



# Post-2004 Summer Olympics Survey

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# Contents

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<b>Research Objectives and Methodology</b>	<b>p 3</b>
<b>Overview of Results</b>	<b>p 7</b>
<b>Detailed Results</b>	<b>p 9</b>
Participation in Sport	p 10
Views on Participation in Sport as a Means of Reducing Health Care Costs	p 21
Views on Financial Support for Canada's Amateur Athletes	p 26
Satisfaction With, and Importance of Canada's Performance at the Summer Olympic Games	p 34
Effect of the 2004 Summer Olympics on Participation in Sport	p 42
Views on Amateur Sport as a Means of Promoting Canada to the World	p 50
<b>Appendices</b>	
English Questionnaire	
French Questionnaire	
Data Tables	



# **Research Objectives and Methodology**



## Research Objectives and Methodology

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- The Department of Canadian Heritage would like to determine how Canadians perceive the notion of increasing participation in sport as a means of reducing health care costs. Furthermore, they would like to understand to what extent Canadians are satisfied with Canada's overall performance at the 2004 Olympic summer games, and whether or not they feel the government should change the current level of financial support for Canada's amateur athletes.
- Using Decima's monthly teleVox service, a national telephone survey was conducted with 2,025 Canadian households.
- Data collection was conducted between October 7 and 18, 2004.
- The associated statistical margin of error (at a 95% level of confidence) for each question asked to all respondents is  $\pm 2.2\%$ . For the conditional question in Q2, for which there were 654 respondents, the associated statistical margin of error in this case is  $\pm 3.8\%$ .



## Research Objectives and Methodology

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- The regional distribution of the interviews, along with their associated margins of error, are outlined below:

		<u>Error Interval</u>
Atlantic	202 interviews	+/- 6.9 %
Quebec	505 interviews	+/- 4.4 %
Ontario	655 interviews	+/- 3.8 %
Manitoba/Saskatchewan	206 interviews	+/- 6.8 %
Alberta	202 interviews	+/- 6.9 %
<u>British Columbia</u>	<u>255 interviews</u>	<u>+/- 6.1 %</u>
Total Canada	2,025 interviews	+/- 2.2 %

- It is important to note that the margins of error outlined in this section should be considered the maximum margins associated with affirmative responses of 50%. The margins of error will vary based on a variety of factors from question to question based on sample size and the actual percent to which the margin of error is being associated. For instance, the margin of error associated with a question where 50% of respondents answered in the affirmative will differ from a question where 15% of respondents answered in the affirmative (assuming the same sample size for both questions.)



## Research Objectives and Methodology

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- Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are introduced to maintain an adequate number of completed interviews in Canada's three largest markets; Toronto, Vancouver and Montreal.
- The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to the 2001 Census data.
- This report features top-2-box scores. A top-2-box score represents the sum of the top two scaled responses in a question. For example, in an agreement question with a four-point scale (strongly agree, somewhat agree, somewhat disagree, and strongly disagree), the top-2-box score would represent the results of those that strongly agreed and somewhat agreed with the statement at hand.
- In some cases, the values in the top-2-box score fields in this report may differ slightly from those in the data tables (provided to the client). This slight discrepancy is attributable to rounding.



## Overview of Results

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- Fourteen percent (14%) of Canadians indicated having been involved in sport as a coach, referee, official, umpire, administrator, or helper within the past 12 months.
- One third (33%) of Canadians have been involved in sport as an athlete or participant within the past 12 months. Among these participants, 83% say their frequency of participation is at least once a week.
- Overall, 84% of respondents agree that increasing participation in sport is a good way to decrease health care costs.
- Approximately 62% of all Canadians believe that the federal government should increase the current level of financial support for Canada's amateur athletes, while 29% believe that the current level of funding should be maintained. Five percent (5%) believe that funding should be decreased.
- Overall, 54% of Canadians agree that in preparation for future Olympic Games, a portion of federal funding should be targeted to those sports with the greatest potential for medal success.
- Fifty-nine percent (59%) of Canadians are satisfied with Canada's overall performance at the 2004 Summer Olympic Games.
- Approximately 57% of Canadians feel that it is important that Canada wins more medals at the 2008 Summer Olympics in Beijing.



## Overview of Results - Continued

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- Thirteen percent (13%) of all respondents are more inclined to participate in sport since the 2004 Summer Olympics.
- Approximately 55% of those that are more inclined to participate in sport since the 2004 Summer Olympics, indicated that they have not been involved in sport as an athlete or participant during the past 12 months. About 8% of those that are more inclined to participate in sport since the 2004 Summer Olympics, indicated that their frequency of participation was not at least once a week.
- Nearly one fifth (18%) of all Canadians are more inclined to try a new sport since the 2004 Summer Olympics in Greece.
- About 86% of all respondents agree that amateur sport is a positive means to promote Canada to the world.





# Detailed Results

Percentages may not sum to one hundred due to rounding



# Participation in Sport

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# Participation in Sport

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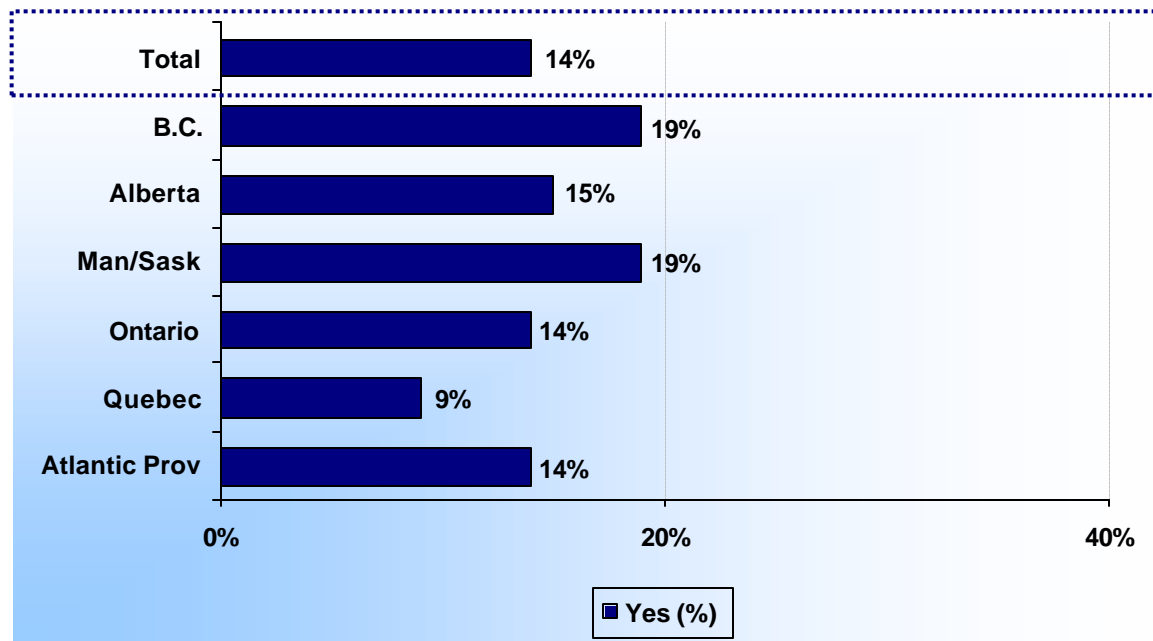
## Questions Posed

- D1. During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper?*
- D2. During the past 12 months, have you been involved in sport as an athlete or participant?*
- D2a. If yes, was the frequency of your participation at least once a week?*



# Involvement in Sport as a Coach, Referee, Official, Umpire, Administrator, or Helper (% that have been involved)

- Approximately 14% of Canadians indicated having been involved in sport as a coach, referee, official, umpire, administrator, or helper within the past 12 months.
- Respondents in Quebec (9%) are least likely to be involved in sport as a coach, referee, official, umpire, administrator, or helper.

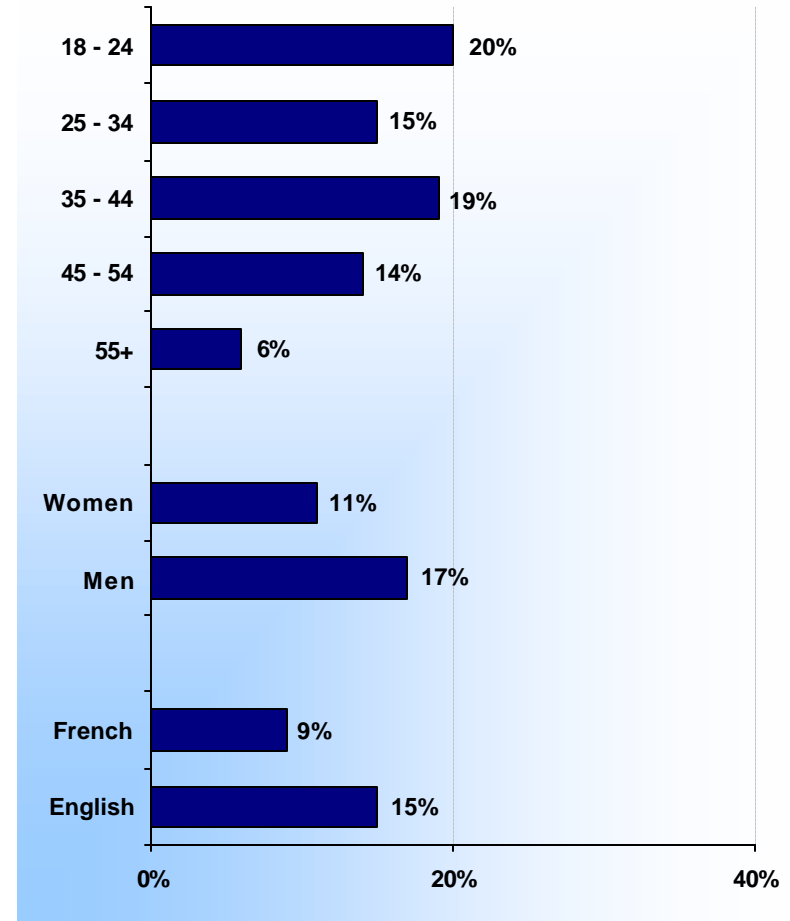


Question D1: *During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper?*  
Base: *All (n=2,025)*



# Involvement in Sport as a Coach, Referee, Official, Umpire, Administrator, or Helper (% that have been involved)

- Involvement in these sporting roles varies among the different age groups, with those above the age of 55 (6%) being less likely to participate as a coach, referee, official, umpire, administrator, or helper within the past 12 months.
- Men (17%) are more likely than women (11%) to have been involved in sport in these various sporting roles.
- Similarly, Anglophones (15%) are more likely than Francophones (9%) to have been involved in sport as a coach, referee, official, umpire, administrator, or helper within the past 12 months.



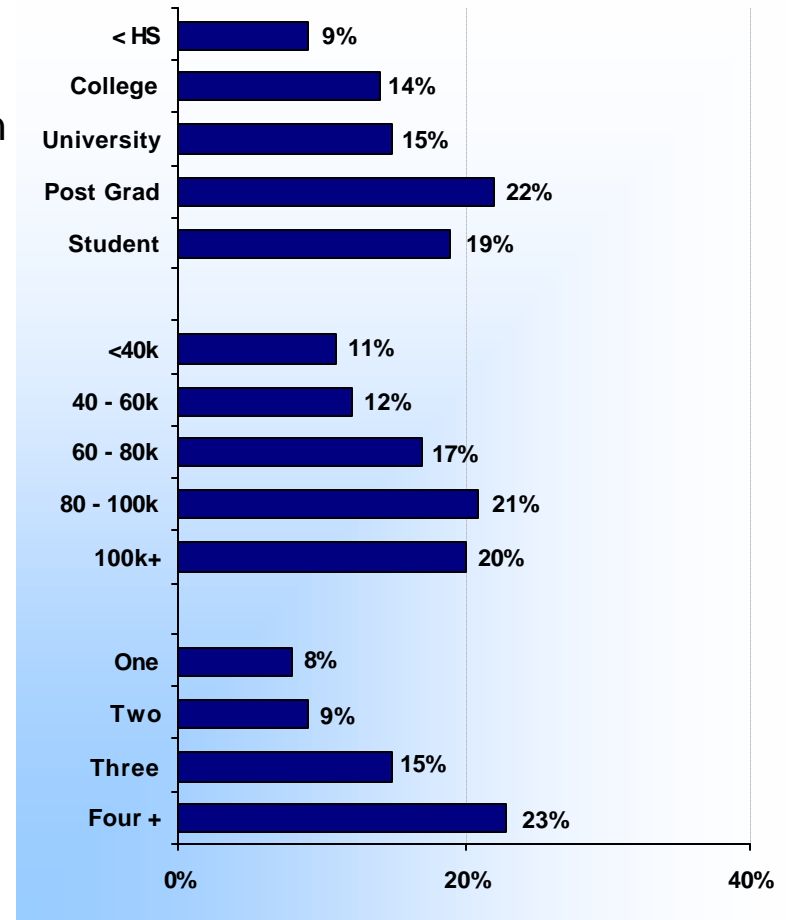
Question D1: During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper?

Base: All (n=2,025)



# Involvement in Sport as a Coach, Referee, Official, Umpire, Administrator, or Helper (% that have been involved)

- Canadians with some high school education (9%) are least likely to have been involved in sport in these various roles in the past 12 months. Those with a post-graduate education (22%) are more likely than those with a college education (14%) to have been involved in these types of sporting roles.
- Canadians with a household income of \$60,000 or more are generally more likely to have been involved in these various sporting roles, compared to those with a household income that is less than \$60,000.
- Canadians living in a household with three or more individuals are more likely to have been involved in these various sporting roles, compared to those living in a household with two or fewer members. Those living in a household with 4 or more members are most likely to have been involved in these roles.



Question D1: During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper?

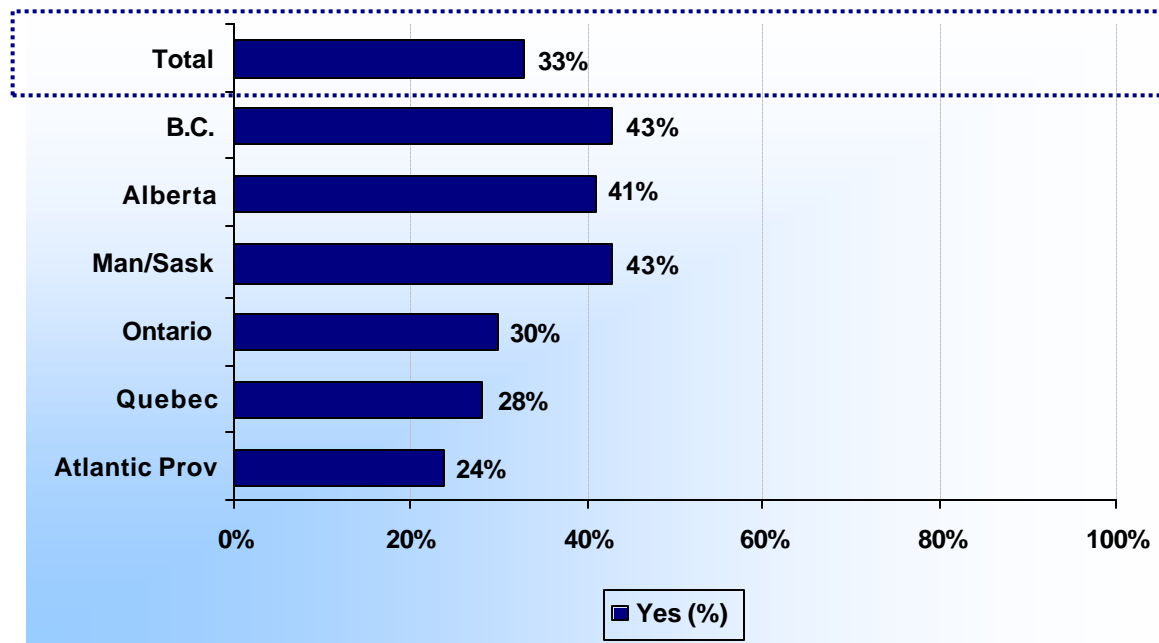
Base: All (n=2,025)



# Involvement as an Athlete or Participant by Region

(% that have been involved as an athlete or participant)

- Overall, one third (33%) of Canadians have been involved in sport as an athlete or participant. This level of involvement is higher than that measured in February 2004, where 24% of all Canadians were involved in sport as an athlete or participant.
- Those in British Columbia (43%), Manitoba/Saskatchewan (43%), and Alberta (41%) are most likely to have been involved in sport as an athlete or participant.



Question D2: During the past 12 months, have you been involved in sport as an athlete or participant?

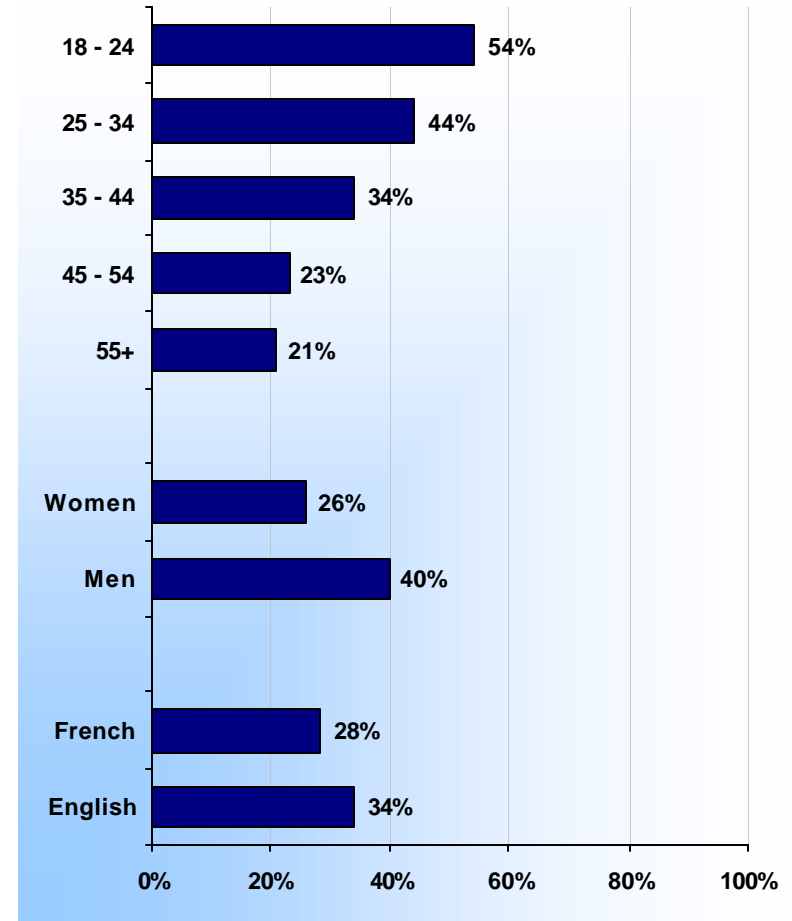
Base: All (n=2,025)



# Involvement as an Athlete or Participant

(% that have been involved as an athlete or participant)

- Results across age brackets reveal that involvement as an athlete drops as the age of the respondent increases, with 54% of those between the ages of 18 and 24 most likely to be involved in sport. This trend mirrors that of the previous wave conducted back in February 2004, although involvement levels in each individual age bracket are higher than they were in the previous wave.
- Men (40%) are more likely than women (26%) to have been involved in sport as an athlete or participant within the past 12 months, again mirroring the trend in February 2004.
- Similar to the February 2004 results, Anglophones (34%) are more likely than Francophones (28%) to have been involved in sport as an athlete or participant within the past 12 months.



Question D2: During the past 12 months, have you been involved in sport as an athlete or participant?

Base: All (n=2,025)

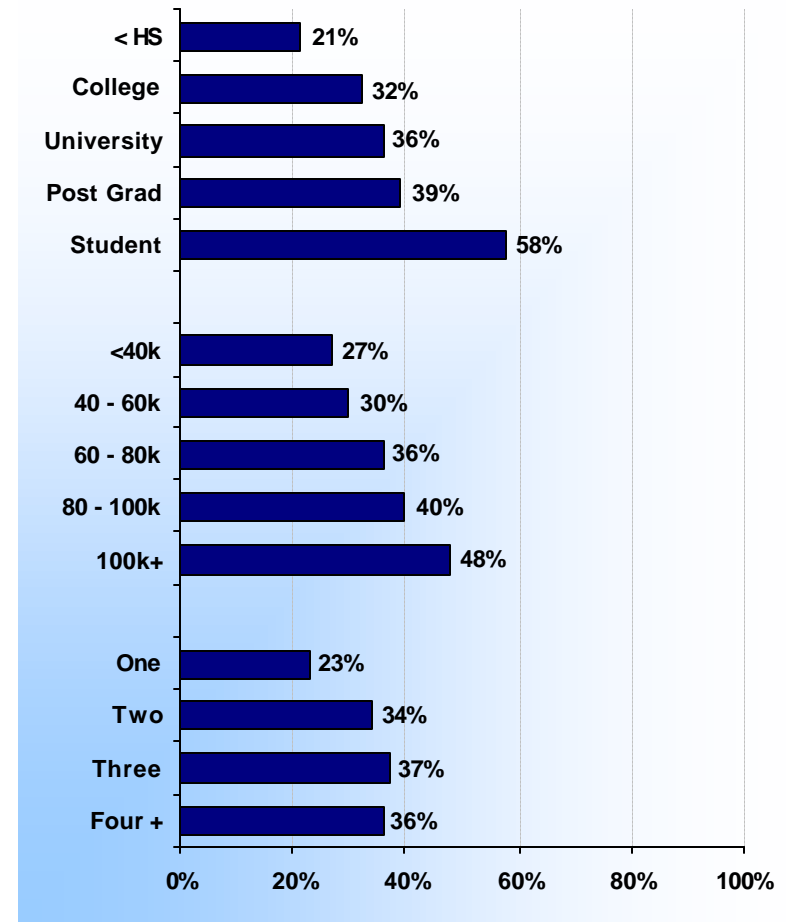




# Involvement as an Athlete or Participant

(% that have been involved as an athlete or participant)

- Canadians with some high school education or less (21%) are least likely to have been involved in sport as an athlete or participant within the past 12 months. Active students (58%) are most likely to have been involved as an athlete or participant.
- Canadians with a household income of \$60,000 or more, are more likely to have been involved in sport as an athlete or participant, compared to those with a household income that is less than \$60,000.
- A household with two (34%), three (37%), or four or more individuals (36%) are more likely to have been involved in sport as an athlete or participant within the past 12 months, compared to those living alone (23%).



Question D2: During the past 12 months, have you been involved in sport as an athlete or participant?

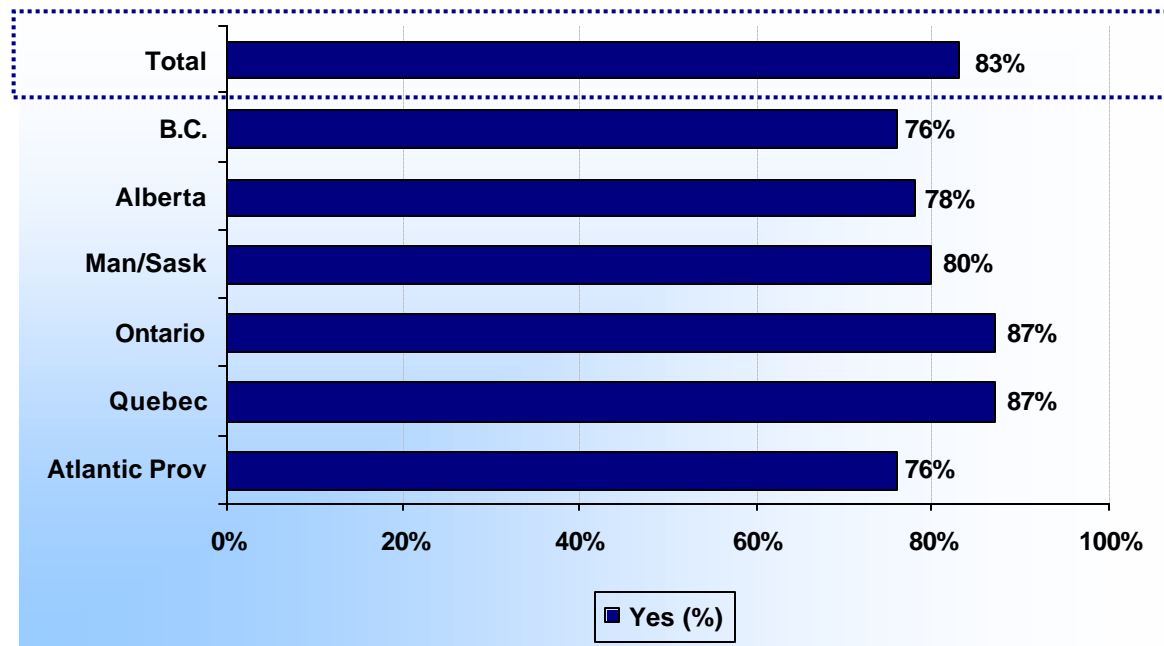
Base: All (n=2,025)



# Frequency of Participation as an Athlete

## (% that have been involved as an athlete at least once a week)

- Among respondents that have been involved in sport as an athlete or participant, 83% were involved at least once a week. This overall result is the same as that realized in the February 2004 wave.
- Respondents in Quebec (87%) and Ontario (87%) are more likely to have been involved at least once a week, compared to respondents in British Columbia (76%).



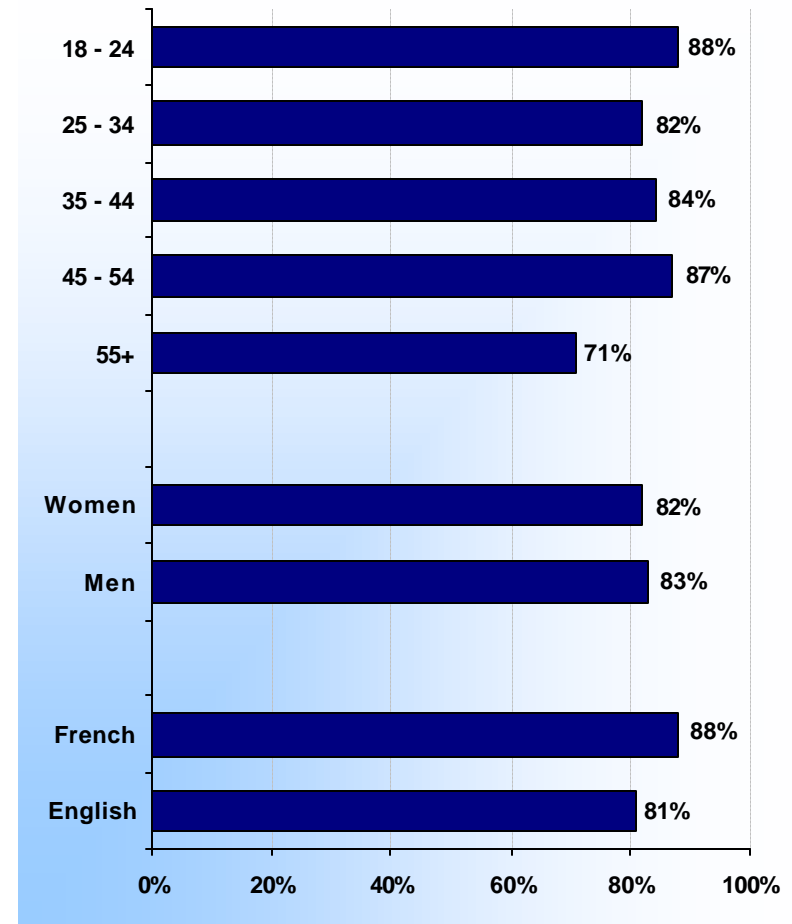
Question D2a: *If yes, was the frequency of your participation at least once a week?*  
Base: *Those who have been involved in sport as an athlete or participant (n=654)*



# Frequency of Participation as an Athlete

(% that have been involved as an athlete at least once a week)

- Canadians 55 years of age and above (71%) are least likely to participate once a week or more.
- In terms of participation, results did not differ significantly across gender.
- Francophone athletes (88%) are more likely to participate at least once a week, compared to Anglophones (81%).



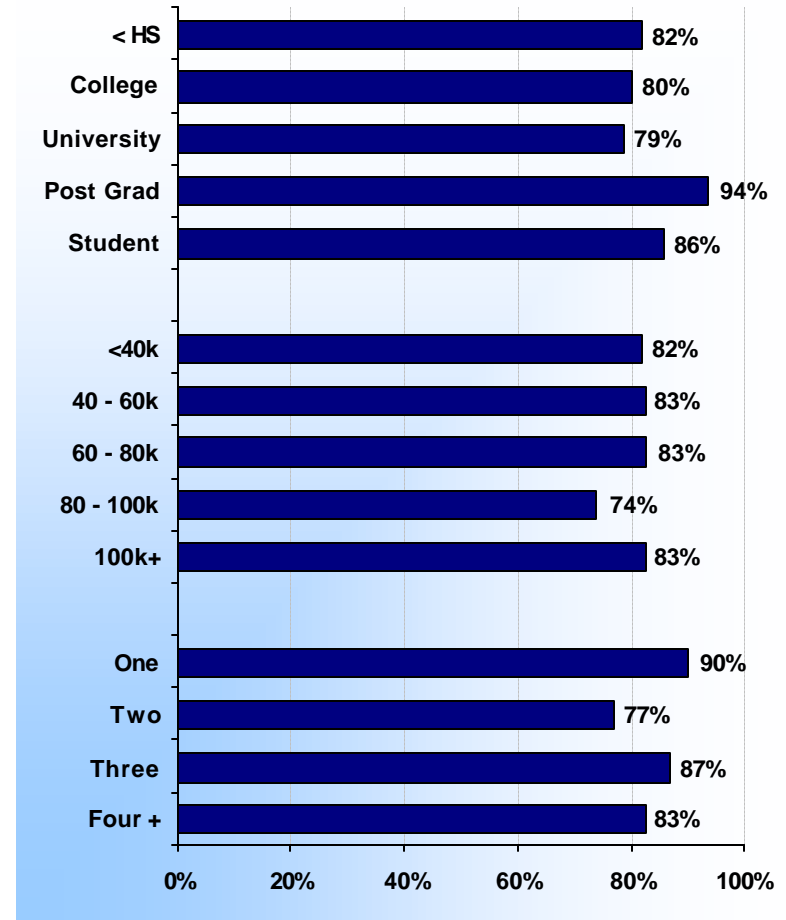
Question D2a: *If yes, was the frequency of your participation at least once a week?*  
Base: *Those who have been involved in sport as an athlete or participant (n =654)*



# Frequency of Participation as an Athlete

(% that have been involved as an athlete at least once a week)

- Canadians with a post graduate education (94%) are more likely to participate as an athlete at least once a week, compared to those with some high school (82%), college (80%), and a university (79%) education.
- Although results are not significantly different across household income, they are across household size. More specifically, respondents living alone (90%) and three-member households (87%) are more likely to participate as an athlete at least once a week, compared to those living in a household with two members (77%).



Question D2a: *If yes, was the frequency of your participation at least once a week?*  
Base: *Those who have been involved in sport as an athlete or participant (n =654)*



# **Views on Participation in Sport as a Means of Reducing Health Care Costs**

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# Views on Participation in Sport as a Means of Reducing Health Care Costs

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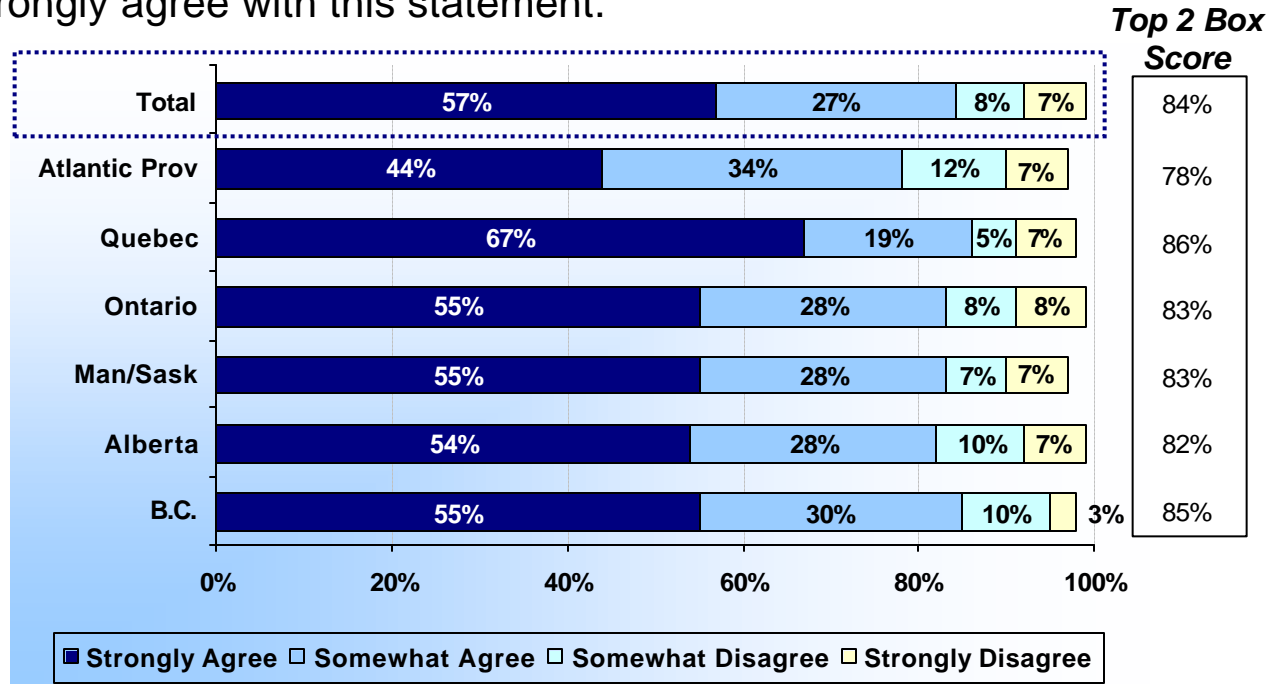
## Question Posed

- D3. *Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:  
“Increasing participation in sport is a good way to decrease health care costs.”*



# Views on Participation in Sport as a Means of Reducing Health Care Costs

- Approximately 84% of all respondents agreed that increasing participation in sport is a good way to decrease health care costs.
- Respondents in Quebec (86%) are more likely than those in the Atlantic provinces (78%) to agree with this stipulation. At 67%, respondents in Quebec are the most likely to strongly agree with this statement.



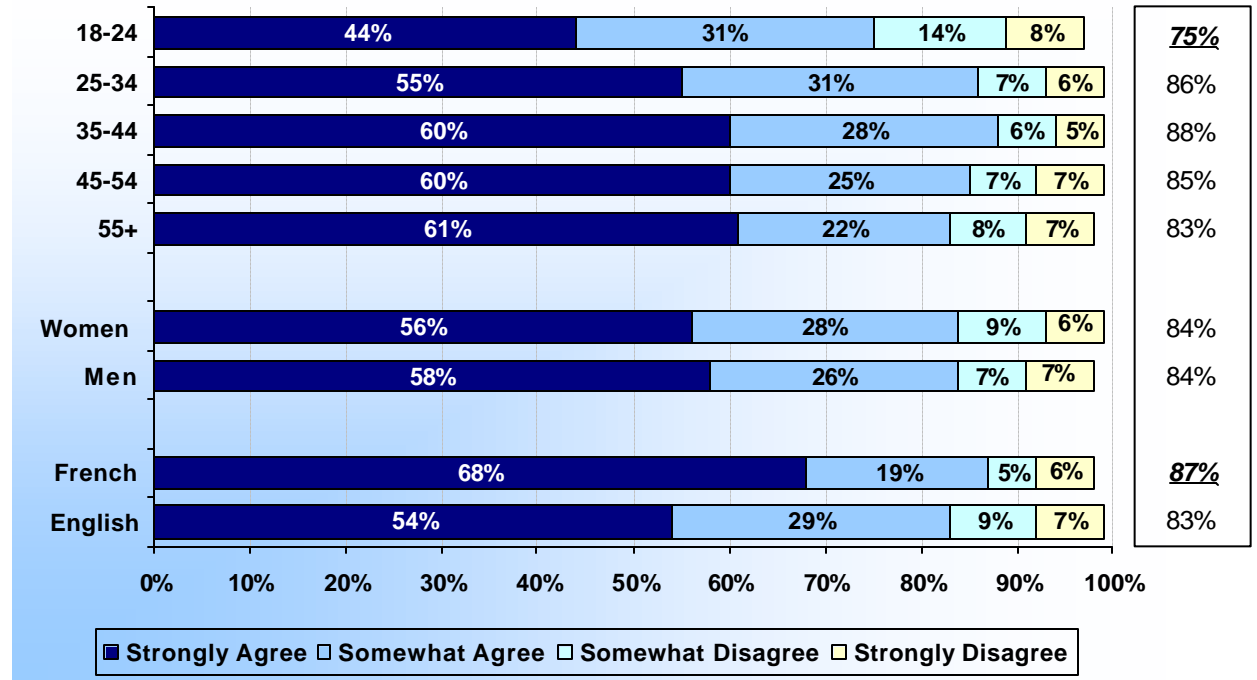
Question D3: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:  
"Increasing participation in sport is a good way to decrease health care costs."

Base: All (n=2,025)



# Views on Participation in Sport as a Means of Reducing Health Care Costs

- Canadians between the ages of 18 and 24 are least likely to agree that increasing participation in sport is a good way to decrease health care costs. As noted earlier, these respondents are the most likely to be involved in sport.
- Agreement with this statement does not appear to be related to the gender of the respondent.
- It does however appear to be related to language. More specifically, Francophones (87%) are slightly more inclined to agree with this stipulation, compared to Anglophones (83%).



Question D3: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:

"Increasing participation in sport is a good way to decrease health care costs."

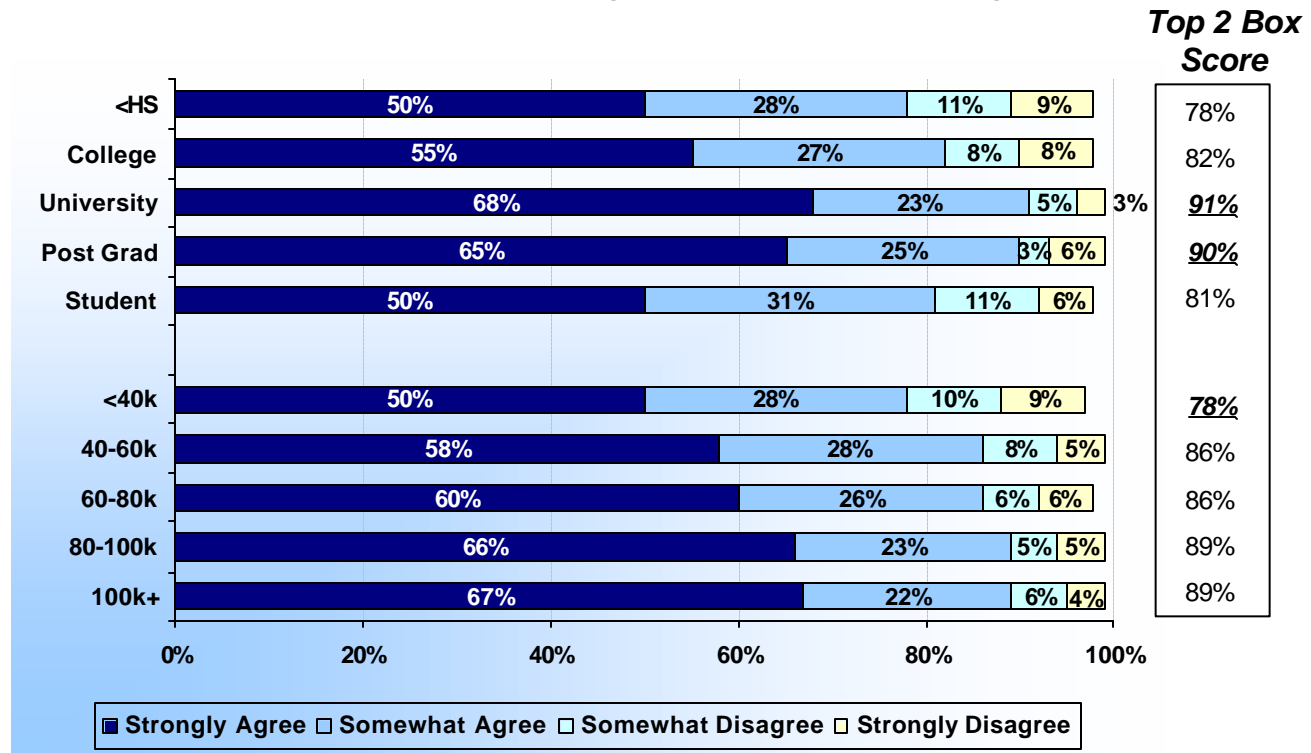
Base: All (n=2,025)





# Views on Participation in Sport as a Means of Reducing Health Care Costs

- Canadians with a university (91%) or post-graduate (90%) education are more likely to agree that increasing participation in sport is a good way to decrease health care costs, compared to active students (81%), those with a college (82%) or some high school education (78%).
- Canadians with a household income that is less than \$40,000 are least likely to agree with this stipulation.



Question D3: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:

"Increasing participation in sport is a good way to decrease health care costs."

Base: All (n=2,025)



# **Views on Financial Support for Canada's Amateur Athletes**

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# Views of Financial Support for Canada's Amateur Athletes

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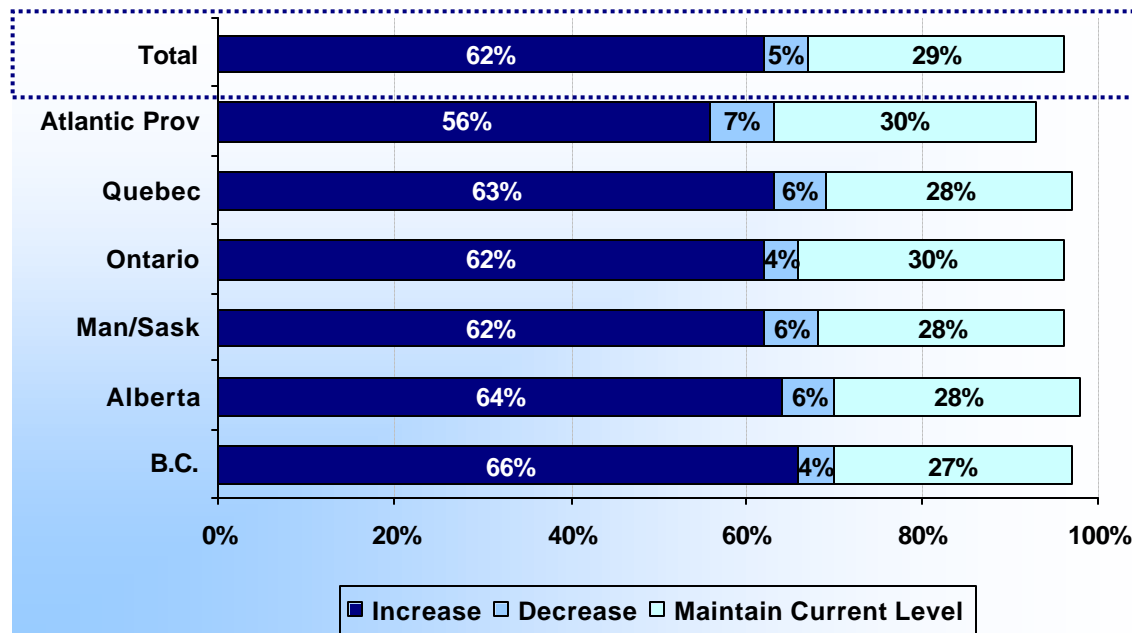
## Questions Posed

- D4. *Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada's amateur athletes?*
- D8. *Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success?*



# Views on the Current Level of Financial Support for Amateur Athletes

- Approximately 62% of all Canadians believe that the federal government should increase the current level of financial support for Canada's amateur athletes, while 29% believe that the current level of funding should be maintained. Only 5% think that the funding should be decreased.
- Respondents in British Columbia (66%) are more likely to believe that the federal government should increase the level of financial support for amateur athletes, compared to those in the Atlantic provinces (56%).

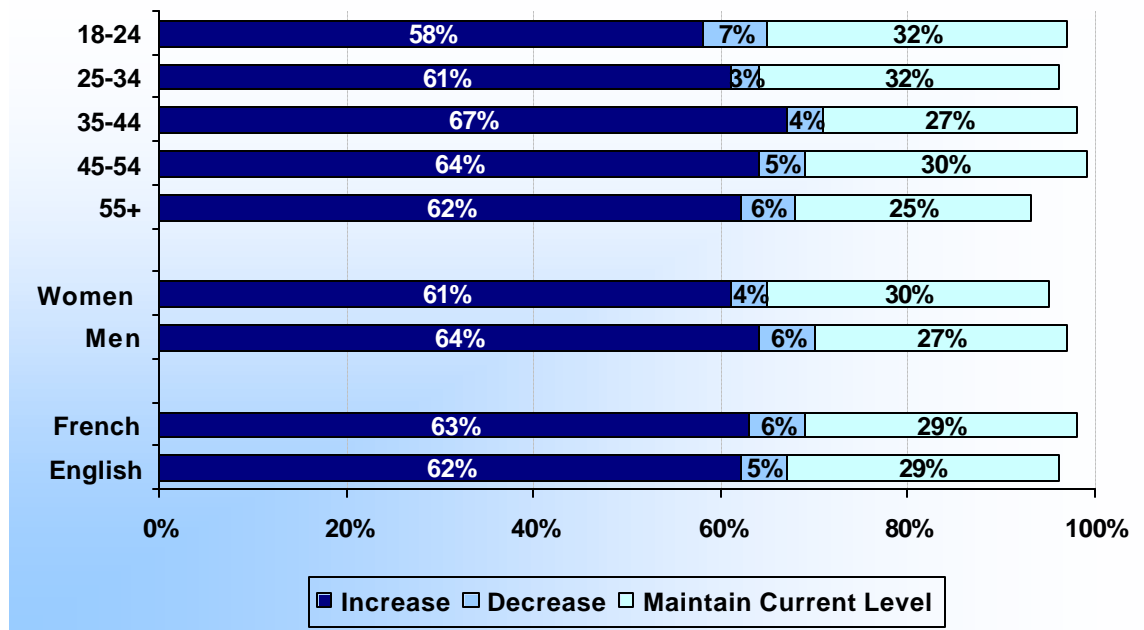


Question D4: Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada's amateur athletes?  
Base: All (n=2,025)



# Views on the Current Level of Financial Support for Amateur Athletes

- Respondents in the 35 to 44 age bracket (67%) are more likely to believe that the federal government should increase the current level of financial support for Canada's amateur athletes, compared to those in the 18 to 24 age bracket (58%).
- Those between the ages of 18 and 24 (7%) and 55 years of age or older (6%) are more likely to believe that the government should decrease the current level of financial support for Canada's amateur athletes, compared to those between the ages of 25 and 34 (3%).
- Canadians between the ages of 18 and 34 (32%) are more likely than those 55 years of age or older (25%) to say that financial support for amateur athletes should be maintained at the current level.



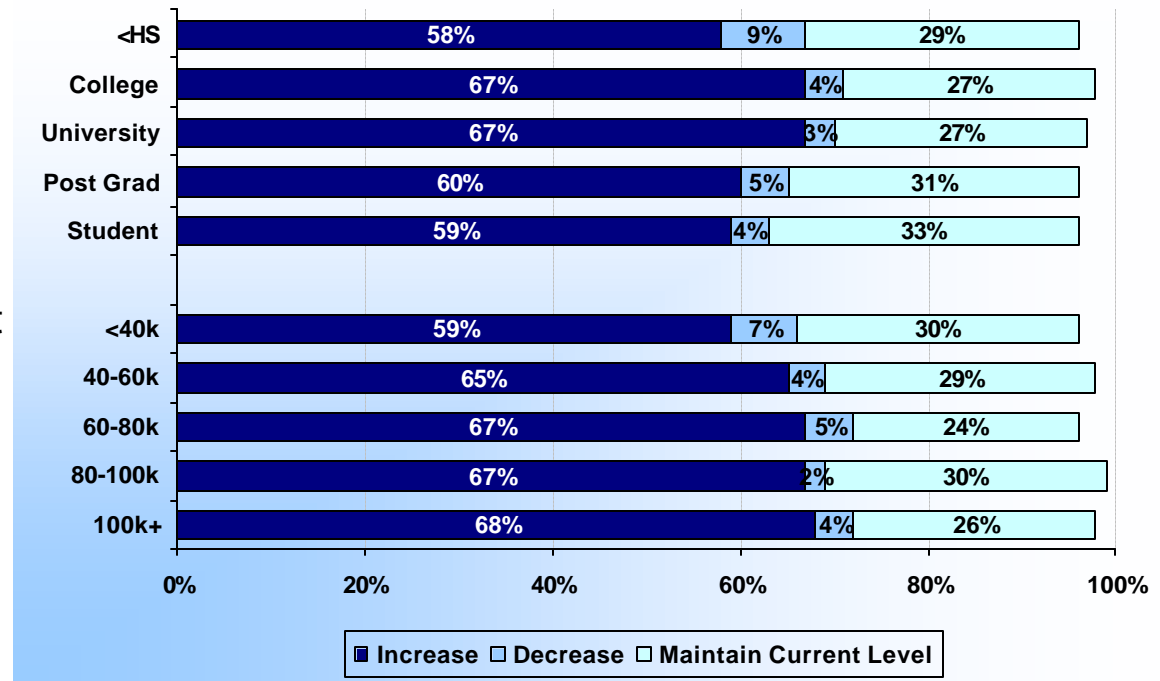
Question D4: Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada's amateur athletes?

Base: All (n=2,025)



# Views on the Current Level of Financial Support for Amateur Athletes

- Canadians with a college (67%) or a university education (67%) are more likely to believe that the government should increase the current level of financial support for Canada's amateur athletes, compared to those with some high school (58%) education.
- Those with a household income over \$40,000 are more likely to believe that the federal government should increase the current level of financial support for Canada's amateur athletes, compared to those with a household income that is less than \$40,000.



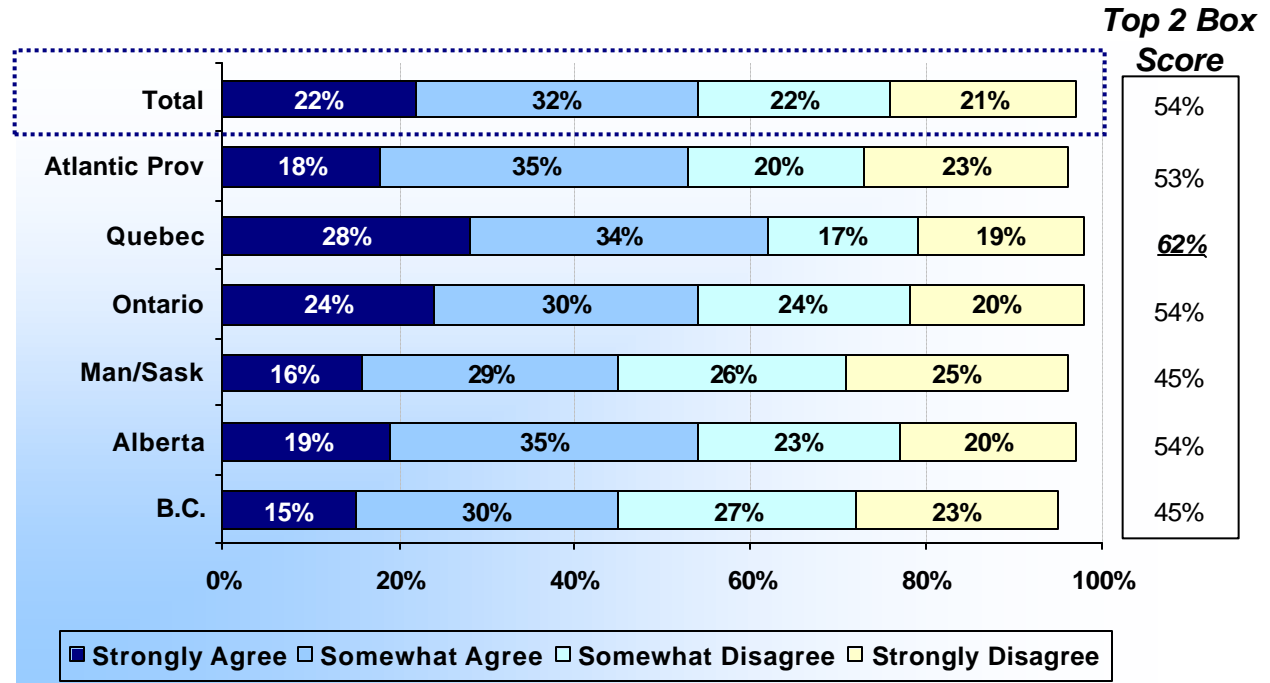
Question D4: Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada's amateur athletes?  
Base: All (n=2,025)



# Views on Targeting Funding to Specific Sports

- Over half (54%) of Canadians agree with the statement that in preparation for future Olympic Games, a portion of federal funding should be targeted to those sports with the greatest potential for medal success.
- At 62%, respondents in Quebec are most likely to agree with this stipulation.

- Respondents in Ontario (54%) are more likely to agree that a portion of federal funding be targeted to sports with potential for medal success, compared to those in Manitoba / Saskatchewan (45%) and British Columbia (45%).



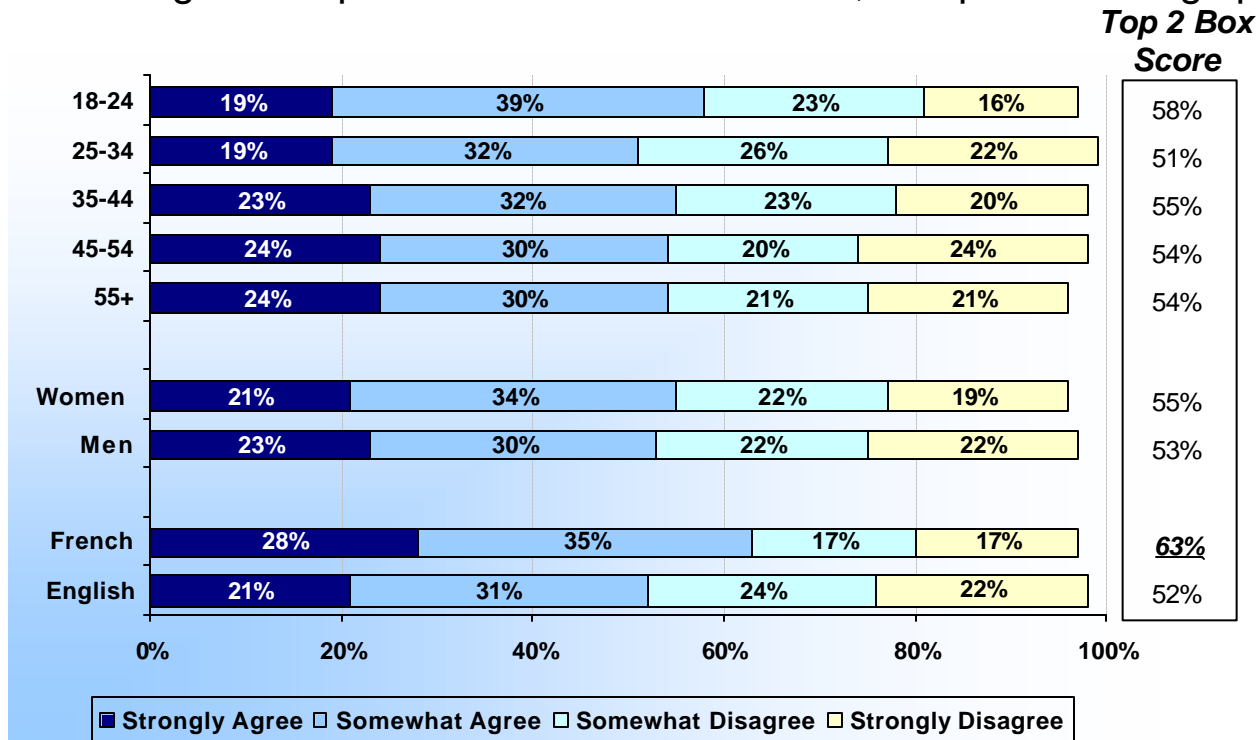
Question D8: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success?

Base: All (n = 2,025)



# Views on Targeting Funding to Specific Sports

- Agreement does not appear to be related to the respondent's age or gender.
- It does however appear to be related to the language of the respondent. More specifically, Francophones (63%) are more likely to agree with the statement that in preparation for future Olympic Games, a portion of federal funding should be targeted to those sports with the greatest potential for medal success, compared to Anglophones (52%).



Question D8: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success?

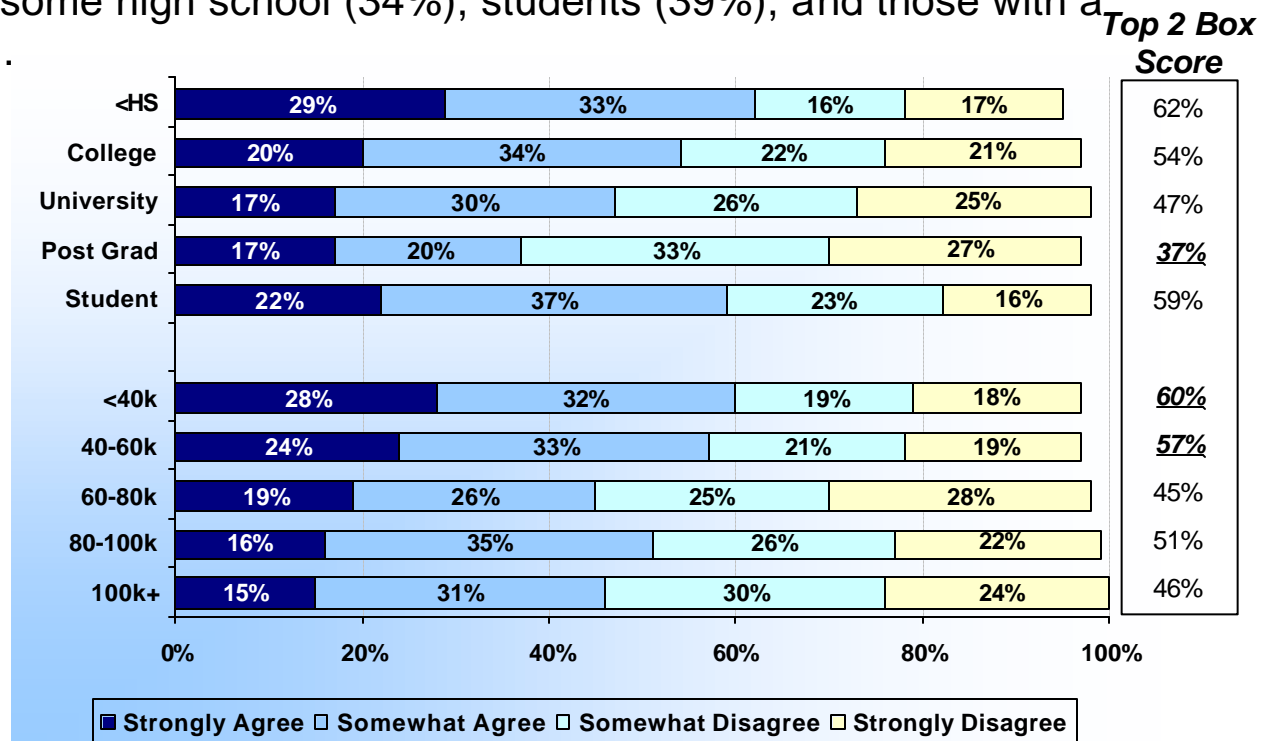
Base: All (n = 2,025)





# Views on Targeting Funding to Specific Sports

- Respondents with a post-graduate education (37%) are least likely to agree with the statement that in preparation for future Olympic Games, a portion of federal funding should be targeted to those sports with the greatest potential for medal success. Those with a university education (51%) are more likely to disagree with this stipulation compared to those with some high school (34%), students (39%), and those with a college education (43%).
- Canadians with a household income less than \$60,000 are more likely to agree with this statement, compared to those with a household income between \$60,000 and \$80,000, and over \$100,000.



Question D8: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success?

Base: All (n = 2,025)



# **Satisfaction With, and Importance of Canada's Performance at the Summer Olympic Games**

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# Satisfaction With, and Importance of Canada's Performance of the Summer Olympic Games

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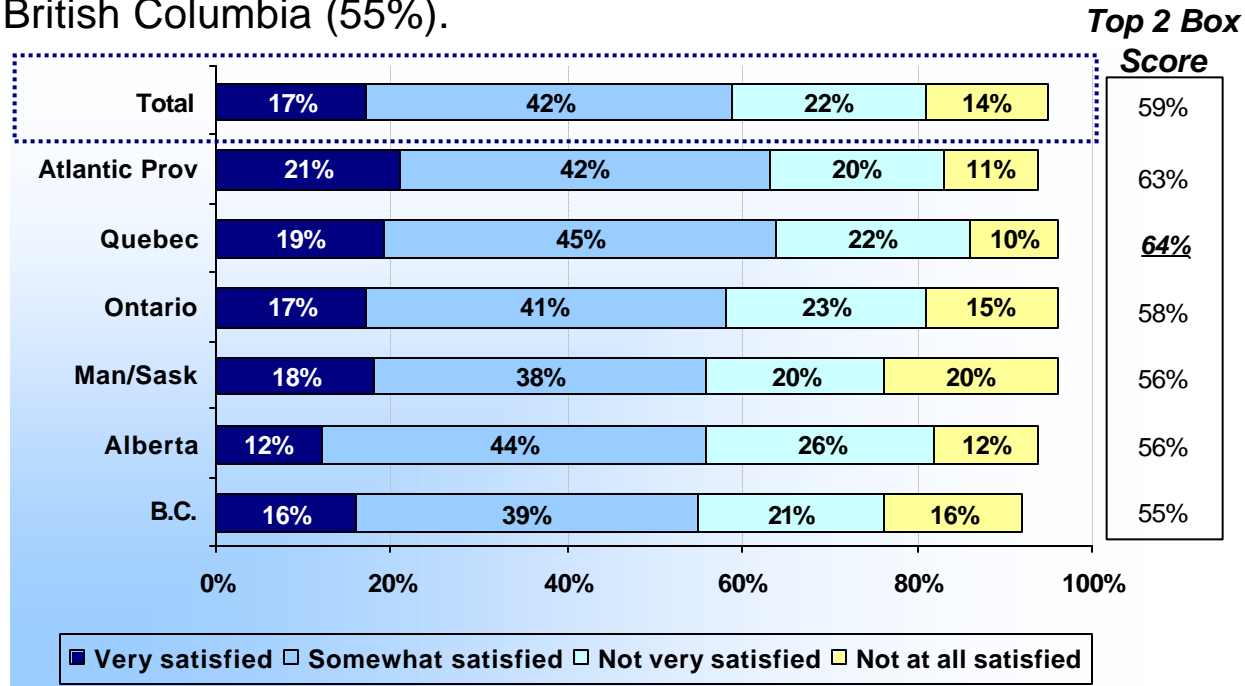
## Questions Posed

- D5. *At the 2004 Summer Olympics, which took place from August 13 to 29 in Athens, Greece, Canada won a total of 12 medals and had 60 top 8 finishes. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics?*
- D6. *For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing?*



# Satisfaction With Canada's Performance at the 2004 Summer Olympic Games

- Overall, 59% of Canadians are satisfied with Canada's overall performance at the 2004 Summer Olympic Games.
- Respondents in Quebec (64%) are more likely to be satisfied with Canada's overall performance at the Olympics in Greece, compared to those in Ontario (58%), Alberta (56%), and British Columbia (55%).



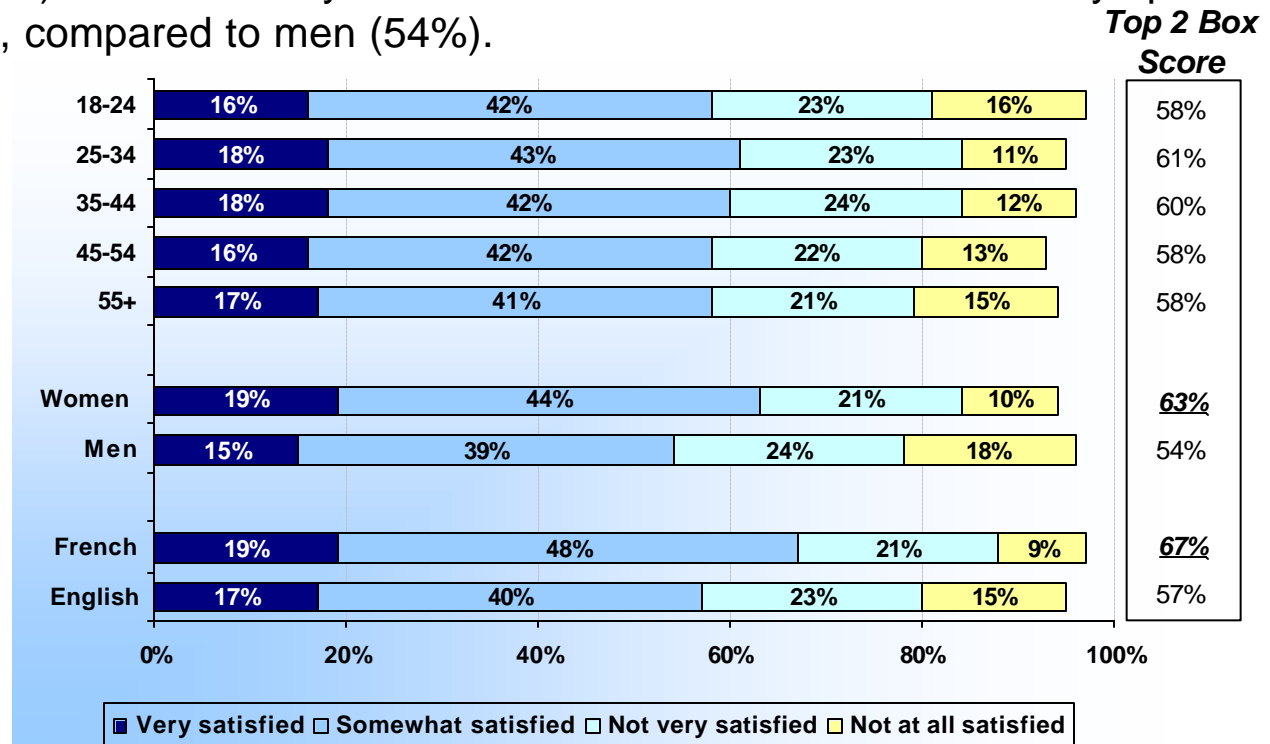
Question D5: At the 2004 Summer Olympics, which took place from August 13 to 29 in Athens, Greece, Canada won a total of 12 medals and had 60 top 8 finishes. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics?

Base: All (n=2,025)



# Satisfaction With Canada's Performance at the 2004 Summer Olympic Games

- Results did not differ significantly across age.
- However, notable differences were found between gender and language. More specifically, women (63%) are more likely to be satisfied with Canada's overall Olympic performance in Greece, compared to men (54%).
- Francophones (67%) are more likely to be satisfied with Canada's overall performance at the 2004 Summer Olympic Games in Greece, compared to Anglophones (57%).



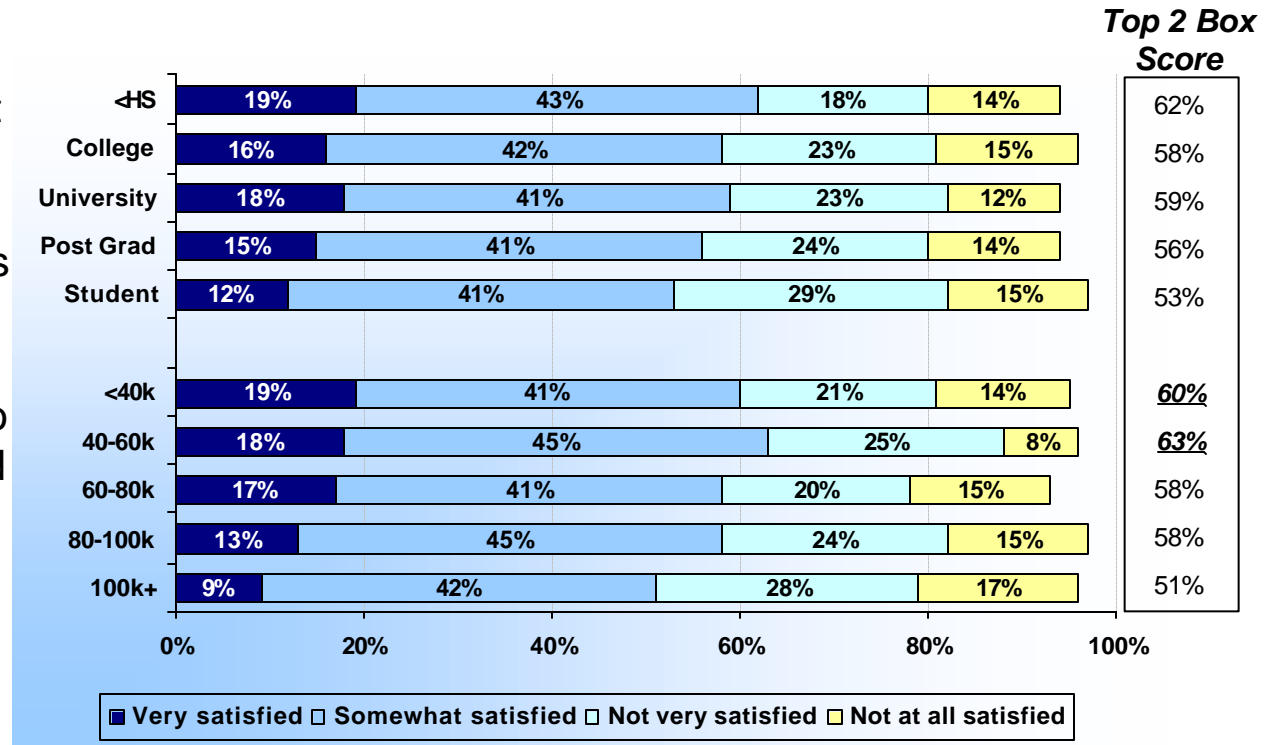
Question D5: At the 2004 Summer Olympics, which took place from August 13 to 29 in Athens, Greece, Canada won a total of 12 medals and had 60 top 8 finishes. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics?

Base: All (n=2,025)



# Satisfaction With Canada's Performance at the 2004 Summer Olympic Games

- Respondents with some high-school education (62%) are more likely to be satisfied with Canada's overall performance at the 2004 Summer Olympic Games, compared to active students (53%).
- Those with a household income that is less than \$60,000 are more likely to be satisfied with Canada's overall performance at the 2004 Summer Olympics, compared to those with a household income in excess of \$100,000.



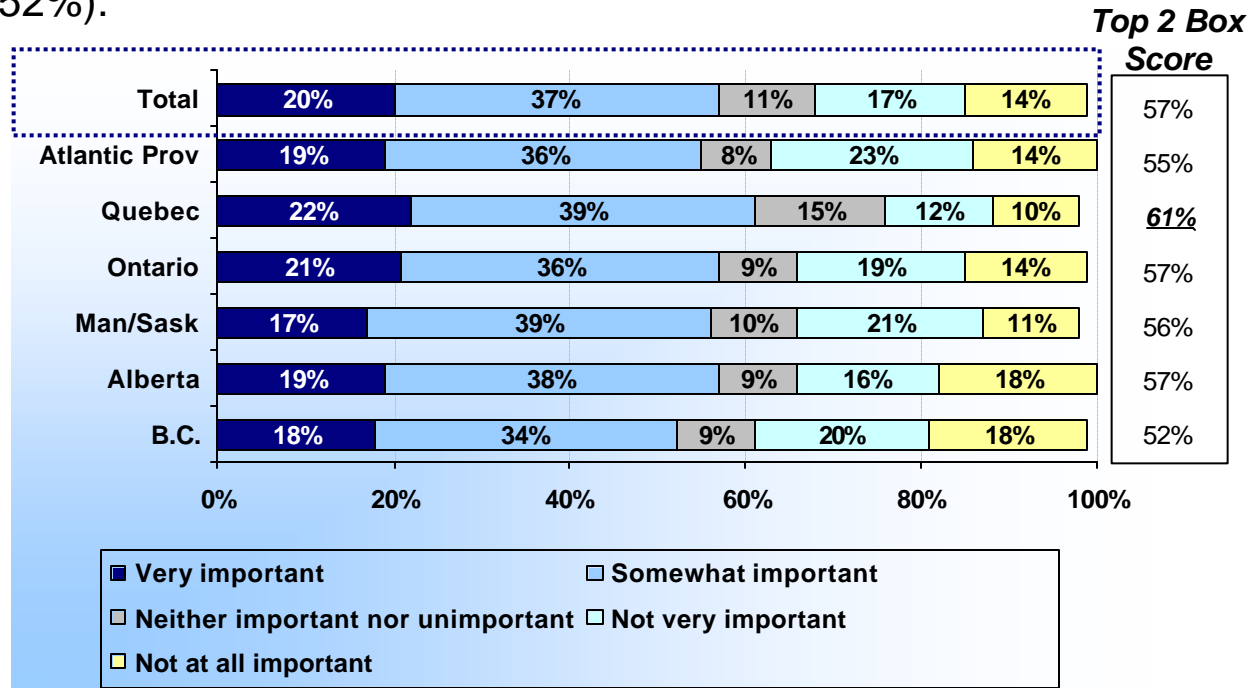
Question D5: At the 2004 Summer Olympics, which took place from August 13 to 29 in Athens, Greece, Canada won a total of 12 medals and had 60 top 8 finishes. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics?

Base: All (n=2,025)



# Importance of Winning More Medals at the 2008 Summer Olympics in Beijing

- Approximately 57% of Canadians feel that it is important that Canada wins more medals at the 2008 Summer Olympics in Beijing.
- Respondents in Quebec (61%) are more likely to feel that it is important that Canada wins more medals at the Summer Olympics in Beijing, compared to those in British Columbia (52%).



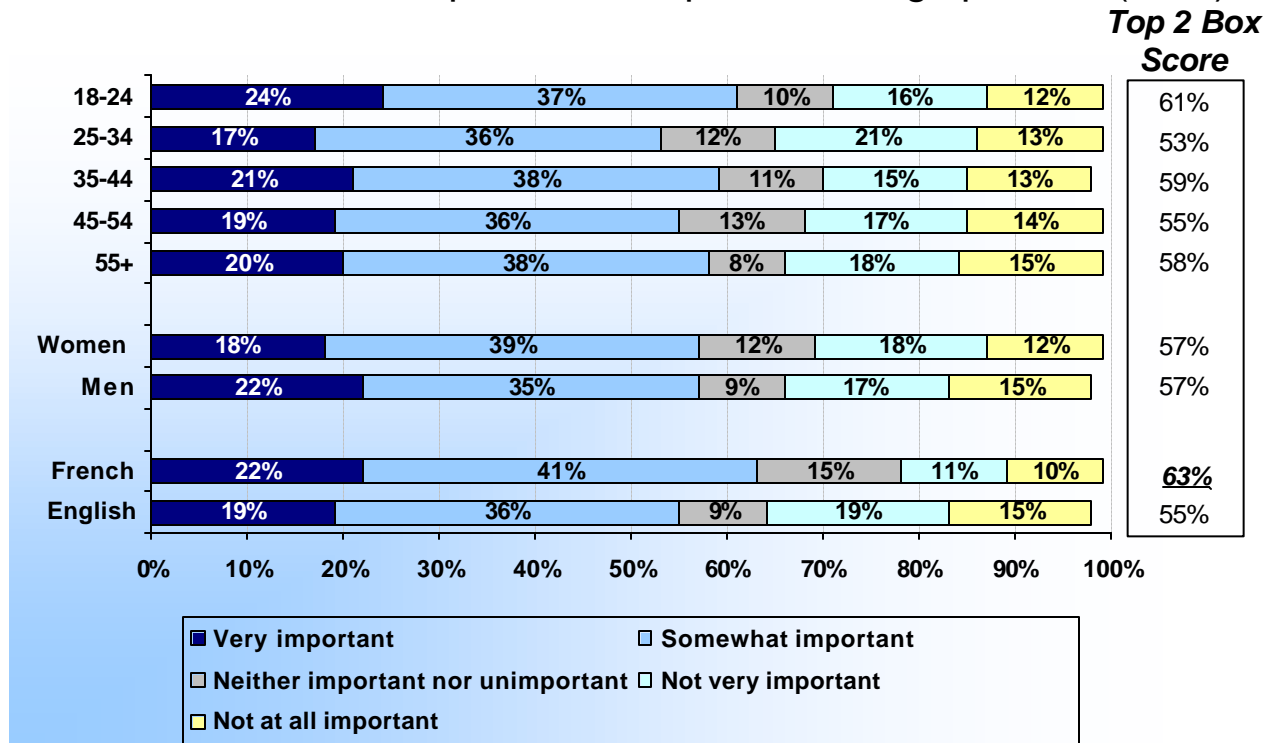
Question D6: For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing?

Base: All (n=2,025)



# Importance of Winning More Medals at the 2008 Summer Olympics in Beijing

- Levels of importance of winning more medals at the 2008 Summer Olympics in Beijing did not differ significantly across age and gender segments.
- However, notable differences were found between Anglophone and Francophone respondents. More specifically, Francophones (63%) are more likely to feel that winning more medals in 2008 is important, compared to Anglophones (55%).



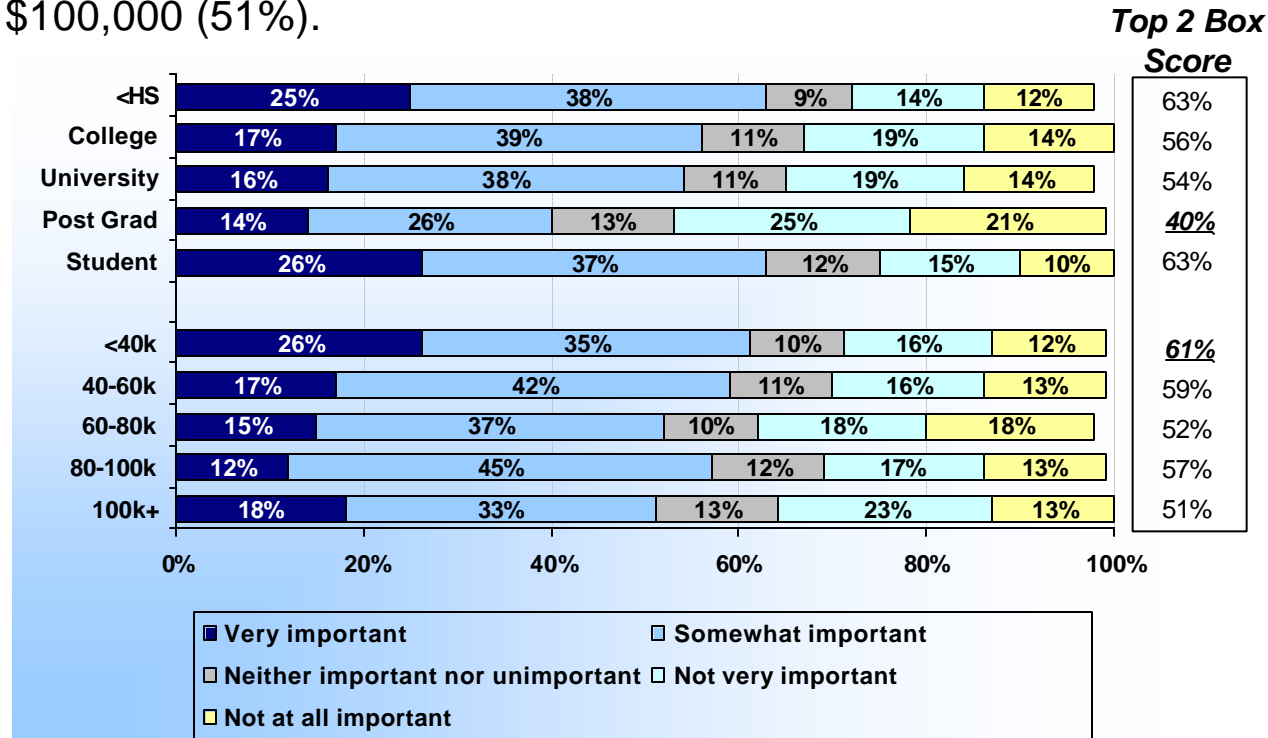
Question D6: For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing?  
 Base: All (n=2,025)





# Importance of Winning More Medals at the 2008 Summer Olympics in Beijing

- Respondents with a post-graduate education (40%) are least likely to feel that it is important that Canada wins more medals at the 2008 Summer Olympic Games.
- Respondents with a household income below \$40,000 (61%) are more likely to feel that it is important that Canada wins more medals at the 2008 Summer Olympics, compared to those with incomes between \$60,000 and \$80,000 (52%) and those with incomes in excess of \$100,000 (51%).



Question D6: For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing?  
 Base: All (n=2,025)



# **Effect of the 2004 Summer Olympics on Participation in Sport**

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# Affect of the 2004 Summer Olympics on Participation in Sport

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## Questions Posed

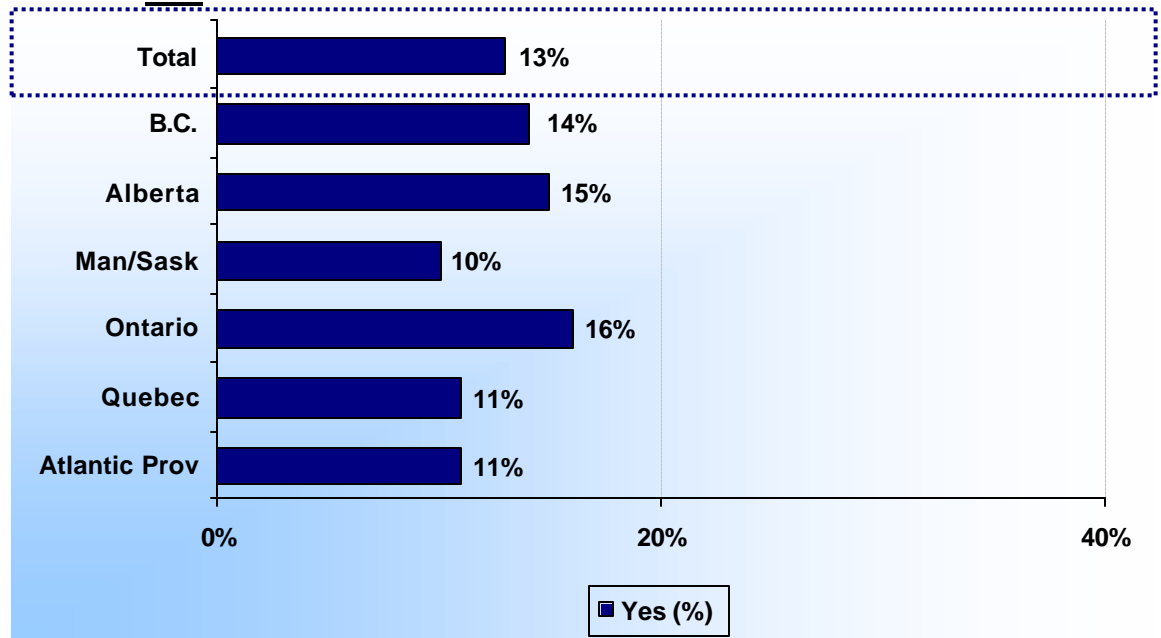
- D7. *Since the 2004 Summer Olympics:*
- a) *Are you more inclined to participate in sport?*
  - b) *Are you more inclined to try a new sport?*



# Greater Inclination to Participate in Sport Since the 2004 Summer Olympics

(% that are more inclined to participate in sport)

- Overall, approximately 13% of all respondents are more inclined to participate in sport since the 2004 Summer Olympics.
- Approximately 55% of those that are more inclined to participate in sport since the 2004 Summer Olympics, indicated that they have not been involved in sport as an athlete or participant during the past 12 months. About 8% of those that are more inclined to participate in sport since the 2004 Summer Olympics, indicated that their frequency of participation was not at least once a week.
- A higher proportion of Ontarians (16%) are more inclined to participate in sport since the 2004 Summer Olympics in Greece, compared to Quebecers (11%) and respondents in Manitoba / Saskatchewan (10%).



Question D7a: Since the 2004 Summer Olympics: Are you more inclined to participate in sport?

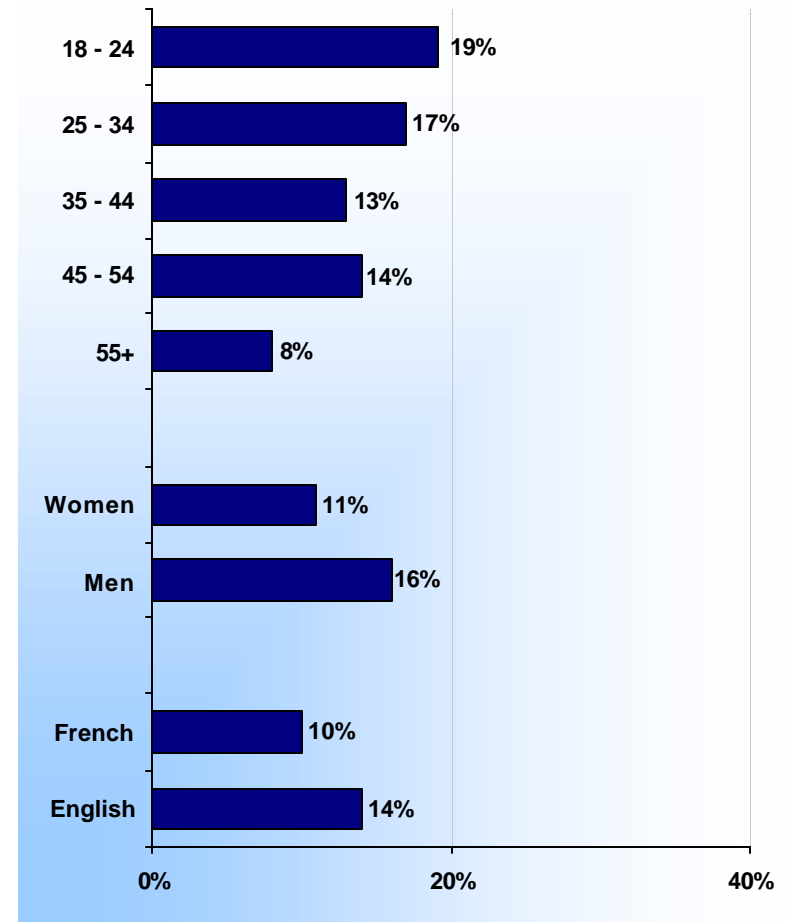
Base: All (n=2,025)



# Greater Inclination to Participate in Sport Since the 2004 Summer Olympics

(% that are more inclined to participate in sport)

- Inclination to participate in sport since the 2004 Summer Olympics appears to decline with age, with respondents 55 years of age and above (8%) being least likely to be more inclined to participate in sport.
- A higher proportion of men (16%) are more inclined to participate in sport since the 2004 Summer Olympics, compared to women (11%).
- A higher proportion of Anglophones (14%) are more inclined to participate in sport since the 2004 Summer Olympics, compared to Francophones (10%).



Question D7a: Since the 2004 Summer Olympics: Are you more inclined to participate in sport?

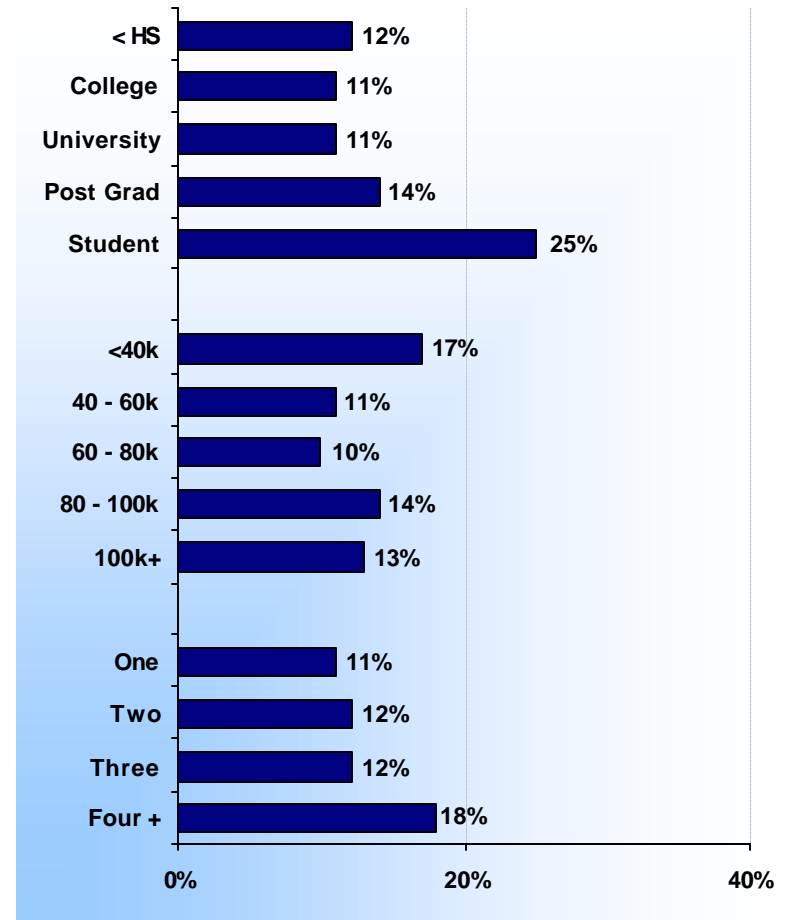
Base: All (n=2,025)



# Greater Inclination to Participate in Sport Since the 2004 Summer Olympics

(% that are more inclined to participate in sport)

- The highest proportion of respondents that are more inclined to participate in sport since the 2004 Summer Olympics are students (25%).
- A higher proportion of respondents with a household income that is less than \$40,000 (17%) are more inclined to participate in sport since the 2004 Summer Olympics, compared to those with a household income between \$40k and \$60k (11%), and those with an income between \$60k and \$80k (10%).
- A higher proportion of respondents living in a household with four or more individuals (18%) are more inclined to participate in sport since the 2004 Summer Olympics, compared to those living in a household with one (11%), two (12%), and three (12%) members.



Question D7a: Since the 2004 Summer Olympics: Are you more inclined to participate in sport?

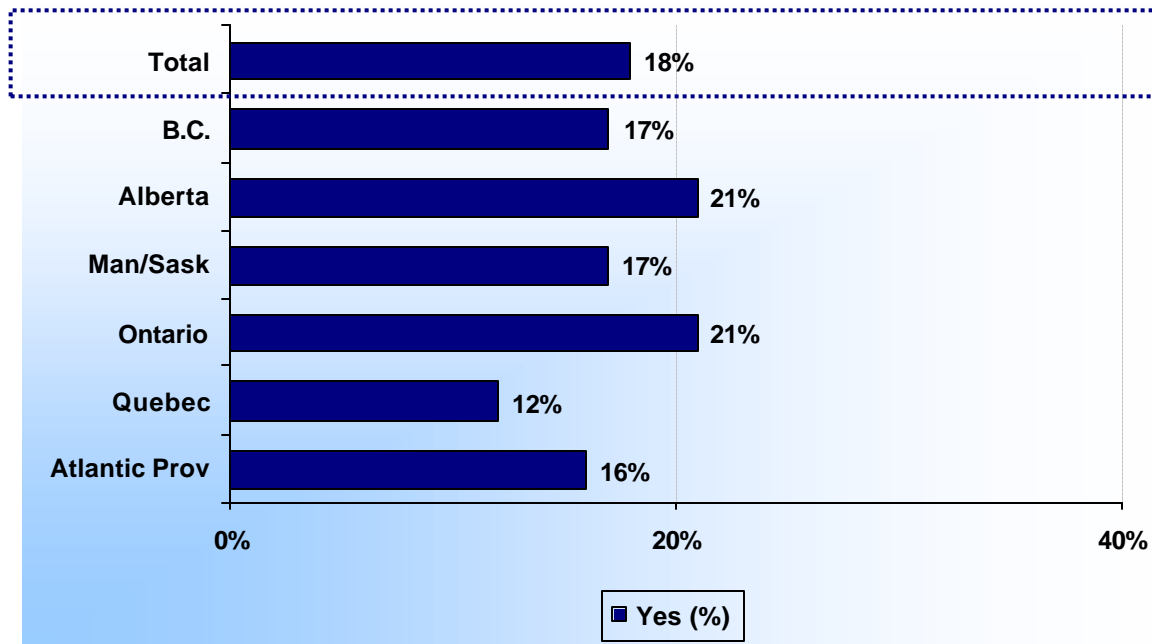
Base: All (n=2,025)



# Greater Inclination to Try a New Sport Since the 2004 Summer Olympics

## (% that are more inclined to try a new sport)

- Nearly one fifth (18%) of all Canadians say they are more inclined to try a new sport since the 2004 Summer Olympics in Greece.
- A higher proportion of respondents in Ontario (21%) and Alberta (21%) are more inclined to try a new sport, compared to those in Quebec (12%).
- The remaining regions of British Columbia, Manitoba/Saskatchewan, and the Atlantic provinces generally exhibit similar levels of inclination.



Question D7b: Since the 2004 Summer Olympics: Are you more inclined to try a new sport?

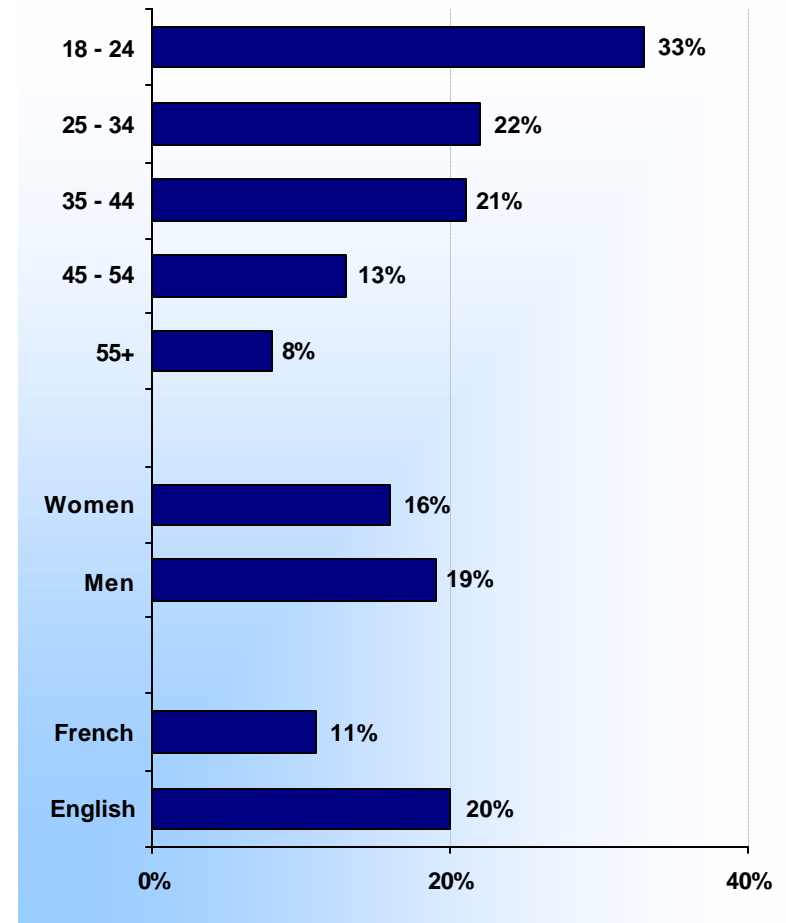
Base: All (n=2,025)



# Greater Inclination to Try a New Sport Since the 2004 Summer Olympics

## (% that are more inclined to try a new sport)

- Inclination to try a new sport since the 2004 Summer Olympics declines with age. The highest proportion of respondents that are more inclined to try a new sport are those in the 18-24 age bracket (33%), while the lowest proportion of respondents that are more inclined to try a new sport are those that are 55 years of age and older (8%).
- Inclination to try a new sport is relatively similar among men and women.
- However, notable differences are found between Anglophone and Francophone respondents. More specifically, a higher proportion of Anglophones (20%) are more inclined to try a new sport since the 2004 Summer Olympics, compared to Francophones (11%).



Question D7b: Since the 2004 Summer Olympics: Are you more inclined to try a new sport?

Base: All (n=2,025)

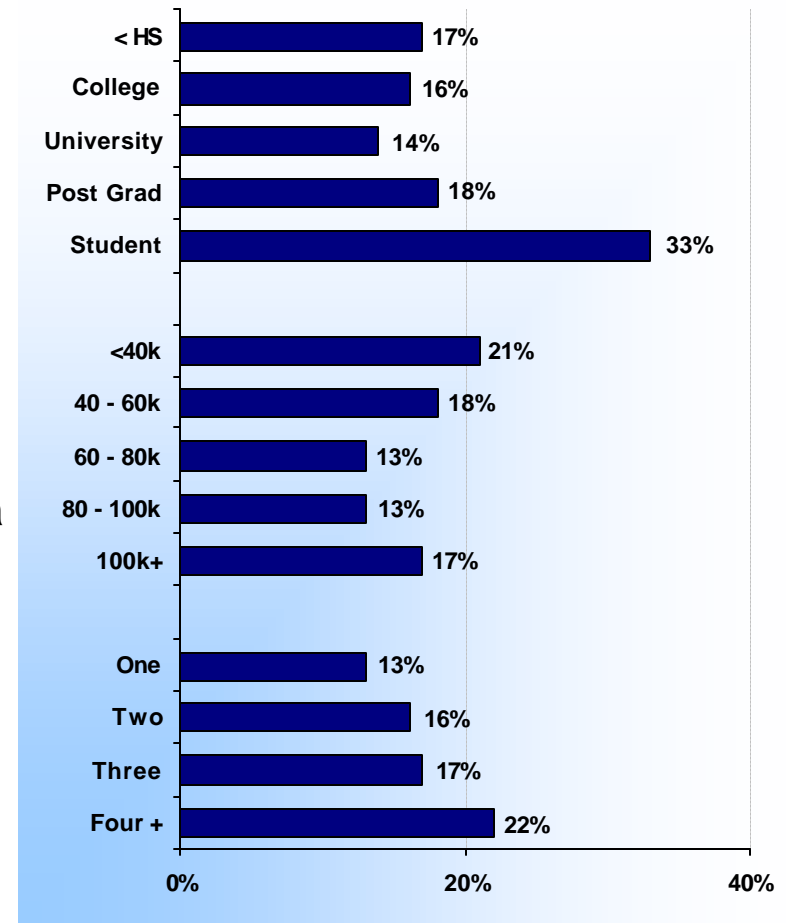




# Greater Inclination to Try a New Sport Since the 2004 Summer Olympics

## (% that are more inclined to try a new sport)

- At 33%, students are the most likely to be more inclined to try a new sport since the 2004 Summer Olympics.
- A higher proportion of those with a household income below \$40,000 (21%) are more inclined to try a new sport since the 2004 Summer Olympics, compared to those with a household income between \$60,000 and \$100,000 (13%).
- A higher proportion of respondents living in a household of four or more individuals (22%) are more inclined to try a new sport since the 2004 Summer Olympics, compared to those living in a household with one (13%) or two (16%) individuals.



Question D7b: Since the 2004 Summer Olympics: Are you more inclined to try a new sport?

Base: All (n=2,025)



## **Views on Amateur Sport as a Means of Promoting Canada to the World**



# Views on Amateur Sport as a Means of Promoting Canada to the World

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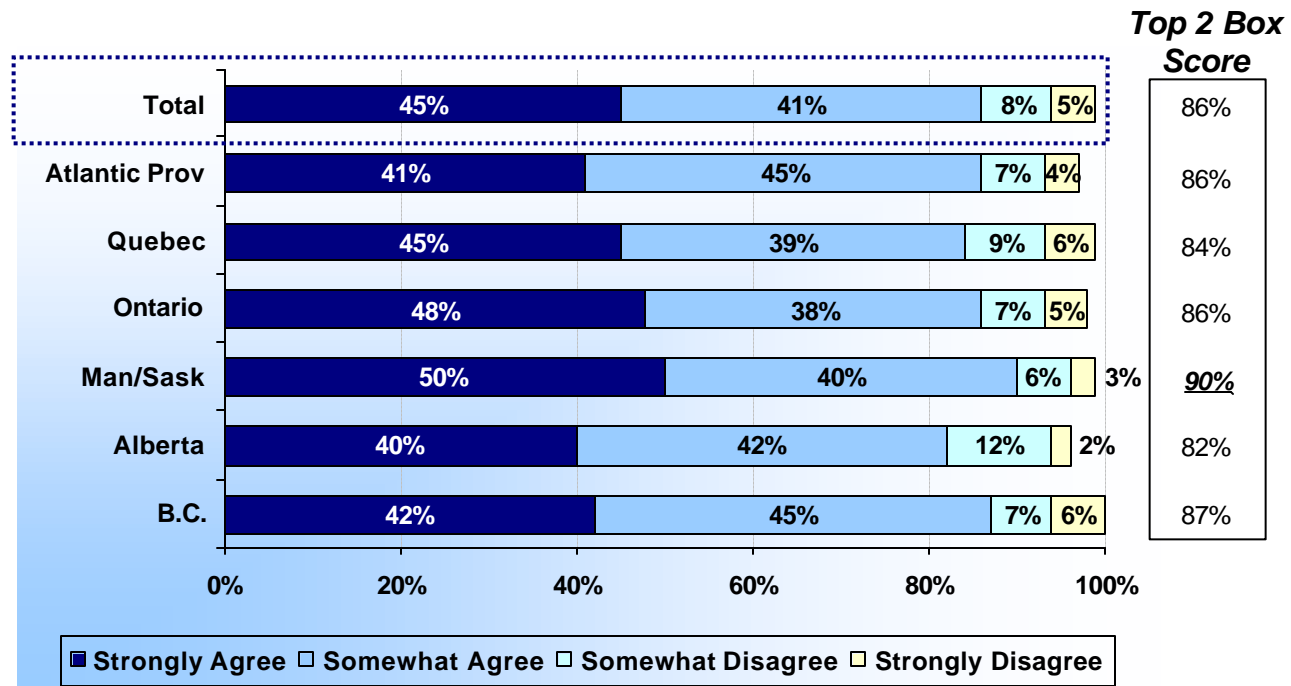
## Question Posed

- D9. *Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world?*



# Views on Amateur Sport as a Means of Promoting Canada to the World

- Overall, 86% of respondents agree that amateur sport is a positive means to promote Canada to the world.
- Respondents in Manitoba / Saskatchewan (90%) are more likely to agree with this stipulation, compared to respondents in Quebec (84%) and Alberta (82%).



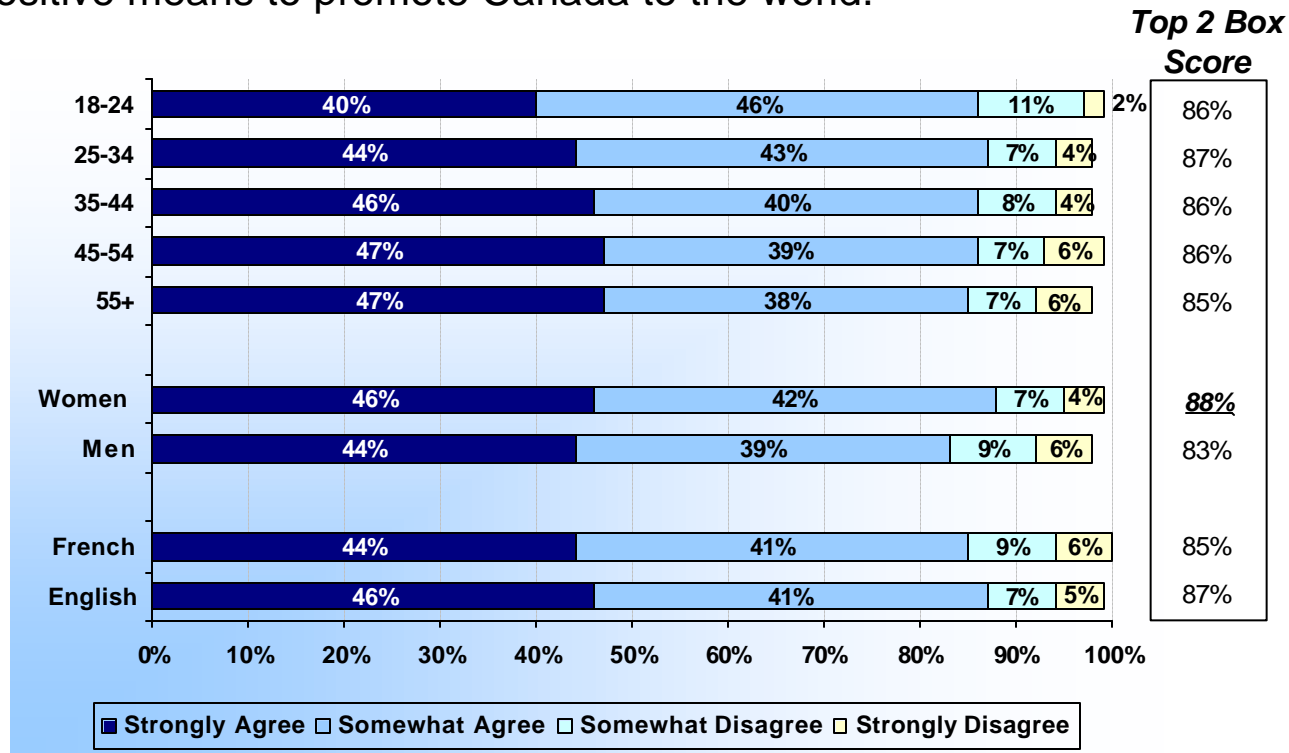
Question D9: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world?

Base: All (n = 2,025)



# Views on Amateur Sport as a Means of Promoting Canada to the World

- Agreement is relatively consistent across age and language segments.
- Women (88%) are more likely than men (83%) to agree with the statement that amateur sport is a positive means to promote Canada to the world.



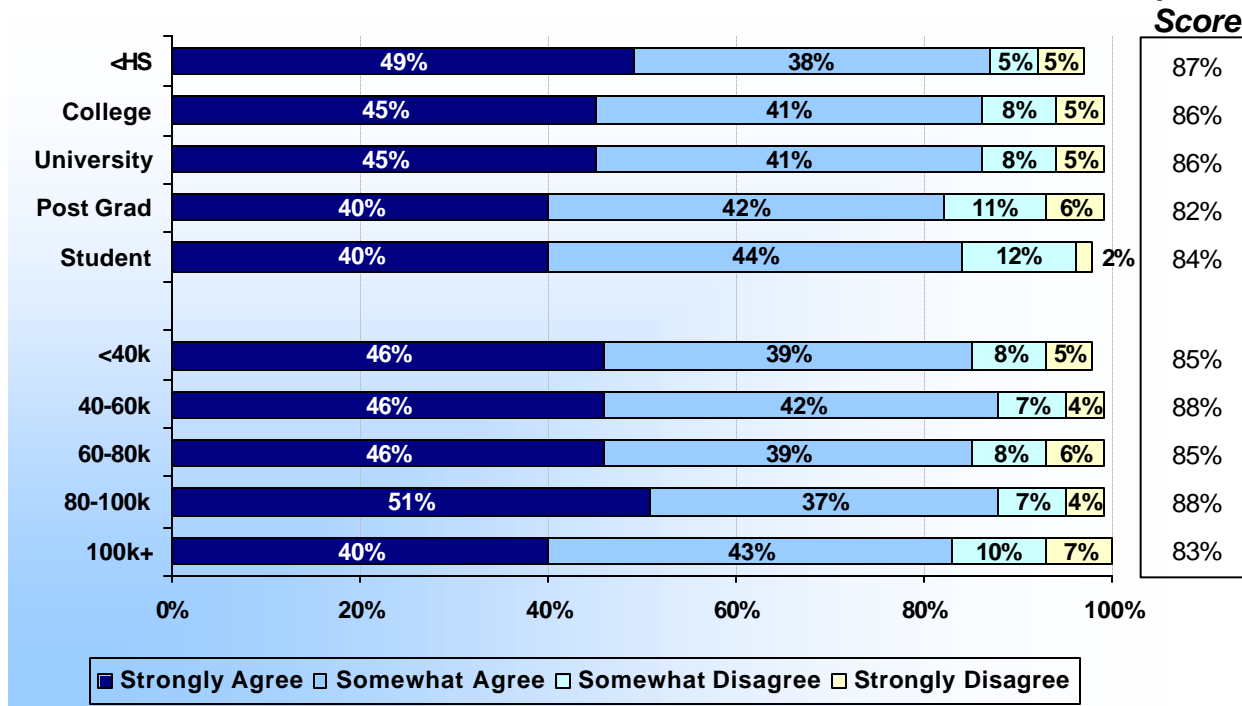
Question D9: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world?

Base: All (n = 2,025)



# Views on Amateur Sport as a Means of Promoting Canada to the World

- Respondents with some high-school education (49%) are more likely to strongly agree that amateur sport is a positive means to promote Canada to the world, compared to those with a post-graduate education (40%) and active students (40%).
- Respondents with a household income in excess of \$100,000 (17%) are more likely to disagree that amateur sport is a positive means to promote Canada to the world, compared to those with a household income between \$40,000 and \$60,000 (11%).



Question D9: Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world?

Base: All (n = 2,025)



# APPENDICES



## POST-ATHENS SURVEY OF CANADIANS

1. During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper?

Yes \_\_\_\_ No \_\_\_\_

2. During the past 12 months, have you been involved in sport as an athlete or participant?

Yes \_\_\_\_ No \_\_\_\_

If yes, was the frequency of your participation at least once a week?

Yes \_\_\_\_ No \_\_\_\_

3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:

“Increasing participation in sport is a good way to decrease health care costs.”

4. Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada’s amateur athletes?





5. At the 2004 Summer Olympics, which took place from August 13 to 29 in Athens, Greece, Canada won a total of 12 medals and had 60 top 8 finishes.  
Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics?
6. For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing?
- Very Important  
Somewhat Important  
Neither important nor unimportant  
Not very important  
Not at all important
7. Since the 2004 Summer Olympics:
- A) Are you more inclined to participate in sport? Yes \_\_\_\_ No \_\_\_\_
- B) Are you more inclined to try a new sport? Yes \_\_\_\_ No \_\_\_\_
8. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success?
9. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world?



## SONDAGE POST-ATHÈNES AUPRÈS DES CANADIENS

1. Au cours des 12 derniers mois, avez-vous été impliqué(e) dans le sport en tant qu'entraîneur, arbitre, officiel, juge-arbitre, administrateur ou aide?

Oui \_\_\_\_ Non \_\_\_\_

2. Au cours des 12 derniers mois, avez-vous été impliqué(e) dans le sport en tant qu'athlète ou participant(e)?

Oui \_\_\_\_ Non \_\_\_\_

Si oui, la fréquence de votre participation était-elle d'au moins une fois par semaine?

Oui \_\_\_\_ Non \_\_\_\_

3. Êtes-vous fortement en accord, passablement en accord, passablement en désaccord ou fortement en désaccord avec l'énoncé suivant :

« L'augmentation du taux de participation à des activités sportives est une bonne façon de réduire les coûts liés aux soins de santé. »

4. Selon vous, le gouvernement fédéral devrait-il augmenter, diminuer ou maintenir au niveau actuel l'aide financière versée aux athlètes canadiens amateurs?



5. Lors des Jeux olympiques d'été de 2004, qui ont eu lieu du 13 au 29 août à Athènes, en Grèce, le Canada a remporté un total de 12 médailles et 60 athlètes canadiens se sont classés parmi les 8 premiers.  
Êtes-vous très satisfait(e), passablement satisfait(e), pas très satisfait(e) ou pas du tout satisfait(e) de la performance globale du Canada aux Jeux olympiques d'été de 2004?
6. Dans quelle mesure est-ce important pour vous que le Canada remporte davantage de médailles lors des Jeux olympiques d'été de 2008 à Pékin?
- Très important  
Passablement important  
Ni l'un, ni l'autre  
Pas très important  
Pas du tout important
7. Depuis les Jeux olympiques d'été de 2004 :
- A) Êtes-vous plus enclin(e) à pratiquer un sport? Oui \_\_\_ Non \_\_\_
- B) Êtes-vous plus enclin(e) à essayer un nouveau sport? Oui \_\_\_ Non \_\_\_
8. Êtes-vous fortement en accord, passablement en accord, passablement en désaccord ou fortement en désaccord avec l'énoncé suivant : en préparation des prochains Jeux olympiques, une proportion du financement provenant du fédéral devrait être accordé aux sports présentant les plus grands espoirs de médailles?
9. Êtes-vous fortement en accord, passablement en accord, passablement en désaccord ou fortement en désaccord avec l'énoncé suivant : le sport amateur est un moyen efficace de promouvoir le Canada à travers le monde?

## DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

### TABLE OF CONTENTS

Table D1 Page 1.....	QD1. During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper? BASE: Representative Adults BANNER 1
Table D1 Page 2.....	QD1. During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper? BASE: Representative Adults BANNER 2
Table D2 Page 3.....	QD2. During the past 12 months, have you been involved in sport as an athlete or participant? BASE: Representative Adults BANNER 1
Table D2 Page 4.....	QD2. During the past 12 months, have you been involved in sport as an athlete or participant? BASE: Representative Adults BANNER 2
Table D2A Page 5.....	QD2A. Was the frequency of your participation at least once a week? BASE: Those who have been involved in sport as an athlete or participant BANNER 1
Table D2A Page 6.....	QD2A. Was the frequency of your participation at least once a week? BASE: Those who have been involved in sport as an athlete or participant BANNER 2
Table D3 Page 7.....	QD3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: 'Increasing participation in sport is a good way to decrease health care costs.' BASE: Representative Adults BANNER 1
Table D3 Page 8.....	QD3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: 'Increasing participation in sport is a good way to decrease health care costs.' BASE: Representative Adults BANNER 2
Table D4 Page 9.....	QD4. Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada's amateur athletes? BASE: Representative Adults BANNER 1
Table D4 Page 10.....	QD4. Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada's amateur athletes? BASE: Representative Adults BANNER 2
Table D5 Page 11.....	QD5. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics? BASE: Representative Adults BANNER 1
Table D5 Page 12.....	QD5. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics? BASE: Representative Adults BANNER 2
Table D6 Page 13.....	QD6. For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing? BASE: Representative Adults BANNER 1
Table D6 Page 14.....	QD6. For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing? BASE: Representative Adults BANNER 2

## DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

### TABLE OF CONTENTS

Table D7A Page 15.....	QD7A. Since the 2004 Summer Olympics: Are you more inclined to participate in sport? BASE: Representative Adults BANNER 1
Table D7A Page 16.....	QD7A. Since the 2004 Summer Olympics: Are you more inclined to participate in sport? BASE: Representative Adults BANNER 2
Table D7B Page 17.....	QD7B. Since the 2004 Summer Olympics: Are you more inclined to try a new sport? BASE: Representative Adults BANNER 1
Table D7B Page 18.....	QD7B. Since the 2004 Summer Olympics: Are you more inclined to try a new sport? BASE: Representative Adults BANNER 2
Table D8 Page 19.....	QD8. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success? BASE: Representative Adults BANNER 1
Table D8 Page 20.....	QD8. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success? BASE: Representative Adults BANNER 2
Table D9 Page 21.....	QD9. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world? BASE: Representative Adults BANNER 1
Table D9 Page 22.....	QD9. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world? BASE: Representative Adults BANNER 2
Table SEX Page 23.....	SEX. Gender BASE: Representative Adults BANNER 1
Table SEX Page 24.....	SEX. Gender BASE: Representative Adults BANNER 2
Table REGION Page 25.....	REGION. Region BASE: Representative Adults BANNER 1
Table REGION Page 26.....	REGION. Region BASE: Representative Adults BANNER 2
Table EDUC Page 27.....	EDUC. Education BASE: Representative Adults BANNER 1
Table EDUC Page 28.....	EDUC. Education BASE: Representative Adults BANNER 2

## DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

### TABLE OF CONTENTS

Table AGE_COL Page 29	AGE_COL. Age group BASE: Representative Adults BANNER 1
Table AGE_COL Page 30	AGE_COL. Age group BASE: Representative Adults BANNER 2
Table DEM4 Page 31	DEM4. What is your marital status? BASE: Representative Adults BANNER 1
Table DEM4 Page 32	DEM4. What is your marital status? BASE: Representative Adults BANNER 2
Table DEM5 Page 33	DEM5. How many people, including yourself, live in the household? BASE: Representative Adults BANNER 1
Table DEM5 Page 34	DEM5. How many people, including yourself, live in the household? BASE: Representative Adults BANNER 2
Table DEM6 Page 35	DEM6. Are there any children 17 or younger living in the household? BASE: Representative Adults BANNER 1
Table DEM6 Page 36	DEM6. Are there any children 17 or younger living in the household? BASE: Representative Adults BANNER 2
Table DEM8 Page 37	DEM8. Which of the following best describes your current job status? BASE: Representative Adults BANNER 1
Table DEM8 Page 38	DEM8. Which of the following best describes your current job status? BASE: Representative Adults BANNER 2
Table DM14D Page 39	DM14d. Do you have access to the internet at work, at home, at both or neither? BASE: Representative Adults BANNER 1
Table DM14D Page 40	DM14d. Do you have access to the internet at work, at home, at both or neither? BASE: Representative Adults BANNER 2
Table DEM15 Page 41	DEM15. What was your total household income for 2003? BASE: Representative Adults BANNER 1
Table DEM15 Page 43	DEM15. What was your total household income for 2003? BASE: Representative Adults BANNER 2
Table PROV Page 45	PROV. Province BASE: Representative Adults BANNER 1



## DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

### TABLE OF CONTENTS

Table PROV Page 46.....	PROV. Province BASE: Representative Adults BANNER 2
Table LANGU Page 47.....	LANGU. Language BASE: Representative Adults BANNER 1
Table LANGU Page 48.....	LANGU. Language BASE: Representative Adults BANNER 2

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

Table D1 Page 1

QD1. During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper?

BASE: Representative Adults

BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Yes	282	22	48	108	27	28	50	170	113	54	61	74	57	35	207	17	19	29	9	241	41
	14%	14%	9%	14%	19%	15%	19%	17%	11%	20%	15%	19%	14%	6%	16%	16%	5%	19%	8%	15%	9%
				C	C	C	C	I		N	N	N	N		QS	Q		QS		U	
No	1,739	143	461	650	115	155	215	811	928	218	333	314	334	523	1,070	91	327	128	106	1,319	420
	86%	86%	90%	86%	80%	85%	81%	83%	89%	80%	85%	81%	86%	93%	84%	84%	94%	81%	92%	84%	91%
			DEFG						H					JKLM			OPR		OR		T
Don't know/Refused	3	-	1	-	1	-	1	-	3	1	-	-	-	3	1	-	3	-	-	2	1
	*%		*%		1%		*%		*%	*%				*%	*%		1%			*%	*%



**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

Table D1 Page 2

QD1. During the past 12 months, have you been involved in sport as a coach, referee, official, umpire, administrator or helper?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Yes	282	168	115	74	53	55	26	40	57	61	82	35	43	86	164	29	29	65	62	123
	14%	14%	15%	11%	12%	17%	21%	20%	9%	14%	15%	22%	19%	15%	15%	10%	8%	9%	15%	23%
					D	DE	DE		I	I	IJ	I		P	P			QR	QRS	
No	1,739	1,067	672	625	382	273	100	161	577	386	447	124	180	497	951	272	343	623	348	400
	86%	86%	85%	89%	88%	83%	79%	80%	91%	86%	85%	78%	81%	85%	85%	90%	92%	90%	85%	77%
				FGH	GH				JKLM	L					NO	ST	ST	T		
Don't know/Refused	3	2	1	1	-	-	-	-	2	1	-	-	-	1	2	1	2	1	-	-
	***	***	***	***					***	***				***	***	***	1%	***		

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD2. During the past 12 months, have you been involved in sport as an athlete or participant?  
 BASE: Representative Adults  
 BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Yes	662	40	144	229	61	76	113	395	267	147	173	130	91	117	468	21	64	91	15	533	129
	33%	24%	28%	30%	43%	41%	43%	40%	26%	54%	44%	34%	23%	21%	37%	19%	18%	58%	13%	34%	28%
					BCD	BCD	BCD	I		KLMN	LMN	MN			PQS			OPQS			U
No	1,356	125	365	525	82	108	151	583	773	125	220	257	299	439	808	88	282	66	99	1,024	332
	67%	76%	72%	69%	57%	59%	57%	59%	74%	46%	56%	66%	77%	78%	63%	81%	81%	42%	86%	66%	72%
		EFG	EFG	EFG					H		J	JK	JKL	JKL	R	OR	OR		OR		T
Don't know/Refused	6	-	1	3	1	-	1	2	4	-	-	1	-	5	2	-	3	-	1	5	1
	*%		*%	*%	*%		*%	*%	*%			*%		1%	*%		1%		1%	*%	*%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD2. During the past 12 months, have you been involved in sport as an athlete or participant?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Yes	662	425	237	187	132	120	50	96	133	144	188	62	130	261	333	63	85	233	151	188
	33%	34%	30%	27%	30%	36%	40%	48%	21%	32%	36%	39%	58%	45%	30%	21%	23%	34%	37%	36%
						D	D	DEF		I	I	I	IJKL	OP	P		Q	Q	Q	Q
No	1,356	807	549	512	302	208	76	105	503	303	338	98	93	320	780	238	288	454	257	335
	67%	65%	70%	73%	69%	64%	60%	52%	79%	67%	64%	61%	42%	55%	70%	79%	77%	66%	63%	64%
			B	FGH	H	H			JKLM	M	M	M		N	NO	RST				
Don't know/Refused	6	5	1	1	1	-	-	-	1	2	2	-	-	2	4	1	2	2	1	1
	***	***	***	***	***				***	***	***			***	***	***	***	***	***	***

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD2A. Was the frequency of your participation at least once a week?  
 BASE: Those who have been involved in sport as an athlete or participant  
 BANNER 1

	Region					Gender				Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	662	40	144	229	61	76	113	395	267	147	173	130	91	117	468	21	64	91	15	533	129
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	654	46	143	197	82	83	103	398	256	127	159	144	99	119	469	21	64	80	16	525	129
Yes	548	30	125	198	49	59	86	330	218	129	143	110	79	83	386	16	51	81	10	434	114
	83%	76%	87%	87%	80%	78%	76%	83%	82%	88%	82%	84%	87%	71%	82%	79%	80%	89%	68%	81%	88%
			G	G						N	N	N	N								T
No	114	10	19	30	12	16	27	66	48	18	30	20	12	33	81	4	13	10	5	98	15
	17%	24%	13%	13%	20%	21%	24%	17%	18%	12%	18%	16%	13%	28%	17%	21%	20%	11%	32%	18%	12%
							CD							JKLM							
Don't know/Refused	1	-	-	-	-	1	-	-	1	-	-	-	-	1	1	-	-	-	-	1	-
	*%					1%			*%					1%	*%					*%	

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD2A. Was the frequency of your participation at least once a week?  
 BASE: Those who have been involved in sport as an athlete or participant  
 BANNER 2

	CMA/NON-CMA			Household Income				Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	662	425	237	187	132	120	50	96	133	144	188	62	130	261	333	63	85	233	151	188
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	654	411	243	182	133	120	48	96	135	141	192	64	114	236	344	66	86	227	147	187
Yes	548	349	199	154	109	100	37	79	109	115	149	58	112	230	262	52	76	180	132	155
	83%	82%	84%	82%	83%	83%	74%	83%	82%	80%	79%	94%	86%	88%	79%	83%	90%	77%	87%	83%
												IJK					R			R
No	114	76	38	33	23	20	12	16	23	28	39	4	19	32	69	10	9	53	19	33
	17%	18%	16%	18%	17%	17%	24%	17%	17%	20%	21%	6%	14%	12%	21%	17%	10%	23%	12%	17%
									L	L	L				N			QS		
Don't know/Refused	1	-	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	1	-
	1%		1%				2%		1%						1%				1%	

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: 'Increasing participation in sport is a good way to decrease health care costs.'

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Strongly agree	1,156	73	343	414	80	100	146	570	586	121	218	232	235	342	748	49	211	81	59	840	315
	57%	44%	67%	55%	55%	54%	55%	58%	56%	44%	55%	60%	60%	61%	59%	45%	61%	51%	51%	54%	68%
			BDEFG	B	B	B	B				J	J	J	J	P		P				T
Somewhat agree	539	56	97	214	40	51	80	250	289	85	122	108	98	123	338	29	80	52	37	451	88
	27%	34%	19%	28%	28%	28%	30%	26%	28%	31%	31%	28%	25%	22%	26%	26%	23%	33%	32%	29%	19%
		C		C	C	C	C			N	N	N					Q				U
Somewhat disagree	162	19	28	59	10	18	28	71	90	38	28	22	27	43	91	12	29	16	12	139	22
	8%	12%	5%	8%	7%	10%	10%	7%	9%	14%	7%	6%	7%	8%	7%	11%	8%	10%	10%	9%	5%
		C					C			KLMN											U
Strongly disagree	134	12	33	57	10	12	9	73	61	23	22	20	26	40	85	15	20	5	6	106	28
	7%	7%	7%	8%	7%	7%	3%	7%	6%	8%	6%	5%	7%	7%	7%	14%	6%	3%	5%	7%	6%
				G												OQRS					
Don't know/Refused	35	5	9	13	3	2	2	16	19	6	4	6	4	13	16	4	9	4	3	26	9
	2%	3%	2%	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	2%	1%	3%	3%	2%	2%	2%	2%
Agree - NET	1,695	130	440	628	120	151	226	820	874	206	339	340	333	465	1,086	77	291	132	96	1,292	403
	84%	79%	86%	83%	84%	82%	85%	84%	84%	76%	86%	88%	85%	83%	85%	71%	84%	84%	83%	83%	87%
			B								J	JN	J	J	P		P	P	P		T
Disagree - NET	295	31	61	116	20	30	37	144	151	61	50	42	53	83	176	27	48	21	17	245	50
	15%	19%	12%	15%	14%	16%	14%	15%	14%	22%	13%	11%	14%	15%	14%	25%	14%	13%	15%	16%	11%
		C								KLMN						OQR					U

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD3. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: 'Increasing participation in sport is a good way to decrease health care costs.'  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Strongly agree	1,156	724	431	354	252	198	83	135	318	246	360	103	112	308	667	170	207	413	236	283
	57%	59%	55%	50%	58%	60%	66%	67%	50%	55%	68%	65%	50%	53%	60%	56%	55%	60%	58%	54%
					D	D	D	DE			IJM	IJM			N			T		
Somewhat agree	539	326	213	195	123	86	29	44	181	123	124	40	69	165	293	77	103	174	100	157
	27%	26%	27%	28%	28%	26%	23%	22%	28%	27%	23%	25%	31%	28%	26%	25%	27%	25%	25%	30%
Somewhat disagree	162	96	66	73	35	21	6	12	67	35	27	5	24	48	85	25	28	43	43	44
	8%	8%	8%	10%	8%	6%	5%	6%	11%	8%	5%	3%	11%	8%	8%	8%	8%	6%	11%	8%
				FGH					KL	L			KL					R		
Strongly disagree	134	76	58	62	23	19	6	9	56	37	14	10	14	50	57	23	25	49	23	33
	7%	6%	7%	9%	5%	6%	5%	4%	9%	8%	3%	6%	6%	8%	5%	8%	7%	7%	6%	6%
				EH					K	K				O						
Don't know/Refused	35	15	20	16	3	4	2	2	14	8	4	1	5	13	15	7	12	10	7	6
	2%	1%	3%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	3%	1%	2%	1%
			B	E					KL			*								
Agree - NET	1,695	1,051	644	549	375	284	112	178	499	369	484	143	180	473	960	246	310	587	337	440
	84%	85%	82%	78%	86%	86%	89%	89%	78%	82%	92%	90%	81%	81%	86%	82%	83%	85%	82%	84%
					D	D	D	D			IJM	IJM			N					
Disagree - NET	295	172	124	135	57	40	12	20	123	71	41	15	38	98	142	49	53	92	66	77
	15%	14%	16%	19%	13%	12%	10%	10%	19%	16%	8%	10%	17%	17%	13%	16%	14%	13%	16%	15%
				EFHG					KL	KL			KL	O						

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD4. Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada's amateur athletes?  
 BASE: Representative Adults  
 BANNER 1

	Region					Gender				Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Increase	1,265	93	323	466	90	118	175	623	641	157	240	260	248	350	809	60	218	90	78	974	291
	62%	56%	63%	62%	62%	64%	66%	64%	61%	58%	61%	67%	64%	62%	63%	56%	63%	57%	67%	62%	63%
Decrease	104	12	32	32	9	10	10	58	47	20	13	16	19	36	64	10	16	7	7	78	27
	5%	7%	6%	4%	6%	6%	4%	6%	4%	7%	3%	4%	5%	6%	5%	9%	5%	5%	6%	5%	6%
Maintain the current level	584	50	142	230	40	51	71	265	318	88	127	103	117	142	372	34	93	51	27	451	132
	29%	30%	28%	30%	28%	28%	27%	27%	30%	32%	32%	27%	30%	25%	29%	31%	27%	33%	24%	29%	29%
Don't know/Refused	72	11	13	30	5	4	9	34	39	7	14	10	6	34	34	5	21	8	4	59	13
	4%	6%	3%	4%	4%	2%	3%	3%	4%	3%	3%	3%	2%	34	3%	4%	6%	5%	4%	4%	3%
		C												JLM			O				



**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD4. Do you think that the federal government should: increase, decrease or maintain the current level of financial support for Canada's amateur athletes?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income				Highest Level of Education				Marital Status			Household Size					
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Increase	1,265	789	476	415	284	219	84	136	371	299	355	96	131	347	714	193	234	416	260	339
	62%	64%	60%	59%	65%	67%	67%	68%	58%	67%	67%	60%	59%	59%	64%	64%	63%	60%	63%	65%
Decrease	104	57	47	50	17	17	3	8	56	16	16	7	9	35	49	18	21	36	19	29
	5%	5%	6%	7%	4%	5%	2%	4%	9%	4%	3%	5%	4%	6%	4%	6%	6%	5%	5%	5%
				EG		D			JKLM		I									
Maintain the current level	584	349	235	208	124	80	38	53	181	123	145	49	74	185	313	77	100	215	120	137
	29%	28%	30%	30%	29%	24%	30%	26%	29%	27%	27%	31%	33%	32%	28%	26%	27%	31%	29%	26%
Don't know/Refused	72	43	29	27	10	12	1	3	28	10	14	7	9	17	40	13	19	23	11	19
	4%	3%	4%	4%	2%	4%	1%	2%	4%	2%	3%	4%	4%	3%	4%	4%	5%	3%	3%	4%
				GH		G			J											

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD5. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics?  
 BASE: Representative Adults  
 BANNER 1

	Region						Gender		Age Group					Employment Status				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Very satisfied	347	35	96	127	26	22	42	144	203	44	70	69	64	97	212	26	58	21	24	260	87
	17%	21%	19%	17%	18%	12%	16%	15%	19%	16%	18%	18%	16%	17%	17%	24%	17%	13%	20%	17%	19%
		F	F						H							R					
Somewhat satisfied	847	69	231	308	55	81	103	384	464	114	169	165	163	230	550	35	146	64	48	627	220
	42%	42%	45%	41%	38%	44%	39%	39%	44%	42%	43%	42%	42%	41%	43%	32%	42%	41%	41%	40%	48%
									H						P						T
Not very satisfied	451	33	110	176	29	48	55	236	215	62	89	92	86	116	282	20	73	47	25	352	99
	22%	20%	22%	23%	20%	26%	21%	24%	21%	23%	23%	24%	22%	21%	22%	18%	21%	30%	22%	23%	21%
																	P				
Not at all satisfied	278	17	52	116	28	22	42	173	105	44	45	48	52	85	171	22	55	18	11	236	42
	14%	11%	10%	15%	20%	12%	16%	18%	10%	16%	11%	12%	13%	15%	13%	20%	16%	12%	10%	15%	9%
				C	BCF		C	I							S					U	
Don't know/Refused	102	10	21	31	6	12	23	44	59	8	21	14	24	33	63	5	17	8	8	88	15
	5%	6%	4%	4%	4%	6%	9%	4%	6%	3%	5%	4%	6%	6%	5%	5%	5%	5%	7%	6%	3%
							CD													U	
Satisfied - NET	1,194	104	327	435	80	102	145	527	667	158	239	233	228	327	762	62	204	85	72	887	307
	59%	63%	64%	57%	56%	56%	55%	54%	64%	58%	61%	60%	58%	58%	60%	57%	59%	54%	62%	57%	66%
			DFG						H											T	
Not satisfied - NET	729	51	162	292	57	70	97	409	320	106	134	141	138	201	453	42	127	65	36	588	141
	36%	31%	32%	39%	40%	38%	37%	42%	31%	39%	34%	36%	35%	36%	35%	38%	37%	41%	31%	38%	30%
				BC				I												U	

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD5. Are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Canada's overall performance at the 2004 Summer Olympics?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Very satisfied	347	190	157	134	77	55	16	18	124	72	97	24	26	114	170	60	87	115	64	79
	17%	15%	20%	19%	18%	17%	13%	9%	19%	16%	18%	15%	12%	20%	15%	20%	23%	17%	16%	15%
			B	H	H	H			M		M			O			RST			
Somewhat satisfied	847	516	331	287	196	133	56	84	275	186	219	65	91	232	489	116	138	299	170	226
	42%	42%	42%	41%	45%	41%	45%	42%	43%	42%	41%	41%	41%	40%	44%	38%	37%	43%	42%	43%
																	Q			
Not very satisfied	451	290	162	147	110	64	30	56	118	104	121	38	66	131	254	60	83	130	100	132
	22%	23%	21%	21%	25%	20%	24%	28%	18%	23%	23%	24%	29%	22%	23%	20%	22%	19%	24%	25%
								F					I						R	R
Not at all satisfied	278	176	102	100	35	48	19	34	88	68	64	22	33	79	148	48	49	100	61	63
	14%	14%	13%	14%	8%	15%	15%	17%	14%	15%	12%	14%	15%	14%	13%	16%	13%	15%	15%	12%
				E		E		E												
Don't know/Refused	102	67	36	32	16	27	5	9	32	18	28	11	8	28	56	18	18	45	15	24
	5%	5%	5%	5%	4%	8%	4%	5%	5%	4%	5%	7%	3%	5%	5%	6%	5%	6%	4%	5%
						DEG												S		
Satisfied - NET	1,194	706	488	422	274	188	72	102	399	258	317	89	117	346	659	175	225	414	234	305
	59%	57%	62%	60%	63%	57%	57%	51%	63%	58%	60%	56%	53%	59%	59%	58%	60%	60%	57%	58%
			B	H	H				M											
Not satisfied - NET	729	465	263	246	145	112	49	89	205	172	184	60	98	210	402	108	132	231	160	195
	36%	38%	33%	35%	33%	34%	39%	45%	32%	38%	35%	38%	44%	36%	36%	36%	35%	33%	39%	37%
								DEF		I		IK								

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD6. For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing?  
 BASE: Representative Adults  
 BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Very Important	405	31	111	156	24	35	48	219	187	65	68	81	75	113	232	30	72	30	38	304	101
	20%	19%	22%	21%	17%	19%	18%	22%	18%	24%	17%	21%	19%	20%	18%	27%	21%	19%	33%	19%	22%
								I								O			OQR		
Somewhat Important	747	60	200	274	55	69	89	343	404	100	143	148	141	211	483	33	136	59	31	560	188
	37%	36%	39%	36%	39%	38%	34%	35%	39%	37%	36%	38%	36%	38%	38%	30%	39%	38%	27%	36%	41%
															S		S				
Neither important nor unimportant	213	14	75	70	14	17	23	90	123	28	47	43	50	44	141	10	27	25	10	144	69
	11%	8%	15%	9%	10%	9%	9%	9%	12%	10%	12%	11%	13%	8%	11%	9%	8%	16%	8%	9%	15%
			BDFG										N				Q		T		
Not very important	353	38	60	142	30	30	53	165	188	44	81	59	65	99	227	17	56	24	23	302	51
	17%	23%	12%	19%	21%	16%	20%	17%	18%	16%	21%	15%	17%	18%	18%	16%	16%	15%	20%	19%	11%
		C		C	C		C													U	
Not at all important	278	22	53	107	15	32	47	149	129	32	51	51	56	84	182	18	46	18	12	232	46
	14%	14%	10%	14%	11%	18%	18%	15%	12%	12%	13%	13%	14%	15%	14%	16%	13%	11%	10%	15%	10%
					CE	CE														U	
Don't know/Refused	28	-	11	9	3	1	5	15	13	3	3	7	4	10	13	2	11	1	2	20	8
	1%		2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	3%	1%	2%	1%	2%
																	O				
Important - NET	1,152	91	311	430	80	103	137	562	591	165	211	229	215	323	715	62	208	89	69	863	289
	57%	55%	61%	57%	56%	56%	52%	57%	57%	61%	54%	59%	55%	58%	56%	57%	60%	57%	59%	55%	62%
			G																	T	
Not important - NET	631	60	113	249	46	62	100	314	317	76	132	110	121	183	409	35	102	42	35	535	96
	31%	36%	22%	33%	32%	34%	38%	32%	30%	28%	34%	28%	31%	33%	32%	32%	29%	27%	30%	34%	21%
		C		C	C	C	C													U	

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD6. For you personally, how important is it that Canada wins more medals at the 2008 Summer Olympics in Beijing?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income				Highest Level of Education				Marital Status			Household Size					
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Very Important	405	257	148	183	74	49	16	37	160	75	87	22	57	114	210	77	81	109	90	117
	20%	21%	19%	26%	17%	15%	12%	18%	25%	17%	16%	14%	26%	20%	19%	25%	22%	16%	22%	22%
				EFGH					JKL				JKL			O	R		R	R
Somewhat Important	747	441	306	244	181	121	57	66	241	174	201	42	82	205	422	114	127	270	157	185
	37%	36%	39%	35%	42%	37%	45%	33%	38%	39%	38%	26%	37%	35%	38%	38%	34%	39%	38%	35%
					DH				L	L	L		L							
Neither important nor unimportant	213	144	69	71	48	32	15	26	55	49	59	20	28	60	118	33	46	64	40	62
	11%	12%	9%	10%	11%	10%	12%	13%	9%	11%	11%	13%	12%	10%	11%	11%	12%	9%	10%	12%
			C																	
Not very important	353	208	145	114	72	59	21	46	91	84	101	39	33	107	204	38	58	130	73	86
	17%	17%	18%	16%	16%	18%	17%	23%	14%	19%	19%	25%	15%	18%	18%	12%	15%	19%	18%	16%
											I	IM		P	P					
Not at all important	278	170	108	83	56	59	16	26	79	62	76	33	23	84	154	33	50	110	47	68
	14%	14%	14%	12%	13%	18%	13%	13%	12%	14%	14%	21%	10%	14%	14%	11%	13%	16%	11%	13%
					D							IM					S			
Don't know/Refused	28	18	11	6	4	8	1	-	11	5	5	3	1	12	9	7	12	7	3	5
	1%	1%	1%	1%	1%	2%	1%		2%	1%	1%	2%	*	2%	1%	2%	3%	1%	1%	1%
									M								RST			
Important - NET	1,152	698	454	426	255	170	72	103	401	249	288	64	139	320	631	191	209	378	247	302
	57%	56%	58%	61%	59%	52%	58%	51%	63%	55%	54%	40%	62%	55%	57%	63%	56%	55%	60%	58%
				FH					JKL	L	L		L			NO				
Not important - NET	631	378	253	197	127	117	37	72	170	146	177	73	56	191	358	71	108	240	120	154
	31%	31%	32%	28%	29%	36%	29%	36%	27%	33%	33%	45%	25%	33%	32%	24%	29%	35%	29%	29%
					D					I	IM	IJKM		P	P			QT		

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD7A. Since the 2004 Summer Olympics: Are you more inclined to participate in sport?  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Yes	270	18	54	119	15	27	38	157	113	52	67	49	54	44	166	22	28	39	14	225	45
	13%	11%	11%	16%	10%	15%	14%	16%	11%	19%	17%	13%	14%	8%	13%	20%	8%	25%	12%	14%	10%
				CE				I		LN	N	N	N		Q	Q		OQS		U	
No	1,733	144	454	631	126	155	223	813	920	219	323	335	333	508	1,102	87	313	117	98	1,317	416
	86%	87%	89%	83%	88%	85%	84%	83%	88%	80%	82%	86%	85%	91%	86%	80%	90%	75%	85%	84%	90%
			D					H						JKLM	R		PR	R	T		
Don't know/Refused	22	3	3	8	2	1	5	11	11	1	4	4	3	9	10	-	7	1	3	20	2
	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%		2%	1%	3%	1%	1%
																				U	*

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD7A. Since the 2004 Summer Olympics: Are you more inclined to participate in sport?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Yes	270	173	97	116	49	32	18	26	78	50	58	22	56	100	135	32	41	80	50	93
	13%	14%	12%	17%	11%	10%	14%	13%	12%	11%	11%	14%	25%	17%	12%	11%	11%	12%	12%	18%
				EF								IJKL		OP						QRS
No	1,733	1,052	681	577	384	294	106	172	554	393	465	137	163	478	972	264	327	600	356	429
	86%	85%	86%	82%	88%	90%	84%	86%	87%	88%	88%	86%	73%	82%	87%	88%	87%	87%	87%	82%
					D		D		M	M	M	M			N	N	T	T	T	
Don't know/Refused	22	13	9	7	2	2	2	3	5	5	6	1	4	6	10	5	6	9	4	2
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD7B. Since the 2004 Summer Olympics: Are you more inclined to try a new sport?  
 BASE: Representative Adults  
 BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Yes	357	27	61	162	24	38	46	190	167	90	85	80	52	46	234	20	33	51	16	306	51
	18%	16%	12%	21%	17%	21%	17%	19%	16%	33%	22%	21%	13%	8%	18%	18%	9%	33%	13%	20%	11%
				C		C				KLMN	MN	MN	N		Q	Q		OPQS		U	
No	1,651	136	447	591	120	143	215	781	870	179	306	306	335	509	1,034	87	310	106	100	1,241	409
	82%	82%	88%	78%	83%	78%	81%	80%	83%	66%	78%	79%	86%	91%	81%	80%	89%	67%	87%	79%	88%
			DFG						H		J	J	JKL	JKLM	R	R	OPR		R		T
Don't know/Refused	18	3	3	5	-	2	4	9	8	3	3	2	3	6	10	2	5	-	-	15	3
	1%	2%	1%	1%		1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%			1%	1%



**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD7B. Since the 2004 Summer Olympics: Are you more inclined to try a new sport?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income				Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Yes	357	213	143	146	79	44	16	34	106	73	72	28	73	148	165	39	50	110	72	117
	18%	17%	18%	21%	18%	13%	13%	17%	17%	16%	14%	18%	33%	25%	15%	13%	13%	16%	17%	22%
				FG									IJKL	OP						QR
No	1,651	1,014	637	550	353	283	110	166	527	373	450	129	150	426	946	261	318	572	337	404
	82%	82%	81%	78%	81%	86%	87%	83%	83%	83%	85%	81%	67%	73%	85%	86%	85%	83%	82%	77%
						D	D		M	M	M	M			N	N	T	T		
Don't know/Refused	18	10	7	5	3	1	-	1	4	3	7	2	1	10	5	2	6	7	1	2
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
														O			S			

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD8. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success?

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group					Employment Status				Language			
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Strongly agree	452	30	144	179	23	35	40	230	221	52	74	88	95	135	273	27	90	30	27	321	130
	22%	18%	28%	24%	16%	19%	15%	23%	21%	19%	19%	23%	24%	24%	21%	25%	26%	19%	23%	21%	28%
			BEPFG	EG																	T
Somewhat agree	648	58	173	231	41	65	80	292	356	106	124	125	117	169	400	36	98	60	50	485	163
	32%	35%	34%	30%	29%	35%	30%	30%	34%	39%	32%	32%	30%	30%	31%	33%	28%	38%	43%	31%	35%
									H	MN							Q	QO			
Somewhat disagree	448	33	85	178	38	42	73	215	233	62	101	88	79	116	296	22	78	35	14	369	79
	22%	20%	17%	24%	26%	23%	27%	22%	22%	23%	26%	23%	20%	21%	23%	20%	22%	22%	12%	24%	17%
				C	C		C								S		S	S		U	
Strongly disagree	419	37	96	152	36	38	60	216	203	43	86	79	92	116	278	21	67	31	19	339	80
	21%	23%	19%	20%	25%	20%	23%	22%	19%	16%	22%	20%	24%	21%	22%	19%	19%	20%	16%	22%	17%
													J							U	
Don't know/Refused	58	7	13	17	5	4	12	27	31	9	8	8	7	25	31	3	16	1	6	48	11
	3%	4%	2%	2%	4%	2%	5%	3%	3%	3%	2%	2%	2%	4%	2%	2%	5%	1%	5%	3%	2%
														KLM			R		R		
Agree - NET	1,100	88	317	410	65	100	120	522	577	158	199	213	212	304	672	63	188	90	77	807	293
	54%	53%	62%	54%	45%	55%	45%	53%	55%	58%	50%	55%	54%	54%	53%	58%	54%	57%	66%	52%	63%
			BDEG	EG															QO		T
Disagree - NET	867	70	181	330	73	79	133	431	436	105	187	167	172	232	574	42	144	66	33	708	159
	43%	42%	35%	44%	51%	43%	50%	44%	42%	39%	48%	43%	44%	41%	45%	39%	41%	42%	29%	45%	34%
				C	C		C				J				S		S	S		U	

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD8. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that in preparation for future Olympic Games a portion of federal funding should be targeted to those sports with the greatest potential for medal success?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Strongly agree	452	294	157	195	104	61	20	29	185	92	92	27	50	122	231	93	96	125	98	124
	22%	24%	20%	28%	24%	19%	16%	15%	29%	20%	17%	17%	22%	21%	21%	31%	26%	18%	24%	24%
		C		FGH	GH				JKL						NO	R		R	R	R
Somewhat agree	648	393	255	224	145	86	43	62	210	154	157	32	83	195	365	78	97	234	136	172
	32%	32%	32%	32%	33%	26%	35%	31%	33%	34%	30%	20%	37%	33%	33%	26%	26%	34%	33%	33%
					F				L	L	L		L	P	P		Q	Q	Q	Q
Somewhat disagree	448	276	172	130	91	83	32	60	105	99	138	53	52	124	261	59	81	167	88	108
	22%	22%	22%	19%	21%	25%	26%	30%	16%	22%	26%	33%	23%	21%	23%	20%	22%	24%	22%	21%
					D			DE	I	I	IJM	I								
Strongly disagree	419	251	168	126	83	91	28	48	111	95	131	43	35	124	231	60	84	146	78	103
	21%	20%	21%	18%	19%	28%	22%	24%	17%	21%	25%	27%	16%	21%	21%	20%	22%	21%	19%	20%
					DE						IM	IM								
Don't know/Refused	58	24	34	26	13	6	2	1	26	9	12	4	4	19	28	11	16	17	9	16
	3%	2%	4%	4%	3%	2%	1%	*%	4%	2%	2%	3%	2%	3%	3%	4%	4%	2%	2%	3%
			B	H	H				JM											
Agree - NET	1,100	687	413	419	248	148	63	91	395	246	249	58	133	317	596	172	193	359	233	296
	54%	56%	52%	60%	57%	45%	50%	46%	62%	55%	47%	37%	59%	54%	53%	57%	52%	52%	57%	57%
				FH	FH				JKL	KL	L		KL							
Disagree - NET	867	527	340	256	174	175	61	109	215	194	269	97	87	248	492	119	165	313	167	211
	43%	43%	43%	37%	40%	53%	48%	54%	34%	43%	51%	61%	39%	42%	44%	40%	44%	45%	41%	40%
					DE		D	DE		I	IJM	IJKM								

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD9. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world?  
 BASE: Representative Adults  
 BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Weighted 'n'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Strongly agree	916	68	227	363	71	74	112	436	480	110	172	178	182	266	568	51	173	64	55	714	202
	45%	41%	45%	48%	50%	40%	42%	44%	46%	40%	44%	46%	47%	47%	44%	47%	50%	41%	47%	46%	44%
Somewhat agree	820	75	200	291	58	78	118	383	437	126	170	156	151	211	529	39	127	72	48	633	187
	41%	45%	39%	38%	40%	42%	45%	39%	42%	46%	43%	40%	39%	38%	41%	36%	37%	46%	41%	41%	41%
Somewhat disagree	157	11	45	53	9	22	17	84	73	30	29	31	29	37	103	8	18	17	6	117	40
	8%	7%	9%	7%	6%	12%	7%	9%	7%	11%	7%	8%	7%	7%	8%	7%	5%	11%	6%	7%	9%
						DEG															
Strongly disagree	96	7	31	35	4	4	15	58	38	6	15	16	23	34	64	6	18	1	6	71	25
	5%	4%	6%	5%	3%	2%	6%	6%	4%	2%	4%	4%	6%	6%	5%	6%	5%	1%	5%	5%	6%
			F				F	I					J	J	R	R	R	R	R		
Don't know/Refused	35	4	7	15	1	5	3	20	16	1	7	8	6	12	14	4	11	3	1	28	7
	2%	2%	1%	2%	1%	3%	1%	2%	1%	*	2%	2%	1%	2%	1%	4%	3%	2%	1%	2%	2%
											J	J		J			O				
Agree - NET	1,736	143	427	655	129	152	230	819	918	236	343	334	333	478	1,097	90	300	136	103	1,347	390
	86%	87%	84%	86%	90%	83%	87%	84%	88%	86%	87%	86%	85%	85%	86%	83%	86%	87%	88%	86%	84%
					CF				H												
Disagree - NET	254	18	76	88	13	26	33	142	111	36	44	47	52	71	167	14	36	18	12	188	66
	13%	11%	15%	12%	9%	14%	12%	14%	11%	13%	11%	12%	13%	13%	13%	13%	10%	11%	11%	12%	14%
			E					I													

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

QD9. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that amateur sport is a positive means to promote Canada to the world?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Weighted 'n'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Strongly agree	916	560	356	320	201	149	64	80	311	202	239	63	89	246	499	163	181	309	178	235
	45%	45%	45%	46%	46%	46%	51%	40%	49%	45%	45%	40%	40%	42%	45%	54%	48%	45%	44%	45%
									LM							NO				
Somewhat agree	820	494	326	275	185	129	47	86	243	183	215	67	99	244	470	96	146	278	165	221
	41%	40%	41%	39%	42%	39%	37%	43%	38%	41%	41%	42%	44%	42%	42%	32%	39%	40%	40%	42%
														P	P					
Somewhat disagree	157	106	52	54	32	27	8	20	35	37	40	17	27	59	82	15	18	57	40	41
	8%	9%	7%	8%	7%	8%	7%	10%	5%	8%	8%	11%	12%	10%	7%	5%	5%	8%	10%	8%
												I	I	P				Q	Q	
Strongly disagree	96	57	39	32	15	18	6	15	34	22	25	9	5	26	50	15	18	35	18	22
	5%	5%	5%	5%	4%	6%	4%	7%	5%	5%	5%	6%	2%	5%	5%	5%	5%	5%	4%	4%
									M											
Don't know/Refused	35	21	14	20	2	4	1	-	13	5	9	3	3	8	15	12	12	10	9	5
	2%	2%	2%	3%	*	1%	1%		2%	1%	2%	2%	1%	1%	1%	4%	3%	1%	2%	1%
				E											NO		T			
Agree - NET	1,736	1,054	682	595	385	279	111	166	555	385	455	130	189	491	969	260	326	587	344	455
	86%	85%	87%	85%	89%	85%	88%	83%	87%	86%	86%	81%	84%	84%	87%	86%	87%	85%	84%	87%
Disagree - NET	254	162	91	86	48	45	14	34	69	59	65	27	32	85	133	30	36	92	57	63
	13%	13%	12%	12%	11%	14%	11%	17%	11%	13%	12%	17%	14%	15%	12%	10%	10%	13%	14%	12%
								E												

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

Table SEX Page 23

SEX. Gender  
BASE: Representative Adults  
BANNER 1

	Region					Gender				Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Male	980	80	246	364	70	91	129	980	-	152	180	184	199	253	682	52	150	75	12	761	219
	48%	48%	48%	48%	49%	50%	49%	100%		56%	46%	47%	51%	45%	53%	48%	43%	47%	11%	49%	47%
										KLN					QS	S	S	S			
Female	1,045	85	264	393	74	93	136	-	1,045	121	214	205	191	308	596	56	198	82	104	801	244
	52%	52%	52%	52%	51%	50%	51%		100%	44%	54%	53%	49%	55%	47%	52%	57%	53%	89%	51%	53%
										J	J	J					O		OPQR		

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

SEX. Gender  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Male	980	594	386	310	202	163	72	124	308	217	248	83	113	337	523	106	188	326	210	240
	48%	48%	49%	44%	46%	50%	57%	62%	48%	48%	47%	52%	51%	58%	47%	35%	50%	47%	51%	46%
							DE	DEF						OP	P					
Female	1,045	644	401	391	233	166	54	77	329	232	281	77	110	247	594	196	187	363	199	283
	52%	52%	51%	56%	54%	50%	43%	38%	52%	52%	53%	48%	49%	42%	53%	65%	50%	53%	49%	54%
				GH	GH	H									N	NO				

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

REGION: Region  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
ATLANTIC	165	165	-	-	-	-	-	80	85	26	29	30	30	45	105	17	24	9	10	162	3
	8%	100%						8%	8%	10%	7%	8%	8%	8%	8%	OQR	7%	6%	8%	10%	1%
																					U
QUEBEC	510	-	510	-	-	-	-	246	264	64	98	107	97	141	314	29	103	38	21	57	454
	25%		100%					25%	25%	24%	25%	28%	25%	25%	25%	27%	30%	24%	18%	4%	98%
																	S				T
ONTARIO	758	-	-	758	-	-	-	364	393	101	151	141	145	212	487	38	122	63	40	753	5
	37%			100%				37%	38%	37%	38%	36%	37%	38%	38%	35%	35%	40%	35%	48%	1%
																					U
MANITOBA	77	-	-	-	77	-	-	37	40	10	16	15	10	25	44	5	16	5	6	77	-
	4%				54%			4%	4%	4%	4%	4%	2%	4%	3%	5%	5%	3%	5%	5%	
SASKATCHEWAN	66	-	-	-	66	-	-	32	34	8	13	11	16	19	43	2	8	6	5	66	-
	3%				46%			3%	3%	3%	3%	3%	4%	3%	3%	2%	2%	4%	4%	4%	
ALBERTA	183	-	-	-	-	183	-	91	93	26	39	35	37	44	123	4	26	14	15	183	1
	9%					100%		9%	9%	9%	10%	9%	10%	8%	10%	3%	7%	9%	13%	12%	*
															P				P	U	
BC	265	-	-	-	-	-	265	129	136	37	49	49	56	74	162	13	49	22	19	265	-
	13%						100%	13%	13%	13%	12%	13%	14%	13%	13%	12%	14%	14%	16%	17%	



**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

REGION. Region  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
ATLANTIC	165	43	122	65	39	24	6	10	63	26	44	10	18	45	95	22	28	50	38	44
	8%	3%	15%	9%	9%	7%	5%	5%	10%	6%	8%	6%	8%	8%	9%	7%	8%	7%	9%	8%
			B	H					J											
QUEBEC	510	332	178	212	134	65	30	37	195	107	129	21	53	140	264	102	118	187	106	96
	25%	27%	23%	30%	31%	20%	24%	18%	31%	24%	24%	13%	24%	24%	24%	34%	32%	27%	26%	18%
		C		FH	FH				JKL	L	L		L			NO	T	T	T	
ONTARIO	758	519	238	218	153	127	50	99	201	176	198	86	88	235	420	96	128	233	170	215
	37%	42%	30%	31%	35%	39%	40%	49%	32%	39%	37%	54%	39%	40%	38%	32%	34%	34%	42%	41%
		C				D		DEF		I	I	IJKM	I	P					QR	QR
MANITOBA	77	38	39	34	11	12	5	2	25	11	25	1	11	20	41	13	10	28	12	24
	4%	3%	5%	5%	3%	4%	4%	1%	4%	2%	5%	1%	5%	3%	4%	4%	3%	4%	3%	5%
			B	EH					L		L		L							
SASKATCHEWAN	66	33	33	21	16	13	3	7	20	12	23	4	6	15	39	12	14	24	14	14
	3%	3%	4%	3%	4%	4%	2%	4%	3%	3%	4%	3%	3%	3%	3%	4%	4%	3%	4%	3%
ALBERTA	183	112	71	67	36	25	16	22	62	41	45	14	19	50	105	26	30	71	32	46
	9%	9%	9%	10%	8%	8%	12%	11%	10%	9%	9%	8%	8%	8%	9%	9%	8%	10%	8%	9%
BC	265	160	105	84	46	62	16	23	70	76	65	24	28	80	152	32	46	96	37	84
	13%	13%	13%	12%	11%	19%	13%	11%	11%	17%	12%	15%	13%	14%	14%	11%	12%	14%	9%	16%
						DEH				IK							S	S		S

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

EDUC. Education  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Current Student	223	18	53	88	17	19	28	113	110	145	50	16	8	2	66	9	2	147	-	177	47
	11%	11%	10%	12%	12%	10%	11%	12%	11%	53%	13%	4%	2%	*	5%	8%	1%	94%		11%	10%
										KLMN	LMN	N	N		Q	Q		OPQ			
Public/Elementary	61	9	24	18	4	4	4	35	27	-	2	6	3	51	12	3	38	-	8	37	24
	3%	5%	5%	2%	3%	2%	1%	4%	3%		*	2%	1%	9%	1%	3%	11%		7%	2%	5%
		G	DG											KLM			OP		O		T
Some High School	270	30	75	94	24	24	24	131	139	23	25	47	60	116	138	21	69	5	33	199	71
	13%	18%	15%	12%	17%	13%	9%	13%	13%	8%	6%	12%	15%	21%	11%	20%	20%	3%	29%	13%	15%
		G	G		G							K	JK	JKLM	R	OR	OR		OR		
Graduated High School	305	25	96	90	17	34	42	142	163	51	40	59	68	84	208	25	49	2	17	219	85
	15%	15%	19%	12%	12%	19%	16%	14%	16%	19%	10%	15%	18%	15%	16%	23%	14%	1%	15%	14%	18%
			DE			D				K		K	K	K	R	QR	R		R		T
Some Vocational/ Technical/College/CEGEP	120	6	33	37	7	14	23	58	62	7	34	25	32	24	85	7	17	1	9	92	28
	6%	4%	6%	5%	5%	7%	9%	6%	6%	2%	9%	6%	8%	4%	7%	6%	5%	1%	8%	6%	6%
							B				JN	J	JN		R	R	R		R		
Completed Vocational/ Technical/College/CEGEP	329	20	74	139	15	27	53	158	170	24	97	78	60	68	251	19	40	-	17	261	68
	16%	12%	15%	18%	11%	15%	20%	16%	16%	9%	25%	20%	15%	12%	20%	17%	12%		14%	17%	15%
				BE			BE				JMN	JN	J		Q						
Some University	130	12	25	50	10	14	19	60	70	8	18	26	30	47	86	10	25	-	9	110	20
	6%	8%	5%	7%	7%	8%	7%	6%	7%	3%	5%	7%	8%	8%	7%	9%	7%		7%	7%	4%
												J	J	JK						U	
Completed University	399	32	105	148	37	31	46	188	211	15	102	100	79	102	300	13	66	1	16	302	97
	20%	19%	21%	20%	26%	17%	18%	19%	20%	5%	26%	26%	20%	18%	23%	12%	19%	1%	14%	19%	21%
					FG						JN	JN	J	J	PRS	R	R		R		
Post Graduate	159	10	21	86	5	14	24	83	77	1	20	30	47	61	116	-	35	-	4	142	17
	8%	6%	4%	11%	4%	7%	9%	8%	7%	*	5%	8%	12%	11%	9%		10%		4%	9%	4%
				BCE			CE				J	J	JKL	JK	S		S		U		
Refused	28	3	5	9	6	3	2	12	15	-	6	-	4	6	16	1	7	1	2	23	5
	1%	2%	1%	1%	4%	2%	1%	1%	1%		1%		1%	1%	1%	1%	2%	1%	2%	1%	1%
					CDG																

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

EDUC. Education  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Current Student	223	171	52	114	32	23	7	16	-	-	-	-	223	172	48	4	22	57	59	85
	11%	14%	7%	16%	7%	7%	6%	8%					100%	29%	4%	1%	6%	8%	14%	16%
		C		EF										OP	P			QR	QR	
Public/Elementary	61	22	39	44	8	2	-	-	61	-	-	-	-	9	30	21	30	18	8	6
	3%	2%	5%	6%	2%	1%			10%					2%	3%	7%	8%	3%	2%	1%
			B	EF											NO	RST				
Some High School	270	121	149	135	60	26	6	13	270	-	-	-	-	54	150	66	68	99	46	56
	13%	10%	19%	19%	14%	8%	5%	7%	42%					9%	13%	22%	18%	14%	11%	11%
			B	EF	FGH										N	NO	ST			
Graduated High School	305	168	136	135	76	34	10	23	305	-	-	-	-	93	152	57	57	105	65	74
	15%	14%	17%	17%	17%	10%	8%	11%	48%					16%	14%	19%	15%	15%	16%	14%
			B	FGH	FGH											O				
Some Vocational/ Technical/College/CEGEP	120	70	50	50	33	17	8	5	-	120	-	-	-	35	64	21	24	45	20	31
	6%	6%	6%	7%	8%	5%	7%	3%		27%				6%	6%	7%	7%	7%	5%	6%
				H	H															
Completed Vocational/ Technical/College/CEGEP	329	201	128	94	83	68	23	30	-	329	-	-	-	76	210	40	48	109	76	95
	16%	16%	16%	13%	19%	21%	18%	15%		73%				13%	19%	13%	13%	16%	18%	18%
				D	D										NP				Q	Q
Some University	130	88	42	34	34	28	8	11	-	-	130	-	-	27	84	18	29	45	22	32
	6%	7%	5%	5%	8%	9%	6%	5%			25%			5%	8%	6%	8%	7%	5%	6%
					D										N					
Completed University	399	272	127	71	84	89	48	63	-	-	399	-	-	86	259	53	69	134	89	103
	20%	22%	16%	10%	19%	27%	38%	31%			75%			15%	23%	17%	19%	19%	22%	20%
		C		D	D	DE	DEF	DE							NP					
Post Graduate	159	111	49	23	24	38	15	40	-	-	-	159	-	30	112	18	25	71	23	40
	8%	9%	6%	3%	5%	12%	12%	20%				100%		5%	10%	6%	7%	10%	6%	8%
		C			DE	DE	DEF	DEF							NP			QS		
Refused	28	13	15	-	2	1	-	-	-	-	-	-	-	2	8	4	2	6	2	1
	1%	1%	2%		*%	*%								*%	1%	1%	*%	1%	1%	*%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

AGE\_COL. Age group  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
18-24	272	26	64	101	18	26	37	152	121	272	-	-	-	-	146	21	-	104	2	214	59
	13%	16%	13%	13%	13%	14%	14%	15%	12%	100%					11%	19%		66%	1%	14%	13%
								I							S	OS		OPS			
25-34	394	29	98	151	29	39	49	180	214	-	394	-	-	-	299	24	1	43	23	301	93
	19%	17%	19%	20%	20%	21%	19%	18%	20%		100%				23%	22%	*	27%	20%	19%	20%
															Q	Q		Q	Q		
35-44	388	30	107	141	26	35	49	184	205	-	-	388	-	-	322	23	5	8	25	292	96
	19%	18%	21%	19%	18%	19%	18%	19%	20%			100%			25%	21%	1%	5%	22%	19%	21%
															QR	QR			QR		
45-54	390	30	97	145	25	37	56	199	191	-	-	-	390	-	317	24	17	1	26	299	91
	19%	18%	19%	19%	17%	20%	21%	20%	18%				100%		25%	22%	5%	1%	22%	19%	20%
															QR	QR	R		QR		
55+	561	45	141	212	44	44	74	253	308	-	-	-	-	561	181	13	322	1	41	439	122
	28%	28%	28%	28%	31%	24%	28%	26%	29%					100%	14%	12%	93%	*	35%	28%	26%
															R	R	OPRS		OPR		
Don't Know/No Response	19	4	3	7	2	3	-	13	7	-	-	-	-	-	12	3	3	1	-	16	3
	1%	3%	1%	1%	2%	2%		1%	1%						1%	3%	1%	1%		1%	1%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

AGE\_COL. Age group  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education				Marital Status			Household Size					
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
18-24	272	167	106	131	45	25	14	16	74	31	22	1	145	227	42	4	21	69	81	101
	13%	13%	13%	19%	10%	8%	11%	8%	12%	7%	4%	4%	65%	39%	4%	1%	6%	10%	20%	19%
				EFGH					JKL	L	L		IJKL	OP	P			Q	QR	QR
25-34	394	268	126	132	97	75	24	35	67	131	120	20	50	161	222	10	46	145	95	104
	19%	22%	16%	19%	22%	23%	19%	17%	11%	29%	23%	13%	23%	28%	20%	3%	12%	21%	23%	20%
		C								IKL	IL		IL	OP	P			Q	Q	Q
35-44	388	240	148	95	96	78	36	49	113	103	127	30	16	86	259	43	60	86	73	164
	19%	19%	19%	14%	22%	24%	29%	24%	18%	23%	24%	19%	7%	15%	23%	14%	16%	12%	18%	31%
				D	D	D	D	D	M	IM	IM	M			NP				R	QRS
45-54	390	227	163	114	92	69	30	53	131	92	109	47	8	59	253	72	70	107	91	120
	19%	18%	21%	16%	21%	21%	24%	26%	21%	20%	21%	29%	4%	10%	23%	24%	19%	16%	22%	23%
				D	D	D	D	D	M	M	M	IJKM			N	N			R	R
55+	561	326	235	226	106	81	21	49	250	92	149	61	2	48	338	172	176	282	67	32
	28%	26%	30%	32%	24%	25%	17%	24%	39%	20%	28%	38%	1%	8%	30%	57%	47%	41%	16%	6%
				EFGH					JKM	M	JM	JKM			N	NO	ST	ST	T	
Don't Know/No Response	19	9	10	2	-	-	-	-	2	1	2	1	1	3	3	-	1	-	2	2
	1%	1%	1%	1%					1%	1%	1%	1%	1%	1%	1%		1%		1%	1%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM4. What is your marital status?  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Single (never married)	584	45	140	235	35	50	80	337	247	227	161	86	59	48	363	45	33	130	8	459	124
	29%	27%	27%	31%	25%	27%	30%	34%	24%	83%	41%	22%	15%	9%	28%	41%	9%	83%	7%	29%	27%
								I		KLMN	LMN	MN	N		QS	OQS		OPQS			
Married/Living common law	1,117	95	264	420	80	105	152	523	594	42	222	259	253	338	760	44	184	26	91	880	237
	55%	58%	52%	55%	56%	57%	57%	53%	57%	15%	56%	67%	65%	60%	60%	41%	53%	16%	79%	56%	51%
										J	JKN	JK	J		PQR	R	PR		OPQR		
Separated	66	4	18	25	8	5	6	29	37	2	8	16	17	23	45	6	11	1	2	48	18
	3%	2%	4%	3%	6%	3%	2%	3%	4%	1%	2%	4%	4%	4%	4%	5%	3%	1%	2%	3%	4%
											J	J	J		R	R	R				
Divorced	130	9	47	36	10	9	18	57	73	-	2	25	53	50	82	12	34	-	1	85	45
	6%	5%	9%	5%	7%	5%	7%	6%	7%		1%	6%	14%	9%	6%	11%	10%		1%	5%	10%
			BDF									K	KLN	K	S	S	S				T
Widowed	106	10	36	35	6	11	7	20	86	2	-	2	3	99	9	-	84	1	11	72	34
	5%	6%	7%	5%	4%	6%	3%	2%	8%	1%		1%	1%	18%	1%		24%	1%	10%	5%	7%
			G						H			*	*	JLM			ORS		OR		T
REFUSED	23	3	5	7	3	3	2	15	8	-	1	1	5	3	18	1	2	-	1	18	5
	1%	2%	1%	1%	2%	2%	1%	1%	1%		*	*	1%	*	1%	1%	1%		1%	1%	1%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM4. What is your marital status?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Single (never married)	584	392	192	272	109	67	25	31	155	111	113	30	172	584	-	-	176	153	120	129
	29%	32%	24%	39%	25%	20%	20%	16%	24%	25%	21%	19%	77%	100%			47%	22%	29%	25%
		C		EFGH	H								IJKL				RST		R	
Married/Living common law	1,117	639	477	254	266	226	95	159	332	274	343	112	48	-	1,117	-	18	479	243	373
	55%	52%	61%	36%	61%	69%	75%	79%	52%	61%	65%	70%	21%		100%		5%	69%	59%	71%
			B		D	DE	DE	DEF	M	IM	IM	IJM					QS	Q	QS	
Separated	66	41	25	28	22	7	2	5	30	16	18	-	1	-	-	66	27	14	20	6
	3%	3%	3%	4%	5%	2%	1%	3%	5%	4%	3%		1%		22%		7%	2%	5%	1%
			G	FG					M	M	M						RT		RT	
Divorced	130	86	44	70	26	22	4	2	45	32	38	14	1	-	-	130	69	28	22	9
	6%	7%	6%	10%	6%	7%	3%	1%	7%	7%	7%	9%	*		43%		18%	4%	5%	2%
			EGH	H	H	H			M	M	M	M					RST	T	T	
Widowed	106	66	40	75	10	6	-	2	70	13	15	4	2	-	-	106	83	13	4	6
	5%	5%	5%	11%	2%	2%		1%	11%	3%	3%	3%	1%		35%		22%	2%	1%	1%
			EFH						JKLM		M						RST			
REFUSED	23	13	10	1	2	-	-	1	5	2	2	-	-	-	-	-	1	3	1	1
	1%	1%	1%	*%	*%			1%	1%	*%	*%						*%	*%	*%	*%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM5. How many people, including yourself, live in the household?  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
One	374	28	118	128	24	30	46	188	187	21	46	60	70	176	183	21	135	19	15	265	109
	18%	17%	23%	17%	17%	17%	17%	19%	18%	8%	12%	15%	18%	31%	14%	19%	39%	12%	13%	17%	24%
			DEF								J	JK	JKLM				OPRS				T
Two	689	50	187	233	51	71	96	326	363	69	145	86	107	282	407	34	175	41	28	521	168
	34%	31%	37%	31%	36%	39%	36%	33%	35%	25%	37%	22%	27%	50%	32%	31%	50%	26%	24%	33%	36%
			D			D					JLM		JKLM				OPRS				
Three	410	38	106	170	26	32	37	210	199	81	95	73	91	67	287	25	26	41	24	311	99
	20%	23%	21%	22%	18%	17%	14%	21%	19%	30%	24%	19%	23%	12%	22%	23%	7%	26%	20%	20%	21%
		G	G	G						LN	N	N	N		Q	Q		Q	Q		
Four	321	30	62	129	21	26	54	146	176	52	70	110	65	22	238	16	6	28	31	268	54
	16%	18%	12%	17%	15%	14%	20%	15%	17%	19%	18%	28%	17%	4%	19%	15%	2%	18%	27%	17%	12%
			C				C			N	N	JKMN	N		Q	Q		Q	PQ	U	
Five or more	202	14	34	86	17	21	31	94	108	48	33	55	55	10	142	11	1	27	19	172	30
	10%	8%	7%	11%	12%	11%	12%	10%	10%	18%	8%	14%	14%	2%	11%	10%	**	17%	16%	11%	6%
			C	C			C			KN	N	KN	KN		Q	Q		Q	Q	U	
REFUSED	29	4	4	11	3	5	2	17	12	-	3	5	2	5	20	2	5	1	-	25	4
	1%	3%	1%	2%	2%	3%	1%	2%	1%		1%	1%	**	1%	2%	2%	1%	1%		2%	1%



**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM5. How many people, including yourself, live in the household?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
One	374	249	126	234	62	35	7	6	155	73	98	25	22	176	18	179	374	-	-	-
	18%	20%	16%	33%	14%	11%	5%	3%	24%	16%	19%	16%	10%	30%	2%	59%	100%			
		C		EF	GH	GH			JKLM	M	M			O		NO				
Two	689	389	300	223	159	120	49	57	222	154	179	71	57	153	479	55	-	689	-	-
	34%	31%	38%	32%	37%	36%	39%	28%	35%	34%	34%	44%	25%	26%	43%	18%		100%		
			B		H				M	M	M	IJKM		P	NP					
Three	410	258	152	112	93	75	24	55	119	95	111	23	59	120	243	45	-	-	410	-
	20%	21%	19%	16%	21%	23%	19%	28%	19%	21%	21%	15%	26%	21%	22%	15%			100%	
					D	D		D					IL	P	P					
Four	321	205	116	62	75	64	34	55	76	81	96	24	43	73	233	14	-	-	-	321
	16%	17%	15%	9%	17%	19%	27%	27%	12%	18%	18%	15%	19%	13%	21%	5%				61%
					D	D	DE	DEF		I	I		I	P	NP					
Five or more	202	121	81	68	45	32	12	28	61	44	40	16	42	56	141	6	-	-	-	202
	10%	10%	10%	10%	10%	10%	9%	14%	10%	10%	7%	10%	19%	10%	13%	2%				39%
												IJKL		P	P					
REFUSED	29	16	12	2	1	2	-	-	5	1	5	1	1	6	3	3	-	-	-	-
	1%	1%	2%	0%	0%	1%			1%	0%	1%	0%	0%	1%	0%	1%				

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM6. Are there any children 17 or younger living in the household?  
 BASE: Representative Adults  
 BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Children under 6 yrs in household	255	18	53	106	28	18	32	99	156	29	126	78	18	3	181	17	1	14	38	204	51
	13%	11%	10%	14%	19%	10%	12%	10%	15%	11%	32%	20%	5%	1%	14%	16%	16%	9%	33%	13%	11%
					BCFG			H		MN	JLMN	JMN	N		Q	Q		Q	OPQR		
Children 6-12 yrs in household	300	25	67	118	25	30	35	136	164	19	70	135	64	10	223	17	5	19	34	239	61
	15%	15%	13%	16%	17%	16%	13%	14%	16%	7%	18%	35%	16%	2%	17%	16%	1%	12%	29%	15%	13%
										N	JN	JKMN	JN		Q	Q		Q	OPQR		
Children 13-17 yrs in household	261	22	57	107	15	27	33	125	137	48	14	85	95	19	201	13	5	16	22	211	51
	13%	14%	11%	14%	11%	15%	13%	13%	13%	17%	3%	22%	24%	3%	16%	12%	1%	10%	19%	14%	11%
										KN		KN	JKN		Q	Q		Q	Q		
NO CHILDREN 17 OR YOUNGER AT HOME	1,361	109	358	494	89	123	187	674	688	188	230	164	246	530	776	74	335	115	53	1,038	323
	67%	66%	70%	65%	62%	67%	71%	69%	66%	69%	58%	42%	63%	95%	61%	68%	96%	73%	46%	66%	70%
			E							KL	L		L	JKLM	S	S	OPRS	OS			
REFUSED	34	4	6	13	3	5	3	21	13	-	3	6	5	5	24	2	5	2	-	28	6
	2%	3%	1%	2%	2%	3%	1%	2%	1%		1%	2%	1%	1%	2%	2%	1%	1%		2%	1%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM6. Are there any children 17 or younger living in the household?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Children under 6 yrs in household	255	155	99	74	69	46	14	33	55	91	73	15	20	38	205	12	-	14	89	152
	13%	13%	13%	11%	16%	14%	11%	16%	9%	20%	14%	9%	9%	7%	18%	4%		2%	22%	29%
					D			D		IKLM	I				NP				R	RS
Children 6-12 yrs in household	300	188	111	80	68	60	21	48	77	77	92	24	27	47	229	23	-	9	63	227
	15%	15%	14%	11%	16%	18%	16%	24%	12%	17%	17%	15%	12%	8%	21%	8%		1%	15%	43%
					D			DE		I	I				NP				R	RS
Children 13-17 yrs in household	261	142	120	78	48	49	23	38	81	50	67	23	41	55	174	31	-	14	64	184
	13%	11%	15%	11%	11%	15%	18%	19%	13%	11%	13%	14%	18%	10%	16%	10%		2%	16%	35%
			B					DE				J			NP				R	RS
NO CHILDREN 17 OR YOUNGER AT HOME	1,361	840	521	518	294	207	78	112	465	286	338	114	149	461	653	242	374	652	206	129
	67%	68%	66%	74%	68%	63%	62%	56%	73%	64%	64%	71%	67%	79%	58%	80%	100%	95%	50%	25%
				EFGH	H				JK					O		O	RST	ST	T	
REFUSED	34	21	13	2	1	4	-	-	6	1	8	1	2	7	6	4	-	-	1	4
	2%	2%	2%	1%	1%	1%			1%	1%	2%	1%	1%	1%	1%	1%			1%	1%
										J										

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM8. Which of the following best describes your current job status?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Working on your own business within your home	114 6%	7 4%	24 5%	46 6%	10 7%	13 7%	13 5%	72 7%	41 4%	6 2%	15 4%	24 6%	32 8%	34 6%	114 9%	-	-	-	-	92 6%	21 5%
								I	J			J	JK	J							
Working on your own business outside of your home	133 7%	12 7%	25 5%	54 7%	12 9%	16 9%	14 5%	96 10%	37 4%	15 5%	16 4%	34 9%	34 9%	31 6%	133 10%	-	-	-	-	113 7%	21 4%
								I				K	K								U
Working on an employer's business full-time	839 41%	65 39%	223 44%	319 42%	51 36%	81 44%	100 38%	439 45%	401 38%	74 27%	227 58%	224 58%	222 57%	85 15%	839 66%	-	-	-	-	632 40%	208 45%
								I		N	JN	JN	JN								
Working on an employer's business part-time	192 9%	21 13%	43 8%	67 9%	13 9%	13 7%	35 13%	75 8%	117 11%	52 19%	40 10%	40 10%	29 7%	31 5%	192 15%	-	-	-	-	154 10%	38 8%
							F	H	KLMN	N	N	N									
Currently unemployed	108 5%	17 10%	29 6%	38 5%	8 6%	4 2%	13 5%	52 5%	56 5%	21 8%	24 6%	23 6%	24 6%	13 2%	-	108 100%	-	-	-	83 5%	26 6%
										N	N	N	N								
Student	157 8%	9 5%	38 7%	63 8%	11 8%	14 8%	22 8%	75 8%	82 8%	104 38%	43 11%	8 2%	1 *	1 *	-	-	-	157 100%	-	125 8%	32 7%
										KLMN	LMN	MN									
Retired	348 17%	24 14%	103 20%	122 16%	25 17%	26 14%	49 19%	150 15%	198 19%	-	1 *	5 1%	17 4%	322 57%	-	-	348 100%	-	-	256 16%	92 20%
									H			KL	KLM								
Homemaker	116 6%	10 6%	21 4%	40 5%	11 8%	15 8%	19 7%	12 1%	104 10%	2 1%	23 6%	25 6%	26 7%	41 7%	-	-	-	-	116 100%	95 6%	21 4%
								H			J	J	J	J							
Don't Know/No Response	18 1%	1 *	5 1%	8 1%	2 1%	2 1%	1 *	9 1%	9 1%	-	4 1%	6 1%	5 1%	3 1%	-	-	-	-	-	13 1%	5 1%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM8. Which of the following best describes your current job status?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Working on your own business within your home	114 6%	72 6%	42 5%	27 4%	19 4%	20 6%	8 7%	26 13% DEF	29 5%	20 5%	36 7% M	22 14% IJKM	5 2%	22 4%	77 7% NP	10 3%	9 2%	45 7% Q	24 6% Q	33 6% Q
Working on your own business outside of your home	133 7%	70 6%	64 8% B	28 4%	31 7% D	29 9% D	7 6%	23 11% D	47 7% M	29 6% M	38 7% M	10 6%	6 2%	28 5%	89 8% NP	14 5%	17 5%	36 5% Q	30 7% Q	48 9% QR
Working on an employer's business full-time	839 41%	532 43%	307 39%	197 28%	213 49% D	164 50% D	78 62% DEF	106 53% D	235 37% M	233 52% IM	268 51% IM	76 48% IM	17 8%	239 41% P	496 44% P	94 31%	132 35%	264 38%	188 46% QR	241 46% QR
Working on an employer's business part-time	192 9%	116 9%	76 10%	75 11%	46 10%	25 8%	10 8%	17 9%	46 7%	54 12% IL	44 8%	9 6%	38 17% IKL	74 13% OP	98 9%	18 6%	25 7%	62 9% Q	45 11% Q	59 11% Q
Currently unemployed	108 5%	66 5%	43 5%	66 9% EFH	20 5% H	9 3%	-	2 1%	50 8% KM	26 6%	23 4%	-	9 4%	45 8% O	44 4%	18 6%	21 5%	34 5% Q	25 6% Q	27 5% Q
Student	157 8%	121 10% C	36 5%	85 12% EFGH	17 4%	18 6%	4 3%	9 5%	7 1%	1 *% *	1 *% *	-	147 66% IJK	130 22% OP	26 2% P	1 *% *	19 5%	41 6% Q	41 10% QR	55 10% QR
Retired	348 17%	198 16%	150 19%	161 23% EFGH	61 14% H	47 14% H	12 10%	11 5%	155 24% JKM	58 13% M	91 17% M	35 22% JM	2 1%	33 6%	184 16% N	129 43% NO	135 36% RST	175 25% ST	26 6% T	7 1% T
Homemaker	116 6%	54 4%	62 8% B	52 7% FGH	24 6%	14 4%	4 3%	6 3%	59 9% JKL	26 6%	24 5%	4 3%	-	8 1% NP	91 8% NP	15 5% N	15 4%	28 4% Q	24 6% Q	50 9% QRS
Don't Know/No Response	18 1%	10 1%	7 1%	8 1%	3 1%	2 1%	2 2%	1 *% *	9 1%	2 *% *	4 1% *	3 2% *	-	5 1% *	11 1% *% *	1 *% *	3 1% *% *	3 *% *	7 2% *% *	4 1% *% *

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DM14d. Do you have access to the internet at work, at home, at both or neither?  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Has Internet - NET	1,546	114	356	606	104	152	213	769	777	234	331	334	320	322	1,092	63	163	148	66	1,233	313
	76%	69%	70%	80%	73%	83%	80%	78%	74%	86%	84%	86%	82%	57%	85%	58%	47%	94%	57%	79%	68%
				BCE		BCE	BC	I		N	N	N	N		PQS	Q		OPQS		U	
Work	158	12	46	53	18	15	13	79	79	18	38	48	33	20	141	3	4	4	3	116	42
	8%	7%	9%	7%	12%	8%	5%	8%	8%	7%	10%	12%	8%	4%	11%	3%	1%	3%	3%	7%	9%
			G		DG						N	JN	N		PQRS						
Home	603	54	138	224	37	57	94	291	311	104	89	102	101	205	277	56	153	55	54	484	118
	30%	33%	27%	30%	26%	31%	35%	30%	30%	38%	23%	26%	26%	37%	22%	51%	44%	35%	46%	31%	26%
							CE			KLM				KLM		OR	O	O	O	U	
Both	785	48	172	329	50	80	106	399	387	112	205	184	186	97	673	5	6	89	9	633	153
	39%	29%	34%	43%	35%	44%	40%	41%	37%	41%	52%	47%	48%	17%	53%	4%	2%	56%	8%	40%	33%
				BCE		BC	B			N	JN	N	N		PQS			PQS	Q	U	
Neither	454	48	147	146	36	27	50	202	252	38	57	53	66	236	171	44	183	8	46	311	142
	22%	29%	29%	19%	25%	15%	19%	21%	24%	14%	14%	14%	17%	42%	13%	40%	53%	5%	40%	20%	31%
		DFG	DFG		F									JKLM	R	OR	OPRS		OR		T
Don't Know/No Response	26	3	7	6	3	4	2	10	16	-	5	1	4	3	15	2	2	1	4	18	7
	1%	2%	1%	1%	2%	2%	1%	1%	2%		1%	*	1%	*	1%	2%	1%	1%	4%	1%	2%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DM14d. Do you have access to the internet at work, at home, at both or neither?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Has Internet - NET	1,546	979	567	421	360	301	121	191	350	370	463	150	205	462	915	163	199	544	341	453
	76%	79%	72%	60%	83%	92%	97%	95%	55%	82%	88%	94%	92%	79%	82%	54%	53%	79%	83%	87%
		C			D	DE	DEF	DE		I	IJ	IJK	IJ	P	P		Q	Q	QR	
Work	158	93	65	47	40	33	10	9	45	43	51	9	8	62	73	22	36	72	22	24
	8%	8%	8%	7%	9%	10%	8%	5%	7%	10%	10%	5%	4%	11%	6%	7%	10%	10%	5%	5%
					H	H			M	M	M			O			ST	ST		
Home	603	340	262	211	159	102	25	47	195	142	136	45	83	164	353	84	82	217	141	162
	30%	27%	33%	30%	37%	31%	20%	23%	31%	32%	26%	28%	37%	28%	32%	28%	22%	32%	34%	31%
			B	G	DGH	G							K				Q	Q	Q	
Both	785	546	239	163	161	166	86	135	111	185	277	97	115	236	490	57	81	255	178	266
	39%	44%	30%	23%	37%	50%	69%	67%	17%	41%	52%	61%	51%	40%	44%	19%	22%	37%	44%	51%
		C			D	DE	DEF	DEF		I	IJ	IJ	IJ	P	P		Q	QR	QRS	
Neither	454	246	207	272	74	28	3	9	279	76	64	9	17	120	192	137	173	143	68	64
	22%	20%	26%	39%	17%	8%	3%	5%	44%	17%	12%	6%	8%	20%	17%	45%	46%	21%	17%	12%
			B	EFHG	FGH	G			JKLM	KLM	L					NO	RST	T		
Don't Know/No Response	26	12	13	8	2	-	1	-	7	3	1	-	1	2	9	2	2	2	1	6
	1%	1%	2%	1%	*%		1%		1%	1%	*%		*%	*%	1%	1%	1%	*%	*%	1%

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM15. What was your total household income for 2003?  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Under \$40,000 (NET)	700	65	212	218	55	67	84	310	391	131	132	95	114	226	327	66	161	85	52	506	194
	35%	39%	41%	29%	39%	36%	32%	32%	37%	48%	34%	25%	29%	40%	26%	61%	46%	54%	45%	32%	42%
		D	DG		D	D			H	KLMN	L			KLM		OQS	O	O	O		T
Under \$20,000	222	19	66	69	15	19	33	95	126	53	26	29	25	88	62	34	62	40	22	160	61
	11%	12%	13%	9%	11%	10%	13%	10%	12%	19%	7%	8%	6%	16%	5%	31%	18%	25%	19%	10%	13%
			D						KLM					KLM		OQS	O	O	O		
\$20,000 - \$30,000	281	32	89	77	27	28	27	121	159	48	61	37	43	90	139	23	62	36	19	199	81
	14%	19%	18%	10%	19%	15%	10%	12%	15%	18%	15%	10%	11%	16%	11%	21%	18%	23%	16%	13%	18%
		DG	DG		DG					LM	L			LM		O	O	O			T
\$30,000 - \$40,000	198	13	56	72	13	20	24	93	105	30	46	29	46	48	126	10	38	10	12	146	52
	10%	8%	11%	9%	9%	11%	9%	9%	10%	11%	12%	7%	12%	9%	10%	9%	11%	6%	10%	9%	11%
										L											
Over \$40,000 (NET)	1,089	79	266	429	69	99	148	560	529	99	231	258	244	257	822	31	131	49	48	848	241
	54%	48%	52%	57%	48%	54%	56%	57%	51%	36%	59%	66%	63%	46%	64%	29%	38%	31%	41%	54%	52%
				BE				I		JN	JKN	JN	J	J	PQRS			P			
\$40,000 - \$50,000	224	19	73	77	15	18	23	110	114	28	49	46	46	55	154	9	34	8	16	158	66
	11%	11%	14%	10%	11%	10%	9%	11%	11%	10%	13%	12%	12%	10%	12%	8%	10%	5%	14%	10%	14%
			DG												R			R			T
\$50,000 - \$60,000	211	20	61	76	12	18	23	92	119	17	48	49	46	50	155	11	27	9	8	155	56
	10%	12%	12%	10%	8%	10%	9%	9%	11%	6%	12%	13%	12%	9%	12%	10%	8%	5%	7%	10%	12%
										J	J	J			QRS						
\$60,000 - \$70,000	215	17	46	79	16	17	40	106	109	18	44	46	49	58	151	6	32	14	10	175	39
	11%	10%	9%	10%	11%	9%	15%	11%	10%	7%	11%	12%	13%	10%	12%	5%	9%	9%	9%	11%	9%
							C				J	J	J		P						
\$70,000 - \$80,000	113	7	20	48	8	8	22	57	57	7	31	31	20	23	86	3	15	5	4	94	20
	6%	4%	4%	6%	6%	5%	8%	6%	5%	3%	8%	8%	5%	4%	7%	3%	4%	3%	3%	6%	4%
							C				JN	JN			PR						
\$80,000 - \$100,000	126	6	30	50	8	16	16	72	54	14	24	36	30	21	104	-	12	4	4	97	29
	6%	4%	6%	7%	6%	8%	6%	7%	5%	5%	6%	9%	8%	4%	8%		3%	3%	3%	6%	6%
					B						JN	N			QRS						
\$100,000 - \$120,000	94	3	16	54	4	10	8	55	38	6	16	28	21	22	80	-	8	4	1	81	13
	5%	2%	3%	7%	3%	5%	3%	6%	4%	2%	4%	7%	5%	4%	6%		2%	3%	1%	5%	3%
				BCEG				I			JN	J			QRS						U



**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

Table DEM15 Page 42  
(Continued)

DEM15. What was your total household income for 2003?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group						Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
\$120,000 & Over	107 5%	7 4%	21 4%	45 6%	6 4%	13 7%	15 6%	69 7%	38 4%	10 4%	18 5%	20 5%	32 8%	27 5%	91 7%	2 2%	3 1%	5 3%	5 4%	88 6%	19 4%
								I					JKN		PQR						
Refused	236 12%	21 13%	33 6%	111 15%	19 13%	18 10%	34 13%	111 11%	125 12%	43 16%	30 8%	36 9%	32 8%	78 14%	129 10%	11 10%	55 16%	23 15%	16 14%	209 13%	27 6%
		C		CF	C		C			KLM				KLM			O				U

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM15. What was your total household income for 2003?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income				Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Under \$40,000 (NET)	700	405	296	700	-	-	-	-	314	145	105	23	114	272	254	174	234	223	112	130
	35%	33%	38%	100%					49%	32%	20%	15%	51%	47%	23%	58%	62%	32%	27%	25%
			B						JKL	KL			JKL	O		NO	RST	T		
Under \$20,000	222	125	96	222	-	-	-	-	109	34	20	7	52	100	43	79	103	56	27	35
	11%	10%	12%	32%					17%	8%	4%	5%	23%	17%	4%	26%	27%	8%	6%	7%
									JKL	K			JKL	O		NO	RST			
\$20,000 - \$30,000	281	162	118	281	-	-	-	-	136	59	39	6	42	99	118	63	82	101	46	52
	14%	13%	15%	40%					21%	13%	7%	3%	19%	17%	11%	21%	22%	15%	11%	10%
									JKL	KL	L		KL	O		O	RST	T		
\$30,000 - \$40,000	198	117	81	198	-	-	-	-	70	52	45	11	20	74	93	31	49	66	40	44
	10%	9%	10%	28%					11%	12%	9%	7%	9%	13%	8%	10%	13%	10%	10%	8%
														O			T			
Over \$40,000 (NET)	1,089	686	403	-	435	328	126	201	259	268	364	117	78	232	747	107	110	384	248	344
	54%	55%	51%		100%	100%	100%	100%	41%	60%	69%	73%	35%	40%	67%	36%	29%	56%	61%	66%
									IM	IJM	IJM	IJM			NP		Q	Q	Q	QR
\$40,000 - \$50,000	224	132	93	-	224	-	-	-	80	62	59	8	13	58	130	36	38	79	50	57
	11%	11%	12%		52%				13%	14%	11%	5%	6%	10%	12%	12%	10%	11%	12%	11%
									LM	LM	LM									
\$50,000 - \$60,000	211	127	84	-	211	-	-	-	63	55	59	16	18	51	137	22	24	80	43	63
	10%	10%	11%		48%				10%	12%	11%	10%	8%	9%	12%	7%	6%	12%	11%	12%
															NP		Q	Q	Q	Q
\$60,000 - \$70,000	215	134	81	-	-	215	-	-	45	47	83	24	15	49	144	22	24	75	48	65
	11%	11%	10%			65%			7%	10%	16%	15%	7%	8%	13%	7%	6%	11%	12%	12%
											IJM	IM			NP		Q	Q	Q	Q
\$70,000 - \$80,000	113	75	38	-	-	113	-	-	18	38	34	14	8	18	82	13	11	45	27	30
	6%	6%	5%			35%			3%	9%	6%	9%	4%	3%	7%	4%	3%	6%	7%	6%
										IM	I	I			NP		Q	Q	Q	Q
\$80,000 - \$100,000	126	80	46	-	-	-	126	-	16	31	56	15	7	25	95	6	7	49	24	46
	6%	6%	6%				100%		2%	7%	11%	10%	3%	4%	8%	2%	2%	7%	6%	9%
										IM	IJM	IM		P	NP		Q	Q	Q	Q
\$100,000 - \$120,000	94	62	31	-	-	-	-	94	19	18	34	15	7	14	75	4	4	29	26	35
	5%	5%	4%					47%	3%	4%	7%	9%	3%	2%	7%	1%	1%	4%	6%	7%
											IM	IJM			NP		Q	Q	Q	Q

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

DEM15. What was your total household income for 2003?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
\$120,000 & Over	107	76	31	-	-	-	-	107	17	17	39	25	9	18	85	5	2	27	30	48
	5%	6%	4%					53%	3%	4%	7%	16%	4%	3%	8%	2%	1%	4%	7%	9%
			C								IJ	IJKM			NP			Q	QR	QR
Refused	236	147	89	-	-	-	-	-	64	36	60	19	32	79	116	21	31	82	49	49
	12%	12%	11%						10%	8%	11%	12%	14%	14%	10%	7%	8%	12%	12%	9%
												J		P	P					

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

PROV. Province  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment Status				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
Newfoundland	40	40	-	-	-	-	-	19	21	8	8	9	6	9	22	7	5	4	2	40	-
	2%	24%						2%	2%	3%	2%	2%	1%	2%	2%	7%	1%	3%	2%	3%	
																OQ					
PEI	8	8	-	-	-	-	-	3	4	-	-	2	3	2	7	-	1	-	-	8	-
	*%	5%						*%	*%			1%	1%	*%	1%		*%			1%	
Nova Scotia	64	64	-	-	-	-	-	32	33	9	12	9	10	24	38	6	13	3	4	64	-
	3%	39%						3%	3%	3%	3%	2%	2%	4%	3%	6%	4%	2%	4%	4%	
New Brunswick	53	53	-	-	-	-	-	26	27	10	10	10	11	11	39	4	6	1	4	50	3
	3%	32%						3%	3%	3%	2%	3%	3%	2%	3%	3%	2%	1%	3%	3%	1%
															R					U	
Quebec	510	-	510	-	-	-	-	246	264	64	98	107	97	141	314	29	103	38	21	57	454
	25%		100%					25%	25%	24%	25%	28%	25%	25%	25%	27%	30%	24%	18%	4%	98%
																S					T
Ontario	758	-	-	758	-	-	-	364	393	101	151	141	145	212	487	38	122	63	40	753	5
	37%			100%				37%	38%	37%	38%	36%	37%	38%	38%	35%	35%	40%	35%	48%	1%
																				U	
Manitoba	77	-	-	-	77	-	-	37	40	10	16	15	10	25	44	5	16	5	6	77	-
	4%				54%			4%	4%	4%	4%	4%	2%	4%	3%	5%	5%	3%	5%	5%	
Saskatchewan	66	-	-	-	66	-	-	32	34	8	13	11	16	19	43	2	8	6	5	66	-
	3%				46%			3%	3%	3%	3%	3%	4%	3%	3%	2%	2%	4%	4%	4%	
Alberta	183	-	-	-	-	183	-	91	93	26	39	35	37	44	123	4	26	14	15	183	1
	9%					100%		9%	9%	9%	10%	9%	10%	8%	10%	3%	7%	9%	13%	12%	*%
															P					U	
British Columbia	265	-	-	-	-	-	265	129	136	37	49	49	56	74	162	13	49	22	19	265	-
	13%						100%	13%	13%	13%	12%	13%	14%	13%	13%	12%	14%	14%	16%	17%	

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

PROV. Province  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
Newfoundland	40	15	25	15	11	6	2	3	14	6	11	4	5	13	25	1	3	17	8	12
	2%	1%	3%	2%	3%	2%	1%	1%	2%	1%	2%	2%	2%	2%	2%	*	1%	2%	2%	2%
			B											P	P			Q		
PEI	8	-	8	2	1	1	-	1	2	1	2	1	-	1	6	-	1	2	2	3
	*%		1%	*%	*%	*%		*%	*%	*%	*%	1%		*%	1%		*%	*%	1%	1%
Nova Scotia	64	23	41	25	13	11	4	3	30	7	15	2	8	18	34	12	15	18	15	15
	3%	2%	5%	4%	3%	3%	3%	2%	5%	2%	3%	1%	4%	3%	3%	4%	4%	3%	4%	3%
			B						JL											
New Brunswick	53	5	48	23	14	6	1	3	17	11	17	3	4	13	30	9	9	14	14	14
	3%	*%	6%	3%	3%	2%	1%	2%	3%	3%	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%
			B	G	G															
Quebec	510	332	178	212	134	65	30	37	195	107	129	21	53	140	264	102	118	187	106	96
	25%	27%	23%	30%	31%	20%	24%	18%	31%	24%	24%	13%	24%	24%	24%	34%	32%	27%	26%	18%
		C		FH	FH				JKL	L	L		L			NO	T	T	T	
Ontario	758	519	238	218	153	127	50	99	201	176	198	86	88	235	420	96	128	233	170	215
	37%	42%	30%	31%	35%	39%	40%	49%	32%	39%	37%	54%	39%	40%	38%	32%	34%	34%	42%	41%
		C			D			DEF		I	I	IJKM	I	P				QR	QR	
Manitoba	77	38	39	34	11	12	5	2	25	11	25	1	11	20	41	13	10	28	12	24
	4%	3%	5%	5%	3%	4%	4%	1%	4%	2%	5%	1%	5%	3%	4%	4%	3%	4%	3%	5%
			B	EH					L		L		L							
Saskatchewan	66	33	33	21	16	13	3	7	20	12	23	4	6	15	39	12	14	24	14	14
	3%	3%	4%	3%	4%	4%	2%	4%	3%	3%	4%	3%	3%	3%	3%	4%	4%	3%	4%	3%
Alberta	183	112	71	67	36	25	16	22	62	41	45	14	19	50	105	26	30	71	32	46
	9%	9%	9%	10%	8%	8%	12%	11%	10%	9%	9%	8%	8%	8%	9%	9%	8%	10%	8%	9%
British Columbia	265	160	105	84	46	62	16	23	70	76	65	24	28	80	152	32	46	96	37	84
	13%	13%	13%	12%	11%	19%	13%	11%	11%	17%	12%	15%	13%	14%	14%	11%	12%	14%	9%	16%
					DEH					IK							S	S		S

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

Table LANGU Page 47

LANGU. Language  
BASE: Representative Adults  
BANNER 1

	Region						Gender			Age Group					Employment Status				Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Emp	Unemp	Retired	Student	Home-maker	English	French
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
WEIGHTED 'N'	2,025	165	510	758	143	183	265	980	1,045	272	394	388	390	561	1,278	108	348	157	116	1,562	463
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	202	505	655	206	202	255	1,012	1,013	242	355	419	423	563	1,291	110	347	141	117	1,566	459
English	1,562	162	57	753	143	183	265	761	801	214	301	292	299	439	991	83	256	125	95	1,562	-
	77%	98%	11%	99%	100%	100%	100%	78%	77%	78%	76%	75%	77%	78%	78%	76%	74%	79%	82%	100%	
		C		C	BCD	C	BCD														
French	463	3	454	5	-	1	-	219	244	59	93	96	91	122	287	26	92	32	21	-	463
	23%	2%	89%	1%		*%		22%	23%	22%	24%	25%	23%	22%	24%	26%	21%	18%			100%
			BDF																		

**DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS**

Table LANGU Page 48

LANGU. Language  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	2,025	1,238	787	700	435	328	126	201	636	449	529	159	223	584	1,117	302	374	689	410	523
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	2,025	1,200	825	701	438	331	125	198	651	444	538	160	201	548	1,143	307	377	688	402	525
English	1,562	945	617	506	313	269	97	169	456	352	412	142	177	459	880	205	265	521	311	440
	77%	76%	78%	72%	72%	82%	77%	84%	72%	79%	78%	89%	79%	79%	79%	68%	71%	76%	76%	84%
						DE		DE		I	I	IJKM	I	P	P					QRS
French	463	292	171	194	122	59	29	32	181	96	117	17	47	124	237	96	109	168	99	83
	23%	24%	22%	28%	28%	18%	23%	16%	28%	21%	22%	11%	21%	21%	21%	32%	29%	24%	24%	16%
				FH	FH				JKLM	L	L	L	L		NO	T	T	T	T	