

CLASSIFICATION DATA

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	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
TOTAL	521	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
TOTAL (n/w) (wt.)	521 100%	269 100%	142 100%	200 100%	179 100%	71 100%	118 100%	114 100%	100 100%	168 100%	62 100%	138 100%	10 100%	172 100%	349 100%	173 100%	179 100%	169 100%
CITY																		
Sydney	240 46%	121 45%	64 45%	90 45%	86 47%	33 49%	51 46%	53 48%	36 36%	82 47%	22 35%	69 52%	3 33%	37 28%	202 52%	173 100%	-	-
Melbourne	201 39%	108 40%	54 38%	79 39%	69 38%	22 33%	38 34%	35 32%	48 49%	72 41%	35 54%	39 29%	3 40%	47 35%	154 40%	-	179 100%	-
Brisbane	80 15%	41 15%	23 16%	31 15%	27 15%	13 19%	22 20%	21 20%	15 15%	21 12%	7 11%	25 19%	2 28%	49 37%	31 8%	-	-	169 100%
AGE																		
18 - 29	140 27%	71 27%	140 100%	-	-	11 16%	32 29%	26 24%	30 30%	47 27%	28 43%	47 35%	1 11%	28 21%	113 29%	46 27%	48 27%	48 28%
30 - 39	113 22%	60 22%	-	113 57%	-	7 11%	27 24%	40 37%	24 24%	48 27%	18 28%	35 26%	1 11%	27 20%	86 22%	37 21%	40 22%	36 21%
40 - 49	86 17%	44 16%	-	86 43%	-	2 2%	17 15%	27 25%	22 22%	48 27%	7 12%	24 18%	1 16%	34 25%	53 14%	28 16%	30 17%	29 17%
50 - 59	75 14%	35 13%	-	-	75 41%	11 17%	20 18%	11 10%	16 16%	25 14%	10 15%	17 13%	2 19%	21 16%	54 14%	26 15%	25 14%	22 13%
60 & over	106 20%	60 22%	-	-	106 59%	37 54%	15 14%	5 4%	7 7%	7 4%	1 1%	11 8%	4 43%	24 18%	82 21%	36 21%	36 20%	34 20%
SEX																		
Male	252 48%	-	69 49%	96 48%	86 48%	17 24%	64 57%	51 47%	62 62%	83 47%	33 52%	71 53%	0 6%	53 40%	199 51%	86 50%	83 46%	83 49%
Female	269 52%	269 100%	71 51%	103 52%	95 52%	52 76%	48 43%	58 53%	37 38%	92 53%	31 48%	63 47%	8 94%	80 60%	189 49%	87 50%	96 54%	86 51%