CD	*	I	I			J	*
6.1	18.89	17.08	15.1	14.57	16.25	16.01	14.76
0.33	3.34	1.39	0.76	0.71	0.6	0.57	2.07

64	51	51.17	51	41	44	52	44

EDUCATION

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Primary School or less	5	5	-	-	5
	1%	1%	-	-	1%
Some high school	141	64	77	46	30
	14%	13%	15%	16%	9%
Graduated high school	276	123	153	75	85
	28%	25%	30%	27%	25%
Some college / CEGEP / Trade School	72	34	37	8	34
	7%	7%	7%	3%	10%
Graduated from college / CEGEP / Trade School	191	98	93	43	80
	19%	20%	18%	15%	23%
Some university, but did not finish	73	40	33	20	17
	7%	8%	6%	7%	5%
University undergraduate degree	165	76	89	53	70
	16%	15%	17%	19%	20%
University graduate degree	78	49	29	36	25
	8%	10%	6%	13%	7%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%
<b>Summary</b>					
<HS	146	69	77	46	35
	15%	14%	15%	16%	10%
HS	276	123	153	75	85
	28%	25%	30%	27%	25%
	335	173	162	72	131

Post Sec	34%	35%	32%	25%	38%
					C
Univ Grad	243	124	119	89	95
	24%	25%	23%	32%	27%
				E	E

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
-	5	-	-	-	5	-	-
-	3%	-	-	-	1%	-	-
	*				K		*
65	141	-	-	-	86	90	4
17%	97%	-	-	-	12%	12%	8%
D	GHI*						*
116	-	276	-	-	174	218	14
31%	-	100%	-	-	25%	29%	28%
	*	FHI				J	*
30	-	-	72	-	49	61	1
8%	-	-	21%	-	7%	8%	3%
C	*		FGI				*
67	-	-	191	-	142	146	11
18%	-	-	57%	-	20%	19%	23%
	*		FGI				*
35	-	-	73	-	55	58	7
9%	-	-	22%	-	8%	8%	13%
	*		FGI				*
42	-	-	-	165	127	127	9
11%	-	-	-	68%	18%	17%	19%
	*			FGH			*
17	-	-	-	78	66	58	3
5%	-	-	-	32%	9%	8%	6%
	*			FGH	K		*
373	146	276	335	243	704	758	50
100%	100%	100%	100%	100%	100%	100%	100%
65	146	-	-	-	91	90	4
17%	100%	-	-	-	13%	12%	8%
D	GHI*						*
116	-	276	-	-	174	218	14
31%	-	100%	-	-	25%	29%	28%
	*	FHI				J	*
132	-	-	335	-	246	265	19

35%	-	-	100%	-	35%	35%	39%
C	*		FGI				*
59	-	-	-	243	193	186	12
16%	-	-	-	100%	27%	24%	25%
	*			FGH	K		*



REGION

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
BC	134	60	74	22	33
	13%	12%	14%	8%	9%
AB	113	35	78	20	46
	11%	7%	15%	7%	13%
SK/MB	62	28	34	22	17
	6%	6%	7%	8%	5%
Ontario	385	207	178	129	127
	39%	42%	35%	46%	37%
Quebec	239	123	116	54	102
	24%	25%	23%	19%	29%
Atlantic Canada	67	35	32	35	21
	7%	7%	6%	12%	6%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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INCOME

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
<\$25K	145	59	86	40	44
	15%	12%	17%	14%	13%
\$25K - <\$55K	253	127	127	74	71
	25%	26%	25%	26%	21%
\$55K - <\$100K	310	166	144	88	121
	31%	34%	28%	31%	35%
\$100K - <\$150K	146	78	68	38	61
	15%	16%	13%	13%	18%
\$150K+	44	21	23	15	17
	4%	4%	5%	5%	5%
Prefer not to answer	102	38	63	26	32
	10%	8%	12%	9%	9%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%
<b>Summary</b>					
Under \$50K	340	162	178	95	97
	34%	33%	35%	34%	28%
\$50K+	558	288	270	159	216
	56%	59%	53%	57%	63%
Under \$40K	276	125	150	76	75
	28%	26%	29%	27%	22%
\$40K to less than \$60K	162	76	86	47	54
	16%	16%	17%	17%	16%
\$60K to less than \$100K	270	150	120	79	107
	27%	31%	24%	28%	31%

		B			E
\$100K or more	190	99	91	53	77
	19%	20%	18%	19%	22%
Mean (,000)	70.1	72.1	68.2	70.5	75.3
					E
STD. DEV.	47.75	45.92	49.5	52.01	46.88
STD. ERR.	1.59	2.16	2.34	3.26	2.65

Statistics:

Overlap formulae used

- 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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	EDUCATION						
55+	<HS	HS	Post Sec	Univ Grad	Online News Sources	Traditional Media Sources	Other
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
61	58	38	37	13	95	95	5
16%	40%	14%	11%	5%	14%	13%	11%
	GHI*	I	I				*
108	20	101	86	45	181	185	10
29%	14%	37%	26%	19%	26%	24%	20%
D	*	FHI	I				*
100	36	71	124	78	229	257	20
27%	25%	26%	37%	32%	33%	34%	40%
	*		G				*
48	11	29	48	58	113	112	8
13%	7%	11%	14%	24%	16%	15%	16%
	*			FGH			*
13	-	9	12	23	29	34	1
3%	-	3%	4%	10%	4%	4%	2%
	*			FGH			*
43	21	28	27	26	56	76	5
12%	15%	10%	8%	11%	8%	10%	10%
	*					J	*
373	146	276	335	243	704	758	50
100%	100%	100%	100%	100%	100%	100%	100%
148	74	122	96	49	234	235	14
40%	51%	44%	29%	20%	33%	31%	29%
D	HI*	HI	I				*
182	51	126	212	169	414	448	30
49%	35%	46%	63%	69%	59%	59%	61%
	*		FG	FG			*
124	63	105	70	38	185	200	10
33%	43%	38%	21%	16%	26%	26%	20%
D	HI*	HI					*
62	15	50	74	24	120	113	7
17%	10%	18%	22%	10%	17%	15%	13%
	*	I	I		K		*
84	36	55	104	75	200	224	19
22%	25%	20%	31%	31%	28%	30%	38%

	*		G	G			*
61	11	38	61	81	142	145	9
16%	7%	14%	18%	33%	20%	19%	18%
	*			FGH			*
64.9	45.3	60.8	72	92.4	71	72	76.1
	**		G	GH			**
44.63	33.66	43.06	44.88	53.62	46.8	46.23	51.88
2.46	3.01	2.74	2.56	3.64	1.84	1.77	7.79

HOUSEHOLD COMPOSITION

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Kids	190	104	86	83	95
	19%	21%	17%	30%	27%
No Kids	810	385	425	198	251
	81%	79%	83%	70%	73%
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

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

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
1	232 23%	126 26%	107 21%	48 17%	91 26%
					C
2	414 41%	180 37%	234 46%	84 30%	114 33%
			A		
3	196 20%	106 22%	90 18%	78 28%	78 22%
				E	E
4	101 10%	61 12%	40 8%	39 14%	45 13%
				E	E
5	36 4%	10 2%	26 5%	20 7%	14 4%
			A	E	E
6	15 1%	6 1%	9 2%	10 3%	3 1%
				E	
7	6 1%	1 *	5 1%	3 1%	1 *
12+	1 *	- -	1 *	- -	1 *
Sigma	1000 100%	489 100%	511 100%	281 100%	346 100%

Statistics:

Overlap formulae used

- 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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EMPLOYMENT STATUS

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Employed full-time	450	251	198	159	211
	45%	51%	39%	57%	61%
		B		E	E
Employed part-time	106	45	60	36	35
	11%	9%	12%	13%	10%
Self employed	57	36	21	7	32
	6%	7%	4%	3%	9%
					C
Unemployed but looking for a job	39	20	19	17	17
	4%	4%	4%	6%	5%
				E	E
Unemployed and not looking for a job/Long-term sick or disabled	57	19	39	13	27
	6%	4%	8%	5%	8%
			A		
Full-time parent, homemaker	45	2	43	7	16
	5%	*	8%	2%	5%
			A		
Retired	200	91	109	-	6
	20%	19%	21%	-	2%
Student/Pupil	32	12	19	28	4
	3%	3%	4%	10%	1%
				DE	
Prefer not to answer	15	13	2	14	1
	1%	3%	*	5%	*
		B		DE	
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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USMAR2. What is your marital status?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
Single, never married	300	169	131	146	123
	30%	35%	26%	52%	36%
		B		DE	E
Living with partner	125	60	65	49	42
	12%	12%	13%	17%	12%
				E	
Married	452	217	234	85	150
	45%	44%	46%	30%	43%
					C
Widowed	30	13	17	-	8
	3%	3%	3%	-	2%
					C
Divorced or separated	94	30	64	1	23
	9%	6%	13%	*	7%
			A		C
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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PGS01. How much of your household's grocery shopping do you, yourself, do?

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
All of it	535	246	289	132	216
	54%	50%	57%	47%	62%
					CE
Almost all of it	200	87	113	64	61
	20%	18%	22%	23%	18%
About half of it	191	107	84	51	52
	19%	22%	16%	18%	15%
Less than half of it	53	36	17	19	14
	5%	7%	3%	7%	4%
		B			
None	21	12	9	15	3
	2%	2%	2%	5%	1%
				DE	
Sigma	1000	489	511	281	346
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- 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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CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grand

	Total	Gender		AGE	
		Male	Female	18-34	35-54
		A	B	C	D
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>472</b>	<b>528</b>	<b>256</b>	<b>394</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>489</b>	<b>511</b>	<b>281</b>	<b>346</b>
North American origins (Net)	470	229	241	129	164
	47%	47%	47%	46%	47%
North American Aboriginal origins	15	7	9	5	7
	2%	1%	2%	2%	2%
Canadian	456	223	233	121	160
	46%	46%	46%	43%	46%
Other North American origins	15	2	13	6	1
	1%	*	3%	2%	*
			A		
British Isles origins (Net)	276	107	169	55	82
	28%	22%	33%	19%	24%
			A		
English	190	72	118	33	50
	19%	15%	23%	12%	15%
			A		
Irish	118	52	66	35	28
	12%	11%	13%	12%	8%
Scottish	120	42	79	19	37
	12%	9%	15%	7%	11%
			A		
Other British Isles origins	20	10	10	5	6
	2%	2%	2%	2%	2%
Western European origins (Net)	170	70	100	35	61
	17%	14%	20%	12%	18%
French origins	70	29	40	12	27
	7%	6%	8%	4%	8%
Dutch	28	9	20	11	5
	3%	2%	4%	4%	1%

German	88	36	52	23	33
	9%	7%	10%	8%	10%
Other Western European origins	20	7	13	5	6
	2%	2%	3%	2%	2%
Eastern European origins (Net)	87	46	41	31	24
	9%	9%	8%	11%	7%
Hungarian	14	9	5	8	4
	1%	2%	1%	3%	1%
Polish	27	14	13	7	12
	3%	3%	3%	2%	3%
Russian	18	10	8	9	5
	2%	2%	2%	3%	1%
Ukrainian	38	17	20	8	10
	4%	4%	4%	3%	3%
Other Eastern European origins	9	5	4	6	2
	1%	1%	1%	2%	1%
Southern European origins (Net)	38	18	20	6	19
	4%	4%	4%	2%	5%
Greek	6	1	5	2	3
	1%	*	1%	1%	1%
Italian	26	12	14	3	12
	3%	3%	3%	1%	3%
Portuguese	4	2	2	1	1
	*	*	*	*	*
Spanish	5	3	2	-	5
	*	1%	*	-	1%
Other Southern European origins	1	1	-	-	1
	*	*	-	-	*
Other European origins (Net)	17	8	9	5	4
	2%	2%	2%	2%	1%
	12	8	4	3	2

Other Northern European origins (excl. British Isles Origins)	1%	2%	1%	1%	1%
Other European origins	5	-	5	2	2
	1%	-	1%	1%	*
Caribbean origins (Net)	15	10	6	4	6
	2%	2%	1%	1%	2%
Jamaican	6	3	3	3	1
	1%	1%	1%	1%	*
Other Caribbean origins	9	7	3	1	5
	1%	1%	1%	*	2%
Latin, Central and South American origins (Net)	14	12	3	8	6
	1%	2%	*	3%	2%
				E	E
Latin, Central and South American origins	14	12	3	8	6
	1%	2%	*	3%	2%
				E	E
African origins (Net)	12	9	3	9	2
	1%	2%	1%	3%	1%
				E	
African origins	12	9	3	9	2
	1%	2%	1%	3%	1%
				E	
Asian origins (Net)	84	31	53	39	30
	8%	6%	10%	14%	9%
				E	E
West Central Asian and Middle Eastern origins	3	1	2	-	2
	*	*	*	-	1%
East Indian	8	1	7	4	2
	1%	*	1%	1%	1%
Other South Asian origins	8	2	7	4	2
	1%	*	1%	1%	1%
Chinese	38	16	22	17	15
	4%	3%	4%	6%	4%
				E	
Filipino	10	2	8	6	4
	1%	*	2%	2%	1%

Other East and Southeast Asian origins	20	10	10	11	5
	2%	2%	2%	4%	1%
Oceania origins (Net)	1	-	1	-	1
	*	-	*	-	*
Oceania origins	1	-	1	-	1
	*	-	*	-	*
Prefer not to answer	60	30	30	37	13
	6%	6%	6%	13%	4%
				DE	
Sigma	1494	662	832	424	476
	149%	135%	163%	151%	138%

Statistics:

Overlap formulae used

- 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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parent.

55+	EDUCATION				Online News Sources	Traditional Media Sources	Other
	<HS	HS	Post Sec	Univ Grad			
E	F	G	H	I	J	K	L
<b>350</b>	<b>32</b>	<b>152</b>	<b>398</b>	<b>418</b>	<b>734</b>	<b>775</b>	<b>51</b>
<b>373</b>	<b>146</b>	<b>276</b>	<b>335</b>	<b>243</b>	<b>704</b>	<b>758</b>	<b>50</b>
177	87	129	156	98	327	359	25
47%	59%	47%	47%	40%	46%	47%	50%
	I*						*
3	-	3	9	3	11	8	2
1%	-	1%	3%	1%	2%	1%	5%
	*						*
175	81	125	153	96	321	354	23
47%	56%	45%	46%	39%	46%	47%	46%
	*						*
8	9	-	2	3	2	9	-
2%	6%	-	1%	1%	*	1%	-
	GH*					J	*
138	43	79	91	63	193	219	17
37%	30%	29%	27%	26%	27%	29%	35%
CD	*						*
107	38	49	63	40	132	147	7
29%	26%	18%	19%	16%	19%	19%	14%
CD	*						*
55	28	30	34	26	79	96	12
15%	19%	11%	10%	11%	11%	13%	24%
D	*						JK*
64	11	39	36	34	86	97	12
17%	7%	14%	11%	14%	12%	13%	24%
CD	*						JK*
9	-	7	6	7	13	16	-
2%	-	2%	2%	3%	2%	2%	-
	*						*
74	29	34	72	34	119	127	9
20%	20%	12%	22%	14%	17%	17%	18%
	*		GI				*
31	14	11	33	12	43	49	1
8%	9%	4%	10%	5%	6%	6%	3%
	*		GI				*
12	6	6	8	9	19	24	4
3%	4%	2%	2%	4%	3%	3%	7%
	*						*

33	15	19	40	14	72	71	3
9%	11%	7%	12%	6%	10%	9%	7%
	*		l				*
10	-	4	9	8	16	15	1
3%	-	2%	3%	3%	2%	2%	2%
	*						*
32	8	23	31	25	64	67	3
8%	5%	9%	9%	10%	9%	9%	6%
	*						*
3	-	9	3	2	9	8	-
1%	-	3%	1%	1%	1%	1%	-
	*						*
8	-	5	13	9	18	23	1
2%	-	2%	4%	4%	3%	3%	3%
	*						*
4	6	1	5	6	14	16	-
1%	4%	*	2%	2%	2%	2%	-
	*						*
20	2	10	15	10	28	29	-
5%	2%	4%	5%	4%	4%	4%	-
	*						*
1	-	-	3	6	8	5	2
*	-	-	1%	3%	1%	1%	4%
	*			G			K*
14	4	11	11	11	25	32	1
4%	3%	4%	3%	5%	4%	4%	2%
	*						*
1	-	2	2	3	6	5	-
*	-	1%	1%	1%	1%	1%	-
	*						*
11	4	6	9	7	15	21	1
3%	3%	2%	3%	3%	2%	3%	2%
	*						*
2	-	2	2	-	4	4	-
*	-	1%	1%	-	1%	*	-
	*						*
-	-	4	1	1	3	4	-
-	-	1%	*	*	*	1%	-
	*						*
-	-	-	-	1	1	-	-
-	-	-	-	*	*	-	-
	*						*
7	-	8	5	3	12	13	1
2%	-	3%	2%	1%	2%	2%	1%
	*						*
6	-	4	5	3	10	9	1

2%	-	2%	1%	1%	1%	1%	1%
	*						*
1	-	4	1	*	2	5	-
*	-	1%	*	*	*	1%	-
	*						*
5	-	6	7	2	12	13	-
1%	-	2%	2%	1%	2%	2%	-
	*						*
2	-	2	4	-	3	5	-
*	-	1%	1%	-	*	1%	-
	*		l				*
3	-	4	3	2	9	9	-
1%	-	1%	1%	1%	1%	1%	-
	*						*
-	6	2	3	3	10	3	1
-	4%	1%	1%	1%	1%	*	1%
	*				K		*
-	6	2	3	3	10	3	1
-	4%	1%	1%	1%	1%	*	1%
	*				K		*
1	6	2	-	4	12	12	1
*	4%	1%	-	2%	2%	2%	2%
	H*			H			*
1	6	2	-	4	12	12	1
*	4%	1%	-	2%	2%	2%	2%
	H*			H			*
15	6	17	21	40	67	58	1
4%	4%	6%	6%	17%	10%	8%	3%
	*			FGH	K		*
1	-	-	2	1	3	-	-
*	-	-	*	1%	*	-	-
	*				K		*
2	-	-	3	4	5	5	1
1%	-	-	1%	2%	1%	1%	1%
	*			G			*
2	-	2	3	3	6	6	-
*	-	1%	1%	1%	1%	1%	-
	*						*
6	6	2	7	23	30	29	1
2%	4%	1%	2%	10%	4%	4%	1%
	*			GH			*
1	-	4	2	4	8	6	-
*	-	1%	1%	2%	1%	1%	-
	*						*

4	-	11	4	5	15	13	-
1%	-	4%	1%	2%	2%	2%	-
	*	H					*
-	-	-	1	-	1	1	-
-	-	-	*	-	*	*	-
	*						*
-	-	-	1	-	1	1	-
-	-	-	*	-	*	*	-
	*						*
11	7	22	21	11	49	48	3
3%	5%	8%	6%	4%	7%	6%	6%
	*						*
594	239	391	504	360	1063	1149	76
159%	164%	142%	150%	148%	151%	152%	153%