Assessing Canada's Economic Action Plan's Job and Growth Campaign - ACET Survey - Winter 2013

DATA TABLES

POR 056-12

Presented to the Department of Finance Canada

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Contract award date: March 14, 2013

Decima: Finance Canada - Canada's Economic Action Plan ACET

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BASE: Representative Adults
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BASE: Representative Adults
Banner

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EAP1. Have you heard of Canada's Economic Action Plan?
BASE: Representative Adults
Banner

		Region						Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
Yes	1,232	171	153	85	494	232	98	640	592	345	469	389	219	464	541	194	322	504	463	759
	62%	61%	72%	66%	64%	49%	70%	67%	57%	64%	65%	57%	46%	60%	75%	42%	62%	77%	62%	61%
		F	bF	F	F		F	I		l	L			M	MN		P	PQ		
No	737	103	53	41	262	236	42	309	427	190	241	283	251	290	176	263	187	143	273	458
	37%	37%	25%	31%	34%	50%	30%	32%	41%	35%	33%	41%	52%	38%	24%	57%	36%	22%	37%	37%
		C			C	BCDEG			H			K	NO	O		QR	R			
Don't know	33	6	7	4	12	3	1	12	22	8	11	13	9	13	9	9	9	7	9	24
	2%	2%	3%	3%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%
			f																	
Refused	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-
	*%				*%				*%		*%			*%					*%	
CHI-SQUARE		<----------64.47---------->						<------21.47------>		<----------12.96---------->			<----------105.78---------->			<----------146.56---------->		<-------3.34------>	
SIGNIFICANCE		100%*						100%*		96%*			100%*			100%*			66%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1
or more than 20% of the cells have an expected value of less than 5.

Decima: Finance Canada - Canada's Economic Action Plan ACET

Q1A. Over the past few weeks or so, have you seen, heard or read any advertising related to Canada's Economic Action Plan?
BASE: Representative Adults
Banner

		Region						Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
Yes	805	150	98	57	262	158	79	425	380	220	310	256	154	298	348	131	204	333	293	508
	40%	54%	46%	44%	34%	34%	56%	44%	36%	40%	43%	37%	32%	39%	48%	28%	39%	51%	39%	41%
		EF	EF	ef			EF	I			L			m	MN		P	PQ		
No	1,154	125	112	72	482	305	58	520	634	314	399	407	316	454	359	326	303	307	439	702
	58%	45%	52%	55%	63%	65%	41%	54%	61%	58%	55%	60%	66%	59%	49%	70%	58%	47%	59%	57%
				g	BCG	BCdG			H			k	NO	O		QR	R			
Don't know	44	4	4	1	23	8	3	14	29	10	12	21	8	16	19	9	11	13	14	30
	2%	2%	2%	1%	3%	2%	2%	1%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%
												k								
Refused	1	-	-	-	1	-	-	1	-	-	-	1	1	-	-	-	-	-	-	1
	*%				*%			*%				*%	*%							*%
CHI-SQUARE		<----------64.64---------->						<------16.14------>		<----------8.7---------->			<----------36.36---------->			<----------60.6---------->		<-------1.7------->	
SIGNIFICANCE		100%*						100%*		81%*			100%*			100%*			36%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
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Q1B. What can you remember about this advertising? What words, sounds, or images come to mind?
BASE: Representative Adults who have seen/heard/read any advertising related to Canada's Economic Action Plan
Banner

		Region						Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	805	150	98	57	262	158	79	425	380	220	310	256	154	298	348	131	204	333	293	508
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	795	141	85	68	271	156	74	446	349	80	293	403	170	293	327	148	204	306	214	578
Jobs/job creation/jobs for youth	138	22	21	7	58	21	9	82	56	47	51	40	30	47	61	20	34	70	54	82
	17%	15%	22%	12%	22% dFg	13%	11%	19%	15%	22%	16%	16%	19%	16%	18%	15%	17%	21%	18%	16%
Remember logo/maple leaf/ Canadian flag/coloured arrows	100	8	15	7	26	29	17	62	38	34	40	24	7	32	61	7	16	65	46	55
	12%	5%	15% b	12%	10%	18% BE	21% B	15%	10%	15%	13%	10%	5%	11% M	17% Mn	5%	8%	19% PQ	16%	11%
Remember the title/ 'Canadian/Economic/ Action Plan'	91	15	18	8	30	13	8	39	52	25	40	23	14	41	34	9	23	38	37	54
	11%	10%	18% f	14%	11%	8%	10%	9%	14%	11%	13%	9%	9%	14%	10%	7%	11%	11%	13%	11%
Help/growth/improvement (unspecified)	57	8	10	4	17	7	12	26	31	25	21	11	11	19	27	6	10	32	35	22
	7%	5%	10%	7%	6%	4%	15% beF	6%	8%	11% l	7%	4%	7%	6%	8%	4%	5%	10% pq	12% T	4%
Education/job/skills training/apprenticeship/ trades programs	56	10	9	6	17	6	8	31	25	10	27	19	8	28	20	5	16	28	18	36
	7%	7%	9%	10%	7%	4%	10%	7%	7%	5%	9%	7%	5%	9%	6%	4%	8%	8%	6%	7%
Energy/resources/oil sands/pipeline	52	9	6	1	23	8	4	38	13	15	22	14	6	23	23	7	15	23	21	31
	6%	6%	6%	2%	9% D	5%	5%	9% I	4%	7%	7%	5%	4%	8% m	7%	6%	8%	7%	7%	6%
Economic growth	45	10	4	2	19	9	1	21	24	14	18	13	11	13	21	9	11	22	20	25
	6%	7% g	4%	4%	7% G	6%	1%	5%	6%	6%	6%	5%	7%	4%	6%	7%	5%	7%	7%	5%
Remember colours (general)	40	7	6	2	10	11	3	21	19	12	20	6	3	7	29	3	6	20	23	17
	5%	5%	7%	4%	4%	7%	3%	5%	5%	6%	6% L	2%	2%	2%	8% MN	2%	3%	6%	8% t	3%
Construction/ infrastructure projects	21	2	3	-	12	3	1	13	8	3	14	3	4	8	9	1	3	14	11	10
	3%	1%	3%		4% b	2%	1%	3%	2%	1%	4% L	1%	3%	3%	3%	*%	2%	4% P	4%	2%
Scenes of nature/the outdoors	19	3	2	1	7	4	2	12	8	3	15	2	3	5	12	2	7	11	7	13
	2%	2%	2%	1%	3%	3%	2%	3%	2%	1%	5% jL	1%	2%	2%	3%	1%	3%	3%	2%	3%
Budget/debt/deficit	18	1	4	2	4	6	1	12	7	2	9	7	5	3	10	3	7	5	4	14
	2%	1%	4%	4%	2%	4%	1%	3%	2%	1%	3%	3%	3%	1%	3%	3%	4%	1%	1%	3%
Federal government sponsorship	16	4	-	1	9	2	1	10	6	3	8	4	3	4	8	4	1	9	5	11
	2%	3%		1%	3%	1%	1%	2%	2%	1%	3%	2%	2%	1%	2%	3%	1%	3%	2%	2%
People's clothes/ professions changing in the ad	12	1	1	2	5	2	-	5	6	-	7	4	1	4	7	2	3	5	4	7
	1%	1%	1%	3%	2%	1%		1%	2%		2%	2%	1%	1%	2%	1%	1%	2%	1%	1%

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Decima: Finance Canada - Canada's Economic Action Plan ACET

Q1B. What can you remember about this advertising? What words, sounds, or images come to mind?
BASE: Representative Adults who have seen/heard/read any advertising related to Canada's Economic Action Plan
Banner

		Region							Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL		Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)		(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Manufacturing/industrial projects	11 1%	4 3%	1 1%	1 1%	4 2%	-	1 2%		6 1%	5 1%	4 2%	3 1%	4 1%	1 *%	4 1%	6 2%	- 	5 2%	5 1%	1 *%	9 2% s
Remember song/music/ voiceover	9 1%	1 *%	3 3%	1 1%	2 1%	2 1%	1 1%		3 1%	6 2%	3 1%	4 1%	1 1%	2 1%	2 1%	5 1%	2 2%	1 *%	5 2%	3 1%	6 1%
Government grants/ subsidies	9 1%	1 1%	- 	1 2%	2 1%	1 1%	3 4%		7 2%	2 *%	3 2%	1 *%	3 1%	1 *%	3 1%	5 1%	4 3% q	1 1%	3 1%	2 1%	6 1%
Tax savings/incentives	8 1%	0 *%	2 2%	1 1%	- 	3 2%	2 2%		4 1%	4 1%	2 1%	3 1%	3 1%	2 1%	3 1%	4 1%	2 2%	6 3%	- 	3 1%	6 1%
Shipping/ship building	4 *%	1 1%	- 	1 1%	2 1%	- 	1 1%		3 1%	1 *%	- 	2 1%	2 1%	1 *%	1 *%	2 1%	- 	- 	3 1%	1 *%	3 1%
Stephen Harper appearance	2 *%	- 	- 	1 1%	1 *%	- 	- 		2 *%	- 	- 	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 1%	- 	- 	2 *%
Other	117 15%	29 19% Cg	7 7%	7 13%	31 12%	36 23% CdEG	6 8%		74 17% I	43 11%	38 17%	49 16% l	27 11%	10 6%	40 13% M	67 19% M	16 13%	24 12%	67 20% pQ	55 19% t	61 12%
Negative reactions to Action Plan only	61 8%	20 14% cDF	4 4%	1 2%	19 7% dF	2 1%	15 19% CDeF		26 6%	35 9%	18 8%	18 6%	24 9% k	9 6%	21 7%	30 9%	9 7%	10 5%	34 10% q	24 8%	37 7%
Remember ad medium only	23 3%	10 7% EF	3 3% f	1 2%	6 2%	1 1%	2 2%		19 4% I	4 1%	17 8% KL	3 1%	4 1%	4 3%	6 2%	14 4%	2 2%	4 2%	7 2%	3 1%	20 4% S
Nothing	11 1%	0 *%	1 1%	1 1%	2 1%	7 4% Bce	1 1%		3 1%	8 2%	2 1%	2 1%	6 2% k	2 1%	4 1%	6 2%	3 2%	4 2%	2 1%	3 1%	8 2%
Don't know	199 25%	27 18%	21 21%	19 34% b	68 26%	50 32% B	14 18%		87 20%	112 30% H	42 19%	67 22%	82 32% JK	56 36% O	87 29% O	54 15%	46 35% R	59 29% R	51 15%	52 18%	146 29% S
Refused	1 *%	1 *%	- 	- 	1 *%	- 	- 		1 *%	1 *%	- 	- 	1 *%	1 *%	1 *%	- 	1 *%	- 	1 *%	- 	1 *%
CHI-SQUARE		<----------203.41---------->							<------55.78------>		<----------98.59---------->			<----------91.92---------->			<----------105.77---------->			<------55.49------>	
SIGNIFICANCE		100%*							100%*		100%*			100%*			100%*			100%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Q2A. Do you remember seeing a television ad over the past few weeks or so that shows workers (...) as a voiceover describes (...)?
BASE: Representative Adults
Banner

	Total (Weightd)	Region						Gender		Age Group			Education			Income			Children under 18 in household	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
Yes	763	120	86	50	296	147	64	410	352	209	286	252	153	314	291	137	219	298	284	475
	38%	43%	40%	38%	39%	31%	45%	43%	34%	38%	40%	37%	32%	41%	40%	30%	42%	46%	38%	38%
		F	f		F		F	I						M	M		P	P		
No	1,148	150	115	77	426	310	71	512	637	307	401	404	303	417	403	302	279	331	428	707
	57%	54%	54%	59%	56%	66%	50%	53%	61%	56%	56%	59%	63%	54%	56%	65%	54%	51%	57%	57%
						BCEG			H				NO			QR				
Not applicable/Do not have a television	41	4	7	2	21	3	4	20	20	23	9	9	7	20	14	12	13	5	20	21
	2%	1%	3%	1%	3%	1%	3%	2%	2%	4%	1%	1%	1%	3%	2%	3%	3%	1%	3%	2%
			f		F					kl						r	R			
Don't know	51	6	6	2	25	10	2	18	33	5	26	20	16	18	17	14	7	20	14	37
	3%	2%	3%	2%	3%	2%	1%	2%	3%	1%	4%	3%	3%	2%	2%	3%	1%	3%	2%	3%
											J	J								
CHI-SQUARE		<----------30.62---------->						<------19.16------>		<----------27.39---------->			<----------14.48---------->			<----------40.8---------->			<-------4.34------>	
SIGNIFICANCE		99%*						100%*		100%*			98%*			100%*			77%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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or more than 20% of the cells have an expected value of less than 5.

Decima: Finance Canada - Canada's Economic Action Plan ACET

Q2_1. Do you remember hearing a particular sound at the end of this ad?
BASE: Representative Adults who have seen television ad
Banner

		Region						Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	763	120	86	50	296	147	64	410	352	209	286	252	153	314	291	137	219	298	284	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	760	128	77	59	291	147	58	428	332	81	269	394	160	305	289	151	223	272	207	549
Yes	55	9	9	2	22	12	1	36	19	18	26	11	11	22	22	9	14	27	18	37
	7%	7%	10% g	3%	8% g	8% g	1%	9%	5%	8%	9% L	4%	7%	7%	7%	6%	7%	9%	6%	8%
No	691	110	73	48	268	132	61	365	326	188	254	235	139	283	264	126	195	268	261	426
	91%	92%	84%	97% Cef	90%	90%	95%	89%	93%	90%	89%	93% K	91%	90%	91%	92%	89%	90%	92%	90%
Don't know	17	1	5	-	6	3	3	10	7	3	6	6	3	8	5	3	10	4	5	12
	2%	1%	5%		2%	2%	4%	3%	2%	2%	2%	2%	2%	3%	2%	2%	5% r	1%	2%	3%
CHI-SQUARE		<----------13.29---------->						<-------3.26------>		<----------5.26---------->			<----------.56---------->			<----------7.7---------->			<-------1.08------>	
SIGNIFICANCE		79%*						80%*		74%*			3%*			90%*			42%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q2_2. Can you describe the sound you heard at the end of this ad?
BASE: Representative Adults who remember hearing a particular sound at the end of the ad
Banner

	Total (Weighted)	Region						Gender		Age Group			Education			Income			Children under 18 in household	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	55	9	9	2	22	12	1	36	19	18	26	11	11	22	22	9	14	27	18	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	46	6	7	2	19	11	1	30	16	8	22	16	10	17	19	10	11	20	15	31
'Oh Canada'/Canada's national anthem	12	2	6	-	3	1	1	12	1	3	8	1	-	6	7	-	2	10	6	6
	22%	22%	66% EF		12%	7%	100% BEF	32% I	4%	19%	29%	12%		26%	30%		16%	37%	36%	16%
Music/jingle (unspecified)	4	-	-	1	3	-	-	1	4	-	3	1	-	3	1	1	3	1	2	2
	8%			53%	15%			2%	19%		11%	12%		15%	4%	7%	19%	4%	11%	6%
Dings/bings	2	-	1	-	1	-	-	2	-	-	2	-	-	1	1	-	1	1	1	1
	4%		14%		5%			6%			9%			5%	5%		8%	4%	7%	3%
Other	19	4	-	-	11	5	-	10	10	13	5	1	6	7	6	2	6	8	-	19
	35%	39%			48%	39%		27%	50%	72% KL	20%	12%	55%	31%	29%	29%	40%	28%		52%
Not able to describe the sound	10	1	1	1	3	3	-	6	4	2	4	4	3	2	4	4	2	2	6	4
	17%	16%	14%	47%	13%	26%		16%	19%	9%	17%	33%	30%	8%	21%	46% qr	11%	9%	32%	11%
Don't know	5	2	-	-	1	2	-	4	2	-	3	2	-	3	2	1	1	4	3	3
	9%	22%			6%	14%		10%	8%		11%	20%		15%	8%	10%	5%	13%	15%	7%
Refused	2	-	1	-	-	2	-	2	-	-	1	1	2	-	1	1	-	1	-	2
	4%		6%			14%		6%			4%	12%	15%		2%	9%		5%		6%
CHI-SQUARE		<----------37.86---------->						<------13.87------>		<----------23.48---------->			<----------16.59---------->			<----------15.52---------->			<------16.96------>	
SIGNIFICANCE		100%*						97%*		98%*			83%*			79%*			99%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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Q3. Thinking about the advertising that you saw/heard, what do you think was the main point this advertising was trying to get across?
BASE: Representative Adults who have seen television ad
Banner

	Total (Weightd)	Region: BC	AB	MB/SK	ON	QC	ATL	Gender: Male	Female	Age Group: 18-34	35-54	55+	Education: High School or less	Some post-secondary /College	Uni-versity	Income: Under $40K	Between $40K and $80K	$80K or more	Children under 18 in household: Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	763	120	86	50	296	147	64	410	352	209	286	252	153	314	291	137	219	298	284	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	760	128	77	59	291	147	58	428	332	81	269	394	160	305	289	151	223	272	207	549
Job creation/jobs for youth	185	19	21	15	88	35	7	109	76	48	70	63	53	82	49	31	71	67	59	127
	24%	16%	25%	30% g	30% BG	24%	11%	27%	21%	23%	24%	25%	35% O	26% O	17%	23%	32% R	22%	21%	27%
Education/job/skills training/apprenticeship/ trades programs	147	24	27	5	63	18	10	67	81	49	51	43	24	72	50	23	32	70	60	86
	19%	20%	32% DF	10%	21% DF	12%	16%	16%	23% h	24%	18%	17%	16%	23%	17%	17%	15%	23% Q	21%	18%
Government self-promotion	120	33	9	8	40	12	18	73	47	22	50	45	9	40	70	15	23	61	37	82
	16%	28% CEF	10%	16%	13%	8%	28% cF	18%	13%	11%	17% j	18% j	6%	13% m	24% MN	11%	11%	20% PQ	13%	17%
Economic growth	73	19	7	3	37	5	3	43	30	33	26	14	17	18	37	18	20	30	31	42
	10%	16% cDFG	8%	6%	12% F	3%	4%	11%	9%	16% L	9% l	5%	11% N	6%	13% N	13%	9%	10%	11%	9%
Things are improving/ Canada is improving (unspecified)	39	6	6	2	7	7	11	20	19	15	12	12	4	10	25	4	6	22	22	17
	5%	5%	7%	3%	3%	5%	18% bDEF	5%	5%	7%	4%	5%	2%	3%	9% MN	3%	3%	8% pQ	8% t	3%
Promoting manufacturing industries	7	-	2	-	5	-	1	3	4	-	4	3	1	4	2	3	-	3	1	6
	1%		2%		2%		1%	1%	1%		2%	1%	1%	1%	1%	2%		1%	*%	1%
Promoting construction/ infrastructure projects	5	-	-	-	1	2	2	5	-	-	2	3	1	2	2	-	3	2	-	5
	1%				*%	1%	4%	1%			1%	1%	*%	1%	1%		1%	1%		1%
Other	90	9	5	9	24	37	5	46	44	27	39	22	18	37	34	18	35	21	44	44
	12%	8%	6%	17% c	8%	25% BCEG	8%	11%	12%	13%	14% l	9%	12%	12%	12%	13%	16% R	7%	16% t	9%
Don't know	96	8	8	9	32	33	6	43	52	16	33	47	25	47	23	26	29	23	30	66
	13%	7%	10%	18% b	11%	22% BCE	9%	11%	15%	8%	11%	19% JK	16% o	15% O	8%	19% R	13%	8%	11%	14%
Refused	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1
	*%	1%						*%						*%						*%
CHI-SQUARE		<----------164.71---------->						<------18.24------>		<----------41.98---------->			<----------71.63---------->			<----------55.85---------->			<------26.07------>	
SIGNIFICANCE		100%*						97%*		100%*			100%*			100%*			100%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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Lower case letters indicate significance at the 90% level.
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Decima: Finance Canada - Canada's Economic Action Plan ACET

Q4A. Did you do anything as a result of seeing/hearing this advertising?
BASE: Representative Adults who have seen television ad
Banner

		Region						Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	763	120	86	50	296	147	64	410	352	209	286	252	153	314	291	137	219	298	284	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	760	128	77	59	291	147	58	428	332	81	269	394	160	305	289	151	223	272	207	549
Yes	48	14	4	1	23	4	3	25	23	6	22	18	8	15	26	3	18	19	13	35
	6%	11%	5%	1%	8%	3%	5%	6%	7%	3%	8%	7%	5%	5%	9%	2%	8%	6%	5%	7%
		DF			DF						j	j					P			
No	707	105	80	49	272	142	59	380	327	203	262	229	144	298	262	132	200	277	269	435
	93%	87%	93%	99%	92%	97%	93%	93%	93%	97%	92%	91%	94%	95%	90%	96%	92%	93%	95%	92%
				BE		Be				kL				o						
Don't know	6	1	1	-	2	-	1	3	2	-	1	4	1	1	3	3	1	1	1	4
	1%	1%	1%		1%		2%	1%	1%		*%	1%	1%	*%	1%	2%	*%	*%	*%	1%
Refused	1	-	1	-	-	1	-	1	-	-	-	1	-	-	1	-	-	1	-	1
	*%		1%			1%		*%				1%			*%			*%		*%
CHI-SQUARE		<----------19.06---------->						<-------1.18------>		<----------13.07---------->			<----------7.65---------->			<----------12.5---------->		<-------3.36------>	
SIGNIFICANCE		79%*						24%*		96%*			73%*			95%*			66%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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Decima: Finance Canada - Canada's Economic Action Plan ACET

Q4B. What did you do?
BASE: Representative Adults who did something as a result of advertisement
Banner

	Total (Weightd)	Region						Gender		Age Group			Education			Income			Children under 18 in household	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	48	14	4	1	23	4	3	25	23	6	22	18	8	15	26	3	18	19	13	35
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	53	14	5	1	24	5	4	27	26	3	19	29	7	15	31	4	18	22	11	42
Spoke about it with others/informed others	15	4	1	-	8	1	1	4	11	2	7	6	1	7	8	1	7	7	3	12
	32%	31%	18%		35%	22%	50%	15%	50% H	41%	32%	32%	8%	45% m	31%	28%	40%	34%	23%	35%
Felt/expressed displeasure/complained to others	9	3	3	1	2	1	-	6	3	-	4	5	-	2	8	0	2	5	1	8
	20%	22%	82% BEF	100% BEF	7%	18%		25%	13%		17%	26%		10%	31%	17%	10%	27%	9%	23%
Visited www.actionplan.gc.ca	3	1	-	-	2	-	-	-	3	1	1	1	1	2	-	1	1	1	2	1
	6%	8%			8%				12%	19%	5%	4%	10%	14%		28%	6%	5%	15%	2%
Contacted a politician/ political party	2	0	-	-	1	-	1	1	1	-	-	2	-	0	1	-	1	1	-	2
	4%	3%			3%		25%	4%	3%			10%		3%	5%		3%	4%		5%
Other	18	5	-	-	10	3	1	14	5	2	10	5	6	4	8	1	7	6	7	12
	38%	36%			45%	61%	25%	54% I	21%	41%	47%	26%	83% NO	25%	33%	28%	38%	31%	52%	33%
Don't know	1	-	-	-	1	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1
	1%				3%			2%				3%		4%			3%			2%
CHI-SQUARE		<----------22.32---------->						<------12.45------>		<----------8.07---------->			<----------16.03---------->			<----------4.44---------->		<-------6.2------->	
SIGNIFICANCE		68%*						97%*		38%*			90%*			51%*			71%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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Decima: Finance Canada - Canada's Economic Action Plan ACET

Q5AB. Thinking about the advertising you saw, who do you think produced it? That is, who paid for it?/Which level of government (do you think produced it)?
BASE: Representative Adults who have seen television ad
Banner

	Total (Weightd)	Region: BC	AB	MB/SK	ON	QC	ATL	Gender: Male	Female	Age Group: 18-34	35-54	55+	Education: High School or less	Some post-secondary /College	Uni-versity	Income: Under $40K	Between $40K and $80K	$80K or more	Children under 18 in household: Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	763	120	86	50	296	147	64	410	352	209	286	252	153	314	291	137	219	298	284	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	760	128	77	59	291	147	58	428	332	81	269	394	160	305	289	151	223	272	207	549
Government of Canada/	405	40	47	27	162	99	31	229	176	113	153	130	83	164	156	57	128	170	161	240
Federal government	53%	33%	54%	55%	55%	67%	49%	56%	50%	54%	53%	52%	55%	52%	53%	42%	59%	57%	57%	51%
			B	B	B	BE											P	P		
Taxpayers	188	53	22	13	78	11	12	101	86	33	69	79	28	82	75	34	49	70	53	134
	25%	44%	25%	25%	26%	7%	18%	25%	25%	16%	24%	31%	19%	26%	26%	25%	23%	23%	19%	28%
		CDEFG	F	F	F							Jk								S
Provincial government	53	13	1	3	17	11	9	25	28	29	15	8	10	26	17	6	15	25	29	23
	7%	11%	1%	6%	6%	7%	13%	6%	8%	14%	5%	3%	6%	8%	6%	5%	7%	9%	10%	5%
		C		c	C	C	CdEf			KL									T	
PC/Conservatives	28	5	2	2	5	6	8	17	11	5	17	6	3	9	16	7	6	13	12	16
	4%	4%	3%	4%	2%	4%	12%	4%	3%	2%	6%	2%	2%	3%	6%	5%	3%	4%	4%	3%
											L									
Municipal government	2	-	-	-	2	-	-	2	-	2	-	-	2	-	-	-	2	-	-	2
	*%				1%			1%		1%			1%				1%			*%
Other	33	5	8	2	12	4	2	19	14	13	11	9	9	12	12	17	2	12	6	27
	4%	4%	9%	3%	4%	3%	4%	5%	4%	6%	4%	3%	6%	4%	4%	12%	1%	4%	2%	6%
			f													QR		q		S
Don't know	54	4	7	3	20	17	2	17	36	13	21	21	17	21	16	16	16	9	22	32
	7%	3%	8%	6%	7%	12%	4%	4%	10%	6%	7%	8%	11%	7%	5%	12%	7%	3%	8%	7%
						b			H							R	r			
CHI-SQUARE		<----------97.34---------->						<-------14.9------>		<----------47.51---------->			<----------23.07---------->			<----------50.17---------->			<------23.13------>	
SIGNIFICANCE		100%*						98%*		100%*			97%*			100%*			100%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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Q6. How would you rate the performance of the Government of Canada on communicating Canada's Economic Action Plan to Canadians?
BASE: Representative Adults
Banner

	Total (Weightd)	Region: BC	AB	MB/SK	ON	QC	ATL	Gender: Male	Female	Age Group: 18-34	35-54	55+	Education: High School or less	Some post-secondary /College	Uni-versity	Income: Under $40K	Between $40K and $80K	$80K or more	Children under 18 in household: Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
7 - Excellent	88	17	7	4	31	17	13	42	46	28	24	31	25	38	22	30	16	24	35	52
	4%	6%	3%	3%	4%	4%	9% cDeF	4%	4%	5%	3%	5%	5%	5%	3%	6% q	3%	4%	5%	4%
6	165	21	33	13	62	23	12	97	68	48	65	51	26	75	64	20	55	60	69	96
	8%	8%	15% BEF	10% f	8% F	5%	8%	10% I	7%	9%	9%	7%	5%	10% M	9% m	4%	11% P	9% P	9%	8%
5	317	23	55	28	149	46	17	168	149	117	94	98	77	123	116	55	92	117	107	207
	16%	8%	26% BFG	21% BFg	19% BFg	10%	12%	17%	14%	22% KL	13%	14%	16%	16%	16%	12%	18% P	18% P	14%	17%
4 - Neither good nor bad	705	100	68	50	267	184	35	326	379	185	256	248	186	286	223	193	166	232	285	418
	35%	36%	32%	39% g	35% g	39% G	25%	34%	36%	34%	36%	36%	39% O	37% O	31%	41% Q	32%	35%	38%	34%
3	262	35	19	15	91	76	26	114	148	76	108	75	49	99	111	54	69	95	105	154
	13%	12%	9%	11%	12%	16% Ce	19% c	12%	14%	14%	15% L	11%	10%	13%	15% M	12%	13%	15%	14%	12%
2	177	32	17	7	57	45	19	97	80	32	84	59	26	66	85	37	45	62	55	122
	9%	11% d	8%	5%	7%	10% d	14% d	10%	8%	6%	12% JL	9%	5%	9% m	12% M	8%	9%	10%	7%	10%
1 - Terrible	198	38	9	8	70	57	16	91	107	39	62	87	57	54	81	51	60	48	61	134
	10%	14% Cd	4%	6%	9% C	12% Cd	11%	9%	10%	7%	9%	13% JK	12% N	7%	11% N	11%	12% r	7%	8%	11%
Don't know	83	11	7	5	37	21	3	23	60	16	28	33	32	26	21	24	15	12	28	53
	4%	4%	3%	4%	5%	4%	2%	2%	6% H	3%	4%	5%	7% NO	3%	3%	5% R	3%	2%	4%	4%
Refused	8	3	-	1	3	2	-	3	5	2	-	4	2	2	2	2	-	3	1	6
	*%	1%		*%	*%	*%		*%	*%	*%		1%	*%	*%	*%	1%		*%	*%	*%
NET Good	570	62	94	44	242	86	42	307	263	193	183	179	127	235	202	105	163	202	211	354
	28%	22%	44% BEFG	34% BF	31% BF	18%	29% F	32% I	25%	35% KL	25%	26%	27%	31%	28%	22%	31% P	31% P	28%	29%
NET Poor	637	104	45	30	218	179	61	302	335	147	254	221	131	219	277	142	174	206	221	410
	32%	37% CDe	21%	23%	28% c	38% CDE	44% CDE	31%	32%	27%	35% J	32%	27%	29%	38% MN	31%	34%	31%	30%	33%
Mean	3.8	3.6	4.3 BEFG	4.1 BFg	3.9 BF	3.6	3.8	3.9	3.8	4.1 KL	3.8	3.7	3.8	4.0 O	3.7	3.8	3.8	3.9	3.9 t	3.8
CHI-SQUARE		<-----193.98----->						<-----39.1----->		<-----71.9----->			<-----73.97----->			<-----61.97----->			<-----16.3----->	
SIGNIFICANCE		100%*						100%*		100%*			100%*			100%*			91%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

Q7. How would you rate the performance of the Government of Canada in providing information to the public in general?
BASE: Representative Adults
Banner

	Total (Weightd)	Region: BC	AB	MB/SK	ON	QC	ATL	Gender: Male	Female	Age Group: 18-34	35-54	55+	Education: High School or less	Some post-secondary /College	Uni-versity	Income: Under $40K	Between $40K and $80K	$80K or more	Children under 18 in household: Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
7 - Excellent	100	11	16	7	39	21	6	55	44	35	26	34	28	48	19	35	23	20	36	63
	5%	4%	8%	5%	5%	4%	4%	6%	4%	6%	4%	5%	6%	6%	3%	8%	4%	3%	5%	5%
													O	O		qR				
6	180	29	23	18	76	29	5	97	83	60	63	57	40	72	67	33	47	71	74	102
	9%	10%	11%	14%	10%	6%	4%	10%	8%	11%	9%	8%	8%	9%	9%	7%	9%	11%	10%	8%
		g	G	FG	FG													p		
5	387	28	66	34	168	66	25	210	177	145	125	115	95	153	133	67	122	133	156	230
	19%	10%	31%	27%	22%	14%	18%	22%	17%	27%	17%	17%	20%	20%	18%	14%	23%	20%	21%	19%
			BEFG	BF	BF			I		KL							P	P		
4 - Neither good nor bad	505	66	46	29	176	152	36	220	285	121	192	183	140	203	160	129	143	163	203	301
	25%	24%	22%	22%	23%	32%	25%	23%	27%	22%	27%	27%	29%	26%	22%	28%	28%	25%	27%	24%
						bCDE			h				O							
3	302	47	27	15	110	78	26	123	179	75	126	94	64	115	119	72	70	114	129	171
	15%	17%	13%	12%	14%	17%	18%	13%	17%	14%	17%	14%	13%	15%	16%	15%	13%	17%	17%	14%
									H		L									
2	197	35	15	8	77	48	13	101	96	28	91	71	24	67	103	33	40	81	60	136
	10%	13%	7%	6%	10%	10%	9%	10%	9%	5%	13%	10%	5%	9%	14%	7%	8%	12%	8%	11%
		d									J	J		M	MN			PQ		
1 - Terrible	273	57	15	14	99	60	28	139	134	69	90	101	66	90	112	69	67	67	72	197
	14%	20%	7%	11%	13%	13%	20%	14%	13%	13%	13%	15%	14%	12%	15%	15%	13%	10%	10%	16%
		Cdef			C	C	C								n	r				S
Don't know	50	4	6	3	19	15	2	10	39	10	8	24	19	16	13	23	6	5	13	35
	2%	2%	3%	2%	3%	3%	1%	1%	4%	2%	1%	4%	4%	2%	2%	5%	1%	1%	2%	3%
									H			K	o			QR				
Refused	9	2	-	2	3	2	-	4	5	-	-	5	2	3	1	4	-	-	2	5
	*%	1%		1%	*%	1%		*%	*%			1%	1%	*%	*%	1%			*%	*%
NET Good	667	68	105	59	283	116	36	363	304	240	214	206	163	274	219	135	192	223	267	395
	33%	24%	49%	45%	37%	25%	26%	38%	29%	44%	30%	30%	34%	36%	30%	29%	37%	34%	36%	32%
			BEFG	BeFG	BFg			I		KL				o			P			
NET Poor	772	138	57	37	286	186	67	362	409	172	307	266	153	273	333	174	177	262	261	504
	39%	50%	27%	29%	37%	40%	48%	38%	39%	32%	43%	39%	32%	35%	46%	37%	34%	40%	35%	41%
		CDEf			Cd	CD	CDe				J	j			MN			q		s
Mean	3.8	3.4	4.3	4.1	3.8	3.6	3.4	3.8	3.7	4.1	3.7	3.7	3.9	3.9	3.5	3.8	3.9	3.8	3.9	3.7
			BEFG	BeFG	BFG	b				KL			O	O					T	
CHI-SQUARE		<-----174.42----->						<-----47.49----->		<-----103.96----->			<-----78.67----->			<-----89.44----->			<-----34.53----->	
SIGNIFICANCE		100%*						100%*		100%*			100%*			100%*			100%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
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or more than 20% of the cells have an expected value of less than 5.

Q8. How would you rate the overall performance of the Government of Canada?
BASE: Representative Adults
Banner

	Total (Weightd)	Region						Gender		Age Group			Education			Income			Children under 18 in household	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
7 - Excellent	126	19	15	11	54	23	4	66	60	35	39	49	35	56	31	41	32	31	45	80
	6%	7%	7%	9%	7%	5%	3%	7%	6%	7%	5%	7%	7%	7%	4%	9%	6%	5%	6%	6%
														O		R				
6	248	26	40	24	110	35	13	123	125	64	84	98	54	107	86	48	75	83	91	153
	12%	9%	19%	19%	14%	7%	9%	13%	12%	12%	12%	14%	11%	14%	12%	10%	14%	13%	12%	12%
			BFg	BFg	F							k								
5	382	51	69	31	155	65	10	208	174	131	137	110	108	141	132	78	106	143	158	224
	19%	18%	32%	24%	20%	14%	7%	22%	17%	24%	19%	16%	22%	18%	18%	17%	20%	22%	21%	18%
		G	BEFG	FG	FG	g		I		L								p		
4 - Neither good nor bad	530	76	51	29	181	148	45	228	302	157	195	164	119	224	175	135	134	178	220	308
	26%	27%	24%	22%	24%	31%	32%	24%	29%	29%	27%	24%	25%	29%	24%	29%	26%	27%	29%	25%
						cDE			H					o					t	
3	238	25	16	13	88	67	29	109	129	57	93	83	47	93	96	52	62	81	90	146
	12%	9%	7%	10%	11%	14%	21%	11%	12%	11%	13%	12%	10%	12%	13%	11%	12%	12%	12%	12%
						bC	BCDE													
2	188	42	6	8	68	49	15	94	93	39	82	63	38	61	88	31	37	74	65	121
	9%	15%	3%	6%	9%	10%	11%	10%	9%	7%	11%	9%	8%	8%	12%	7%	7%	11%	9%	10%
		CDE			C	C	c				j				MN			PQ		
1 - Terrible	244	35	14	8	91	73	23	122	122	45	85	101	62	72	107	71	63	62	61	180
	12%	13%	7%	6%	12%	16%	16%	13%	12%	8%	12%	15%	13%	9%	15%	15%	12%	9%	8%	14%
					cd	CDe	cD					Jk			N	R				S
Don't know	38	2	2	4	18	10	1	7	31	15	7	11	14	12	11	8	10	1	12	25
	2%	1%	1%	3%	2%	2%	1%	1%	3%	3%	1%	2%	3%	2%	1%	2%	2%	*%	2%	2%
									H							r	R			
Refused	9	3	-	1	3	2	-	3	6	-	-	5	3	2	1	2	-	1	3	4
	*%	1%		1%	*%	*%		*%	1%			1%	1%	*%	*%	*%		*%	*%	*%
NET Good	756	96	124	67	319	123	27	397	359	230	260	257	197	303	249	167	213	256	294	457
	38%	34%	58%	51%	42%	26%	19%	41%	34%	42%	36%	38%	41%	40%	34%	36%	41%	39%	39%	37%
		G	BEFG	BeFG	FG			I					o	o						
NET Poor	670	102	36	29	246	189	67	325	345	141	259	248	146	226	290	153	162	216	216	447
	33%	37%	17%	22%	32%	40%	48%	34%	33%	26%	36%	36%	31%	29%	40%	33%	31%	33%	29%	36%
		CD			CD	CDE	CDE				J	J			MN					S
Mean	4.0	3.8	4.6	4.5	4.1	3.6	3.4	4.0	3.9	4.2	3.9	3.9	4.0	4.1	3.7	3.9	4.1	4.0	4.1	3.9
		g	BEFG	BEFG	BFG					KL			O	O					T	
CHI-SQUARE		<----------248.4---------->						<------32.44------>		<----------65.58---------->			<----------58.05---------->			<----------44.42---------->			<------29.86------>	
SIGNIFICANCE		100%*						100%*		100%*			100%*			100%*			100%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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or more than 20% of the cells have an expected value of less than 5.

D1. Which of the following categories best describes your current employment status?
BASE: Representative Adults
Banner

	Total (Weighted)	Region						Gender		Age Group			Education			Income			Children under 18 in household	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
Working full-time (35 or more hours per week)	840	117	105	53	302	191	73	471	369	261	437	124	135	323	379	86	207	420	413	421
	42%	42%	49%	41%	39%	41%	52%	49%	35%	48%	61%	18%	28%	42%	52%	19%	40%	64%	55%	34%
			Ef				ef	I		L	JL			M	MN		P	PQ	T	
Working part-time (less than 35 hours per week)	196	21	17	17	84	44	14	76	120	77	73	45	48	78	69	59	60	40	78	119
	10%	7%	8%	13%	11%	9%	10%	8%	12%	14%	10%	7%	10%	10%	9%	13%	12%	6%	10%	10%
									H	L	L					R	R			
Self-employed	185	29	23	11	72	47	3	100	84	39	97	46	36	86	63	26	54	75	89	96
	9%	10%	11%	8%	9%	10%	2%	10%	8%	7%	13%	7%	7%	11%	9%	6%	10%	11%	12%	8%
		G	G	g	G	G					JL			m			P	P	T	
Student attending full time school (not working)	73	4	9	3	35	19	3	31	42	64	7	2	25	31	17	26	20	11	26	47
	4%	1%	4%	3%	5%	4%	2%	3%	4%	12%	1%	*%	5%	4%	2%	5%	4%	2%	3%	4%
			B		Bg	B				KL			O	O		R	R			
Unemployed, but looking for work	94	18	5	6	42	20	2	51	44	38	40	16	42	29	21	46	20	18	45	49
	5%	6%	2%	5%	6%	4%	1%	5%	4%	7%	6%	2%	9%	4%	3%	10%	4%	3%	6%	4%
		cG			cG	g				L	L		NO			QR			t	
Not in the workforce (e.g., unemployed, but not looking for work, a full-time homemaker or parent)	119	14	24	6	46	22	7	23	96	51	42	24	49	49	17	44	31	25	75	44
	6%	5%	4%	4%	6%	5%	5%	2%	9%	9%	6%	4%	10%	6%	2%	9%	6%	4%	10%	4%
			BDEFg						H	L	L		NO	O		qR			T	
Retired	447	70	27	30	167	114	38	183	264	5	9	416	135	153	150	162	120	57	7	438
	22%	25%	13%	23%	22%	24%	27%	19%	25%	1%	1%	61%	28%	20%	21%	35%	23%	9%	1%	35%
		C		c	C	C	C		H			JK	NO			QR	R			S
Other	37	6	2	3	14	12	1	21	16	9	17	11	10	18	9	15	6	7	13	24
	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	1%	2%	2%
																qr				
Refused	11	2	1	-	6	2	-	4	7	-	-	1	-	-	1	1	-	-	-	3
	1%	1%	*%		1%	1%		*%	1%			*%			*%	*%				*%
CHI-SQUARE		<----------68.34---------->						<------83.29------>		<----------1083.17---------->			<----------122.04---------->			<----------314.83---------->			<------344.78----->	
SIGNIFICANCE		100%*						100%		100%*			100%*			100%*			100%	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

D2. What is the highest level of formal education that you have completed to date?
BASE: Representative Adults
Banner

	Total (Weightd)	Region						Gender		Age Group			Education			Income			Children under 18 in household	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
High School or less	479	64	37	43	181	121	32	232	246	141	123	204	479	-	-	208	134	63	153	324
[NET]	24%	23%	17%	33%	24%	26%	23%	24%	24%	26%	17%	30%	100%			45%	26%	10%	20%	26%
				bCE		C				K		K				QR	R			S
Elementary school or less	52	7	1	2	24	15	3	17	35	12	7	29	52	-	-	25	9	2	8	43
	3%	2%	1%	2%	3%	3%	2%	2%	3%	2%	1%	4%	11%			5%	2%	*%	1%	3%
					C	C			h			jK				QR	r			S
Secondary school	427	57	36	41	158	106	29	215	212	130	116	175	427	-	-	183	125	61	145	281
	21%	20%	17%	32%	21%	22%	21%	22%	20%	24%	16%	26%	89%			39%	24%	9%	19%	23%
				BCEf						K		K				QR	R			
Some post-secondary / College [NET]	768	101	107	53	296	166	45	369	399	219	305	233	-	768	-	163	227	245	289	477
	38%	36%	50%	41%	39%	35%	32%	38%	38%	40%	42%	34%		100%		35%	44%	38%	39%	38%
			BEFG								L						Pr			
Some post-secondary	238	44	42	22	77	39	14	108	129	69	76	89	-	238	-	60	77	61	82	154
	12%	16%	20%	17%	10%	8%	10%	11%	12%	13%	11%	13%		31%		13%	15%	9%	11%	12%
		F	EFg	eF													R			
College, vocational or trade school	530	57	65	31	220	127	30	260	270	150	229	145	-	530	-	103	150	185	207	322
	26%	20%	31%	24%	29%	27%	21%	27%	26%	28%	32%	21%		69%		22%	29%	28%	28%	26%
			b		b					l	L						P	p		
University or higher [NET]	726	106	68	33	278	178	62	348	378	178	293	236	-	-	726	90	152	344	297	427
	36%	38%	32%	25%	36%	38%	44%	36%	36%	33%	41%	34%			100%	19%	29%	53%	40%	34%
		D			D	D	cD				jL						P	PQ	t	
Undergraduate university program	357	39	28	15	122	114	39	147	211	106	146	98	-	-	357	51	81	158	155	200
	18%	14%	13%	12%	16%	24%	28%	15%	20%	19%	20%	14%			49%	11%	16%	24%	21%	16%
						BCDE	BCDE		H	l	L						p	PQ	T	
Graduate or professional university program	369	67	40	17	156	65	23	202	167	72	147	138	-	-	369	39	71	186	141	227
	18%	24%	19%	13%	20%	14%	17%	21%	16%	13%	20%	20%			51%	8%	14%	28%	19%	18%
		DF			dF			I			J	J					P	PQ		
Refused	31	9	1	1	13	6	2	12	19	5	0	11	-	-	-	5	6	1	7	13
	2%	3%	*%	1%	2%	1%	1%	1%	2%	1%	*%	2%				1%	1%	*%	1%	1%
												K								
CHI-SQUARE		<----------95.1---------->						<------21.32------>		<----------78.07---------->			<----------3944.98---------->			<----------254.59---------->			<------19.71------>	
SIGNIFICANCE				100%*				100%*			100%*				100%*			100%*		100%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
"*" Denotes Chi-Square where at least one cell has an expected value of less than 1 or more than 20% of the cells have an expected value of less than 5.

D3. Age Group
BASE: Representative Adults
Banner

	Total (Weightd)	Region						Gender		Age Group			Education			Income			Children under 18 in household	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
18-34 years old	543	72	67	37	207	126	34	271	272	543	-	-	141	219	178	120	166	167	297	247
	27%	26%	32% g	29%	27%	27%	24%	28%	26%	100%			29% O	28% O	25%	26%	32% PR	26%	40% T	20%
35-54 years old	721	98	79	45	281	168	51	354	367	-	721	-	123	305	293	121	162	335	413	304
	36%	35%	37%	34%	37%	36%	36%	37%	35%		100%		26%	40% M	40% M	26%	31%	51% PQ	55% T	25%
55+ years old	685	97	60	44	257	172	54	319	366	-	-	685	204	233	236	217	185	151	27	657
	34%	35%	28%	34%	34%	37% c	38%	33%	35%			100%	43% NO	30%	33%	47% QR	36% R	23%	4%	53% S
Don't know/Refused	54	13	7	4	23	5	2	16	38	-	-	-	10	11	19	7	5	1	9	32
	3%	5% f	3%	3%	3% F	1%	1%	2%	4% H				2%	1%	3%	2% r	1%	*%	1%	3% s
CHI-SQUARE		<----------16.59---------->						<-------9.06------>		<-----------3898----------->			<-----------40.12----------->			<-----------110.66---------->		<------522.93----->	
SIGNIFICANCE		66%						97%		100%*			100%			100%			100%	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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D4. Are there any children under the age of 18 currently living in your household?
BASE: Representative Adults
Banner

		Region						Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
Yes	746	111	90	49	280	168	47	348	397	297	413	27	153	289	297	127	195	330	746	-
	37%	40%	42%	38%	36%	36%	34%	36%	38%	55%	57%	4%	32%	38%	41%	27%	38%	50%	100%	
										L	L			m	M		P	PQ		
No	1,240	164	122	79	480	302	93	604	636	247	304	657	324	477	427	338	323	324	-	1,240
	62%	59%	57%	61%	62%	64%	66%	63%	61%	45%	42%	96%	68%	62%	59%	73%	62%	50%		100%
												JK	nO			QR	R			
Refused	17	5	1	2	8	1	-	8	9	-	4	-	2	3	2	-	-	-	-	-
	1%	2%	*%	1%	1%	*%		1%	1%		1%		*%	*%	*%					
					f															
CHI-SQUARE		<----------12.48---------->						<-------.76------->		<----------523.84---------->			<----------9.99---------->			<----------62.21---------->			<-----1986.11----->	
SIGNIFICANCE		75%*						32%		100%*			96%*			100%*			100%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.
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D5. Which of the following categories best describes your total household income?
BASE: Representative Adults
Banner

	Total (Weightd)	Region						Gender		Age Group			Education			Income			Children under 18 in household	
		BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
Under $40K [NET]	465	72	30	24	154	140	44	214	252	120	121	217	208	163	90	465	-	-	127	338
	23%	26%	14%	18%	20%	30%	32%	22%	24%	22%	17%	32%	43%	21%	12%	100%			17%	27%
		C				CDE	CdE					JK	NO	O						S
Under $20,000	169	30	13	10	53	48	16	71	98	48	37	81	86	59	21	169	-	-	53	116
	8%	11%	6%	8%	7%	10%	11%	7%	9%	9%	5%	12%	18%	8%	3%	36%			7%	9%
						e				k		K	NO	O						
$20,000 to just under $40,000	296	43	17	14	101	92	29	142	154	72	84	135	122	104	69	296	-	-	74	222
	15%	15%	8%	11%	13%	20%	20%	15%	15%	13%	12%	20%	25%	14%	9%	64%			10%	18%
						CDE	C					JK	NO	o						S
Between $40K and $80K [NET]	518	60	46	43	204	132	34	253	266	166	162	185	134	227	152	-	518	-	195	323
	26%	22%	22%	33%	27%	28%	24%	26%	25%	31%	23%	27%	28%	30%	21%		100%		26%	26%
				bC						K		K	O	O						
$40,000 to just under $60,000	261	33	15	17	112	68	17	120	141	73	79	109	71	118	66	-	261	-	87	174
	13%	12%	7%	13%	15%	14%	12%	12%	14%	13%	11%	16%	15%	15%	9%		50%		12%	14%
					C	C						K	O	O						
$60,000 to just under $80,000	257	28	31	26	92	64	17	133	124	93	83	76	62	109	86	-	257	-	108	150
	13%	10%	15%	20%	12%	14%	12%	14%	12%	17%	12%	11%	13%	14%	12%		50%		14%	12%
				BE						kl										
$80K or more [NET]	654	89	96	41	248	138	42	360	293	167	335	151	63	245	344	-	-	654	330	324
	33%	32%	45%	31%	32%	29%	30%	38%	28%	31%	46%	22%	13%	32%	47%			100%	44%	26%
			BDEFG					I		L	JL			M	MN				T	
$80,000 to just under $100,000	176	17	22	11	85	40	2	86	90	44	83	49	24	77	75	-	-	176	81	95
	9%	6%	10%	8%	11%	9%	1%	9%	9%	8%	12%	7%	5%	10%	10%			27%	11%	8%
		g	G	G	bG	G					L			M	M				t	
$100,000 to just under $120,000	180	24	12	14	69	41	20	91	89	50	88	41	19	70	90	-	-	180	85	95
	9%	8%	6%	11%	9%	9%	14%	9%	9%	9%	12%	6%	4%	9%	12%			28%	11%	8%
							C				L			M	Mn				T	
$120,000 to just under $150,000	137	20	20	3	46	35	14	83	54	45	64	27	14	50	74	-	-	137	76	61
	7%	7%	9%	2%	6%	7%	10%	9%	5%	8%	9%	4%	3%	6%	10%			21%	10%	5%
		D	D		D	D	D	I		L	L			M	MN				T	
$150,000 or more	160	29	42	13	48	22	6	100	60	28	99	33	7	49	104	-	-	160	87	73
	8%	10%	20%	10%	6%	5%	4%	10%	6%	5%	14%	5%	1%	6%	14%			24%	12%	6%
		Fg	BDEFG	f				I			JL			M	MN				T	
Refused	366	58	41	23	162	61	21	134	232	90	103	132	74	133	140	-	-	-	93	255
	18%	21%	19%	18%	21%	13%	15%	14%	22%	16%	14%	19%	15%	17%	19%				13%	21%
		f			F				H			K								S
CHI-SQUARE		<----------141.73---------->						<------46.13------>		<----------136.26---------->			<----------267.11---------->			<----------3274.52---------->			<-------94.9------>	
SIGNIFICANCE		100%*						100%*		100%*			100%*			100%*			100%*	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
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REGION. Collasped Region.
Banner

		Region						Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
British Columbia	280	280	-	-	-	-	-	132	147	72	98	97	64	101	106	72	60	89	111	164
	14.0%	100.0%						13.8%	14.1%	13.3%	13.5%	14.1%	13.3%	13.2%	14.6%	15.5%	11.6%	13.7%	14.9%	13.2%
Alberta	214	-	214	-	-	-	-	104	110	67	79	60	37	107	68	30	46	96	90	122
	10.7%		100.0%					10.8%	10.5%	12.4%	11.0%	8.8%	7.8%	13.9% MO	9.4%	6.5%	8.9%	14.8% PQ	12.1%	9.9%
Manitoba/Saskatchewan	130	-	-	130	-	-	-	63	67	37	45	44	43	53	33	24	43	41	49	79
	6.5%			100.0%				6.6%	6.4%	6.9%	6.2%	6.4%	9.1% O	6.9%	4.5%	5.2%	8.2%	6.2%	6.6%	6.4%
Ontario	768	-	-	-	768	-	-	365	403	207	281	257	181	296	278	154	204	248	280	480
	38.3%				100.0%			38.0%	38.7%	38.1%	39.0%	37.6%	37.8%	38.6%	38.3%	33.1%	39.4% P	37.9%	37.5%	38.7%
Quebec	471	-	-	-	-	471	-	229	242	126	168	172	121	166	178	140	132	138	168	302
	23.5%					100.0%		23.9%	23.2%	23.2%	23.3%	25.2%	25.3%	21.6%	24.6%	30.1% R	25.4%	21.1%	22.5%	24.4%
Atlantic	141	-	-	-	-	-	141	67	74	34	51	54	32	45	62	44	34	42	47	93
	7.0%						100.0%	6.9%	7.1%	6.3%	7.1%	7.9%	6.7%	5.8%	8.6% n	9.5%	6.5%	6.4%	6.4%	7.5%

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.

Decima: Finance Canada - Canada's Economic Action Plan ACET

GEND. Gender.
BASE: Representative Adults
Banner

		Region						Gender		Age Group			Education			Income			Children under 18 in household	
	Total (Weightd)	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High School or less	Some post-secondary /College	Uni-versity	Under $40K	Between $40K and $80K	$80K or more	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
TOTAL	2,003	280	214	130	768	471	141	961	1,042	543	721	685	479	768	726	465	518	654	746	1,240
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,003	281	190	151	761	480	140	1,002	1,001	210	699	1,040	489	751	730	488	520	625	559	1,428
Male	961	132	104	63	365	229	67	961	-	271	354	319	232	369	348	214	253	360	348	604
	48%	47%	49%	49%	48%	49%	47%	100%		50%	49%	47%	49%	48%	48%	46%	49%	55% Pq	47%	49%
Female	1,042	147	110	67	403	242	74	-	1,042	272	367	366	246	399	378	252	266	293	397	636
	52%	53%	51%	51%	52%	51%	53%		100%	50%	51%	53%	51%	52%	52%	54% R	51% r	45%	53%	51%
CHI-SQUARE		<-----.3----->						<-----2003----->		<-----1.59----->			<-----.05----->			<-----10.18----->			<-----.75----->	
SIGNIFICANCE		%						100%		55%			2%			99%			61%	

Comparison Groups: BCDEFG/HI/JKL/MNO/PQR/ST
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Lower case letters indicate significance at the 90% level.