

Have heard or read advertising about competition in Canada's wireless industry  
 Q1A: Over the past few months or so, have you seen, heard or read any advertising about competition in Canada's wireless industry?

	Cell Phone=====										Region=====										Gender=====					Education=====					Household Income=====			Sample=====						
	User=====		BC		AB		SK		ON		QC		ATL		Male		Fe-		Age		Group=====		ol or		sec./		Uni-		Under		\$40K		\$80K		more		Cell- Land-			
	Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)			
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733																		
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87																		
							I						M					S	S																					
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602																		
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80																		
Yes	1367	1208	154	190	153	83	538	306	94	685	682	366	496	450	283	510	564	275	358	500	263	1104																		
	68	73	46	71	73	66	70	64	66	72	65	65	73	66	55	69	77	56	68	79	66	69																		
	100	88	11	14	11	6	39	22	7	50	50	27	36	33	21	37	41	20	26	37	19	81																		
			D	i	I		i			L			MO			P	PQ		S	ST																				
No	613	433	180	74	57	43	218	170	49	263	350	188	176	226	226	225	153	215	162	126	128	485																		
	31	26	53	28	27	34	28	36	34	27	33	34	26	33	44	30	21	43	31	20	32	30																		
	100	71	29	12	9	7	36	28	8	43	57	31	29	37	37	37	25	35	26	21	21	79																		
			C					EFH			K	N		N	QR	R		TU	U																					
DON'T KNOW	22	19	3	3	1	-	16	2	-	8	14	7	8	6	6	6	11	4	8	4	10	13																		
	1	1	1	1	-		2	-		1	1	1	1	1	1	1	2	1	2	1	2	1																		
	100	87	13	16	4		71	10		35	65	30	35	26	25	25	50	19	36	18	43	57																		
				gj				FGIJ																																

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Elements that are remembered about the advertising (unaided)  
 Q1B: What can you remember about this advertising? What words, sounds or images come to mind?

BASE: Have seen, heard or read advertising about competition in Canada's wireless industry over the past few months or so

	Cell Phone=		Region=							Gender=					Education=					Household Income=			Sample=	
	User=====		MB/							Male					Some					Bet-			Cell- Land-	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol	or	Col-	ver-	Under	\$40K	\$80K	more	or	le	le
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
TOTAL (u/w)	1378	1180	192	192	155	90	539	300	99	696	682	228	495	598	280	521	566	265	356	503	180	1198		
	100	86	14	14	11	7	39	22	7	51	49	17	36	43	20	38	41	19	26	37	13	87		
TOTAL (w/t)	1367	1208	154	190	153	83	538	306	94	685	682	366	496	450	283	510	564	275	358	500	263	1104		
	100	88	11	14	11	6	39	22	7	50	50	27	36	33	21	37	41	20	26	37	19	81		
General cell phone advertisements (offers, rates, new phones, etc)	343	298	42	36	28	27	122	105	24	154	189	112	129	87	84	145	112	94	86	98	74	268		
	25	25	27	19	18	33	23	34	25	22	28	31	26	19	30	28	20	34	24	20	28	24		
	100	87	12	11	8	8	36	31	7	45	55	33	38	25	24	42	33	27	25	29	22	78		
Canadians paying too high a price for wireless service/getting ripped off	241	215	24	32	30	15	98	53	11	125	116	52	86	94	37	88	113	33	77	94	37	204		
	18	18	16	17	20	18	18	17	12	18	17	14	17	21	13	17	20	12	21	19	14	18		
	100	89	10	13	12	6	41	22	5	52	48	22	36	39	15	36	47	14	32	39	16	84		
Lack of competition in the Canadian market	215	191	24	38	22	7	88	47	12	123	92	52	91	67	30	70	114	37	55	95	46	169		
	16	16	16	20	15	8	16	15	13	18	13	14	18	15	10	14	20	14	15	19	18	15		
	100	89	11	18	10	3	41	22	6	57	43	24	42	31	14	33	53	17	26	44	21	79		
Attack ads from government against the "big three"/Advocating foreign competition	154	148	6	27	16	6	77	17	11	108	46	50	67	35	21	54	78	25	39	74	41	113		
	11	12	4	14	11	8	14	5	11	16	7	14	14	8	7	11	14	9	11	15	16	10		
	100	96	4	17	10	4	50	11	7	70	30	32	44	23	14	35	50	16	25	48	27	73		
US carriers entering the Canadian market	129	118	11	21	11	7	58	23	8	70	59	45	45	37	23	53	52	16	34	62	22	107		
	9	10	7	11	7	9	11	8	9	10	9	12	9	8	10	9	9	6	9	12	8	10		
	100	91	8	16	9	6	45	18	7	54	46	35	35	29	18	41	40	12	26	48	17	83		
Attack ads against US carriers in Canadian market/Selling spectrum to US carriers	108	101	7	17	14	7	53	11	8	66	42	30	44	33	15	33	60	8	24	61	25	83		
	8	8	4	9	9	8	10	4	8	10	6	8	9	7	5	6	11	3	7	12	10	7		
	100	94	6	15	13	6	49	10	7	61	39	28	41	31	14	30	56	7	22	56	24	76		
Attack ads from the "big three" Canadian telecom companies (Rogers, Bell, Telus)	83	80	3	19	13	3	35	11	2	64	18	22	37	23	11	31	41	8	19	52	15	67		
	6	7	2	10	8	4	6	4	2	9	3	6	8	5	4	6	7	3	5	10	6	6		
	100	97	3	23	15	4	42	13	2	78	22	27	45	28	13	38	49	9	23	63	19	81		
Change in the laws regarding contracts/shorter contracts	56	50	6	10	9	3	19	11	5	23	33	12	23	18	13	18	24	8	12	24	6	50		
	4	4	4	5	6	3	3	4	5	3	5	3	5	4	4	4	4	3	3	5	2	5		
	100	90	10	17	17	5	33	20	8	40	60	21	42	32	23	32	43	15	22	44	11	89		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Elements that are remembered about the advertising (unaided)  
 Q1B: What can you remember about this advertising? What words, sounds or images come to mind?

BASE: Have seen, heard or read advertising about competition in Canada's wireless industry over the past few months or so

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	User=		MB/							Male		Fe-					Some			Bet-			Cell- Land-	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol	or	Col-	ver-	Under	and	or	le	le		
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
Canada has poor network coverage/ service	33	29	3	7	5	5	6	4	5	17	16	7	11	12	6	12	13	6	9	12	7	25		
	2	2	2	4	3	6	1	1	5	2	2	2	2	3	2	2	2	2	3	2	3	2		
	100	90	10	22	16	16	18	13	14	51	49	22	35	37	18	37	41	18	28	38	23	77		
			h			h																		
Radio ads	27	27	-	3	3	1	20	-	-	7	20	14	11	2	2	9	17	-	11	16	13	15		
	2	2		2	2	1	4			1	3	4	2	1	1	2	3		3	3	5	1		
	100	97		11	11	3	72			26	74	51	41	8	6	33	61		38	57	46	54		
			D		ij		gIJ				K	O	O			P		S	S	w				
Print advertising/Flyers	24	20	3	3	1	2	13	2	2	13	11	10	7	7	3	8	12	4	9	6	6	17		
	2	2	2	2	1	3	2	1	2	2	2	3	1	2	1	2	2	2	2	1	2	2		
	100	85	11	14	5	10	54	8	8	54	46	40	30	30	12	35	53	18	37	25	27	73		
						i																		
Miscellaneous	96	81	15	9	10	4	41	30	2	44	52	17	42	31	18	42	36	21	26	28	11	84		
	7	7	10	5	6	5	8	10	2	6	8	5	8	7	6	8	6	8	7	6	4	8		
	100	85	15	10	10	4	43	31	2	46	54	17	44	33	19	44	38	22	27	30	12	88		
						J	eJ						M									v		
DON'T KNOW/REFUSED	265	217	46	33	33	15	100	63	22	102	162	63	67	118	77	85	100	75	61	73	54	211		
	19	18	30	17	21	18	18	20	24	15	24	17	13	26	27	17	18	27	17	15	20	19		
	100	82	18	12	12	6	38	24	8	39	61	24	25	45	29	32	38	28	23	28	20	80		
			C								K			MN	QR		TU							

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Total aided awareness  
Q2a/b/c/d

	Cell Phone=====										Region=====										Gender=====					Education=====					Household Income=====			Sample=====		
	User=====		BC		AB		SK		ON		QC		ATL		Male		Fe-		Age		Group=====		ol or		sec./		Uni-		Under		Bet-		Cell- Land-			
	Total	Yes	No	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)		
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733														
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87														
							I						M					S	S																	
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602														
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80														
Aware	1369	1178	186	195	140	80	550	306	95	707	662	347	483	486	300	524	532	302	360	487	255	1113														
	68	71	55	73	66	63	71	64	66	74	63	62	71	71	58	71	73	61	68	77	64	70														
	100	86	14	14	10	6	40	22	7	52	48	25	35	36	22	38	39	22	26	36	19	81														
		D		gI			I			L			M	M		P	P		S	ST		v														
Unaware	633	482	150	73	71	46	222	173	49	249	385	213	197	196	215	217	196	193	168	143	145	488														
	32	29	45	27	34	37	29	36	34	26	37	38	29	29	42	29	27	39	32	23	36	30														
	100	76	24	11	11	7	35	27	8	39	61	34	31	31	34	34	31	30	27	23	23	77														
			C			e		EH			K	NO			QR			TU	U		w															

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Ad recall summary table  
Q2a/b/c/d

	Cell Phone=====										Region=====					Gender=====					Education=====					Household Income=====			Sample=====	
	User=====		BC (E)	AB (F)	MB/ SK (G)	ON (H)	QC (I)	ATL (J)	Male (K)	Fe- male (L)	Age Group=====			ol (P)	or (Q)	Col- lege (R)	Uni- ver- sity (S)	Under \$40K (T)	Bet- ween \$40K \$80K (U)	more \$80K more (V)	Cell- phone Samp- le (W)	Land- line Samp- le (X)								
	Yes (C)	No (D)									18-34 (M)	35-54 (N)	55+ (O)																	
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)								
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87								
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80								
Television	733 37 100	623 38 85	109 32 15	94 35 13	74 35 10	44 35 6	290 38 40	171 36 23	56 39 8	385 40 52	348 33 48	168 30 23	260 38 35	286 42 39	190 37 26	274 37 37	264 36 36	173 35 24	190 36 26	264 42 36	124 31 17	609 38 83								
Internet	275 14 100	252 15 92	22 7 8	49 18 18	31 15 11	12 9 4	104 13 38	59 12 21	18 13 7	160 17 58	115 11 42	85 15 31	104 15 38	71 10 26	59 11 22	108 15 39	108 15 39	57 12 21	81 15 29	100 16 36	74 18 27	201 13 73								
Radio	833 42 100	736 44 88	94 28 11	135 50 16	97 46 12	47 37 6	339 44 41	159 33 19	53 37 6	471 49 57	362 35 43	216 39 26	315 46 38	271 40 33	163 32 20	347 47 42	317 43 38	162 33 19	210 40 25	336 53 40	156 39 19	678 42 81								
Newspaper	592 30 100	502 30 85	86 26 15	92 34 16	61 29 10	32 26 5	243 32 41	129 27 22	34 24 6	308 32 52	284 27 48	111 20 19	203 30 34	255 37 43	120 23 20	205 28 35	261 36 44	121 25 20	146 28 25	237 38 40	94 23 16	498 31 84								

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Television ad recall

Q2a: Do you remember seeing a television ad over the past few weeks or so showing a man standing in front of a phone display, a woman sitting at the kitchen table looking at her cell phone bill and a mother parked by the side of the road, lost, without cell phone service. The ad mentions that the largest wireless companies in Canada hold over 85% of the airwaves and Canadians pay some of the highest wireless rates in the developed world.

	=====																					
	Cell Phone=====										====Education====				Household Income=			==Sample==				
	====User====		Region=====								==Gender==		Some		High- post-		Uni-	Bet-	\$40K	\$80K	Cell- Land-	phone line
Total	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or	Col-	ver-	Under	and	more	(CPO)	(LL)	
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87
							I						M					S	S			
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80
Yes	733	623	109	94	74	44	290	171	56	385	348	168	260	286	190	274	264	173	190	264	124	609
	37	38	32	35	35	35	38	36	39	40	33	30	38	42	37	37	36	35	36	42	31	38
	100	85	15	13	10	6	40	23	8	52	48	23	35	39	26	37	36	24	26	36	17	83
							d			L			M	M						St		V
No	1156	941	211	159	124	78	432	280	83	522	634	352	384	367	298	429	418	285	313	333	234	921
	58	57	63	60	59	62	56	58	58	55	61	63	56	54	58	58	57	58	59	53	59	58
	100	81	18	14	11	7	37	24	7	45	55	30	33	32	26	37	36	25	27	29	20	80
							C			K	no								U			
DON'T KNOW	47	37	10	5	7	1	21	11	2	22	25	5	17	18	10	17	19	17	12	8	11	36
	2	2	3	2	3	1	3	2	1	2	2	1	3	3	2	2	3	3	2	1	3	2
	100	79	21	11	14	3	45	24	4	46	54	10	37	39	22	36	40	36	27	16	23	77
													M	M				U				
REFUSED	1	1	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	-	1	-	1	-
	-	-						-		-			-		-				-		-	
	100	100						100		100			100		100				100		100	
Not applicable/do not watch television	65	57	7	9	6	3	29	16	3	26	39	35	18	11	15	21	28	20	11	26	30	35
	3	3	2	3	3	3	4	3	2	3	4	6	3	2	3	3	4	4	2	4	8	2
	100	88	10	13	9	5	44	24	4	39	61	54	28	16	23	33	43	30	17	41	46	54
							d				NO									t	W	

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Internet ad recall

Q2b: Do you remember seeing an advertisement on the Internet over the past few weeks or so about Canada's policy related to competition in the wireless industry?

	Cell Phone=====Region=====Gender=====										Education=====							Household Income=====			Sample=====	
	User=====		BC (E)	AB (F)	MB/ SK (G)	ON (H)	QC (I)	ATL (J)	Male (K)	Fe- male (L)	Age Group=====			ol (P)	or (Q)	Col- lege (R)	Uni- ver- sity (S)	Under \$40K (T)	and \$80K (U)	more (V)	Cell- phone Samp- (W)	Land- line Samp- (X)
	Yes (C)	No (D)									18-34 (M)	35-54 (N)	55+ (O)									
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87
							I						M					S	S			
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80
Yes	275 14	252 15	22 7	49 18	31 15	12 9	104 13	59 12	18 13	160 17	115 11	85 15	104 15	71 10	59 11	108 15	108 15	57 12	81 15	100 16	74 18	201 13
	100	92	8	18	11	4	38	21	7	58	42	31	38	26	22	39	39	21	29	36	27	73
		D		GhI						L		O	O							s	W	
No	1633 82	1350 81	279 83	213 80	172 82	107 85	628 81	394 82	118 82	752 79	881 84	462 82	555 82	553 81	420 82	603 81	593 81	403 82	426 81	505 80	309 77	1324 83
	100	83	17	13	11	7	38	24	7	46	54	28	34	34	26	37	36	25	26	31	19	81
										K												v
DON'T KNOW	38 2	33 2	5 1	4 1	1 -	6 5	16 2	10 2	2 1	19 2	18 2	13 2	8 1	15 2	5 1	14 2	19 3	6 1	10 2	19 3	9 2	29 2
	100	88	12	9	2	16	41	26	5	51	49	35	21	39	12	38	50	16	27	49	23	77
						F	F	F								P				s		
REFUSED	1 -	1 -	1 -	- -	1 -	- -	1 -	- -	- -	1 -	- -	- -	- -	1 -	1 -	- -	1 -	- -	1 -	- -	- -	1 -
	100	44	56		44		56			100				100	56		44		100			100
Not applicable/do not use the Internet	55 3	24 1	30 9	2 1	6 3	1 1	23 3	17 3	6 4	23 2	32 3	- 2	13 6	42 6	30 2	16 2	7 1	28 6	10 2	7 1	9 2	46 3
	100	44	56	4	10	2	43	31	11	42	58		23	77	55	28	14	51	18	12	16	84
			C				Eg	Eg	e				M	MN	QR		TU					

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Radio ad recall

Q2c: Do you remember hearing a radio ad over the past few months or so about Canada's policy related to competition in the wireless industry? The ad mentions that the largest wireless companies in Canada hold over 85% of the airwaves and Canadians pay some of the highest wireless rates in the developed world.

	Cell Phone=		Region=								Gender=					Education=					Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High school or less	Post-secondary	University	Under \$40K	\$40K-\$80K	more	Cell phone	Land line				
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)				
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733			
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87			
							I						M					S	S						
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602			
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80			
Yes	833	736	94	135	97	47	339	159	53	471	362	216	315	271	163	347	317	162	210	336	156	678			
	42	44	28	50	46	37	44	33	37	49	35	39	46	40	32	47	43	33	40	53	39	42			
	100	88	11	16	12	6	41	19	6	57	43	26	38	33	20	42	38	19	25	40	19	81			
		D		GhIJ	Ij		I			L			MO			P	P		S	ST					
No	1070	844	225	118	106	73	399	286	88	434	636	315	342	369	331	358	372	310	288	266	224	847			
	53	51	67	44	50	58	52	60	62	45	61	56	50	54	64	48	51	63	54	42	56	53			
	100	79	21	11	10	7	37	27	8	41	59	29	32	34	31	33	35	29	27	25	21	79			
			C			E	e	EFH	EfH		K	n			QR		TU	U							
DON'T KNOW	48	40	8	7	2	2	21	15	2	28	20	16	12	18	11	19	18	10	17	13	11	37			
	2	2	2	3	1	2	3	3	1	3	2	3	2	3	2	3	2	2	3	2	3	2			
	100	83	17	14	3	5	44	30	3	58	42	34	25	37	24	39	37	22	35	27	23	77			
							F	F																	
REFUSED	3	2	1	-	1	-	1	1	-	1	2	-	1	2	1	-	2	-	-	1	1	2			
	-	-	-		-		-	-		-	-		-	-	-		-			-	-	-			
	100	70	30		30		43	27		43	57		43	57	27		73			27	43	57			
Not applicable/do not listen to the radio	47	38	9	8	4	4	11	19	1	20	27	12	10	23	8	18	20	13	14	14	8	39			
	2	2	3	3	2	3	1	4	-	2	3	2	1	3	2	2	3	3	3	2	2	2			
	100	81	19	16	9	9	24	41	1	43	57	26	21	49	17	38	41	27	30	30	18	82			
				J			HJ							N											

Significance test: Capital letters indicate 95%, small letters indicate 90% level



Newspaper ad recall

Q2d: Do you remember seeing an ad in the newspaper over the past few months or so about Canada's policy related to competition in the wireless industry? The ad mentions that the largest wireless companies in Canada hold over 85% of the airwaves and Canadians pay some of the highest wireless rates in the developed world.

	Cell Phone=		Region=								Gender=		Age Group=					Education=			Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or less	Col-lege	Uni-verse	Under \$40K	Between \$40K and \$80K	more	Cell-phone (CPO)	Land-line (LL)				
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)				
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733			
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87			
							I						M					S	S						
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602			
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80			
Yes	592	502	86	92	61	32	243	129	34	308	284	111	203	255	120	205	261	121	146	237	94	498			
	30	30	26	34	29	26	32	27	24	32	27	20	30	37	23	28	36	25	28	38	23	31			
	100	85	15	16	10	5	41	22	6	52	48	19	34	43	20	35	44	20	25	40	16	84			
		d		IJ			j		L				M	MN		PQ			ST		V				
No	1299	1069	227	164	138	85	486	325	97	600	698	417	444	387	370	492	425	341	358	352	290	1009			
	65	64	68	61	65	68	63	68	67	63	67	75	65	57	72	66	58	69	68	56	72	63			
	100	82	18	13	11	7	37	25	7	46	54	32	34	30	28	38	33	26	28	27	22	78			
							e			k	NO	O		qR	R		U	U		W					
DON'T KNOW	40	27	13	5	3	1	14	12	4	16	24	11	8	18	7	17	16	7	13	13	5	35			
	2	2	4	2	2	1	2	3	3	2	2	2	1	3	1	2	2	1	2	2	1	2			
	100	68	32	13	9	3	35	31	9	40	60	28	20	45	17	42	41	17	32	33	13	87			
			C											N											
Not applicable/do not use read newspaper	71	61	10	6	8	7	28	13	9	31	40	21	26	22	17	28	26	25	11	28	12	60			
	4	4	3	2	4	6	4	3	6	3	4	4	4	3	3	4	4	5	2	5	3	4			
	100	85	15	9	11	10	40	18	13	44	56	29	36	31	24	39	37	35	16	40	16	84			
																	T	T							

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Message comprehension

Q3: Thinking about the advertising that you saw, heard or read, what do you think was the main point these advertisements were trying to get across?

BASE: Recall any of the ads in Q2a - Q2d series of questions

	Cell Phone=											Region=											Gender=											Education=											Household Income=											Sample=										
	User		Yes		No		BC		AB		SK		ON		QC		ATL		Male		Fe-		Age		Group		ol		or		Col-		ver-		Under		\$40K		\$80K		more		or		le		le																			
	Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)	(AM)	(AN)	(AO)	(AP)	(AQ)	(AR)	(AS)	(AT)	(AU)	(AV)	(AW)	(AX)	(AY)	(AZ)															
TOTAL (u/w)	1407	1171	231	203	146	91	560	298	105	731	676	220	488	645	314	538	541	305	369	492	180	1227	100	83	16	14	10	6	40	21	7	52	48	16	35	46	22	38	38	22	26	35	13	87																						
TOTAL (w/t)	1369	1178	186	195	140	80	550	306	95	707	662	347	483	486	300	524	532	302	360	487	255	1113	100	86	14	14	10	6	40	22	7	52	48	25	35	36	22	38	39	22	26	36	19	81																						
Canadians paying too high a price for wireless service/getting ripped off	408	357	50	53	40	29	167	88	28	178	230	103	140	152	102	154	148	110	88	133	68	340	30	30	27	27	28	36	30	29	30	25	35	30	29	31	34	29	28	36	24	27	26	31	100	87	12	13	10	7	41	22	7	44	56	25	34	37	25	38	36	27	22	33	17	83
Lack of competition in the Canadian market/Need more competition	297	267	30	52	31	16	127	48	21	179	118	74	110	101	42	113	141	43	93	129	48	249	22	23	16	27	22	20	23	16	22	25	18	21	23	21	14	22	26	14	26	26	19	22	100	90	10	18	10	5	43	16	7	60	40	25	37	34	14	38	47	14	31	43	16	84
General cell phone advertisements (offers, rates, new phones, etc)	99	81	17	7	10	2	32	40	9	43	56	25	35	34	32	35	30	31	24	24	20	79	7	7	9	3	7	2	6	13	9	6	8	7	7	11	7	6	10	7	5	8	7	100	81	17	7	10	2	32	40	9	43	57	26	35	34	33	36	30	31	25	24	20	80	
Government against the "big three" monopoly/Advocating foreign competition	88	75	12	19	13	5	33	12	4	61	26	23	32	32	13	26	49	10	23	47	15	72	6	6	7	10	10	6	6	4	4	9	4	7	7	4	5	9	3	6	10	6	6	100	86	14	22	15	6	38	14	5	70	30	26	37	37	15	29	56	12	26	54	18	82	
Competition from US carriers would lower wireless prices	72	65	7	10	12	4	33	11	2	46	26	18	27	26	8	31	32	8	17	39	19	53	5	6	4	5	8	5	6	4	3	6	4	5	6	5	3	6	6	2	5	8	7	5	100	91	9	14	16	6	46	15	3	64	36	26	38	35	11	44	44	10	23	54	26	74
Change in the laws regarding contracts/packages/fees	38	33	4	4	5	4	11	12	1	20	18	10	19	8	7	17	14	11	10	14	9	29	3	3	2	2	4	5	2	4	1	3	3	3	4	2	2	3	4	3	3	4	3	100	89	11	10	14	11	29	32	3	53	47	28	50	20	19	45	37	28	26	38	24	76	
Canada has poor network coverage/service	35	31	4	11	5	1	7	6	4	13	22	10	13	7	7	13	14	7	11	11	6	29	3	3	2	6	3	2	1	2	4	2	3	3	2	2	2	3	2	3	2	2	3	100	88	12	31	13	4	21	19	11	38	62	30	38	21	21	37	41	19	31	30	17	83	
Canadian wireless companies don't want competition	33	28	4	2	3	2	14	7	4	24	9	3	12	16	6	11	15	4	10	13	6	27	2	2	2	1	2	3	2	2	4	3	1	1	2	3	2	3	1	3	3	2	2	100	84	13	7	10	7	41	22	13	72	28	10	35	49	17	33	45	12	31	39	18	82	

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Message comprehension

Q3: Thinking about the advertising that you saw, heard or read, what do you think was the main point these advertisements were trying to get across?

BASE: Recall any of the ads in Q2a - Q2d series of questions

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	User=		BC	AB	MB/	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or less	Col-lege	Uni-verse	Under \$40K	\$40K and \$80K	\$80K more	CPO	Land- phone line	Samp- le	Samp- le	
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
Don't let US carriers into the Canadian market	29	26	3	7	3	2	14	4	-	16	13	10	10	9	3	19	8	4	6	15	9	21		
	2	2	2	3	2	2	3	1		2	2	3	2	2	1	4	1	1	2	3	3	2		
	100	88	10	23	12	6	47	13		56	44	33	35	32	10	64	26	12	22	52	29	71		
				J	j		J	j								PR				s				
US carriers entering the Canadian market would cost jobs/hurt Canadian companies	17	15	1	2	-	1	13	1	1	8	9	2	8	6	3	6	8	1	7	6	2	14		
	1	1	1	1		1	2	-	1	1	1	1	2	1	1	1	2	-	2	1	1	1		
	100	92	8	11		4	76	5	4	48	52	11	50	38	16	36	49	4	40	34	14	86		
							FI												s					
US carriers entering the Canadian market would be unfair/bad for consumers	12	11	1	1	-	1	8	-	2	8	4	4	4	2	1	4	6	2	3	4	2	9		
	1	1	-	-		1	1		2	1	1	1	1	-	-	1	1	1	1	1	1	1		
	100	94	6	6		7	68		19	68	32	32	34	18	6	33	53	19	25	34	20	80		
							FI																	
US carriers have unfair advantage by not paying for infrastructure	9	8	1	-	1	-	6	1	-	6	2	-	5	4	1	3	5	2	2	5	1	7		
	1	1	1		1		1	-		1	-		1	1	-	1	1	1	-	1	1	1		
	100	88	12		9		75	16		74	26		56	44	9	32	59	24	21	55	16	84		
							EGJ						M	M										
Miscellaneous	81	70	11	11	8	2	27	21	10	43	38	25	32	22	18	36	27	22	24	19	20	61		
	6	6	6	6	6	3	5	7	11	6	6	7	7	4	6	7	5	7	7	4	8	5		
	100	87	13	14	10	3	33	27	13	53	47	31	40	27	22	45	33	27	30	24	25	75		
							g	Gh										u						
Don't Know / Refused	153	112	41	16	8	10	59	53	7	61	92	38	36	66	57	57	37	48	43	29	30	123		
	11	9	22	8	6	13	11	17	8	9	14	11	7	14	19	11	7	16	12	6	12	11		
	100	73	27	10	5	7	38	34	5	40	60	25	23	43	37	38	24	32	28	19	20	80		
			C				f	EFHJ			K			N	QR	R		U	U					

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Identification of the advertiser  
 Q5A/Q5B: Who do you think produced those ads? In other words, who funded them?

	Cell Phone=====Region=====Gender=====										Education=====					Household Income=		Sample=				
	User=====		BC (E)	AB (F)	MB/ SK (G)	ON (H)	QC (I)	ATL (J)	Male (K)	Fe- male (L)	Age Group=====				High- scho- ol or less (P)	post- sec./ Col- lege (Q)	Uni- ver- sity (R)	Under \$40K (S)	Bet- ween \$40K and \$80K (T)	\$80K or more (U)	Cell- phone Samp- le (V)	Land- line Samp- le (W)
	Yes (C)	No (D)									18-34 (M)	35-54 (N)	55+ (O)									
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL (u/w)	1407	1171	231	203	146	91	560	298	105	731	676	220	488	645	314	538	541	305	369	492	180	1227
	100	83	16	14	10	6	40	21	7	52	48	16	35	46	22	38	38	22	26	35	13	87
TOTAL (w/t)	1369	1178	186	195	140	80	550	306	95	707	662	347	483	486	300	524	532	302	360	487	255	1113
	100	86	14	14	10	6	40	22	7	52	48	25	35	36	22	38	39	22	26	36	19	81
Government of Canada / Federal Government	434	385	49	52	48	18	173	119	22	281	154	127	166	129	91	142	200	74	116	187	84	351
	32	33	27	27	34	23	31	39	23	40	23	37	34	27	30	27	38	24	32	38	33	31
	100	89	11	12	11	4	40	27	5	65	35	29	38	30	21	33	46	17	27	43	19	81
					gJ		j	EGHJ		L		O	O			pQ		S	St			
Any of the large providers (Rogers, Bell, Telus, Shaw)	107	89	15	14	11	7	47	18	9	64	43	21	34	47	13	52	39	22	32	39	27	80
	8	8	8	7	8	8	9	6	10	9	6	6	7	10	4	10	7	7	9	8	10	7
	100	84	15	13	11	6	44	17	8	60	40	20	31	44	12	49	37	21	30	37	25	75
										m					P	p						
Wireless companies (not specified)	104	92	12	19	9	2	46	19	10	53	52	28	36	33	24	49	30	27	17	35	13	91
	8	8	6	10	7	2	8	6	10	7	8	8	7	7	8	9	6	9	5	7	5	8
	100	88	11	18	9	2	44	18	9	50	50	26	34	32	23	47	29	26	16	33	13	87
				G		G	g	G							R	t						
American wireless companies (Verizon, etc.)	58	52	6	9	7	4	27	4	5	36	22	15	23	19	5	21	32	5	21	26	13	45
	4	4	3	5	5	5	5	1	6	5	3	4	5	4	2	4	6	2	6	5	5	4
	100	89	11	16	13	6	47	7	9	61	39	26	39	33	9	36	55	9	36	44	23	77
				i	i		I		i						p	P		S	S			
Taxpayers	48	37	11	12	6	6	9	11	5	17	31	7	16	23	17	20	11	14	14	15	9	39
	4	3	6	6	5	7	2	4	5	2	5	2	3	5	6	4	2	5	4	3	3	4
	100	77	23	24	13	12	18	22	10	35	65	15	34	47	35	43	22	30	29	32	18	82
			H		h					K				m	R	r						
Canadian wireless/cell phone service providers	45	42	3	8	5	3	19	9	1	20	25	13	17	14	7	17	21	9	14	12	4	40
	3	4	2	4	4	4	3	3	1	3	4	4	3	3	2	3	4	3	4	2	2	4
	100	94	6	17	11	8	42	20	2	44	56	30	37	30	16	37	47	20	32	27	10	90
		d		j		j																
Competition/Companies who want to get into the market (unspecified)	42	32	10	10	6	2	18	4	2	18	24	3	14	25	5	21	16	9	14	12	4	38
	3	3	5	5	5	2	3	1	2	3	4	1	3	5	2	4	3	3	4	2	2	3
	100	77	23	23	15	4	43	10	4	42	58	7	34	59	13	49	38	21	34	28	10	90
				I		i				M	Mn				p							
Small wireless providers who want fair competition (Wind, etc.)	33	29	4	7	5	1	15	3	2	20	13	9	10	13	3	17	12	5	11	15	4	29
	2	2	2	4	3	1	3	1	2	3	2	3	2	3	1	3	2	2	3	3	2	3
	100	88	12	22	15	3	45	11	5	60	40	29	30	39	9	51	38	15	34	48	12	88
				i											P							

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Identification of the advertiser

Q5A/Q5B: Who do you think produced those ads? In other words, who funded them?

	Cell Phone=====										Region=====										Gender=====										Education=====					Household Income=			Sample=====	
	User=====		BC (E)	AB (F)	SK (G)	ON (H)	QC (I)	ATL (J)	Male (K)	Fe- male (L)	Age Group=====			55+ (O)	ol (P)	or (Q)	Col- lege (R)	Uni- ver- sity (S)	Under \$40K (T)	and \$80K (U)	or more (V)	Cell- phone line (W)	Land- line (X)																	
	Yes (C)	No (D)									18-34 (M)	35-54 (N)	MB/ SK (G)											18-34 (M)	35-54 (N)	55+ (O)														
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)																		
CRTC	17	17	-	3	2	1	3	5	3	7	10	6	9	2	4	7	6	2	5	6	5	12																		
	1	1		1	2	2	1	2	3	1	2	2	2	-	1	1	1	1	1	1	2	1																		
	100	100		16	14	8	19	27	16	40	60	37	51	12	25	38	37	14	29	36	32	68																		
													O																											
Provincial Government	15	14	2	3	-	1	8	4	-	6	10	4	8	4	4	5	7	2	5	7	-	15																		
	1	1	1	1		1	1	1		1	1	1	2	1	1	1	1	1	1	2		1																		
	100	90	10	18		7	51	24		38	62	24	50	26	23	34	43	10	34	48		100																		
							FJ	fj														v																		
Municipal Government	3	2	1	-	-	-	2	1	-	2	1	-	1	2	2	1	-	1	1	2	-	3																		
	-	-	1				-	-		-	-		-	-	1	-		-	-	-		-																		
	100	54	46				68	32		54	46		44	56	68	32		22	24	54		100																		
																						v																		
Miscellaneous	109	80	27	11	11	5	34	38	8	48	60	23	38	40	22	36	48	33	27	30	17	92																		
	8	7	14	6	8	6	6	12	9	7	9	7	8	8	7	7	9	11	7	6	6	8																		
	100	74	25	10	10	5	31	35	8	45	55	21	35	37	20	33	44	30	25	28	15	85																		
			C					EgH										U																						
DON'T KNOW	352	305	47	47	27	29	149	70	29	138	214	89	112	135	103	134	110	97	83	100	75	277																		
	26	26	25	24	19	36	27	23	30	19	32	26	23	28	34	26	21	32	23	21	29	25																		
	100	87	13	13	8	8	42	20	8	39	61	25	32	39	29	38	31	28	24	29	21	79																		
						eFI	f		f		K			n	QR	r		TU																						
REFUSED	2	2	-	-	1	1	-	-	-	-	2	1	-	-	-	2	-	2	-	-	-	2																		
	-	-			1	2					-	-				-		1				-																		
	100	100			40	60					100	60				100		100				100																		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Employment status

D1: Which of the following categories best describes your current employment status? Are you...?

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=		Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Fe-	18-34	35-54	55+	ol	or	Col-	Uni-	Under	and	or	Cell-	Land-	
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	male	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	\$40K	\$80K	more	(U)	(V)	(W)
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733	
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87	
							I						M					S	S				
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602	
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80	
Working full-time (35 or more hours per week)	868	788	80	108	108	64	340	192	55	481	387	261	433	146	142	352	370	109	260	377	188	680	
	43	47	24	40	51	50	44	40	38	50	37	47	64	21	28	48	51	22	49	60	47	42	
	100	91	9	12	12	7	39	22	6	55	45	30	50	17	16	41	43	13	30	43	22	78	
			D		EhIJ	eiJ				L		O	MO			P	P		S	ST			
Working part-time (less than 35 hours per week)	179	150	30	31	15	11	67	37	16	55	125	84	52	39	59	62	58	64	47	43	32	147	
	9	9	9	12	7	9	9	8	11	6	12	15	8	6	12	8	8	13	9	7	8	9	
	100	83	17	18	8	6	38	21	9	31	69	47	29	22	33	34	32	35	26	24	18	82	
										K	NO				qr			tU					
Self-employed	166	152	13	24	17	8	66	39	12	94	72	35	78	52	36	66	64	28	39	77	35	131	
	8	9	4	9	8	6	9	8	8	10	7	6	11	8	7	9	9	6	7	12	9	8	
	100	92	8	15	10	5	40	23	7	57	43	21	47	31	22	40	39	17	23	46	21	79	
			D							L		MO								ST			
Student attending full time school (not working)	137	131	6	9	21	4	50	40	11	61	76	125	10	1	34	50	52	45	38	35	72	64	
	7	8	2	3	10	4	7	8	8	6	7	22	1	-	7	7	7	9	7	6	18	4	
	100	96	4	7	16	3	37	29	8	45	55	92	7	1	25	37	38	33	28	26	53	47	
			D		EG		E	EG	e		NO	O						U			W		
Unemployed, but looking for work	70	56	14	12	3	9	16	24	6	38	32	26	28	15	32	19	19	35	14	8	22	48	
	3	3	4	4	2	7	2	5	5	4	3	5	4	2	6	3	3	7	3	1	5	3	
	100	81	19	17	5	12	22	35	9	55	45	37	40	21	45	27	27	50	19	11	31	69	
				f		fh		FH			o	O			QR		TU						
Not in the workforce (e.g. unemployed, but not looking for work, a full-time homemaker or parent)	90	73	17	14	12	4	38	17	5	21	69	19	47	19	33	40	15	36	15	18	21	68	
	4	4	5	5	6	3	5	4	3	2	7	3	7	3	6	5	2	7	3	3	5	4	
	100	81	19	16	13	5	42	19	5	23	77	21	53	21	37	45	17	40	17	20	24	76	
										K		MO			R	R		TU					
Retired	451	280	169	68	31	21	174	120	36	189	261	2	20	400	164	140	141	163	113	65	19	431	
	23	17	50	25	15	17	23	25	25	20	25	-	3	59	32	19	19	33	21	10	5	27	
	100	62	38	15	7	5	39	27	8	42	58	-	4	89	36	31	31	36	25	15	4	96	
			C	Fg		F	Fg	F	F	K			M	MN	QR			TU	U			V	
Other	31	23	8	-	1	5	15	8	2	10	21	9	12	9	13	12	6	15	3	7	8	22	
	2	1	2		1	4	2	2	1	1	2	2	2	1	3	2	1	3	1	1	2	1	
	100	76	24		4	15	50	25	6	32	68	28	40	30	42	39	19	47	11	23	27	73	
					e	E	E								R		Tu						

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Employment status

D1: Which of the following categories best describes your current employment status? Are you...?

Total	Cell Phone=		Region=							Gender=		Age Group=				Education=			Household Income=			Sample=			
	Yes	No	BC	AB	MB/	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or less	High- scho-	post- sec./	Uni-	Under \$40K	Between \$40K and \$80K	more	(CPO)	(LL)	Samp-	Samp-	
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
REFUSED	11	7	2	1	1	1	6	2	1	7	5	-	1	1	-	1	3	-	-	-	-	2	9		
	1	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
	100	60	14	5	9	10	51	17	9	57	43		9	13		9	24					17	83		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Education  
D2: What is the highest level of formal education that you have completed to date?

	Cell Phone=====										Region=====										Gender=====										Education=====										Household Income=			Sample=	
	User=====		Yes		No		BC	AB	SK	ON	QC	ATL	Male	Fe-	Age Group=====			ol	or	Col-	lege	sity	Uni-	Under	\$40K	\$80K	and	or	more	Cell-	Land-														
	Total	(C)	(D)	(E)	(F)	(G)									(H)	(I)	(J)															(K)	(L)	18-34	35-54	55+	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733																							
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87																							
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602																							
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80																							
Elementary school or less	52	21	31	4	5	3	14	18	8	23	28	3	6	41	52	-	-	38	8	2	4	47																							
	3	1	9	1	2	2	2	4	6	2	3	1	1	6	10			8	1	-	1	3																							
	100	40	60	7	9	6	27	35	16	45	55	7	12	80	100			74	15	4	8	92																							
Secondary school	463	355	108	67	39	36	152	133	36	232	231	144	130	180	463	-	-	190	113	79	98	365																							
	23	21	32	25	19	29	20	28	25	24	22	26	19	26	90			39	21	13	25	23																							
	100	77	23	14	8	33	29	8	50	50	31	28	39	100	100			41	24	17	21	79																							
Some post-secondary	208	174	34	35	23	21	71	40	18	108	100	61	61	81	-	208	-	67	57	50	53	155																							
	10	10	10	13	11	17	9	8	13	11	10	11	9	12				28	13	11	8	13	10																						
	100	84	16	17	11	10	34	19	9	52	48	29	29	39				100	32	27	24	25	75																						
College, vocational or trade school	533	449	81	67	59	25	219	125	34	253	280	146	219	151	-	533	-	114	170	167	104	429																							
	27	27	24	25	28	20	28	26	24	26	27	26	32	22				72	23	32	26	27																							
	100	84	15	13	11	5	41	23	6	47	53	27	41	28				100	21	32	31	81																							
Undergraduate university program	411	360	51	48	52	21	152	113	25	180	231	132	145	113	-	-	411	57	104	175	85	325																							
	21	22	15	18	25	17	20	24	17	19	22	24	21	17				56	12	20	28	21	20																						
	100	88	12	12	13	5	37	28	6	44	56	32	35	27				100	14	25	43	21	79																						
Graduate or professional university program	317	288	29	45	29	19	155	47	21	151	166	71	119	111	-	-	317	25	76	157	54	263																							
	16	17	9	17	14	15	20	10	15	16	16	13	17	16				44	5	14	25	13	16																						
	100	91	9	14	9	6	49	15	7	48	52	22	38	35				100	8	24	50	17	83																						
REFUSED	18	13	2	2	2	1	9	3	1	8	10	3	-	5	-	-	-	3	1	-	2	16																							
	1	1	1	1	1	1	1	1	1	1	1	1		1				1	-	-	1	1																							
	100	71	13	9	13	6	48	19	5	46	54	17		29				14	3		11	89																							

Significance test: Capital letters indicate 95%, small letters indicate 90% level



Age group  
D3: In what year were you born?

	Cell Phone=		Region=							Gender=		Age Group=				Education=			Household Income=		Sample=	
	User=		BC	AB	SK	ON	QC	ATL	Male	Fe-	18-34	35-54	55+	ol	or	Col-	Uni-	Under	and	or	Cell-	Land-
	Yes	No	(E)	(F)	(G)	(H)	(I)	(J)	(K)	male	(M)	(N)	(O)	or	leg	ver-	\$40K	\$80K	more	(CPO)	(LL)	
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87
							I						M					S	S			
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80
18-24	232 12 100	218 13 94	14 4 6	29 11 13	27 13 12	16 13 7	93 12 40	52 11 23	15 10 6	118 12 51	114 11 49	232 41 100	-	-	91 18 39	81 11 35	59 8 25	80 16 34	62 12 27	57 9 24	111 28 48	121 8 52
												NO			QR	r		tU			W	
25-34	328 16 100	313 19 95	15 4 5	44 17 14	40 19 12	21 17 6	122 16 37	78 16 24	20 14 6	162 17 49	166 16 51	328 59 100	-	-	56 11 17	127 17 39	144 20 44	76 15 23	105 20 32	104 16 32	164 41 50	164 10 50
												NO				P	P	s	s		W	
35-44	320 16 100	289 17 90	31 9 10	41 16 13	39 18 12	23 18 7	124 16 39	70 15 22	21 15 7	160 17 50	160 15 50	-	320 47 100	-	58 11 18	139 19 43	123 17 39	54 11 17	80 15 25	150 24 47	51 13 16	269 17 84
												MO				P	P	s	ST			
45-54	361 18 100	310 19 86	50 15 14	46 17 13	36 17 10	19 15 5	141 18 39	94 20 26	26 18 7	174 18 48	187 18 52	-	361 53 100	-	79 15 22	141 19 39	141 19 39	70 14 19	95 18 26	151 24 42	40 10 11	321 20 89
												MO				p		ST			V	
55-64	334 17 100	261 16 78	73 22 22	49 18 15	32 15 9	21 17 6	126 16 38	79 16 24	27 19 8	166 17 50	167 16 50	-	-	334 49 100	83 16 25	133 18 40	117 16 35	74 15 22	91 17 27	108 17 32	25 6 7	309 19 93
															MN						V	
65+	348 17 100	203 12 58	144 43 41	49 18 14	28 13 8	23 18 7	132 17 38	89 19 26	27 19 8	155 16 45	193 18 55	-	-	348 51 100	138 27 40	99 13 28	107 15 31	134 27 39	84 16 24	53 8 15	8 2 2	340 21 98
															MN	QR		TU	U		V	
NET 18-34	560 28 100	531 32 95	29 8 5	73 27 13	67 32 12	37 29 7	215 28 38	130 27 23	35 24 6	280 29 50	280 27 50	560 100 100	-	-	147 29 26	207 28 37	203 28 36	156 32 28	167 32 30	160 25 29	275 69 49	285 18 51
												NO						U	U		W	
NET 34-54	680 34 100	599 36 88	81 24 12	87 33 13	74 35 11	42 33 6	265 34 39	164 34 24	47 33 7	334 35 49	346 33 51	-	680 100 100	-	136 27 20	280 38 41	264 36 39	124 25 18	175 33 26	301 48 44	91 23 13	590 37 87
															MO	P	P	S	ST		V	

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Age group  
D3: In what year were you born?

	Cell Phone=====Region=====Gender=====												====Education====				Household Income=			==Sample==		
	====User====		BC (E)	AB (F)	MB/ (G)	ON (H)	QC (I)	ATL (J)	Male (K)	Fe- male (L)	====Age Group====			High- scho- ol or less (P)	post- sec./ lege (Q)	Uni- ver- sity (R)	Under \$40K (S)	Bet- ween \$40K and \$80K (T)	\$80K or more (U)	Cell- phone Samp- (V)	Land- line Samp- (W)	
	Yes (C)	No (D)									18-34 (M)	35-54 (N)	55+ (O)									
NET 55+	682	463	217	98	60	44	258	168	54	322	360	-	-	682	221	232	224	208	174	161	33	649
	34	28	64	37	28	35	33	35	38	34	34			100	43	31	31	42	33	26	8	41
	100	68	32	14	9	6	38	25	8	47	53			100	32	34	33	30	26	24	5	95
			C	f					f					MN	QR			TU	U			V
REFUSED	80	66	10	9	9	3	35	17	7	20	60	-	-	-	10	22	38	7	12	8	1	79
	4	4	3	3	4	2	5	4	5	2	6			2	3	5	1	2	1	1	-	5
	100	83	12	11	11	4	44	22	9	25	75			12	28	47	9	15	10	1	99	
											K						Pq					V

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Children under 18 currently living in household

D4: Are there any children under the age of 18 currently living in your household?

	Cell Phone=====										Region=====										Gender=====										Education=====					Household Income=====			Sample=====	
	User=====		BC		AB		SK		ON		QC		ATL		Male		Fe-		Age		Group=====		ol or		sec./		Uni-		Under		Bet-		Cell-		Land-					
	Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	(AK)	(AL)			
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733																		
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87																		
							I						M					S	S																					
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602																		
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80																		
Yes	589	534	55	80	65	39	245	126	30	260	329	172	367	31	119	231	235	93	130	275	92	496																		
	29	32	16	30	31	31	32	26	21	27	31	31	54	5	23	31	32	19	25	44	23	31																		
	100	91	9	14	11	7	42	21	5	44	56	29	62	5	20	39	40	16	22	47	16	84																		
		D		j	j	j	iJ				k	O	MO			P	P		S	ST		V																		
No	1398	1115	281	186	143	85	522	350	111	689	709	388	308	650	392	507	488	402	397	353	307	1091																		
	70	67	83	70	68	67	68	73	77	72	68	69	45	95	76	68	67	81	75	56	77	68																		
	100	80	20	13	10	6	37	25	8	49	51	28	22	47	28	36	35	29	28	25	22	78																		
			C					h	fgH	1		N		MN	QR			TU	U		W																			
REFUSED	15	11	1	1	2	2	5	3	2	7	8	-	5	-	3	3	4	-	1	2	1	14																		
	1	1	-	-	1	2	1	1	2	1	1		1		1	-	1		-	-	-	1																		
	100	72	9	5	16	14	31	19	15	47	53		30		21	19	28		9	13	7	93																		
													MO																											

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Household income

D5: Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=													
	User=====		BC		AB		SK		ON		QC		ATL		Male		Fe-		18-34		35-54		55+		ol or		High-		post-		Un-		Bet-		Cell-	
	Total	Yes (C)	No (D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)	
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87														
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80														
Under \$20,000	191 10 100	119 7 62	72 21 38	21 8 11	18 9 9	7 6 4	61 8 32	64 13 33	19 14 10	78 8 41	113 11 59	65 12 34	36 5 19	84 12 44	108 21 57	56 8 30	24 3 13	191 39 100	-	-	54 13 28	137 9 72														
\$20,000 to just under \$40,000	304 15 100	229 14 75	75 22 25	38 14 13	19 9 6	25 20 8	97 13 32	98 20 32	25 18 8	131 14 43	173 16 57	91 16 30	88 13 29	123 18 41	120 23 40	124 17 41	58 8 19	304 61 100	-	-	86 22 28	217 14 72														
\$40,000 to just under \$60,000	299 15 100	240 14 80	59 18 20	28 11 9	28 13 9	20 16 7	108 14 36	87 18 29	28 19 9	145 15 49	154 15 51	109 19 36	81 12 27	104 15 35	82 16 27	122 16 41	94 13 31	-	299 57 100	-	86 21 29	213 13 71														
\$60,000 to just under \$80,000	229 11 100	199 12 87	30 9 13	32 12 14	22 11 10	11 9 5	105 14 46	43 9 19	16 11 7	116 12 51	113 11 49	58 10 25	95 14 41	71 10 31	39 8 17	105 14 46	86 12 37	-	229 43 100	-	39 10 17	191 12 83														
\$80,000 to just under \$100,000	173 9 100	160 10 93	12 4 7	29 11 17	18 9 11	8 7 5	65 8 38	47 10 27	5 3 3	94 10 55	79 8 45	49 9 29	68 10 40	53 8 31	25 5 15	68 9 39	80 11 46	-	-	173 27 100	139 9 81															
\$100,000 to just under \$120,000	161 8 100	147 9 91	13 4 8	26 10 16	18 9 11	11 8 7	60 8 37	34 7 21	11 8 7	90 9 56	71 7 44	53 9 33	59 9 37	46 7 29	26 5 16	57 8 36	77 11 48	-	-	161 26 100	131 8 82															
\$120,000 to just under \$150,000	123 6 100	112 7 91	11 3 9	10 4 8	18 8 14	11 9 9	53 7 43	24 5 19	7 5 6	65 7 53	58 6 47	25 4 20	69 10 56	27 4 22	15 3 12	42 6 34	66 9 54	-	-	123 19 100	107 7 87															
\$150,000 and above	174 9 100	162 10 93	12 4 7	29 11 17	37 18 22	9 7 5	73 9 42	16 3 9	9 6 5	109 11 63	65 6 37	33 6 19	105 15 60	35 5 20	14 3 8	50 7 29	110 15 63	-	-	174 28 100	156 10 90															

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Household income

D5: Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

	Cell Phone=		Region=							Gender=		Age Group=			Education=			Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High- scho- less	post- sec./ lege	Uni- ver- sity	Under \$40K	and \$80K	more	Cell- phone Samp-	Land- line Samp-	
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
REFUSED	349	292	52	53	32	24	150	66	23	128	222	77	81	139	84	117	133	-	-	-	40	309
	17	18	16	20	15	19	19	14	16	13	21	14	12	20	16	16	18				10	19
	100	84	15	15	9	7	43	19	6	36	64	22	23	40	24	33	38				11	89
				i			I				K			MN								V

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Own a cellular phone  
D6A: Do you own a cellular phone?

	Cell Phone=====										Region=====										Gender=====										Education=====					Household Income=====			Sample=====	
	User=====		BC		AB		SK		ON		QC		ATL		Male		Fe-		Age		Group=====		ol or		sec./		Uni-		Under		Bet-		Cell-		Land-					
	Total	Yes	No	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(AB)	(AC)	(AD)	(AE)	(AF)	(AG)	(AH)	(AI)	(AJ)					
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733																		
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87																		
							I						M					S	S																					
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602																		
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80																		
Yes	1660	1660	-	237	193	107	641	359	119	807	853	531	599	463	375	623	648	347	439	581	400	1259																		
	83	100		89	92	85	83	75	83	84	81	95	88	68	73	84	89	70	83	92	100	79																		
	100	100		14	12	6	39	22	7	49	51	32	36	28	23	38	39	21	26	35	24	76																		
		D		HI	gHIJ	I	I		I			NO	O			P	PQ		S	ST	W																			
No	337	-	337	30	17	19	128	119	24	147	190	29	81	217	139	115	80	147	89	48	-	337																		
	17		100	11	8	15	17	25	17	15	18	5	12	32	27	16	11	30	17	8		21																		
	100		100	9	5	6	38	35	7	44	56	8	24	64	41	34	24	44	26	14		100																		
			C			f	EF	EFGHJ	F			M	MN	QR	R		TU	U				V																		
REFUSED	5	-	-	-	1	-	4	1	-	2	4	-	-	2	-	3	-	-	-	1	-	5																		
	-				-		-	-		-	-			-		-				-		-																		
	100				16		66	18		31	69			29		47			13		100																			
							egj															V																		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

a. Read a daily newspaper?

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	User=		BC	AB	MB/	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or	Col-	Uni-	Under	Between	Between	Cell-	Land-			
	Yes	No	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733		
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87		
							I						M					S	S					
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602		
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80		
Yes	1125	926	197	161	101	65	444	282	70	565	559	251	366	459	245	402	470	251	277	382	169	956		
	56	56	58	60	48	52	58	59	49	59	53	45	54	67	48	54	65	51	52	61	42	60		
	100	82	17	14	9	6	40	25	6	50	50	22	33	41	22	36	42	22	25	34	15	85		
							FJ	FJ		L			M	MN		P	PQ		ST			V		
No	872	733	140	106	108	61	325	196	73	388	485	309	313	221	269	338	257	243	251	247	232	641		
	44	44	41	40	51	48	42	41	51	41	46	55	46	32	52	46	35	49	48	39	58	40		
	100	84	16	12	12	7	37	23	8	44	56	35	36	25	31	39	29	28	29	28	27	73		
							EHI		Ehi	K	NO	O		QR	R		U	U		W				
DON'T KNOW	2	1	1	1	-	-	1	-	1	2	-	-	1	1	1	-	1	-	-	1	-	2		
	-	-	-	-			-		-	-			-	-	-		-		-	-	-	-		
	100	72	28	37			35		28	100			65	35	28		72			72		100		
REFUSED	3	-	-	-	1	-	2	-	-	-	3	-	-	1	-	1	-	-	-	-	-	3		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	100				31		69			100				31		31						100		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

b. Read a weekly newspaper?

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or less	High- scho- sec./ Col- lege	Uni- ver- sity	Under \$40K	Between \$40K and \$80K	more	Cell- phone Samp-	Land- line Samp-			
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87		
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80		
Yes	1002 50 100	826 50 82	173 51 17	154 58 15	90 43 9	66 52 7	388 50 39	237 50 24	64 45 6	478 50 48	523 50 52	207 37 21	337 50 34	413 61 41	232 45 23	376 51 38	384 53 38	241 49 24	243 46 24	325 52 32	162 40 16	840 52 84		
No	988 49 100	826 50 84	162 48 16	113 42 11	118 56 12	60 48 6	377 49 38	239 50 24	79 55 8	469 49 47	519 50 53	349 62 35	342 50 35	264 39 27	280 54 28	362 49 37	339 47 34	252 51 26	280 53 28	304 48 31	238 59 24	750 47 76		
DON'T KNOW	11 1 100	8 - 74	2 1 17	- 1 13	1 1 13	- 1 59	6 1 28	3 1 28	- 1 74	8 1 26	3 - 40	4 1 8	1 - 34	4 1 25	3 1 17	2 - 44	5 1 47	1 - 7	5 1 47	1 - 8	1 - 8	10 1 92		
REFUSED	2 - 100	- - -	- - -	- - -	1 - 47	- - 53	1 - 53	- - -	- - -	- - 100	2 - -	- - -	- - -	1 - 47	- - -	1 - 47	- - -	- - -	- - -	- - -	- - -	2 - 100		

Significance test: Capital letters indicate 95%, small letters indicate 90% level



Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

c. Watched television?

	Cell Phone=		Region=							Gender=					Education=					Household Income=			Sample=	
	User=		MB/							Fe-					Some					Bet-			Cell- Land-	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	male	18-34	35-54	55+	ol	or	Col-	Uni-	Under	\$40K	\$80K	more	(CPO)	(LL)	
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733		
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87		
							I						M					S	S					
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602		
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80		
Yes	1699	1393	303	228	164	104	655	428	117	816	884	405	581	644	447	636	601	402	440	557	263	1437		
	85	84	90	85	78	82	85	89	82	85	84	72	85	94	87	86	83	81	83	88	66	90		
	100	82	18	13	10	6	39	25	7	48	52	24	34	38	26	37	35	24	26	33	15	85		
			C	f			F	FgHJ					M	MN	r					ST		V		
No	301	266	33	39	45	22	116	51	26	140	161	155	99	37	67	105	127	92	88	73	138	163		
	15	16	10	15	22	18	15	11	18	15	15	28	15	5	13	14	17	19	17	12	34	10		
	100	89	11	13	15	7	39	17	9	46	54	51	33	12	22	35	42	31	29	24	46	54		
		D			ehI	i	I		I			NO	O				p	U	U		W			
REFUSED	2	-	-	-	1	-	1	-	-	-	2	-	-	1	-	1	-	-	-	-	-	2		
	-				-		-			-				-		-						-		
	100				47		53			100				47		47						100		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

d. Listened to the radio?

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or less	High- scho- sec./ Col- lege	Uni- ver- sity	Under \$40K	Between \$40K and \$80K	more	Cell- phone Samp-	Land- line Samp-			
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87		
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80		
Yes	1613 100	1373 85	236 15	213 13	170 11	101 6	640 40	366 23	118 7	800 50	813 50	435 27	586 36	531 33	380 24	603 37	618 38	345 21	432 27	563 35	299 19	1315 81		
No	384 100	284 74	100 26	53 14	39 10	24 6	131 34	112 29	25 7	154 40	230 60	125 33	94 25	147 38	135 35	134 35	110 29	148 39	96 25	66 17	101 26	283 74		
DON'T KNOW	3 100	2 78	1 22	1 50	-	1 22	-	1 28	-	1 50	1 50	-	-	3 100	-	3 100	-	1 50	-	1 50	1 30	2 70		
REFUSED	2 100	-	-	-	1 47	-	1 53	-	-	-	2 100	-	-	1 47	-	1 47	-	-	-	-	-	2 100		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

e. Used public transit?

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or less	Col-lege	Uni-verse	Under \$40K	and \$80K	more	Cell-phone Samp-	Land-line Samp-			
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87		
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80		
Yes	475 24 100	406 24 85	69 21 15	78 29 16	48 23 10	21 17 5	187 24 39	123 26 26	17 12 4	216 23 45	259 25 55	206 37 43	145 21 31	109 16 23	127 25 27	137 18 29	209 29 44	156 31 33	99 19 21	130 21 27	137 34 29	338 21 71		
No	1523 76 100	1253 75 82	267 79 18	189 71 12	161 77 11	105 83 7	582 75 38	356 74 23	126 88 8	740 77 49	783 75 51	354 63 23	534 78 35	572 84 38	388 75 25	602 81 40	519 71 34	339 69 22	428 81 28	500 79 33	263 66 17	1260 79 83		
REFUSED	4 - 100	1 - 30	- - -	- - -	1 - 21	- - -	3 - 79	- - -	- - -	- - -	4 - 100	- - k	1 - 30	1 - 21	- - -	2 - 52	- - -	- - -	1 - 30	- - -	- - -	4 - 100	- - v	

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

f. Read a magazine?

	Cell Phone=		Region=							Gender=					Education=				Household Income=			Sample=			
	User=		MB/							Fe-					Some				Bet-			Cell- Land-			
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	male	18-34	35-54	55+	ol	or	Col-	Uni-	Under	\$40K	\$80K	more	CPO	le	le	
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38 I	463 23	149 7	954 48	1048 52	344 17	677 34 M	899 45	517 26	741 37	725 36	482 24	525 26 S	626 31 S	269 13	1733 87			
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80			
Yes	1042 52 100	865 52 83	175 52 17	148 56 14	108 52 10	63 50 6	398 52 38 j	261 54 25 J	60 42 6	483 51 46	558 53 54	248 44 24	339 50 33	417 61 40	211 41 20	382 52 37	442 61 42	221 45 21	269 51 26	361 57 35	162 41 16	879 55 84			
No	951 47 100	789 48 83	161 48 17	117 44 12	101 48 11	63 50 7	370 48 39	218 46 23	81 56 9	468 49 49	483 46 51	309 55 32	340 50 36	262 38 28	303 59 32	356 48 37	283 39 30	272 55 29	257 49 27	267 42 28	237 59 25	714 45 75			
DON'T KNOW	6 - 100	6 - 100	- - D	1 - 21	- - -	- - 1	3 - 44	- - 36	2 1 69	4 - 31	2 - 56	3 1 21	1 - 23	1 - -	- - -	3 - 44	3 - 56	1 - 11	3 1 46	3 - 44	1 - 25	4 - 75			
REFUSED	3 - 100	- - 19	1 - -	- - 25	1 - 19	1 1 56	2 - -	- - -	- - -	- - 100	3 - k	- - -	- - -	2 - 44	1 - 19	1 - 25	- - -	1 - 19	- - -	- - -	- - -	- - -	3 - 100		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

g. Used the Internet?

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or less	High- scho- sec./ Col- lege	Uni- ver- sity	Under \$40K	and \$40K \$80K	more	Cell- phone Samp-	Land- line Samp-			
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87		
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80		
Yes	1714 100	1519 89	194 11	243 14	189 11	109 6	663 39	390 23	117 7	823 48	891 52	544 32	632 37	470 27	350 20	661 39	693 40	346 20	462 27	613 36	374 22	1340 78		
No	281 100	138 49	142 51	22 8	21 7	16 6	106 38	89 32	27 10	130 46	152 54	16 6	49 17	207 74	163 58	78 28	33 12	147 52	65 23	16 6	26 9	256 91		
DON'T KNOW	4 100	3 82	1 18	2 44	- 18	1 39	1 39	- 63	- 37	2 63	1 37	- 63	- 37	4 100	1 31	2 31	1 31	2 31	1 31	1 31	1 31	3 100		
REFUSED	3 100	- -	- -	- -	1 31	- -	2 69	- -	- -	- -	3 100	- -	- -	1 31	- -	1 31	- -	- -	- -	- -	- -	3 100		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

h. Used Facebook?

BASE: Used the Internet

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	Yes	No	BC	AB	MB/	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or	High- post-	Univer-	Under	\$40K	\$80K	more	Cell-	Land-		
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(LL)	(W)	
TOTAL (u/w)	1656	1428	226	240	185	110	633	368	116	802	854	332	627	627	322	643	682	304	446	605	244	1412		
	100	86	14	14	11	7	38	22	7	48	52	20	38	38	19	39	41	18	27	37	15	85		
				HI	hI				HI							P	P		S	St				
TOTAL (w/t)	1714	1519	194	243	189	109	663	390	117	823	891	544	632	470	350	661	693	346	462	613	374	1340		
	100	89	11	14	11	6	39	23	7	48	52	32	37	27	20	39	40	20	27	36	22	78		
Yes	1091	1000	91	154	118	65	406	256	88	463	628	465	392	204	224	433	432	232	319	378	311	780		
	64	66	47	63	62	60	61	66	76	56	70	85	62	43	64	66	62	67	69	62	83	58		
	100	92	8	14	11	6	37	24	8	42	58	43	36	19	21	40	40	21	29	35	28	72		
		D							EFGHi	K	NO	O						U		W				
No	620	519	100	89	71	44	256	131	28	357	263	77	240	266	126	227	259	112	143	235	63	557		
	36	34	52	37	38	40	39	34	24	43	30	14	38	57	36	34	37	32	31	38	17	42		
	100	84	16	14	11	7	41	21	5	58	42	12	39	43	20	37	42	18	23	38	10	90		
		C	J	J	J	J	J	j		L			M	MN						T		V		
REFUSED	3	-	2	-	-	-	1	2	-	3	-	2	-	-	-	1	2	2	-	-	-	3		
	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-		
	100	70					30	70		100		70				30	70	70				100		
																						v		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

i. Watched videos on YouTube?

BASE: Used the Internet

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=			Sample=	
	Yes	No	BC	AB	MB/	ON	QC	ATL	Male	Female	18-34	35-54	55+	ol or	High- post-	Uni-	Under	\$40K	\$80K	more	or	le	Samp-	Samp-
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(LL)	(LL)	
TOTAL (u/w)	1656	1428	226	240	185	110	633	368	116	802	854	332	627	627	322	643	682	304	446	605	244	1412		
	100	86	14	14	11	7	38	22	7	48	52	20	38	38	19	39	41	18	27	37	15	85		
				HI	hI				HI							P	P		S	St				
TOTAL (w/t)	1714	1519	194	243	189	109	663	390	117	823	891	544	632	470	350	661	693	346	462	613	374	1340		
	100	89	11	14	11	6	39	23	7	48	52	32	37	27	20	39	40	20	27	36	22	78		
Yes	1073	988	84	160	113	67	437	229	64	565	508	484	382	186	199	411	461	212	286	422	306	767		
	63	65	43	66	60	61	66	59	55	69	57	89	60	39	57	62	66	61	62	69	82	57		
	100	92	8	15	10	6	41	21	6	53	47	45	36	17	19	38	43	20	27	39	28	72		
		D		j			IJ		L		NO		O			P			ST	W				
No	637	526	110	83	76	41	224	159	53	255	382	60	247	283	151	249	230	134	174	190	68	569		
	37	35	57	34	40	38	34	41	45	31	43	11	39	60	43	38	33	39	38	31	18	42		
	100	83	17	13	12	6	35	25	8	40	60	9	39	44	24	39	36	21	27	30	11	89		
			C				H	eH		K			M	MN	R			U	U				V	
DON'T KNOW	4	4	-	1	-	1	1	1	-	3	1	-	3	1	-	2	2	1	2	1	-	4		
	-	-				1	-	-		-	-		-	-										
	100	100		15		24	34	28		66	34		68	32		41	59	17	42	24		100		
		d																					v	

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...

j. Watched a movie at a movie theatre?

	====Education==== Household Income= ==Sample==																					
	Cell Phone=		====Region====							==Gender==			====Age Group====					Some High- post- scho- sec./ ol or Col- ver- Under \$40K \$80K more (CPO) (LL)				
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	less	lege	sity	\$40K	\$80K	more	(CPO)	(LL)	
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87
							I						M					S	S			
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80
Yes	355	325	30	46	44	26	145	74	20	165	190	147	118	80	74	126	153	53	101	133	103	252
	18	20	9	17	21	20	19	15	14	17	18	26	17	12	14	17	21	11	19	21	26	16
	100	91	9	13	12	7	41	21	6	47	53	41	33	22	21	35	43	15	28	38	29	71
			D									NO	O			Pq		S	S	W		
No	1643	1335	306	221	165	100	625	405	123	790	853	413	562	601	440	615	575	440	427	497	297	1346
	82	80	91	83	79	79	81	85	86	83	82	74	83	88	85	83	79	89	81	79	74	84
	100	81	19	13	10	6	38	25	8	48	52	25	34	37	27	37	35	27	26	30	18	82
			C				f	f					M	MN	R	r		TU				V
REFUSED	3	-	1	-	1	1	2	-	-	-	3	-	-	2	1	1	-	1	-	-	-	3
	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	100		19		25	19	56				100			44	19	25		19				100
											k											v

Significance test: Capital letters indicate 95%, small letters indicate 90% level



Media consulted in the last two weeks  
 D7: In the last two weeks, have you...  
 Summary

	Cell Phone=		Region=							Gender=					Education=					Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High school or less	Some post-sec./college	University	Under \$40K	Between \$40K and \$80K	More than \$80K	Cell-phone (CPO)	Land-line (LL)			
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733		
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87		
							I						M						S	S				
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602		
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80		
Read a daily newspaper	1125	926	197	161	101	65	444	282	70	565	559	251	366	459	245	402	470	251	277	382	169	956		
	56	56	58	60	48	52	58	59	49	59	53	45	54	67	48	54	65	51	52	61	42	60		
	100	82	17	14	9	6	40	25	6	50	50	22	33	41	22	36	42	22	25	34	15	85		
				FJ			Fj	Fj		L			M	MN		P	PQ			ST		V		
Read a weekly newspaper	1002	826	173	154	90	66	388	237	64	478	523	207	337	413	232	376	384	241	243	325	162	840		
	50	50	51	58	43	52	50	50	45	50	50	37	50	61	45	51	53	49	46	52	40	52		
	100	82	17	15	9	7	39	24	6	48	52	21	34	41	23	38	38	24	24	32	16	84		
				FhIJ			f						M	MN		p	P			t		V		
Watched television	1699	1393	303	228	164	104	655	428	117	816	884	405	581	644	447	636	601	402	440	557	263	1437		
	85	84	90	85	78	82	85	89	82	85	84	72	85	94	87	86	83	81	83	88	66	90		
	100	82	18	13	10	6	39	25	7	48	52	24	34	38	26	37	35	24	26	33	15	85		
			C	f			F	FgHJ					M	MN	r		P			ST		V		
Listened to the radio	1613	1373	236	213	170	101	640	366	118	800	813	435	586	531	380	603	618	345	432	563	299	1315		
	81	83	70	80	81	80	83	76	82	84	78	78	86	78	74	81	85	70	82	89	75	82		
	100	85	15	13	11	6	40	23	7	50	50	27	36	33	24	37	38	21	27	35	19	81		
			D				I			L			MO			P	P		S	ST		V		
Used public transit	475	406	69	78	48	21	187	123	17	216	259	206	145	109	127	137	209	156	99	130	137	338		
	24	24	21	29	23	17	24	26	12	23	25	37	21	16	25	18	29	31	19	21	34	21		
	100	85	15	16	10	5	39	26	4	45	55	43	31	23	27	29	44	33	21	27	29	71		
				GJ	J		gJ	GJ				NO	O		Q		Q	TU			W			
Read a magazine	1042	865	175	148	108	63	398	261	60	483	558	248	339	417	211	382	442	221	269	361	162	879		
	52	52	52	56	52	50	52	54	42	51	53	44	50	61	41	52	61	45	51	57	41	55		
	100	83	17	14	10	6	38	25	6	46	54	24	33	40	20	37	42	21	26	35	16	84		
				J	j		j	J						MN		P	PQ		s	ST		V		
Watched a movie at a movie theatre	355	325	30	46	44	26	145	74	20	165	190	147	118	80	74	126	153	53	101	133	103	252		
	18	20	9	17	21	20	19	15	14	17	18	26	17	12	14	17	21	11	19	21	26	16		
	100	91	9	13	12	7	41	21	6	47	53	41	33	22	21	35	43	15	28	38	29	71		
				D							NO	O					Pq		S	S	W			
Used the Internet	1714	1519	194	243	189	109	663	390	117	823	891	544	632	470	350	661	693	346	462	613	374	1340		
	86	91	58	93	90	87	86	81	81	86	85	97	93	69	68	89	95	70	87	97	93	84		
	100	89	11	14	11	6	39	23	7	48	52	32	37	27	20	39	40	20	27	36	22	78		
				HIJ	IJ		i						NO	O		P	PQ		S	ST	W			

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Media consulted in the last two weeks  
 D7: In the last two weeks, have you...  
 Summary

	Cell Phone=		Region=							Gender=					Education=			Household Income=			Sample=	
	Yes	No	BC	AB	SK	ON	QC	ATL	Male	Fe-	Age	Group	ol	or	Col-	ver-	Under	\$40K	\$80K	more	Cell-	Land-
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
Sub-base: Used the Internet	1091	1000	91	154	118	65	406	256	88	463	628	465	392	204	224	433	432	232	319	378	311	780
Used Facebook	64	66	47	63	62	60	61	66	76	56	70	85	62	43	64	66	62	67	69	62	83	58
	100	92	8	14	11	6	37	24	8	42	58	43	36	19	21	40	40	21	29	35	28	72
		D							EFGHi		K	NO	O						U			W
Watched videos on Youtube	1073	988	84	160	113	67	437	229	64	565	508	484	382	186	199	411	461	212	286	422	306	767
	63	65	43	66	60	61	66	59	55	69	57	89	60	39	57	62	66	61	62	69	82	57
	100	92	8	15	10	6	41	21	6	53	47	45	36	17	19	38	43	20	27	39	28	72
		D		j			IJ			L		NO	O				P			ST		W

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Region  
In which province or territory do you live?

	Cell Phone=		Region=							Gender=		Age Group=					Education=			Household Income=		Sample=	
	User=====		BC (E)	AB (F)	SK (G)	ON (H)	QC (I)	ATL (J)	Male (K)	Fe- male (L)	18-34 (M)	35-54 (N)	55+ (O)	ol (P)	or (Q)	Col- lege (R)	Uni- ver- sity (S)	Under \$40K (T)	and \$80K more (U)	Cell- phone Samp- le (V)	Land- line Samp- le (W)		
	Yes (C)	No (D)																				MB/ (G)	Age (M)
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87	
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80	
Newfoundland	29 1 100	26 2 91	3 1 9	-	-	-	-	-	29 20 100	14 2 50	14 1 50	3 -	11 2 40	13 2 44	9 2 30	11 1 38	9 1 32	12 2 41	6 1 20	6 1 20	5 1 19	23 1 81	
Nova Scotia	60 3 100	48 3 79	13 4 21	-	-	-	-	-	60 42 100	19 2 32	41 4 68	14 3 23	19 3 31	24 4 41	19 4 32	17 2 28	24 3 40	20 4 34	20 4 34	9 1 16	11 3 18	49 3 82	
Prince Edward Island	4 - 100	4 - 100	-	-	-	-	-	-	4 3 100	3 -	1 -	-	3 -	1 -	-	2 -	2 -	-	2 -	1 -	1 -	3 -	
New Brunswick	50 3 100	41 2 82	9 3 18	-	-	-	-	-	50 35 100	30 3 60	20 2 40	18 3 36	14 2 27	16 2 32	16 3 31	23 3 45	11 2 22	13 3 25	16 3 31	16 2 31	7 2 13	44 3 87	
Quebec	479 24 100	359 22 75	119 35 25	-	-	-	-	479 100 100	-	232 24 48	247 24 52	130 23 27	164 24 34	168 25 35	151 29 32	165 22 34	160 22 33	162 33 34	130 25 27	121 19 25	99 25 21	380 24 79	
Ontario	772 39 100	641 39 83	128 38 17	-	-	-	772 100 100	-	-	364 38 47	408 39 53	215 38 28	265 39 34	258 38 33	166 32 22	290 39 38	307 42 40	158 32 20	213 40 28	251 40 33	155 39 20	617 39 80	
Manitoba	68 3 100	55 3 81	13 4 19	-	-	68 54 100	-	-	-	35 4 51	33 3 49	23 4 33	20 3 29	24 3 35	24 5 35	20 3 29	23 3 34	18 4 27	14 3 21	21 3 31	9 2 13	59 4 87	
Saskatchewan	59 3 100	52 3 89	6 2 11	-	-	58 46 99	-	-	-	27 3 47	31 3 53	15 3 26	23 3 38	20 3 34	15 3 25	27 4 46	17 2 29	14 3 24	17 3 29	18 3 30	13 3 22	46 3 78	

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Region  
In which province or territory do you live?

	Cell Phone=										Region=										Gender=					Education=					Household Income=			Sample=	
	User		BC		AB		SK		ON		QC		ATL		Male	Female	Age Group			ol	or	Col-	Uni-	Under	and	\$80K	more	or	le	le					
	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)														
Alberta	210	193	17	-	210	-	-	-	-	-	103	107	67	74	60	44	83	81	37	50	91	45	165												
	10	12	5		100						11	10	12	11	9	9	11	11	7	9	14	11	10												
	100	92	8		100						49	51	32	35	28	21	39	39	17	24	43	21	79												
		D			EGHIJ																ST														
British Columbia	267	237	30	267	-	-	-	-	-	126	141	73	87	98	71	102	93	59	60	95	55	212													
	13	14	9	100						13	13	13	13	14	14	14	13	12	11	15	14	13													
	100	89	11	100						47	53	27	33	37	26	38	35	22	23	35	21	79													
		D			FGHIJ															t															
Northwest Territories/Nunavut	4	4	-	-	-	-	-	-	-	2	2	2	1	1	-	3	1	2	-	1	1	3													
	-	-								-	-	-	-	-	-	-	-	-	-	-	-	-	-												
	100	100								54	46	46	35	19		81	19	46		19	19	81													
		d																																	

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Gender

	Cell Phone User		Region							Gender					Education					Household Income			Sample	
	Yes (C)	No (D)	BC (E)	AB (F)	MB/SK (G)	ON (H)	QC (I)	ATL (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	High school or less (P)	Post-sec. (Q)	University (R)	Under \$40K (S)	Between \$40K and \$80K (T)	More than \$80K (U)	Cell phone (CPO) (V)	Land-line (LL) (W)			
TOTAL (u/w)	2002 100	1590 79	406 20	271 14	212 11	134 7	769 38	463 23	149 7	954 48	1048 52	344 17	677 34	899 45	517 26	741 37	725 36	482 24	525 26	626 31	269 13	1733 87		
							I						M						S	S				
TOTAL (w/t)	2002 100	1660 83	337 17	267 13	210 10	126 6	772 39	479 24	143 7	955 48	1047 52	560 28	680 34	682 34	514 26	741 37	728 36	494 25	528 26	630 31	400 20	1602 80		
Male	955 100	807 48	147 44	126 47	103 49	61 49	364 47	232 48	67 47	955 100	- 100	280 50	334 49	322 47	255 50	361 49	331 45	209 42	261 49	358 57	223 56	732 46		
		d								L									S	ST	W			
Female	1047 100	853 51	190 56	141 53	107 51	65 51	408 53	247 52	77 53	- 100	1047 100	280 50	346 51	360 53	260 50	380 51	397 55	286 58	267 51	272 43	177 44	869 54		
		c								K								TU	U			V		

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Language

	Cell Phone=		Region=							Gender=					Education=				Household Income=			Sample=	
	Yes	No	BC	AB	MB/	ON	QC	ATL	Male	Fe-	Age	Group	ol	or	Col-	ver-	Under	\$40K	\$80K	more	(CPO)	(LL)	
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733	
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87	
							I						M					S	S				
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602	
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80	
English	1566	1332	229	266	209	126	771	46	142	752	814	446	530	527	378	593	581	345	410	520	313	1252	
	78	80	68	100	100	100	100	10	99	79	78	80	78	77	73	80	80	70	78	83	78	78	
	100	85	15	17	13	8	49	3	9	48	52	28	34	34	24	38	37	22	26	33	20	80	
		D		I	I	I	I		I						P	P		S	St				
French	436	328	108	1	1	-	1	433	1	203	233	114	151	155	137	148	147	149	118	110	87	349	
	22	20	32	-	-	-	-	90	1	21	22	20	22	23	27	20	20	30	22	17	22	22	
	100	75	25	-	-	-	99	-	47	53	26	35	35	31	34	34	34	27	25	20	80		
			C				EFGHJ								QR		TU	u					

Significance test: Capital letters indicate 95%, small letters indicate 90% level

Sample

	Cell Phone User		Region							Gender					Education				Household Income			Sample	
	Yes	No	BC	AB	MB/SK	ON	QC	ATL	Male	Female	18-34	35-54	55+	High school or less	Post-sec.	University	Under \$40K	\$40K and \$80K	More than \$80K	Cell-phone Sample (CPO)	Landline Sample (LL)		
Total	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
TOTAL (u/w)	2002	1590	406	271	212	134	769	463	149	954	1048	344	677	899	517	741	725	482	525	626	269	1733	
	100	79	20	14	11	7	38	23	7	48	52	17	34	45	26	37	36	24	26	31	13	87	
							I						M					S	S				
TOTAL (w/t)	2002	1660	337	267	210	126	772	479	143	955	1047	560	680	682	514	741	728	494	528	630	400	1602	
	100	83	17	13	10	6	39	24	7	48	52	28	34	34	26	37	36	25	26	31	20	80	
Cellphone Sample (CPO)	400	400	-	55	45	21	155	99	24	223	177	275	91	33	102	157	139	140	124	96	400	-	
	20	24		21	21	17	20	21	17	23	17	49	13	5	20	21	19	28	24	15	100		
	100	100		14	11	5	39	25	6	56	44	69	23	8	26	39	35	35	31	24	100		
									L		NO		O				U	U		W			
Landline Sample (LL)	1602	1259	337	212	165	105	617	380	119	732	869	285	590	649	412	584	589	354	404	534	-	1602	
	80	76	100	79	79	83	80	79	83	77	83	51	87	95	80	79	81	72	76	85		100	
	100	79	21	13	10	7	39	24	7	46	54	18	37	41	26	36	37	22	25	33		100	
										K			M	MN					ST			V	

Significance test: Capital letters indicate 95%, small letters indicate 90% level