

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

REPORT C0741 (continuation)

	SINGLES				EDUCATION				AREA		RESIDENCE		HOUSEHOLD SIZE			UNION AFFILIATION		LANGUAGE	
	TOTAL	Adult Child At Home	Single Male/ No Kids	Single Female/ No Kids	Less Than H.Sch.	Some/ Compl. H.Sch.	Tech./ College	Some Univ./ More	Urban	Rural	Rent	Own	One	Two	3 Or More	Union	Non-Union	English	French
Unweighted row	1609	124	135	110	141	647	400	412	1252	357	553	964	190	582	837	535	1059	1146	463
TOTAL INTERVIEWS	1400	128	118	103	134	543	332	382	1104	296	466	846	161	515	724	457	928	1064	336
	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	100.0
Local TV news	1096	109	79	85	109	437	260	285	859	237	366	657	122	407	567	361	724	864	232
	78.3	84.8	66.9	82.1	81.5	80.5	78.3	74.5	77.8	80.2	78.5	77.7	76.1	79.0	78.3	78.9	77.9	81.2	69.0
Regional TV news	878	80	72	74	73	337	215	248	693	186	301	527	105	330	443	299	571	658	220
	62.8	62.4	61.2	71.8	55.0	62.0	64.8	64.9	62.8	62.7	64.6	62.3	65.6	64.1	61.2	65.3	61.4	61.9	65.6
National TV news	1045	92	89	78	87	387	256	310	823	221	327	653	119	402	524	350	686	786	259
	74.6	71.6	75.1	75.3	65.1	71.3	76.9	81.1	74.6	74.8	70.3	77.2	74.1	77.9	72.4	76.5	73.9	73.9	77.1
Radio	966	82	77	70	82	369	234	275	759	207	319	594	106	350	510	312	646	764	202
	69.0	64.0	65.2	67.5	61.6	68.0	70.5	71.8	68.8	69.9	68.5	70.2	66.1	67.9	70.5	68.3	69.6	71.8	60.2
Newspapers	1199	118	103	85	113	454	290	334	951	248	399	721	137	433	628	397	789	929	270
	85.6	92.4	87.7	82.5	84.2	83.7	87.1	87.2	86.2	83.7	85.6	85.3	85.2	84.1	86.8	86.9	85.0	87.3	80.4
Books	806	62	58	63	72	309	178	242	631	175	247	509	92	314	399	266	533	648	157
	57.6	48.3	48.8	60.5	54.0	56.9	53.5	63.3	57.2	59.0	53.0	60.2	57.4	61.0	55.1	58.1	57.4	60.9	46.9
Internet	271	40	23	19	16	75	83	95	224	46	99	153	23	90	158	87	182	214	57
	19.3	31.3	19.2	18.3	12.1	13.8	24.9	24.9	20.3	15.6	21.3	18.1	14.1	17.4	21.8	19.0	19.6	20.1	16.9
Word of mouth	710	65	46	59	60	274	183	187	548	162	266	403	77	256	378	227	479	554	156
	50.8	51.0	39.0	57.2	44.9	50.5	55.0	48.8	49.7	54.8	57.2	47.6	48.1	49.6	52.2	49.6	51.6	52.1	46.5
Museums	654	58	48	43	52	224	154	220	520	134	200	420	64	257	333	225	428	556	98
	46.7	45.0	40.5	41.6	38.6	41.3	46.2	57.5	47.1	45.3	42.9	49.6	40.1	49.9	46.0	49.3	46.1	52.3	29.2
Historical sites	764	56	62	50	60	277	183	239	609	155	224	501	86	285	393	263	498	633	130
	54.6	43.8	52.4	48.8	44.6	51.1	55.1	62.6	55.1	52.5	48.1	59.2	53.7	55.4	54.2	57.5	53.7	59.5	38.8
National parks	674	55	52	39	52	247	162	210	542	133	203	436	69	252	354	242	428	554	120
	48.2	42.8	44.2	38.0	39.2	45.5	48.7	54.9	49.1	44.8	43.5	51.5	43.0	48.8	48.8	53.0	46.1	52.0	35.9
Other	116	13	8	16	17	44	22	31	97	18	41	66	16	51	49	30	84	85	31
	8.3	10.1	7.1	15.8	12.8	8.1	6.7	8.1	8.8	6.1	8.7	7.8	9.7	9.9	6.8	6.5	9.1	8.0	9.2
None/don't get any information about Canada	10	1	-	1	4	4	3	-	9	1	3	6	1	5	4	2	8	7	3
	.7	1.0	-	.9	2.7	.8	.8	-	.8	.5	.6	.7	.6	1.0	.6	.5	.9	.7	1.0