

RATING OF CANADA FOR MAKES HIGH QUALITY PRODUCTS

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%	
10	15 3%	8 3%	6 2%	1 1%	7 3%	7 4%	1 2%	5 4%	3 2%	3 3%	4 2%	4 6%	3 2%	-	7 5%	8 2%	5 3%	6 3%	2 1%
9	31 6%	16 6%	15 6%	8 5%	5 3%	18 10%	9 13%	4 4%	5 4%	4 4%	4 3%	1 1%	7 6%	0 6%	9 7%	22 6%	10 6%	8 4%	17 10%
8	123 24%	52 21%	71 26%	29 21%	46 23%	48 26%	15 21%	29 26%	29 26%	21 21%	47 27%	16 25%	24 18%	4 48%	38 28%	85 22%	40 23%	40 22%	47 28%
7	120 23%	51 20%	69 26%	36 26%	55 28%	28 16%	15 21%	21 19%	35 32%	29 29%	45 26%	17 26%	33 25%	2 24%	35 26%	85 22%	28 16%	53 30%	45 27%
6	61 12%	35 14%	26 10%	25 18%	22 11%	15 8%	5 8%	17 15%	11 10%	16 16%	21 12%	9 15%	19 14%	-	12 9%	49 13%	26 15%	15 8%	18 11%
5	86 17%	50 20%	36 13%	23 16%	37 19%	26 14%	12 18%	22 20%	17 16%	16 17%	28 16%	9 14%	33 25%	0 6%	16 12%	70 18%	34 20%	22 12%	30 18%
4	10 2%	6 3%	4 1%	3 2%	5 2%	3 2%	-	2 1%	2 1%	3 3%	7 4%	-	3 2%	-	5 4%	5 1%	4 2%	3 2%	3 2%
3	4 1%	-	4 2%	3 2%	-	1 1%	1 2%	-	-	-	-	1 2%	-	-	-	4 1%	3 2%	-	-
2	6 1%	2 1%	4 1%	1 1%	1 *	4 2%	1 2%	2 1%	0 *	-	-	-	2 2%	-	1 1%	5 1%	3 2%	1 1%	2 1%
1	0 *	0 *	-	-	-	0 *	-	0 *	-	-	-	-	-	-	0 *	-	-	-	1 1%
0	4 1%	1 *	3 1%	1 1%	3 1%	0 *	2 2%	1 1%	-	-	-	1 2%	3 2%	-	0 *	4 1%	1 1%	2 1%	1 1%
Not stated	60 12%	29 11%	31 12%	10 7%	20 10%	30 17%	7 10%	8 7%	9 8%	8 8%	19 11%	6 9%	6 5%	1 16%	10 7%	51 13%	19 11%	29 16%	3 2%
MEAN	6.75	6.69	6.81	6.55	6.70	6.98	6.72	6.62	6.94	6.76	6.81	6.79	6.41	7.58	7.07	6.63	6.58	6.91	6.86
STD. DEV.	1.67	1.63	1.71	1.57	1.61	1.79	2.00	1.77	1.32	1.33	1.36	1.72	1.76	.88	1.58	1.69	1.74	1.59	1.61
STD. ERR.	.077	.108	.110	.137	.119	.145	.248	.168	.128	.138	.110	.228	.153	.294	.124	.096	.140	.130	.125