

DATE 04/21/98  
984001 Goldfarb Report  
S.6 Q.15 Where do you learn about, or get information about Canada and Canadians?

66331117

REPORT C0741

	REGION								AGE					HOUSEHOLD INCOME			NUMBER OF WAGE EARNERS	
	TOTAL	8.C.	Pra- iries	Ont- ario	Total Quebec	French Quebec	English Quebec	Atl- antic	Under 25	25-34	35-49	50-64	65 Or Over	Under \$35K	\$35K- \$59K	\$60K Plus	Single	Dual +
Unweighted row	1609	178	253	564	476	463	13	138	181	334	594	282	218	676	440	382	625	475
TOTAL INTERVIEWS	1400	168	238	518	354	336	19	121	184	331	416	252	217	595	364	339	527	413
	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	137	196	407	249	232	17	107	151	248	330	200	168	472	278	268	411	330
	78.3	81.3	82.3	78.6	70.3	69.0	92.7	88.8	81.8	74.9	79.3	79.3	77.4	79.2	76.3	79.0	77.9	79.8
Regional TV news	878	106	139	312	233	220	13	88	107	196	276	165	135	379	222	221	331	263
	62.8	63.3	58.4	60.2	65.8	65.6	68.1	72.8	57.9	59.3	66.4	65.5	62.1	63.6	60.8	65.4	62.8	63.5
National TV news	1045	122	175	386	272	259	13	90	121	230	322	204	168	432	270	262	388	308
	74.6	72.8	73.4	74.5	76.7	77.1	69.1	74.1	65.6	69.4	77.5	81.2	77.3	72.5	74.1	77.3	73.6	74.4
Radio	966	114	169	374	213	202	11	97	122	235	299	176	134	394	244	261	380	292
	69.0	67.9	70.8	72.1	60.0	60.2	56.9	80.5	66.5	71.0	72.0	69.9	61.8	66.2	67.0	77.2	72.1	70.5
Newspapers	1199	146	203	457	285	270	15	108	161	280	357	219	182	495	318	302	448	366
	85.6	87.1	85.5	88.1	80.3	80.4	80.1	88.9	87.5	84.5	85.9	87.0	83.8	83.1	87.2	89.1	85.0	88.6
Books	806	105	152	308	169	157	11	72	79	172	250	166	139	338	207	214	290	235
	57.6	62.5	63.9	59.4	47.6	46.9	60.7	59.3	42.8	52.1	60.1	65.8	64.0	56.7	56.7	63.2	55.1	56.9
Internet	271	30	47	109	66	57	9	18	55	87	79	36	15	103	62	91	106	106
	19.3	18.1	19.7	21.1	18.6	16.9	49.3	14.9	29.9	26.1	18.9	14.2	6.7	17.3	17.1	26.7	20.0	25.6
Word of mouth	710	90	122	267	164	156	8	67	99	201	214	120	76	312	166	184	270	220
	50.8	53.5	51.3	51.5	46.4	46.5	44.2	55.5	54.0	60.7	51.5	47.7	34.8	52.5	45.5	54.3	51.2	53.2
Museums	654	83	138	260	107	98	9	66	72	147	199	138	98	257	175	179	243	203
	46.7	49.6	58.1	50.2	30.2	29.2	48.1	54.1	39.1	44.3	47.9	54.9	45.2	43.2	48.0	52.9	46.1	49.1
Historical sites	764	103	161	293	141	130	10	65	68	168	243	164	122	311	205	204	281	219
	54.6	61.6	67.8	56.6	39.7	38.8	55.4	53.8	37.0	50.6	58.5	65.0	56.0	52.2	56.3	60.2	53.3	52.9
National parks	674	95	146	248	129	120	8	56	75	158	209	140	93	260	189	184	254	205
	48.2	56.7	61.5	47.8	36.3	35.9	44.7	46.3	40.8	47.7	50.3	55.5	42.6	49.7	51.9	54.3	48.1	49.7
Other	116	10	19	41	36	31	5	10	16	20	32	24	24	55	28	22	45	28
	8.3	5.9	8.2	7.8	10.1	9.2	26.3	8.0	8.7	5.9	7.8	9.6	10.8	9.3	7.7	6.6	8.5	6.8
None/don't get any information about Canada	10	.	1	2	7	3	4	.	1	3	1	1	4	6	3	2	2	2
	.7	.	.4	.5	1.9	1.0	19.1	.	.7	1.0	.2	.5	1.8	1.0	.8	.5	.3	.5

Dept. of  
 Admin. des Affaires  
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