

RATING OF CANADA FOR AN EXCITING COUNTRY

Base: All Respondents

|                 | Sex         |             | Age         |             |             | Income         |                     |                     |                 | Occupation of Head of Household |               |              |             | Visited              |                          | City (Unweighted) |             |             |             |
|-----------------|-------------|-------------|-------------|-------------|-------------|----------------|---------------------|---------------------|-----------------|---------------------------------|---------------|--------------|-------------|----------------------|--------------------------|-------------------|-------------|-------------|-------------|
|                 | Male        | Female      | 18 - 29     | 30 - 49     | 50 & Over   | Up to \$14,999 | \$15,000 - \$29,999 | \$30,000 - \$49,999 | \$50,000 & Over | Prof-essional                   | White Col-lar | Blue Col-lar | Home-maker  | Can-a-dian Pavi-lion | Not Can-a-dian Pavi-lion | Syd-ney           | Mel-bourne  | Bris-bane   |             |
| TOTAL           | 521         | 252         | 269         | 142         | 200         | 179            | 71                  | 118                 | 114             | 100                             | 168           | 62           | 138         | 10                   | 172                      | 349               | 173         | 179         | 169         |
| TOTAL (n/w wt.) | 521<br>100% | 252<br>100% | 269<br>100% | 142<br>100% | 200<br>100% | 179<br>100%    | 71<br>100%          | 118<br>100%         | 114<br>100%     | 100<br>100%                     | 168<br>100%   | 62<br>100%   | 138<br>100% | 10<br>100%           | 172<br>100%              | 349<br>100%       | 173<br>100% | 179<br>100% | 169<br>100% |
| 10              | 65<br>13%   | 28<br>11%   | 37<br>14%   | 13<br>10%   | 27<br>14%   | 25<br>14%      | 12<br>18%           | 13<br>12%           | 11<br>10%       | 16<br>16%                       | 22<br>13%     | 6<br>10%     | 17<br>13%   | 1<br>16%             | 25<br>19%                | 40<br>10%         | 26<br>15%   | 15<br>8%    | 26<br>15%   |
| 9               | 82<br>16%   | 33<br>13%   | 49<br>18%   | 23<br>16%   | 30<br>15%   | 29<br>16%      | 5<br>7%             | 21<br>19%           | 23<br>21%       | 14<br>14%                       | 30<br>17%     | 5<br>8%      | 23<br>17%   | 0<br>6%              | 30<br>22%                | 53<br>14%         | 24<br>14%   | 34<br>19%   | 23<br>14%   |
| 8               | 142<br>27%  | 69<br>28%   | 73<br>27%   | 38<br>27%   | 54<br>27%   | 49<br>27%      | 20<br>30%           | 33<br>30%           | 32<br>29%       | 24<br>25%                       | 45<br>26%     | 22<br>35%    | 33<br>25%   | 3<br>41%             | 34<br>26%                | 108<br>28%        | 39<br>23%   | 55<br>31%   | 55<br>33%   |
| 7               | 90<br>17%   | 40<br>16%   | 50<br>19%   | 25<br>18%   | 40<br>20%   | 25<br>14%      | 12<br>17%           | 18<br>16%           | 21<br>19%       | 20<br>20%                       | 40<br>23%     | 11<br>18%    | 20<br>15%   | 2<br>24%             | 21<br>16%                | 69<br>18%         | 29<br>17%   | 32<br>18%   | 29<br>17%   |
| 6               | 45<br>9%    | 28<br>11%   | 17<br>6%    | 13<br>9%    | 16<br>8%    | 16<br>9%       | 2<br>3%             | 8<br>7%             | 7<br>7%         | 12<br>13%                       | 11<br>6%      | 8<br>12%     | 14<br>11%   | -                    | 6<br>5%                  | 38<br>10%         | 18<br>10%   | 13<br>7%    | 11<br>7%    |
| 5               | 56<br>11%   | 26<br>10%   | 30<br>11%   | 16<br>11%   | 21<br>10%   | 19<br>10%      | 10<br>14%           | 14<br>13%           | 12<br>11%       | 7<br>7%                         | 17<br>10%     | 5<br>8%      | 20<br>15%   | 1<br>13%             | 12<br>9%                 | 44<br>11%         | 21<br>12%   | 16<br>9%    | 18<br>11%   |
| 4               | 18<br>3%    | 13<br>5%    | 5<br>2%     | 8<br>6%     | 2<br>1%     | 8<br>4%        | 3<br>4%             | 2<br>2%             | 2<br>2%         | 3<br>3%                         | 7<br>4%       | 2<br>3%      | 2<br>1%     | -                    | 4<br>3%                  | 14<br>4%          | 10<br>6%    | 2<br>1%     | 4<br>2%     |
| 3               | 6<br>1%     | 5<br>2%     | 2<br>1%     | 1<br>1%     | 3<br>1%     | 2<br>1%        | 1<br>2%             | 0<br>*              | -               | 1<br>1%                         | 1<br>1%       | 1<br>2%      | 3<br>2%     | -                    | 0<br>*                   | 6<br>2%           | 1<br>1%     | 4<br>2%     | 1<br>1%     |
| 2               | 3<br>1%     | 3<br>1%     | 0<br>*      | 0<br>*      | 1<br>1%     | 1<br>1%        | 1<br>2%             | 0<br>*              | -               | -                               | -             | -            | 0<br>*      | -                    | -                        | 3<br>1%           | 1<br>1%     | 1<br>1%     | 1<br>1%     |
| 1               | 2<br>*      | -           | 2<br>1%     | -           | 1<br>1%     | 1<br>1%        | 1<br>2%             | -                   | -               | -                               | -             | 1<br>2%      | -           | -                    | -                        | 2<br>1%           | -           | 2<br>1%     | -           |
| 0               | 4<br>1%     | 1<br>*      | 3<br>1%     | 0<br>*      | 3<br>1%     | 1<br>1%        | -                   | 0<br>*              | -               | 1<br>1%                         | 1<br>1%       | 0<br>1%      | 1<br>1%     | -                    | -                        | 4<br>1%           | 1<br>1%     | 2<br>1%     | 1<br>1%     |
| Not stated      | 8<br>1%     | 6<br>3%     | 1<br>*      | 1<br>1%     | 1<br>1%     | 5<br>3%        | 1<br>2%             | -                   | -               | 1<br>1%                         | 1<br>1%       | 1<br>2%      | -           | -                    | -                        | 8<br>2%           | 3<br>2%     | 3<br>2%     | -           |
| MEAN            | 7.41        | 7.26        | 7.55        | 7.32        | 7.46        | 7.42           | 7.31                | 7.58                | 7.67            | 7.55                            | 7.54          | 7.21         | 7.34        | 7.74                 | 7.94                     | 7.22              | 7.35        | 7.40        | 7.62        |
| STD. DEV.       | 1.90        | 1.89        | 1.91        | 1.79        | 1.93        | 1.96           | 2.09                | 1.72                | 1.53            | 1.83                            | 1.74          | 1.89         | 1.93        | 1.44                 | 1.64                     | 1.95              | 1.93        | 1.92        | 1.76        |
| STD. ERR.       | .084        | .120        | .116        | .151        | .137        | .148           | .249                | .158                | .143            | .184                            | .135          | .242         | .165        | .455                 | .125                     | .105              | .148        | .145        | .136        |