

	SEX		MALE		FEMALE		WORKING STATUS				PARENTS WITH KIDS UNDER 17			ADULT ONLY HOUSEHOLD				
	TOTAL	Male	Female	Work- ing	Not Working	Work- ing	Not Working	Full Time	Part Time	Unemp- loyed	Not In Labour Force	Total Parent	Couple Parent	Single Parent	No Kids Under 17	Parent /Adult Kids	Pre- Nest	Empty Nest
Unweighted row	1609	782	827	480	302	433	394	690	225	112	547	592	498	82	876	157	123	268
TOTAL INTERVIEWS	1400	674	725	401	273	379	346	570	213	89	500	482	407	66	791	140	109	241
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Local TV news	1096	511	585	312	199	295	291	443	165	74	394	385	322	56	616	115	80	192
	78.3	75.7	80.7	77.6	72.9	77.7	84.0	77.8	77.4	83.3	78.9	79.9	79.1	84.8	78.0	82.2	73.5	79.5
Regional TV news	878	422	457	261	161	233	224	363	132	61	305	297	254	37	505	88	71	148
	62.8	62.5	63.0	65.0	58.8	61.3	64.8	63.7	62.0	68.9	61.1	61.7	62.4	56.6	63.9	63.0	65.5	61.2
National TV news	1045	520	525	309	211	265	260	429	145	66	386	347	300	39	609	102	83	199
	74.6	77.1	72.3	76.9	77.4	69.8	75.2	75.3	68.3	74.4	77.3	71.9	73.7	59.5	77.0	73.2	76.3	82.4
Radio	966	471	496	295	176	271	225	423	144	62	319	353	302	45	536	90	81	165
	69.0	69.8	68.4	73.5	64.3	71.4	65.1	74.3	67.4	69.9	63.8	73.3	74.1	67.5	67.8	64.1	74.1	68.6
Newspapers	1199	577	622	348	228	325	297	496	180	77	427	410	351	50	677	121	93	206
	85.6	85.5	85.8	86.8	83.5	85.7	85.9	87.0	84.4	87.0	85.5	85.0	86.2	76.0	85.6	86.7	85.9	85.3
Books	806	372	434	218	154	228	206	316	131	50	296	263	225	34	479	85	65	163
	57.6	55.1	59.8	54.3	56.2	60.0	59.7	55.5	61.7	56.0	59.2	54.5	55.3	51.4	60.6	60.7	59.4	67.7
Internet	271	144	127	100	43	76	51	136	40	13	76	101	89	10	142	31	32	20
	19.3	21.3	17.5	25.0	15.8	20.0	14.8	23.8	19.0	15.2	15.1	21.0	21.8	15.6	17.9	21.9	29.4	8.1
Word of mouth	710	321	390	201	120	207	183	296	113	60	231	269	228	39	374	65	60	105
	50.8	47.6	53.7	50.1	43.8	54.4	52.9	51.9	53.0	67.3	46.3	55.7	56.0	58.4	47.3	46.3	55.5	43.7
Museums	654	323	331	193	129	188	144	283	98	38	219	223	191	30	377	66	60	123
	46.7	47.9	45.7	48.2	47.4	49.4	41.6	49.6	46.1	42.6	43.9	46.3	47.0	45.7	47.7	47.5	55.4	51.0
Historical sites	764	380	384	221	159	207	177	315	114	44	276	269	233	33	437	74	62	149
	54.6	56.3	53.0	55.1	58.1	54.4	51.3	55.3	53.4	49.4	55.2	55.7	57.2	49.8	55.3	52.7	56.9	61.7
National parks	674	340	334	207	134	185	149	293	99	37	234	247	213	31	370	63	56	124
	48.2	50.5	46.0	51.5	48.9	48.7	43.1	51.4	46.5	42.0	46.8	51.1	52.3	46.9	46.7	45.1	51.6	51.4
Other	116	49	66	26	23	32	34	41	17	6	50	29	26	3	80	12	14	18
	8.3	7.3	9.2	6.5	8.5	8.5	9.8	7.2	8.1	6.8	9.9	6.0	6.3	4.9	10.1	8.9	12.7	7.4
None/don't get any information about Canada	10	4	6	*	4	2	4	2	-	1	7	3	3	-	7	1	4	1
	.7	.6	.8	.1	1.4	.5	1.3	.4	-	1.4	1.4	.6	.7	-	.9	.9	3.3	.4