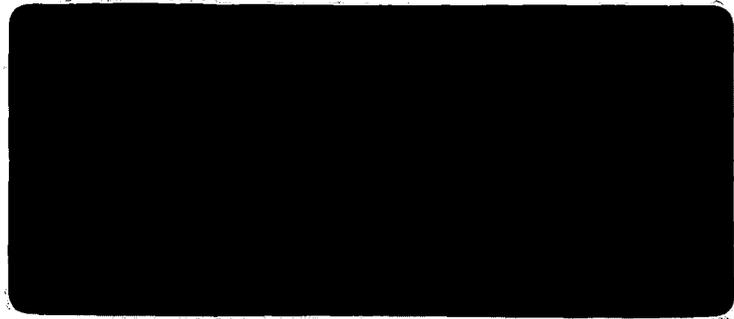
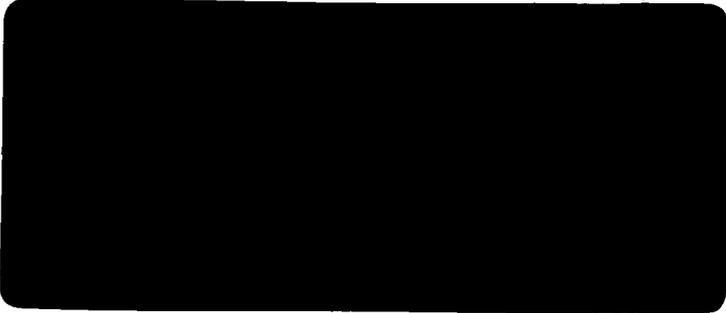


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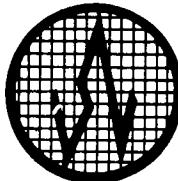
Evaluation of the  
Communication Effectiveness  
of the Canadian Pavilion

On-Site Exit Survey : Final Report

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**INTRODUCTION**





The Department of External Affairs is conducting an evaluation of its Pavilion at Expo '88 in Brisbane, Australia.

The evaluation consists of:-

- . Three waves of telephone interviewing, the first conducted prior to the opening of Expo '88, the second during Expo and the last after it has closed.
- . Four waves of interviewing at the Exhibition site, conducted over the course of Expo '88.

The objective of the evaluation is to measure the effectiveness of the Canadian Pavilion in communicating its four messages:-

- . Canada is an industrialized country and technological leader.
- . Canada is a desirable tourist destination.
- . Canada is a source of quality leisure products.
- . Canada is a Pacific Rim country and not exclusively North American or European in its orientation.

not only to those who actually visited the Pavilion but also, through the media or word of mouth, to the population at large.

This report presents the results of all four waves of interviews conducted at Expo among people exiting from the Exhibition site.



Scheduling of these waves is as follows:-

Wave I : May 20 - 22, Friday, Saturday and Sunday  
Wave II : July 4 - 6, Monday, Tuesday and Wednesday  
Wave III : August 16 - 18, Tuesday, Wednesday and Thursday  
Wave IV : October 7 - 9, Friday, Saturday and Sunday

with 250 interviews completed per wave.

As the objective of this design was to provide a representative sample of Expo '88 visitors over the entire course of the Exhibition, data presented in this report represent cumulative totals for the four waves.

Analysis of the data by each wave separately is included in the printout which is appended to this report.

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**SUMMARY**





Judged by visitor response, Canada's entry at Expo '88 in Brisbane has been a considerable success and it performed very strongly compared with those of France, Italy and the U.K., both with respect to:

- . the higher percentage of Expo visitors going to the Pavilion;
- . and the evaluation they gave it.

Two-thirds of those visiting Expo towards its end had been to the Canadian Pavilion, compared with a half or less for the European entries.

At the same time visitors to Canada's Pavilion rated it very positively, and the rating it attracted was significantly higher than that accorded the European Pavilions by their respective visitors.

It also seems clear that exposure to the Pavilion has affected how Australians view Canada.

Compared with non-visitors, those who visited the Canadian Pavilion rated Canada more positively for:

- . its level of technology and amount of manufacturing;
- . its attractiveness as a tourist destination;
- . being a source of quality sports equipment;
- . being a Pacific Rim country and a friend of Australia.



However, it is important to understand that Canada's rating on the above points is by no means uniform, either with or without exposure to the Pavilion.

Australians are, on the whole, convinced of the appeal of Canada as a tourist destination - exposure to the Pavilion just makes them a little more convinced.

At the other end of the spectrum, they are not convinced that Canada is a Pacific Rim country. Although a visit to the Pavilion does change their views in this direction, perceptions here still cannot be called strong. Furthermore, exposure to the Pavilion has not weakened, but consolidated, views that Canada is basically North American.

It should be noted that many of the changes we see are statistically significant, that is, even if in some cases they are not numerically large, they are almost certainly real changes. However, it should also be realized that views changed so quickly may erode with equal speed if no efforts are made to maintain them over the long term.



**DETAILED RESULTS**



*Handwritten mark or signature*

What Was The Main Thing You Learned About Canada From Its Pavilion?

Geography of Canada	30%
Scenery	14
Variety	12
"Atmosphere" of Canada	25
People	11
Life Style	8
Nice Country	8
Sports Activities	19
Culture	15
Multicultural	8
Bilingual	8
Technology	9
Climate	7
Like Australia	7



PERCEPTIONS OF CANADA**- As an Industrialized Country and Technological Leader -**

Views of Canada as a technologically advanced nation have been positively affected by exposure to the Canadian Pavilion.

Both absolutely, as seen in the rating below, and relatively when compared with the U.K., France and Italy, visitors to Canada's Pavilion evaluate the achievements of Canadian technology significantly more highly than do non-visitors.

Although exposure to the Pavilion evidently does not have such an effect that visitors are moved to evaluate Canadian technological achievements as being on a par with those of the U.K., the pre-eminent position of the U.K. is such that this would be difficult, if not impossible, to achieve with this brief exposure to Canada. What exposure clearly does do is to elevate Canada significantly above France and Italy with respect to its technological image.

Canada's Mean Rating For\*

	Visited Canadian Pavilion		Did Not Visit Canadian Pavilion
Having a lot of manufacturing	8.5	***	7.9
Its high level of technology	8.2	***	7.8
Its high quality products	7.3		7.1

\*Based on a scale of 0-10.

\*\*\*Difference significant at 99.9% level of confidence.



What Did You Really Like About The Pavilion?

Audio-Visual/Films/Video	59%
Focus on Canada	41
Beautiful Scenery	18
Good Coverage of Canada	15
Showed Canadian Life Style	7
Sports or Fitness Areas	35
General Comments on Content	23
General Comments on Presentation	33
Entertaining	29
Friendly Staff	14
Technology*	9

What Did You Not Like?

Specifics on Presentation	14%
Specifics on Pavilion	7
Queues	15
Nothing	54

\*Excludes any sports/fitness mentions.



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Those who visited the Canadian Pavilion responded favourably to it on all fronts with the specifics of that response not changing over the entire period. The Canadian Pavilion was lauded for its general style of presentation and particularly for its audio-visual components, with their images of Canada. One area of content that was consistently singled out for praise was the sporting/fitness section.

Everyone had something positive to say and over half had no criticisms to make at all.

Visitors to Canada's Pavilion were also asked what was the main thing they had learned about Canada. The table opposite suggests that quite a variety of things were communicated, although a majority made comments related to Canada's scenic qualities or what we have been calling the country's 'atmosphere'.

At the start of Expo those who had not visited the Canadian Pavilion were in large part deterred by the size of the wait to get in; that wait did not become any shorter as the weeks went by; in fact, the proportion of non-visitors to the Canadian Pavilion citing this as their reason had grown to two-thirds overall by the end of the fair. Indeed, of those contacted in the last wave and who had not visited the Canadian Pavilion, three quarters cited the line-up as their reason.

**Why Did You Not Visit The Canadian Pavilion?**

Intend to visit it later	35%
Queues were too long	70
No time	23

By the last wave of interviewing only 20% of non visitors stated they would be returning later.



In this evaluation of Canada's Pavilion two separate elements were measured:-

- . Canada's Pavilion, the level of visitors it has attracted and their attitudes towards it;
- . Attitudes towards Canada and whether these have been affected by exposure to the Canadian Pavilion.

#### EXPO ITSELF AND THE CANADIAN PAVILION

Attitudes towards Expo '88 were very positive when the Exhibition first opened and have continued in that vein throughout its entire course.

Similarly the very favourable reviews elicited at its inception by the Canadian Pavilion have not changed since those early days.

The proportion of all visitors to Expo going to any of the Pavilions evaluated has grown over the life of Expo '88. However, compared with the three Europeans, the Canadian Pavilion early showed itself the leader in visitor appeal and retained that margin through to the close.

Although the French Pavilion was second in the proportion of visitors it attracted, the evaluation of these visitors was lowest of all.



Throughout its life the Canadian Pavilion has attracted a somewhat higher proportion of visitors in their fifties or older, a pattern that is much less pronounced among the European Pavilions evaluated. However, the evaluation by these older visitors of the Canadian Pavilion is no different from that of their younger counterparts.

Finally, most of people visiting Expo '88 were Australians; overall 8% of everyone contacted was a visitor to the country.

<u>Overall Evaluation of Expo*</u>	8.4
Have visited <b>CANADIAN</b> Pavilion	48%
Overall Evaluation	8.2
Have visited <b>ITALIAN</b> Pavilion	29%
Overall Evaluation	7.0
Have visited <b>FRENCH</b> Pavilion	41%
Overall Evaluation	6.4
Have visited <b>U.K.</b> Pavilion	32%
Overall Evaluation	6.7

% Visiting Each Pavilion : By Period

	<u>Canada</u>	<u>France</u>	<u>U.K.</u>	<u>Italy</u>
May 20 - 22	40%	32%	27%	20%
July 4 - 6	33%	34%	21%	21%
August 16 - 18	53%	44%	34%	33%
October 7 - 9	65%	56%	45%	42%

\*Note: All mean scores based on 0-10 scale.



Exposure to Canada's Pavilion also significantly affected views regarding the level of Canada's involvement with manufacturing.

However, Australians have made a clear distinction between "a lot of manufacturing" and "overall industrial development".

While Canada's exhibit at Expo '88 evidently communicated that Canada has "a lot of manufacturing", it was not perceived as addressing the overall level of industrial development. There has been no effect on views in this regard, and, with France, Canada remains in a subordinate position versus the U.K., although clearly ahead of Italy.

Finally, a visit to the Canadian Pavilion had no impact on evaluation of the quality of Canadian products.

Mean Ranking For

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
<u>Overall Industrial Development</u>			
U.K.	3.2		3.2
Canada	2.4		2.6
France	2.4		2.3
Italy	2.0		1.9
<u>Achievements in High Technology</u>			
U.K.	3.4		3.5
CANADA	2.7	***	2.4
France	2.1		2.2
Italy	1.8		1.9

\*\*\*Difference significant at 99.9% level of confidence.



- Canada as a Desirable Tourist Destination -

Perceptions of Canada as an appealing holiday destination have also been affected by exposure to the Canadian Pavilion.

Mean Ranking For  
Appeal As A Holiday Destination

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
CANADA	3.2	*	3.0
U.K.	2.5		2.5
France	2.3		2.4
Italy	2.0		2.1

However, by contrast with the three European countries, Canada was already in the forefront in terms of vacation appeal - and by a wide margin. Thus it is not surprising to see that exposure to Canada's Pavilion has had only a limited impact on the size of her relative lead. Nevertheless, absolutely, visitors to the Canadian Pavilion clearly left with a more positive view of Canada as a holiday destination; not, however, as an exciting country and views in this regard were unchanged - and not particularly strong.

Canada's Mean Rating As

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
A country where you would like to take a vacation	8.4	***	7.9
An exciting country	6.6		6.4

\*Difference significant at 95% level of confidence.

\*\*\*Difference significant at 99.9% level of confidence.



- Canada's Leisure Orientation -

As a country offering many leisure activities, Canada was already perceived in a highly positive fashion by Australians, and this is the aspect on which non-Pavilion visitors accord Canada its highest rating.

Canada's Mean Rating For

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
Offering many types of leisure activities	8.4	*	8.0

However, exposure to the Pavilion has clearly acted to strengthen these views even more.

We have chosen to include the evaluation of Canada as a source of high quality sporting equipment in this section. Evidently views in this regard have been significantly influenced by exposure to the Canadian Pavilion. Whereas Canada was probably already marginally ahead in this respect versus the European countries, a visit to the Pavilion evidently consolidated this perception.

Mean Ranking For  
High Quality Sporting Equipment

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
U.K.	2.2		2.5
CANADA	3.1	***	2.7
France	2.3		2.4
Italy	2.4		2.5

\*Difference significant at 95% level of confidence.

\*\*\*Difference significant at 99.9% level of confidence.



- Canada as a Pacific Rim Country -

Perceptions that Canada is part of the Pacific Rim are not strong, however exposure to the Pavilion has obviously given them a substantial boost.

Canada's Mean Rating As

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
Playing an important role in the Pacific	6.0	***	5.2
Being a close friend of Australia	7.3	*	7.0

Feelings that Canada is, nevertheless, a friend of Australia were already much stronger, but these also have been positively affected by a visit to Canada's Pavilion.

Canada's Mean Rating As

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
Being very like the United States	7.4	***	6.9

\*Difference significant at 95% level of confidence.

\*\*\*Difference significant at 99.9% level of confidence.



At the same time as images of what Canada is and does have been strengthened, perceptions that Canada is North American and like the U.S. have also been bolstered.

Inevitably, exposure to the Canadian Pavilion has in a general sense, "raised Canada's profile" in Australians' minds.

It is perhaps not surprising, therefore, given Canada's position on the globe, that this should entail a heightened awareness of the country's North American status.

**- Overall Level of Knowledge -**

Finally, despite these very clear changes in perceptions of Canada, Australians seem to have been reluctant to acknowledge that they knew much more about Canada following exposure to the Pavilion.

**Mean Ranking For**  
**Level of Knowledge**

	<u>Visited</u> <u>Canadian</u> <u>Pavilion</u>	<u>Did Not Visit</u> <u>Canadian</u> <u>Pavilion</u>
U.K.	2.9	3.1
CANADA	2.4	2.3
France	2.7	2.7
Italy	2.0	1.9



Canada's Mean Rating As

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
A country you know know a lot about	5.0	**	4.7

Although there has been some absolute movement on Canada's rating as a country Australians know a lot about, that rating still remains very low. Furthermore, compared with the European countries, Canada is ranked significantly below both the U.K. and France with respect to the level of knowledge Australians feel they have about each country. Exposure to the Pavilion did not affect Canada's relative position in this regard.

\*\*Difference significant at the 99% level of confidence.



**METHODOLOGICAL DETAILS**





All waves of these on-site exit interviews have been conducted among adults aged 18 and over as they left the Expo '88 Exhibition site. No employees of Expo were interviewed and screening at waves II, III and IV ensured that no one previously contacted was interviewed again.

On each day, interviewing occurred between 2 p.m. and 8 p.m.

There were four exits from Expo '88, two of which were heavily used. During most of the fieldwork for waves I and II, two interviewers were stationed at these two high traffic exits, Vulture St. and Melbourne St., and one interviewer was stationed at each of the Ferry and Merivale exits. By the third wave the Merivale Gate had been closed and a new Gate, Glenelg opened. Otherwise, scheduling for the latter waves was unchanged over the first two waves.

A supervisor covered interviewers for breaks and monitored the overall scheduling of interviewers in relation to the traffic. Respondents were contacted from the general run of traffic, with attempts made to interview as 'representative' a cross section as possible.

The tally of contacts follows:

	<u>Wave I</u>	<u>Wave II</u>	<u>Wave III</u>	<u>Wave IV</u>
Refused	257	203	148	101
Foreign, insufficient English	19	12	2	3
Expo employee	17	13	9	9
Interviewed previously	-	5	1	2
Refused partway	14	7	-	3
Complete	250	253	250	253





COMPUTER PRINTOUT



EXPO '88 ONSITE WAVES I - IV - TABLE OF CONTENTS

Table	Page	Title	Base
1	1	Q2. How would you rate your overall impression of Expo?	Base: All Respondents
2	2	Q3 - 6. Have you visited the ... pavilion either today or previously?	Base: All Respondents
3	3	Q7. Opinion of the U.K. Pavilion	Base: Respondents who have visited pavilion
4	4	Q7. Opinion of the French Pavilion	Base: Respondents who have visited pavilion
5	5	Q7. Opinion of the Canadian Pavilion	Base: Respondents who have visited pavilion
6	6	Q7. Opinion of the Italian Pavilion	Base: Respondents who have visited pavilion
7	7	Q8. Ranking of countries for overall industrial development	Base: Respondents Ranking Countries
8	9	Q8. Ranking of countries for achievements in high technology	Base: Respondents Ranking Countries
9	11	Q8. Ranking of countries for how much you feel you know about them	Base: Respondents Ranking Countries
10	13	Q8. Ranking of countries for being a source of high quality sporting equipment	Base: Respondents Ranking Countries
11	15	Q8. Ranking of countries for where you would most like to take a holiday	Base: Respondents Ranking Countries
12	17	Rating of Canada for High level of technology	Base: All Respondents
13	18	Rating of Canada for Many types of leisure activities	Base: All Respondents
14	19	Rating of Canada for An exciting country	Base: All Respondents
15	20	Rating of Canada for Makes high quality products	Base: All Respondents
16	21	Rating of Canada for A country you know a lot about	Base: All Respondents
17	22	Rating of Canada for Plays an important role in the Pacific Ocean	Base: All Respondents
18	23	Rating of Canada for A country very like the United States	Base: All Respondents
19	24	Rating of Canada for Has a lot of manufacturing	Base: All Respondents
20	25	Rating of Canada for A country where you would like to take a holiday	Base: All Respondents
21	26	Rating of Canada for A very close friend of Australia	Base: All Respondents
22	27	Q10. Why did you not visit the Canadian Pavilion?	Base: Respondents who did NOT visit the Canadian Pavilion
23	28	Q11. What did you really like about the Canadian pavilion?	Base: Respondents who visited the Canadian Pavilion
24	31	Q12. What were the things you really didn't like about the Canadian Pavilion?	Base: Respondents who visited the Canadian Pavilion
25	32	Q13. What was the main thing you learned about Canada from its Pavilion here?	Base: Respondents who visited the Canadian Pavilion

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EXPO '88 ONSITE WAVES I - IV - TABLE OF CONTENTS

Table Page	Title	Base
26 34	Classification Data	Base: All Respondents

Q2. HOW WOULD YOU RATE YOUR OVERALL IMPRESSION OF EXPO?

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	1005 100%	503 100%	502 100%	294 100%	474 100%	237 100%	104 100%	244 100%	238 100%	209 100%	285 100%	204 100%	328 100%	29 100%	926 100%	79 100%	480 100%	525 100%	250 100%	253 100%	250 100%	252 100%
OVERALL IMPRESSION OF EXPO																						
10 Really excellent	355 35%	157 31%	198 39%	69 23%	170 36%	116 49%	47 45%	102 42%	74 31%	66 32%	94 33%	65 32%	119 36%	9 31%	337 36%	18 23%	194 40%	161 31%	107 43%	49 19%	101 40%	98 39%
9	181 18%	90 18%	91 18%	59 20%	83 18%	39 16%	13 13%	36 15%	55 23%	40 19%	51 18%	42 21%	51 16%	8 28%	169 18%	12 15%	102 21%	79 15%	44 18%	41 16%	40 16%	56 22%
8	241 24%	131 26%	110 22%	81 28%	115 24%	45 19%	24 23%	61 25%	55 23%	51 24%	70 25%	50 25%	82 25%	6 21%	226 24%	15 19%	113 24%	128 24%	55 22%	74 29%	60 24%	52 21%
7	114 11%	66 13%	48 10%	48 16%	47 10%	19 8%	9 9%	25 10%	28 12%	22 11%	36 13%	27 13%	38 12%	3 10%	99 11%	15 19%	37 8%	77 15%	27 11%	33 13%	26 10%	28 11%
6	41 4%	24 5%	17 3%	14 5%	22 5%	5 2%	3 3%	8 3%	10 4%	13 6%	13 5%	3 1%	15 5%	2 7%	37 4%	4 5%	12 3%	29 6%	8 3%	18 7%	7 3%	8 3%
5	40 4%	20 4%	20 4%	12 4%	18 4%	10 4%	4 4%	6 2%	7 3%	8 4%	13 5%	11 5%	11 3%	-	29 3%	11 14%	15 3%	25 5%	5 2%	16 6%	9 4%	10 4%
4	10 1%	4 1%	6 1%	3 1%	6 1%	1 *	1 1%	3 1%	3 1%	1 *	-	2 1%	6 2%	1 3%	9 1%	1 1%	2 *	8 2%	2 1%	4 2%	4 2%	-
3	9 1%	6 1%	3 1%	3 1%	6 1%	-	1 1%	1 *	3 1%	2 1%	4 1%	1 *	2 1%	-	7 1%	2 3%	2 *	7 1%	1 *	6 2%	2 1%	-
2	8 1%	4 1%	4 1%	2 1%	5 1%	1 *	1 1%	-	2 1%	4 2%	3 1%	3 1%	1 *	-	7 1%	1 1%	-	8 2%	-	7 3%	1 *	-
1	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-	1 *	-	1 *	-	-
0 Very poor	1 *	-	1 *	-	1 *	-	-	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-
Not stated	4 *	1 *	3 1%	3 1%	-	1 *	1 1%	1 *	1 *	1 *	1 *	-	2 1%	-	4 *	-	3 1%	1 *	1 *	3 1%	-	-
MEAN	8.43	8.32	8.54	8.16	8.38	8.86	8.63	8.64	8.40	8.26	8.35	8.37	8.43	8.52	8.49	7.65	8.77	8.12	8.75	7.68	8.57	8.71
STD. DEV.	1.69	1.65	1.71	1.59	1.80	1.47	1.70	1.56	1.65	1.83	1.69	1.69	1.66	1.50	1.64	1.98	1.37	1.87	1.41	2.04	1.61	1.37
STD. ERR.	.053	.074	.077	.093	.083	.096	.167	.100	.107	.127	.100	.118	.092	.279	.054	.223	.063	.082	.089	.129	.102	.086

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Q3 - 6. HAVE YOU VISITED THE ... PAVILION EITHER TODAY OR PREVIOUSLY?

Base: All Respondents

TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
<b>TOTAL</b>	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UK</b>																						
<b>Visited</b>	318	153	165	86	148	84	38	81	73	58	90	57	109	5	292	26	230	88	67	53	84	114
	32%	30%	33%	29%	31%	35%	37%	33%	31%	28%	32%	28%	33%	17%	32%	33%	48%	17%	27%	21%	34%	45%
<b>Not visited</b>	687	350	337	208	326	153	66	163	165	151	195	147	219	24	634	53	250	437	183	200	166	138
	68%	70%	67%	71%	69%	65%	63%	67%	69%	72%	68%	72%	67%	83%	68%	67%	52%	83%	73%	79%	66%	55%
<b>FRENCH</b>																						
<b>Visited</b>	416	205	211	114	193	109	44	104	99	87	123	79	140	11	386	30	297	119	79	85	110	142
	41%	41%	42%	39%	41%	46%	42%	43%	42%	42%	43%	39%	43%	38%	42%	38%	62%	23%	32%	34%	44%	56%
<b>Not visited</b>	589	298	291	180	281	128	60	140	139	122	162	125	188	18	540	49	183	406	171	168	140	110
	59%	59%	58%	61%	59%	54%	58%	57%	58%	58%	57%	61%	57%	62%	58%	62%	38%	77%	68%	66%	56%	44%
<b>CANADIAN</b>																						
<b>Visited</b>	480	227	253	127	218	135	57	118	115	92	129	97	162	15	446	34	480	-	100	83	132	165
	48%	45%	50%	43%	46%	57%	55%	48%	48%	44%	45%	48%	49%	52%	48%	43%	100%	-	40%	33%	53%	65%
<b>Not visited</b>	525	276	249	167	256	102	47	126	123	117	156	107	166	14	480	45	-	525	150	170	118	87
	52%	55%	50%	57%	54%	43%	45%	52%	52%	56%	55%	52%	51%	48%	52%	57%	-	100%	60%	67%	47%	35%
<b>ITALIAN</b>																						
<b>Visited</b>	293	145	148	86	127	80	37	74	71	53	87	52	103	9	270	23	216	77	51	52	83	107
	29%	29%	29%	29%	27%	34%	36%	30%	30%	25%	31%	25%	31%	31%	29%	29%	45%	15%	20%	21%	33%	42%
<b>Not visited</b>	712	358	354	208	347	157	67	170	167	156	198	152	225	20	656	56	264	448	199	201	167	145
	71%	71%	71%	71%	73%	66%	64%	70%	70%	75%	69%	75%	69%	69%	71%	71%	55%	85%	80%	79%	67%	58%

Q7. OPINION OF THE U.K. PAVILION

Base: Respondents who have visited pavilion

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	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-e-man-ager	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
TOTAL	318	153	165	86	148	84	38	81	73	58	90	57	109	5	292	26	230	88	67	53	84	114
OVERALL IMPRESSION OF THE U.K. PAVILION	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 Really excellent	14 4%	6 4%	8 5%	5 6%	7 5%	2 2%	2 5%	3 4%	3 4%	2 3%	4 4%	2 4%	2 2%	1 2%	13 4%	1 4%	8 3%	6 7%	2 3%	3 6%	4 5%	5 4%
9	32 10%	12 8%	20 12%	7 8%	13 9%	12 14%	3 8%	9 11%	8 11%	7 12%	11 12%	5 9%	12 11%	-	32 11%	-	24 10%	8 9%	7 10%	8 15%	4 5%	13 11%
8	72 23%	37 24%	35 21%	19 22%	35 24%	18 21%	7 18%	15 19%	21 29%	15 26%	19 21%	14 25%	25 23%	1 2%	66 23%	6 23%	54 23%	18 20%	18 27%	7 13%	17 20%	30 26%
7	83 26%	42 27%	41 25%	27 31%	35 24%	21 25%	11 29%	19 23%	19 26%	11 19%	26 29%	12 21%	30 28%	-	74 25%	9 35%	60 26%	23 26%	15 22%	15 28%	21 25%	32 28%
6	38 12%	15 10%	23 14%	11 13%	19 13%	8 10%	5 13%	10 12%	7 10%	8 14%	6 7%	13 23%	13 12%	1 2%	33 11%	5 19%	26 11%	12 14%	9 13%	11 21%	10 12%	8 7%
5	42 13%	27 18%	15 9%	10 12%	21 14%	11 13%	3 8%	14 17%	7 10%	10 17%	13 14%	7 12%	15 14%	-	39 13%	3 12%	28 12%	14 16%	10 15%	5 9%	17 20%	10 9%
4	20 6%	10 7%	10 6%	5 6%	10 7%	5 6%	1 3%	7 9%	5 7%	3 5%	5 6%	3 5%	8 7%	1 2%	18 6%	2 8%	16 7%	4 5%	5 7%	2 4%	6 7%	7 6%
3	8 3%	2 1%	6 4%	1 1%	5 3%	2 2%	3 8%	1 1%	2 3%	1 2%	3 3%	-	2 2%	1 2%	8 3%	-	7 3%	1 1%	-	1 2%	2 2%	5 4%
2	8 3%	2 1%	6 4%	1 1%	3 2%	4 5%	3 8%	2 2%	1 1%	1 2%	3 3%	1 2%	1 1%	-	8 3%	-	6 3%	2 2%	-	1 2%	3 4%	4 4%
1	1 *	-	1 1%	-	-	1 1%	-	1 1%	-	-	-	-	1 1%	-	1 *	-	1 1%	-	1 1%	-	-	-
0 Very poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	6.74	6.75	6.73	6.92	6.70	6.63	6.42	6.54	6.96	6.81	6.77	6.81	6.72	6.20	6.75	6.69	6.70	6.84	6.82	6.92	6.43	6.84
STD. DEV.	1.82	1.67	1.96	1.64	1.82	2.02	2.16	1.91	1.74	1.75	1.90	1.60	1.72	2.56	1.86	1.38	1.85	1.77	1.70	1.73	1.84	1.32
STD. ERR.	.102	.135	.153	.177	.149	.220	.351	.212	.203	.230	.200	.212	.165	!!!!	.109	.270	.122	.188	.208	.238	.201	.180

Q7. OPINION OF THE FRENCH PAVILION

Base: Respondents who have visited pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-e-maker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																						TOTAL
<b>OVERALL IMPRESSION OF THE FRENCH PAVILION</b>																						
10 Really excellent	16 4%	8 4%	8 4%	5 4%	6 3%	5 5%	1 2%	8 8%	2 2%	3 3%	2 2%	5 6%	7 5%	-	16 4%	-	9 3%	7 6%	6 8%	2 2%	4 4%	4 3%
9	22 5%	9 4%	13 6%	4 4%	12 6%	6 6%	-	6 6%	5 5%	3 3%	8 7%	3 4%	10 7%	-	22 6%	-	13 4%	9 8%	2 3%	4 5%	4 4%	12 8%
8	75 18%	32 16%	43 20%	18 16%	30 16%	27 25%	14 32%	20 19%	17 17%	15 17%	12 10%	15 19%	30 21%	6 55%	69 18%	6 20%	55 19%	20 17%	18 23%	14 16%	24 22%	19 13%
7	104 25%	51 25%	53 25%	33 29%	48 25%	23 21%	10 23%	24 23%	25 25%	21 24%	37 30%	17 22%	30 21%	2 18%	100 26%	4 13%	81 27%	23 19%	24 30%	22 26%	23 21%	35 25%
6	76 18%	36 18%	40 19%	25 22%	35 18%	16 15%	10 23%	16 15%	20 20%	15 17%	26 21%	11 14%	26 19%	2 18%	70 18%	6 20%	55 19%	21 18%	15 19%	16 19%	17 15%	28 20%
5	71 17%	37 18%	34 16%	20 18%	33 17%	18 17%	6 14%	15 14%	18 18%	17 20%	21 17%	13 16%	25 18%	1 9%	62 16%	9 30%	50 17%	21 18%	8 10%	17 20%	25 23%	21 15%
4	28 7%	18 9%	10 5%	6 5%	13 7%	9 8%	1 2%	8 8%	6 6%	9 10%	12 10%	6 8%	8 6%	-	26 7%	2 7%	18 6%	10 8%	5 6%	6 7%	9 8%	8 6%
3	14 3%	11 5%	3 1%	2 2%	8 4%	4 4%	2 5%	2 2%	4 4%	2 2%	4 3%	4 5%	1 1%	-	12 3%	2 7%	9 3%	5 4%	1 1%	3 4%	2 2%	8 6%
2	5 1%	1 *	4 2%	1 1%	3 2%	1 1%	-	3 3%	1 1%	-	1 1%	2 3%	1 1%	-	4 1%	1 3%	3 1%	2 2%	-	-	1 1%	4 3%
1	3 1%	2 1%	1 *	-	3 2%	-	-	2 2%	-	1 1%	-	2 3%	1 1%	-	3 1%	-	2 1%	1 1%	-	1 1%	1 1%	1 1%
0 Very poor	2 *	-	2 1%	-	2 1%	-	-	-	1 1%	1 1%	-	1 1%	1 1%	-	2 1%	-	2 1%	-	-	-	-	2 1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	6.40	6.26	6.54	6.52	6.24	6.58	6.64	6.53	6.30	6.23	6.26	6.19	6.64	7.18	6.45	5.77	6.40	6.41	6.87	6.32	6.37	6.22
STD. DEV.	1.79	1.78	1.79	1.54	1.93	1.76	1.46	2.02	1.72	1.82	1.57	2.18	1.78	1.03	1.79	1.63	1.73	1.93	1.55	1.66	1.72	2.00
STD. ERR.	.088	.124	.123	.144	.139	.169	.221	.198	.173	.195	.142	.246	.150	.310	.091	.298	.100	.177	.174	.180	.164	.168

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Q7. OPINION OF THE CANADIAN PAVILION

Base: Respondents who have visited pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident-itor	Vis-ited	Not Vis-ited			1	2	3	4
<b>TOTAL</b>	480	227	253	127	218	135	57	118	115	92	129	97	162	15	446	34	480	-	100	83	132	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
<b>OVERALL IMPRESSION OF THE CANADIAN PAVILION</b>																						
10 Really excellent	109	41	68	32	54	23	9	37	24	24	23	22	42	2	105	4	109	-	20	18	29	42
	23%	18%	27%	25%	25%	17%	16%	31%	21%	26%	18%	23%	26%	13%	24%	12%	23%	-	20%	22%	22%	25%
9	123	65	58	33	53	37	17	26	30	22	33	22	42	3	113	10	123	-	26	22	33	42
	26%	29%	23%	26%	24%	27%	30%	22%	26%	24%	26%	22%	26%	20%	25%	29%	26%	-	26%	27%	25%	25%
8	125	59	66	31	55	39	16	23	37	24	37	27	38	4	119	6	125	-	25	25	35	40
	26%	26%	26%	24%	25%	29%	28%	19%	32%	26%	29%	28%	23%	27%	27%	18%	26%	-	25%	30%	27%	24%
7	64	32	32	16	31	17	4	19	13	15	18	15	22	3	58	6	64	-	18	6	17	23
	13%	14%	13%	13%	14%	13%	7%	16%	11%	16%	14%	15%	14%	20%	13%	18%	13%	-	18%	7%	13%	14%
6	24	12	12	7	8	9	4	6	5	3	8	4	6	1	21	3	24	-	4	2	9	9
	5%	5%	5%	6%	4%	7%	4%	5%	4%	3%	6%	4%	4%	7%	5%	9%	5%	-	4%	2%	7%	5%
5	19	10	9	2	12	5	4	3	2	2	7	5	3	1	14	5	19	-	4	7	3	5
	4%	4%	4%	2%	6%	4%	4%	3%	2%	2%	5%	5%	2%	7%	3%	15%	4%	-	4%	8%	3%	3%
4	9	4	5	4	1	4	1	2	1	2	2	1	6	-	9	-	9	-	2	3	2	2
	2%	2%	2%	3%	1%	3%	2%	2%	1%	2%	2%	1%	4%	-	2%	-	2%	-	2%	4%	2%	1%
3	3	3	-	1	2	-	-	1	2	-	1	1	1	-	3	-	3	-	-	-	2	1
	1%	1%	-	1%	1%	-	-	1%	2%	-	1%	1%	1%	-	1%	-	1%	-	-	-	2%	1%
2	1	-	1	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-
	*	-	*	-	-	1%	2%	-	-	-	-	-	-	-	*	-	*	-	-	-	1%	-
1	2	-	2	-	2	-	1	-	1	-	-	-	1	1	2	-	2	-	-	-	1	1
	*	-	1%	-	1%	-	2%	-	1%	-	-	-	1%	7%	*	-	*	-	-	-	1%	1%
0 Very poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1	1	-	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	1	-	-	-
	*	*	-	1%	-	-	-	1%	-	-	-	-	1%	-	*	-	*	-	1%	-	-	-
<b>MEAN</b>	8.21	8.13	8.28	8.32	8.23	8.08	7.89	8.40	8.24	8.38	8.09	8.20	8.29	7.47	8.25	7.74	8.21	.00	8.20	8.18	8.12	8.30
<b>STD. DEV.</b>	1.60	1.54	1.65	1.55	1.65	1.56	1.93	1.56	1.58	1.41	1.52	1.53	1.66	2.19	1.59	1.62	1.60	.00	1.44	1.62	1.73	1.57
<b>STD. ERR.</b>	.073	.102	.104	.138	.112	.134	.256	.144	.147	.147	.133	.155	.131	.565	.076	.278	.073	.000	.145	.178	.151	.122

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Q7. OPINION OF THE ITALIAN PAVILION

Base: Respondents who have visited pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	293 100%	145 100%	148 100%	86 100%	127 100%	80 100%	37 100%	74 100%	71 100%	53 100%	87 100%	52 100%	103 100%	9 100%	270 100%	23 100%	216 100%	77 100%	51 100%	52 100%	83 100%	107 100%
OVERALL IMPRESSION OF THE ITALIAN PAVILION																						
10 Really excellent	19 6%	13 9%	6 4%	5 6%	9 7%	5 6%	3 8%	5 7%	5 7%	2 4%	5 6%	4 8%	7 7%	-	17 6%	2 9%	11 5%	8 10%	4 8%	4 8%	5 6%	6 6%
9	38 13%	16 11%	22 15%	8 9%	19 15%	11 14%	2 5%	11 15%	12 17%	8 15%	10 11%	7 13%	16 16%	1 11%	35 13%	3 13%	28 13%	10 13%	7 14%	8 15%	9 11%	14 13%
8	58 20%	31 21%	27 18%	14 16%	26 20%	18 23%	5 14%	13 18%	14 20%	11 21%	16 18%	10 19%	19 18%	4 44%	51 19%	7 30%	46 21%	12 16%	9 18%	11 21%	19 23%	19 18%
7	78 27%	39 27%	39 26%	24 28%	34 27%	20 25%	13 35%	15 20%	17 24%	17 32%	27 31%	15 29%	22 21%	2 22%	71 26%	7 30%	54 25%	24 31%	15 29%	16 31%	18 22%	29 27%
6	44 15%	23 16%	21 14%	20 23%	16 13%	8 10%	5 14%	13 18%	11 15%	5 9%	11 13%	7 13%	20 19%	-	41 15%	3 13%	33 15%	11 14%	7 14%	6 12%	13 16%	18 17%
5	42 14%	17 12%	25 17%	10 12%	17 13%	15 19%	8 22%	12 16%	10 14%	7 13%	11 13%	4 8%	18 17%	1 11%	41 15%	1 4%	34 16%	8 10%	6 12%	5 10%	13 16%	18 17%
4	9 3%	4 3%	5 3%	5 6%	2 2%	2 3%	-	5 7%	-	2 4%	4 5%	4 8%	1 1%	-	9 3%	-	5 2%	4 5%	1 2%	1 2%	4 5%	3 3%
3	3 1%	1 1%	2 1%	-	2 2%	1 1%	-	-	2 3%	-	3 3%	-	-	-	3 1%	-	3 1%	-	2 4%	1 2%	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	2 1%	1 1%	1 1%	-	2 2%	-	1 3%	-	-	1 2%	-	1 2%	-	1 11%	2 1%	-	2 1%	-	-	-	2 2%	-
0 Very poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.04	7.16	6.93	6.88	7.12	7.09	6.76	6.97	7.20	7.04	6.93	7.06	7.13	6.78	6.99	7.61	6.98	7.22	7.10	7.31	6.87	7.02
STD. DEV.	1.65	1.64	1.65	1.51	1.75	1.62	1.75	1.69	1.64	1.69	1.67	1.82	1.55	2.30	1.67	1.27	1.66	1.62	1.70	1.57	1.82	1.52
STD. ERR.	.096	.136	.136	.163	.156	.182	.288	.196	.194	.232	.179	.252	.153	.766	.102	.265	.113	.185	.238	.217	.200	.147

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Q8. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sional	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
<u>U.K.</u>																							
ALL ANSWERING	998 100%	498 100%	500 100%	293 100%	470 100%	235 100%	101 100%	242 100%	237 100%	209 100%	283 100%	202 100%	327 100%	29 100%	920 100%	78 100%	477 100%	521 100%	248 100%	253 100%	247 100%	250 100%	
First	(4) 502 50%	259 52%	243 49%	150 51%	233 50%	119 51%	59 58%	115 48%	110 46%	122 58%	150 53%	103 51%	160 49%	14 48%	463 50%	39 50%	238 50%	264 51%	127 51%	128 51%	129 52%	118 47%	
Second	(3) 269 27%	137 28%	132 26%	73 25%	125 27%	71 30%	28 28%	61 25%	74 31%	52 25%	77 27%	56 28%	72 22%	11 38%	248 27%	21 27%	124 26%	145 28%	65 26%	68 27%	64 26%	72 29%	
Third	(2) 149 15%	68 14%	81 16%	41 14%	77 16%	31 13%	9 9%	48 20%	33 14%	21 10%	36 13%	29 14%	56 17%	4 14%	137 15%	12 15%	79 17%	70 13%	30 12%	37 15%	34 14%	48 19%	
Fourth	(1) 78 8%	34 7%	44 9%	29 10%	35 7%	14 6%	5 5%	18 7%	20 8%	14 7%	20 7%	14 7%	39 12%	-	72 8%	6 8%	36 8%	42 8%	26 10%	20 8%	20 8%	12 5%	
MEAN	3.20	3.25	3.15	3.17	3.18	3.26	3.40	3.13	3.16	3.35	3.26	3.23	3.08	3.34	3.20	3.19	3.18	3.21	3.18	3.20	3.22	3.18	
STD. DEV.	.96	.93	.99	1.01	.96	.90	.85	.98	.96	.91	.94	.94	1.07	.72	.96	.97	.97	.96	1.01	.97	.97	.91	
STD. ERR.	.030	.042	.044	.059	.044	.059	.085	.063	.062	.063	.056	.066	.059	.134	.032	.110	.044	.042	.064	.061	.062	.057	
<u>FRANCE</u>																							
ALL ANSWERING	998 100%	498 100%	500 100%	293 100%	470 100%	235 100%	101 100%	242 100%	237 100%	209 100%	283 100%	202 100%	327 100%	29 100%	920 100%	78 100%	477 100%	521 100%	248 100%	253 100%	247 100%	250 100%	
First	(4) 136 14%	69 14%	67 13%	45 15%	62 13%	29 12%	14 14%	39 16%	31 13%	30 14%	46 16%	20 10%	43 13%	1 3%	127 14%	9 12%	71 15%	65 12%	24 10%	37 15%	31 13%	44 18%	
Second	(3) 299 30%	175 35%	124 25%	98 33%	139 30%	62 26%	22 22%	65 27%	64 27%	73 35%	91 32%	63 31%	102 31%	7 24%	270 29%	29 37%	149 31%	150 29%	57 23%	85 34%	78 32%	79 32%	
Third	(2) 355 36%	162 33%	193 39%	95 32%	172 37%	88 37%	38 38%	89 37%	88 37%	73 35%	102 36%	71 35%	114 35%	13 45%	328 36%	27 35%	162 34%	193 37%	109 44%	78 31%	89 36%	79 32%	
Fourth	(1) 208 21%	92 18%	116 23%	55 19%	97 21%	56 24%	27 27%	49 20%	54 23%	33 16%	44 16%	48 24%	68 21%	8 28%	195 21%	13 17%	95 20%	113 22%	58 23%	53 21%	49 20%	48 19%	
MEAN	2.36	2.44	2.28	2.45	2.35	2.27	2.23	2.39	2.30	2.48	2.49	2.27	2.37	2.03	2.36	2.44	2.41	2.32	2.19	2.42	2.37	2.48	
STD. DEV.	.96	.95	.97	.97	.95	.96	1.00	.98	.97	.93	.94	.94	.96	.82	.96	.91	.97	.95	.90	.98	.94	.99	
STD. ERR.	.030	.042	.043	.056	.044	.063	.099	.063	.063	.064	.056	.066	.053	.153	.032	.103	.044	.042	.057	.062	.060	.063	

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Q8. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: Respondents Ranking Countries

	TOTAL	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
		Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited			1	2	3	4
																					1	2	3	4
<u>CANADA</u>																								
ALL ANSWERING	998 100%	498 100%	500 100%	293 100%	470 100%	235 100%	101 100%	242 100%	237 100%	209 100%	283 100%	202 100%	327 100%	29 100%	920 100%	78 100%	477 100%	521 100%	248 100%	253 100%	247 100%	250 100%		
First	(4) 230 23%	108 22%	122 24%	54 18%	120 26%	56 24%	19 19%	55 23%	60 25%	33 16%	54 19%	48 24%	77 24%	12 41%	209 23%	21 27%	95 20%	135 26%	70 28%	58 23%	53 21%	49 20%		
Second	(3) 286 29%	114 23%	172 34%	91 31%	131 28%	64 27%	29 29%	77 32%	66 28%	59 28%	75 27%	59 29%	101 31%	8 28%	264 29%	22 28%	142 30%	144 28%	83 33%	69 27%	71 29%	63 25%		
Third	(2) 228 23%	126 25%	102 20%	80 27%	102 22%	46 20%	28 28%	47 19%	51 22%	53 25%	69 24%	50 25%	69 21%	4 14%	207 23%	21 27%	114 24%	114 22%	49 20%	61 24%	54 22%	64 26%		
Fourth	(1) 254 25%	150 30%	104 21%	68 23%	117 25%	69 29%	25 25%	63 26%	60 25%	64 31%	85 30%	45 22%	80 24%	5 17%	240 26%	14 18%	126 26%	128 25%	46 19%	65 26%	69 28%	74 30%		
MEAN	2.49	2.36	2.62	2.45	2.54	2.46	2.42	2.51	2.53	2.29	2.35	2.54	2.54	2.93	2.48	2.64	2.43	2.55	2.71	2.47	2.44	2.35		
STD. DEV.	1.11	1.13	1.07	1.04	1.12	1.15	1.06	1.11	1.13	1.07	1.10	1.08	1.10	1.13	1.11	1.07	1.08	1.12	1.07	1.11	1.11	1.10		
STD. ERR.	.035	.050	.048	.061	.052	.075	.106	.071	.073	.074	.065	.076	.061	.210	.037	.121	.050	.049	.068	.070	.071	.070		
<u>ITALY</u>																								
ALL ANSWERING	998 100%	498 100%	500 100%	293 100%	470 100%	235 100%	101 100%	242 100%	237 100%	209 100%	283 100%	202 100%	327 100%	29 100%	920 100%	78 100%	477 100%	521 100%	248 100%	253 100%	247 100%	250 100%		
First	(4) 130 13%	62 12%	68 14%	44 15%	55 12%	31 13%	9 9%	33 14%	36 15%	24 11%	33 12%	31 15%	47 14%	2 7%	121 13%	9 12%	73 15%	57 11%	27 11%	30 12%	34 14%	39 16%		
Second	(3) 144 14%	72 14%	72 14%	31 11%	75 16%	38 16%	22 22%	39 16%	33 14%	25 12%	40 14%	24 12%	52 16%	3 10%	138 15%	6 8%	62 13%	82 16%	43 17%	31 12%	34 14%	36 14%		
Third	(2) 266 27%	142 29%	124 25%	77 26%	119 25%	70 30%	26 26%	58 24%	65 27%	62 30%	76 27%	52 26%	88 27%	8 28%	248 27%	18 23%	122 26%	144 28%	60 24%	77 30%	70 28%	59 24%		
Fourth	(1) 458 46%	222 45%	236 47%	141 48%	221 47%	96 41%	44 44%	112 46%	103 43%	98 47%	134 47%	95 47%	140 43%	16 55%	413 45%	45 58%	220 46%	238 46%	118 48%	115 45%	109 44%	116 46%		
MEAN	1.95	1.95	1.94	1.92	1.92	2.02	1.96	1.97	2.01	1.88	1.90	1.96	2.02	1.69	1.96	1.73	1.97	1.92	1.92	1.91	1.97	1.99		
STD. DEV.	1.06	1.04	1.08	1.09	1.05	1.05	1.01	1.08	1.09	1.02	1.04	1.10	1.08	.93	1.06	1.03	1.10	1.02	1.04	1.02	1.06	1.11		
STD. ERR.	.034	.047	.048	.064	.048	.068	.100	.070	.071	.070	.062	.077	.060	.173	.035	.116	.050	.045	.066	.064	.068	.070		

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Q8. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
<u>U.K.</u>																							
ALL ANSWERING	1003 100%	501 100%	502 100%	294 100%	474 100%	235 100%	102 100%	244 100%	238 100%	209 100%	285 100%	204 100%	328 100%	29 100%	924 100%	79 100%	479 100%	524 100%	250 100%	253 100%	248 100%	252 100%	
First	(4) 658 66%	345 69%	313 62%	165 56%	316 67%	177 75%	70 69%	152 62%	172 72%	146 70%	195 68%	138 68%	195 59%	20 69%	610 66%	48 61%	299 62%	359 69%	177 71%	175 69%	148 60%	158 63%	
Second	(3) 205 20%	91 18%	114 23%	69 23%	100 21%	36 15%	20 20%	57 23%	36 15%	39 19%	55 19%	44 22%	74 23%	6 21%	184 20%	21 27%	105 22%	100 19%	41 16%	49 19%	54 22%	61 24%	
Third	(2) 82 8%	40 8%	42 8%	35 12%	33 7%	14 6%	5 5%	21 9%	17 7%	17 8%	20 7%	12 6%	33 10%	1 3%	77 8%	5 6%	42 9%	40 8%	22 9%	16 6%	27 11%	17 7%	
Fourth	(1) 58 6%	25 5%	33 7%	25 9%	25 5%	8 3%	7 7%	14 6%	13 5%	7 3%	15 5%	10 5%	26 8%	2 7%	53 6%	5 6%	33 7%	25 5%	10 4%	13 5%	19 8%	16 6%	
MEAN	3.46	3.51	3.41	3.27	3.49	3.63	3.50	3.42	3.54	3.55	3.51	3.52	3.34	3.52	3.46	3.42	3.40	3.51	3.54	3.53	3.33	3.43	
STD. DEV.	.87	.84	.90	.97	.84	.75	.88	.87	.85	.78	.84	.82	.95	.87	.87	.87	.91	.83	.82	.83	.95	.87	
STD. ERR.	.028	.038	.040	.057	.039	.049	.087	.056	.055	.054	.050	.057	.052	.162	.029	.098	.042	.036	.052	.052	.060	.055	
<u>FRANCE</u>																							
ALL ANSWERING	1003 100%	501 100%	502 100%	294 100%	474 100%	235 100%	102 100%	244 100%	238 100%	209 100%	285 100%	204 100%	328 100%	29 100%	924 100%	79 100%	479 100%	524 100%	250 100%	253 100%	248 100%	252 100%	
First	(4) 67 7%	26 5%	41 8%	34 12%	25 5%	8 3%	5 5%	21 9%	10 4%	16 8%	21 7%	13 6%	26 8%	-	64 7%	3 4%	22 5%	45 9%	10 4%	18 7%	21 8%	18 7%	
Second	(3) 257 26%	119 24%	138 27%	78 27%	136 29%	43 18%	24 24%	45 18%	70 29%	64 31%	92 32%	49 24%	71 22%	7 24%	238 26%	19 24%	118 25%	139 27%	75 30%	69 27%	55 22%	58 23%	
Third	(2) 424 42%	217 43%	207 41%	120 41%	196 41%	108 46%	38 37%	113 46%	92 39%	85 41%	123 43%	92 45%	132 40%	13 45%	381 41%	43 54%	215 45%	209 40%	107 43%	109 43%	101 41%	107 42%	
Fourth	(1) 255 25%	139 28%	116 23%	62 21%	117 25%	76 32%	35 34%	65 27%	66 28%	44 21%	49 17%	50 25%	99 30%	9 31%	241 26%	14 18%	124 26%	131 25%	58 23%	57 23%	71 29%	69 27%	
MEAN	2.14	2.06	2.21	2.29	2.15	1.93	1.99	2.09	2.10	2.25	2.30	2.12	2.07	1.93	2.14	2.14	2.08	2.19	2.15	2.19	2.10	2.10	
STD. DEV.	.87	.85	.89	.93	.85	.80	.88	.89	.86	.87	.84	.85	.91	.75	.88	.75	.83	.91	.82	.87	.92	.88	
STD. ERR.	.028	.038	.040	.054	.039	.052	.088	.057	.055	.060	.050	.060	.050	.140	.029	.084	.038	.040	.052	.054	.058	.056	

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Q8. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																							100%
<u>CANADA</u>																							
ALL ANSWERING	1003 100%	501 100%	502 100%	294 100%	474 100%	235 100%	102 100%	244 100%	238 100%	209 100%	285 100%	204 100%	328 100%	29 100%	924 100%	79 100%	479 100%	524 100%	250 100%	253 100%	248 100%	252 100%	
First	(4) 197 20%	93 19%	104 21%	64 22%	98 21%	35 15%	21 21%	47 19%	38 16%	30 14%	45 16%	39 19%	77 23%	4 14%	174 19%	23 29%	120 25%	77 15%	42 17%	40 16%	53 21%	62 25%	
Second	(3) 380 38%	211 42%	169 34%	101 34%	167 35%	112 48%	37 36%	97 40%	101 42%	75 36%	90 32%	77 38%	140 43%	11 38%	352 38%	28 35%	194 41%	186 35%	96 38%	94 37%	90 36%	100 40%	
Third	(2) 189 19%	87 17%	102 20%	60 20%	88 19%	41 17%	25 25%	42 17%	47 20%	42 20%	51 18%	40 20%	61 19%	10 34%	182 20%	7 9%	77 16%	112 21%	40 16%	58 23%	45 18%	46 18%	
Fourth	(1) 237 24%	110 22%	127 25%	69 23%	121 26%	47 20%	19 19%	58 24%	52 22%	62 30%	99 35%	48 24%	50 15%	4 14%	216 23%	21 27%	88 18%	149 28%	72 29%	61 24%	60 24%	44 17%	
MEAN	2.54	2.57	2.50	2.54	2.51	2.57	2.59	2.55	2.53	2.35	2.28	2.52	2.74	2.52	2.52	2.67	2.72	2.36	2.43	2.45	2.55	2.71	
STD. DEV.	1.06	1.03	1.08	1.08	1.08	.97	1.02	1.06	1.00	1.05	1.10	1.05	.98	.91	1.05	1.16	1.04	1.05	1.08	1.02	1.08	1.02	
STD. ERR.	.033	.046	.048	.063	.050	.063	.101	.068	.065	.073	.065	.074	.054	.169	.034	.131	.047	.046	.068	.064	.068	.065	
<u>ITALY</u>																							
ALL ANSWERING	1003 100%	501 100%	502 100%	294 100%	474 100%	235 100%	102 100%	244 100%	238 100%	209 100%	285 100%	204 100%	328 100%	29 100%	924 100%	79 100%	479 100%	524 100%	250 100%	253 100%	248 100%	252 100%	
First	(4) 81 8%	37 7%	44 9%	31 11%	35 7%	15 6%	6 6%	24 10%	18 8%	17 8%	24 8%	14 7%	30 9%	5 17%	76 8%	5 6%	38 8%	43 8%	21 8%	20 8%	26 10%	14 6%	
Second	(3) 161 16%	80 16%	81 16%	46 16%	71 15%	44 19%	21 21%	45 18%	31 13%	31 15%	48 17%	34 17%	43 13%	5 17%	150 16%	11 14%	62 13%	99 19%	38 15%	41 16%	49 20%	33 13%	
Third	(2) 308 31%	157 31%	151 30%	79 27%	157 33%	72 31%	34 33%	68 28%	82 34%	65 31%	91 32%	60 29%	102 31%	5 17%	284 31%	24 30%	145 30%	163 31%	81 32%	70 28%	75 30%	82 33%	
Fourth	(1) 453 45%	227 45%	226 45%	138 47%	211 45%	104 44%	41 40%	107 44%	107 45%	96 46%	122 43%	96 47%	153 47%	14 48%	414 45%	39 49%	234 49%	219 42%	110 44%	122 48%	98 40%	123 49%	
MEAN	1.87	1.85	1.89	1.90	1.85	1.87	1.92	1.94	1.83	1.85	1.91	1.83	1.85	2.03	1.88	1.77	1.80	1.94	1.88	1.84	2.01	1.75	
STD. DEV.	.96	.94	.98	1.02	.93	.93	.92	1.01	.93	.96	.96	.94	.97	1.18	.96	.92	.95	.97	.96	.97	1.01	.89	
STD. ERR.	.030	.042	.044	.059	.043	.061	.091	.065	.060	.066	.057	.066	.054	.219	.032	.103	.043	.042	.061	.061	.064	.056	

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Q8. RANKING OF COUNTRIES FOR HOW MUCH YOU FEEL YOU KNOW ABOUT THEM

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<u>U.K.</u>																						
ALL ANSWERING	998 100%	499 100%	499 100%	292 100%	469 100%	237 100%	104 100%	241 100%	238 100%	208 100%	283 100%	201 100%	326 100%	29 100%	921 100%	77 100%	478 100%	520 100%	247 100%	253 100%	246 100%	252 100%
First	(4) 385 39%	195 39%	190 38%	93 32%	178 38%	114 48%	52 50%	78 32%	85 36%	85 41%	105 37%	85 42%	106 33%	15 52%	354 38%	31 40%	171 36%	214 41%	92 37%	111 44%	90 37%	92 37%
Second	(3) 336 34%	181 36%	155 31%	111 38%	151 32%	74 31%	32 31%	95 39%	81 34%	69 33%	94 33%	64 32%	117 36%	7 24%	311 34%	25 32%	153 32%	183 35%	75 30%	82 32%	93 38%	86 34%
Third	(2) 152 15%	67 13%	85 17%	48 16%	77 16%	27 11%	10 10%	37 15%	35 15%	36 17%	50 18%	32 16%	51 16%	3 10%	138 15%	14 18%	85 18%	67 13%	48 19%	35 14%	37 15%	32 13%
Fourth	(1) 125 13%	56 11%	69 14%	40 14%	63 13%	22 9%	10 10%	31 13%	37 16%	18 9%	34 12%	20 10%	52 16%	4 14%	118 13%	7 9%	69 14%	56 11%	32 13%	25 10%	26 11%	42 17%
MEAN	2.98	3.03	2.93	2.88	2.95	3.18	3.21	2.91	2.90	3.06	2.95	3.06	2.85	3.14	2.98	3.04	2.89	3.07	2.92	3.10	3.00	2.90
STD. DEV.	1.02	.99	1.05	1.01	1.04	.97	.97	.99	1.06	.96	1.01	.99	1.05	1.09	1.02	.98	1.05	.98	1.04	.98	.97	1.07
STD. ERR.	.032	.044	.047	.059	.048	.063	.095	.064	.069	.067	.060	.070	.058	.203	.034	.112	.048	.043	.066	.062	.062	.068
<u>FRANCE</u>																						
ALL ANSWERING	998 100%	499 100%	499 100%	292 100%	469 100%	237 100%	104 100%	241 100%	238 100%	208 100%	283 100%	201 100%	326 100%	29 100%	921 100%	77 100%	478 100%	520 100%	247 100%	253 100%	246 100%	252 100%
First	(4) 267 27%	148 30%	119 24%	86 29%	127 27%	54 23%	26 25%	78 32%	62 26%	57 27%	74 26%	59 29%	95 29%	7 24%	249 27%	18 23%	132 28%	135 26%	58 23%	72 28%	66 27%	71 28%
Second	(3) 295 30%	149 30%	146 29%	79 27%	138 29%	78 33%	32 31%	58 24%	68 29%	69 33%	100 35%	46 23%	91 28%	7 24%	270 29%	25 32%	139 29%	156 30%	71 29%	80 32%	68 28%	76 30%
Third	(2) 280 28%	133 27%	147 29%	71 24%	138 29%	71 30%	30 29%	65 27%	70 29%	60 29%	71 25%	59 29%	86 26%	11 38%	260 28%	20 26%	130 27%	150 29%	75 30%	65 26%	72 29%	68 27%
Fourth	(1) 156 16%	69 14%	87 17%	56 19%	66 14%	34 14%	16 15%	40 17%	38 16%	22 11%	38 13%	37 18%	54 17%	4 14%	142 15%	14 18%	77 16%	79 15%	43 17%	36 14%	40 16%	37 15%
MEAN	2.67	2.75	2.60	2.67	2.70	2.64	2.65	2.72	2.65	2.77	2.74	2.63	2.70	2.59	2.68	2.61	2.68	2.67	2.58	2.74	2.65	2.72
STD. DEV.	1.03	1.03	1.03	1.09	1.02	.99	1.02	1.09	1.04	.97	.99	1.09	1.06	1.02	1.03	1.04	1.05	1.02	1.03	1.02	1.05	1.03
STD. ERR.	.033	.046	.046	.064	.047	.064	.100	.070	.067	.067	.059	.077	.059	.189	.034	.119	.048	.045	.066	.064	.067	.065

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Q8. RANKING OF COUNTRIES FOR HOW MUCH YOU FEEL YOU KNOW ABOUT THEM

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18-29	30-49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<b>CANADA</b>																						
ALL ANSWERING	998 100%	499 100%	499 100%	292 100%	469 100%	237 100%	104 100%	241 100%	238 100%	208 100%	283 100%	201 100%	326 100%	29 100%	921 100%	77 100%	478 100%	520 100%	247 100%	253 100%	246 100%	252 100%
First	(4) 188 19%	74 15%	114 23%	60 21%	88 19%	40 17%	18 17%	52 22%	44 18%	31 15%	47 17%	29 14%	69 21%	6 21%	174 19%	14 18%	91 19%	97 19%	56 23%	36 14%	52 21%	44 17%
Second	(3) 232 23%	98 20%	134 27%	69 24%	111 24%	52 22%	23 22%	50 21%	60 25%	39 19%	58 20%	56 28%	76 23%	11 38%	213 23%	19 25%	119 25%	113 22%	70 28%	66 26%	46 19%	50 20%
Third	(2) 329 33%	171 34%	158 32%	98 34%	159 34%	72 30%	34 33%	82 34%	84 35%	60 29%	103 36%	64 32%	106 33%	6 21%	300 33%	29 38%	151 32%	178 34%	73 30%	90 36%	82 33%	84 33%
Fourth	(1) 249 25%	156 31%	93 19%	65 22%	111 24%	73 31%	29 28%	57 24%	50 21%	78 38%	75 27%	52 26%	75 23%	6 21%	234 25%	15 19%	117 24%	132 25%	48 19%	61 24%	66 27%	74 29%
MEAN	2.36	2.18	2.54	2.42	2.38	2.25	2.29	2.40	2.41	2.11	2.27	2.31	2.43	2.59	2.36	2.42	2.38	2.34	2.54	2.30	2.34	2.25
STD. DEV.	1.05	1.04	1.04	1.05	1.04	1.07	1.06	1.07	1.02	1.07	1.03	1.01	1.06	1.05	1.06	1.00	1.05	1.05	1.05	.99	1.09	1.06
STD. ERR.	.033	.046	.047	.061	.048	.070	.104	.069	.066	.074	.061	.071	.059	.195	.035	.114	.048	.046	.067	.062	.070	.067
<b>ITALY</b>																						
ALL ANSWERING	998 100%	499 100%	499 100%	292 100%	469 100%	237 100%	104 100%	241 100%	238 100%	208 100%	283 100%	201 100%	326 100%	29 100%	921 100%	77 100%	478 100%	520 100%	247 100%	253 100%	246 100%	252 100%
First	(4) 158 16%	82 16%	76 15%	53 18%	76 16%	29 12%	8 8%	33 14%	47 20%	35 17%	57 20%	28 14%	56 17%	1 3%	144 16%	14 18%	84 18%	74 14%	41 17%	34 13%	38 15%	45 18%
Second	(3) 135 14%	71 14%	64 13%	33 11%	69 15%	33 14%	17 16%	38 16%	29 12%	31 15%	31 11%	35 17%	42 13%	4 14%	127 14%	8 10%	67 14%	68 13%	31 13%	25 10%	39 16%	40 16%
Third	(2) 237 24%	128 26%	109 22%	75 26%	95 20%	67 28%	30 29%	57 24%	49 21%	52 25%	59 21%	46 23%	83 25%	9 31%	223 24%	14 18%	112 23%	125 24%	51 21%	63 25%	55 22%	68 27%
Fourth	(1) 468 47%	218 44%	250 50%	131 45%	229 49%	108 46%	49 47%	113 47%	113 47%	90 43%	136 48%	92 46%	145 44%	15 52%	427 46%	41 53%	215 45%	253 49%	124 50%	131 52%	114 46%	99 39%
MEAN	1.98	2.03	1.93	2.03	1.98	1.93	1.85	1.96	2.04	2.05	2.03	2.00	2.03	1.69	1.99	1.94	2.04	1.93	1.96	1.85	2.00	2.12
STD. DEV.	1.11	1.11	1.11	1.14	1.13	1.04	.96	1.09	1.18	1.12	1.18	1.09	1.12	.85	1.11	1.17	1.14	1.09	1.14	1.07	1.12	1.12
STD. ERR.	.035	.050	.050	.067	.052	.068	.094	.070	.076	.078	.070	.077	.062	.158	.037	.134	.052	.048	.072	.067	.071	.071

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Q8. RANKING OF COUNTRIES FOR BEING A SOURCE OF HIGH QUALITY SPORTING EQUIPMENT

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<u>U.K.</u>																						
ALL ANSWERING	994 100%	497 100%	497 100%	292 100%	469 100%	233 100%	100 100%	240 100%	237 100%	208 100%	283 100%	201 100%	326 100%	28 100%	916 100%	78 100%	476 100%	518 100%	242 100%	253 100%	247 100%	252 100%
First	(4) 16%	97 20%	65 13%	48 16%	70 15%	44 19%	20 20%	35 15%	37 16%	37 18%	45 16%	26 13%	55 17%	5 18%	148 16%	14 18%	51 11%	111 21%	43 18%	46 18%	40 16%	33 13%
Second	(3) 30%	140 28%	163 33%	101 35%	126 27%	76 33%	34 34%	74 31%	66 28%	62 30%	66 23%	69 34%	104 32%	12 43%	282 31%	21 27%	153 32%	150 29%	81 33%	66 26%	82 33%	74 29%
Third	(2) 25%	123 25%	122 25%	66 23%	124 26%	55 24%	25 25%	55 23%	63 27%	49 24%	78 28%	51 25%	74 23%	8 29%	221 24%	24 31%	123 26%	122 24%	48 20%	62 25%	62 25%	73 29%
Fourth	(1) 29%	137 28%	147 30%	77 26%	149 32%	58 25%	21 21%	76 32%	71 30%	60 29%	94 33%	55 27%	93 29%	3 11%	265 29%	19 24%	149 31%	135 26%	70 29%	79 31%	63 26%	72 29%
MEAN	2.35	2.40	2.29	2.41	2.25	2.45	2.53	2.28	2.29	2.37	2.22	2.33	2.37	2.68	2.34	2.38	2.22	2.46	2.40	2.31	2.40	2.27
STD. DEV.	1.06	1.09	1.03	1.05	1.06	1.06	1.04	1.06	1.06	1.08	1.08	1.02	1.07	.90	1.06	1.05	1.01	1.10	1.09	1.10	1.04	1.02
STD. ERR.	.034	.049	.046	.061	.049	.070	.104	.069	.069	.075	.064	.072	.059	.171	.035	.119	.046	.048	.070	.069	.066	.064
<u>FRANCE</u>																						
ALL ANSWERING	994 100%	497 100%	497 100%	292 100%	469 100%	233 100%	100 100%	240 100%	237 100%	208 100%	283 100%	201 100%	326 100%	28 100%	916 100%	78 100%	476 100%	518 100%	242 100%	253 100%	247 100%	252 100%
First	(4) 15%	90 18%	59 12%	46 16%	76 16%	27 12%	12 12%	30 13%	41 17%	40 19%	49 17%	37 18%	45 14%	5 18%	135 15%	14 18%	70 15%	79 15%	37 15%	41 16%	33 13%	38 15%
Second	(3) 31%	162 33%	142 29%	81 28%	152 32%	71 30%	30 30%	71 30%	67 28%	63 30%	98 35%	65 32%	92 28%	8 29%	275 30%	29 37%	134 28%	170 33%	76 31%	79 31%	78 32%	71 28%
Third	(2) 32%	148 30%	175 35%	104 36%	145 31%	74 32%	36 36%	75 31%	75 32%	70 34%	82 29%	60 30%	106 33%	9 32%	301 33%	22 28%	156 33%	167 32%	78 32%	89 35%	71 29%	85 34%
Fourth	(1) 22%	97 20%	121 24%	61 21%	96 20%	61 26%	22 22%	64 27%	54 23%	35 17%	54 19%	39 19%	83 25%	6 21%	205 22%	13 17%	116 24%	102 20%	51 21%	44 17%	65 26%	58 23%
MEAN	2.39	2.49	2.28	2.38	2.44	2.27	2.32	2.28	2.40	2.52	2.50	2.50	2.30	2.43	2.37	2.56	2.33	2.44	2.41	2.46	2.32	2.35
STD. DEV.	.99	1.00	.96	.99	.99	.98	.95	.99	1.02	.99	.99	1.01	1.00	1.03	.99	.97	1.00	.97	.99	.96	1.01	1.00
STD. ERR.	.031	.045	.043	.058	.046	.064	.095	.064	.066	.068	.059	.071	.055	.195	.033	.110	.046	.043	.063	.060	.064	.063

Q8. RANKING OF COUNTRIES FOR BEING A SOURCE OF HIGH QUALITY SPORTING EQUIPMENT

Base: Respondents Ranking Countries

TOTAL	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-e-maker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
<b>CANADA</b>																						
ALL ANSWERING	994 100%	497 100%	497 100%	292 100%	469 100%	233 100%	100 100%	240 100%	237 100%	208 100%	283 100%	201 100%	326 100%	28 100%	916 100%	78 100%	476 100%	518 100%	242 100%	253 100%	247 100%	252 100%
First	(4) 423 43%	173 35%	250 50%	139 48%	182 39%	102 44%	46 46%	115 48%	98 41%	67 32%	104 37%	86 43%	150 46%	13 46%	396 43%	27 35%	241 51%	182 35%	101 42%	82 32%	116 47%	124 49%
Second	(3) 187 19%	82 16%	105 21%	43 15%	100 21%	44 19%	19 19%	50 21%	50 21%	34 16%	55 19%	29 14%	59 18%	5 18%	173 19%	14 18%	87 18%	100 19%	42 17%	54 21%	48 19%	43 17%
Third	(2) 195 20%	119 24%	76 15%	62 21%	92 20%	41 18%	17 17%	49 20%	43 18%	48 23%	56 20%	46 23%	70 21%	5 18%	180 20%	15 19%	84 18%	111 21%	62 26%	52 21%	39 16%	42 17%
Fourth	(1) 189 19%	123 25%	66 13%	48 16%	95 20%	46 20%	18 18%	26 11%	46 19%	59 28%	68 24%	40 20%	47 14%	5 18%	167 18%	22 28%	64 13%	125 24%	37 15%	65 26%	44 18%	43 17%
MEAN	2.85	2.61	3.08	2.93	2.79	2.87	2.93	3.06	2.84	2.52	2.69	2.80	2.96	2.93	2.87	2.59	3.06	2.65	2.86	2.60	2.96	2.98
STD. DEV.	1.17	1.20	1.09	1.16	1.16	1.18	1.17	1.06	1.16	1.21	1.20	1.19	1.12	1.18	1.16	1.23	1.10	1.19	1.13	1.19	1.16	1.16
STD. ERR.	.037	.054	.049	.068	.054	.077	.117	.068	.076	.084	.071	.084	.062	.224	.038	.139	.051	.052	.072	.075	.074	.073
<b>ITALY</b>																						
ALL ANSWERING	994 100%	497 100%	497 100%	292 100%	469 100%	233 100%	100 100%	240 100%	237 100%	208 100%	283 100%	201 100%	326 100%	28 100%	916 100%	78 100%	476 100%	518 100%	242 100%	253 100%	247 100%	252 100%
First	(4) 260 26%	137 28%	123 25%	59 20%	141 30%	60 26%	22 22%	60 25%	61 26%	64 31%	85 30%	52 26%	76 23%	5 18%	237 26%	23 29%	114 24%	146 28%	61 25%	84 33%	58 23%	57 23%
Second	(3) 200 20%	113 23%	87 18%	67 23%	91 19%	42 18%	17 17%	45 19%	54 23%	49 24%	64 23%	38 19%	71 22%	3 11%	186 20%	14 18%	102 21%	98 19%	43 18%	54 21%	39 16%	64 25%
Third	(2) 231 23%	107 22%	124 25%	60 21%	108 23%	63 27%	22 22%	61 25%	56 24%	41 20%	67 24%	44 22%	76 23%	6 21%	214 23%	17 22%	113 24%	118 23%	54 22%	50 20%	75 30%	52 21%
Fourth	(1) 303 30%	140 28%	163 33%	106 36%	129 28%	68 29%	39 39%	74 31%	66 28%	54 26%	67 24%	67 33%	103 32%	14 50%	279 30%	24 31%	147 31%	156 30%	84 35%	65 26%	75 30%	79 31%
MEAN	2.42	2.50	2.34	2.27	2.52	2.40	2.22	2.38	2.46	2.59	2.59	2.37	2.37	1.96	2.42	2.46	2.38	2.45	2.33	2.62	2.32	2.39
STD. DEV.	1.17	1.17	1.17	1.15	1.18	1.16	1.19	1.17	1.15	1.18	1.15	1.19	1.16	1.17	1.17	1.21	1.16	1.19	1.19	1.19	1.14	1.15
STD. ERR.	.037	.052	.053	.068	.055	.076	.119	.075	.075	.082	.068	.084	.064	.221	.039	.137	.053	.052	.077	.075	.073	.072

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Q8. RANKING OF COUNTRIES FOR WHERE YOU WOULD MOST LIKE TO TAKE A HOLIDAY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<u>U.K.</u>																						
ALL ANSWERING	1002 100%	501 100%	501 100%	294 100%	472 100%	236 100%	103 100%	243 100%	237 100%	209 100%	285 100%	203 100%	327 100%	28 100%	923 100%	79 100%	478 100%	524 100%	250 100%	253 100%	249 100%	250 100%
First	(4) 237 24%	107 21%	130 26%	61 21%	98 21%	78 33%	29 28%	49 20%	60 25%	46 22%	62 22%	48 24%	77 24%	9 32%	217 24%	20 25%	104 22%	133 25%	60 24%	65 26%	64 26%	48 19%
Second	(3) 273 27%	145 29%	128 26%	70 24%	132 28%	71 30%	36 35%	71 29%	62 26%	52 25%	67 24%	64 32%	85 26%	10 36%	257 28%	16 20%	143 30%	130 25%	68 27%	67 26%	55 22%	83 33%
Third	(2) 239 24%	128 26%	111 22%	72 24%	120 25%	47 20%	20 19%	57 23%	62 26%	57 27%	84 29%	42 21%	73 22%	6 21%	219 24%	20 25%	110 23%	129 25%	57 23%	66 26%	54 22%	62 25%
Fourth	(1) 253 25%	121 24%	132 26%	91 31%	122 26%	40 17%	18 17%	66 27%	53 22%	54 26%	72 25%	49 24%	92 28%	3 11%	230 25%	23 29%	121 25%	132 25%	65 26%	55 22%	76 31%	57 23%
MEAN	2.49	2.48	2.51	2.34	2.44	2.79	2.74	2.42	2.54	2.43	2.42	2.55	2.45	2.89	2.50	2.42	2.48	2.50	2.49	2.56	2.43	2.49
STD. DEV.	1.11	1.08	1.14	1.12	1.09	1.08	1.06	1.09	1.10	1.10	1.09	1.10	1.13	.99	1.10	1.16	1.09	1.12	1.12	1.10	1.17	1.05
STD. ERR.	.035	.048	.051	.066	.050	.070	.104	.070	.071	.076	.065	.077	.063	.188	.036	.131	.050	.049	.071	.069	.074	.066
<u>FRANCE</u>																						
ALL ANSWERING	1002 100%	501 100%	501 100%	294 100%	472 100%	236 100%	103 100%	243 100%	237 100%	209 100%	285 100%	203 100%	327 100%	28 100%	923 100%	79 100%	478 100%	524 100%	250 100%	253 100%	249 100%	250 100%
First	(4) 153 15%	66 13%	87 17%	60 20%	73 15%	20 8%	14 14%	27 11%	35 15%	34 16%	53 19%	34 17%	38 12%	4 14%	140 15%	13 16%	61 13%	92 18%	39 16%	44 17%	28 11%	42 17%
Second	(3) 270 27%	143 29%	127 25%	83 28%	138 29%	49 21%	32 31%	72 30%	54 23%	67 32%	79 28%	48 24%	101 31%	8 29%	247 27%	23 29%	127 27%	143 27%	61 24%	68 27%	85 34%	56 22%
Third	(2) 320 32%	154 31%	166 33%	89 30%	146 31%	85 36%	35 34%	87 36%	78 33%	50 24%	76 27%	65 32%	110 34%	9 32%	299 32%	21 27%	161 34%	159 30%	77 31%	80 32%	76 31%	87 35%
Fourth	(1) 259 26%	138 28%	121 24%	62 21%	115 24%	82 35%	22 21%	57 23%	70 30%	58 28%	77 27%	56 28%	78 24%	7 25%	237 26%	22 28%	129 27%	130 25%	73 29%	61 24%	60 24%	65 26%
MEAN	2.32	2.27	2.36	2.48	2.36	2.03	2.37	2.28	2.23	2.37	2.38	2.30	2.30	2.32	2.31	2.34	2.25	2.38	2.26	2.38	2.33	2.30
STD. DEV.	1.02	1.01	1.03	1.04	1.01	.95	.97	.95	1.03	1.06	1.07	1.05	.96	1.02	1.02	1.06	.99	1.04	1.05	1.03	.96	1.03
STD. ERR.	.032	.045	.046	.061	.047	.062	.096	.061	.067	.073	.064	.074	.053	.193	.033	.119	.045	.045	.066	.065	.061	.065

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Q8. RANKING OF COUNTRIES FOR WHERE YOU WOULD MOST LIKE TO TAKE A HOLIDAY

Base: Respondents Ranking Countries

TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited					
																		1	2	3	4	
<b>CANADA</b>																						
ALL ANSWERING	1002 100%	501 100%	501 100%	294 100%	472 100%	236 100%	103 100%	243 100%	237 100%	209 100%	285 100%	203 100%	327 100%	28 100%	923 100%	79 100%	478 100%	524 100%	250 100%	253 100%	249 100%	250 100%
First	(4) 499 50%	272 54%	227 45%	147 50%	239 51%	113 48%	52 50%	143 59%	117 49%	99 47%	124 44%	98 48%	186 57%	13 46%	469 51%	30 38%	264 55%	235 45%	118 47%	116 46%	131 53%	134 54%
Second	(3) 234 23%	107 21%	127 25%	62 21%	104 22%	68 29%	19 18%	49 20%	63 27%	43 21%	67 24%	46 23%	77 24%	5 18%	211 23%	23 29%	114 24%	120 23%	56 22%	62 25%	60 24%	56 22%
Third	(2) 142 14%	64 13%	78 16%	50 17%	71 15%	21 9%	11 11%	23 9%	35 15%	39 19%	52 18%	32 16%	38 12%	5 18%	127 14%	15 19%	49 10%	93 18%	45 18%	35 14%	36 14%	26 10%
Fourth	(1) 127 13%	58 12%	69 14%	35 12%	58 12%	34 14%	21 20%	28 12%	22 9%	28 13%	42 15%	27 13%	26 8%	5 18%	116 13%	11 14%	51 11%	76 15%	31 12%	40 16%	22 9%	34 14%
MEAN	3.10	3.18	3.02	3.09	3.11	3.10	2.99	3.26	3.16	3.02	2.96	3.06	3.29	2.93	3.12	2.91	3.24	2.98	3.04	3.00	3.20	3.16
STD. DEV.	1.07	1.05	1.08	1.07	1.07	1.07	1.20	1.04	1.00	1.10	1.10	1.08	.96	1.18	1.07	1.06	1.01	1.10	1.07	1.11	.99	1.08
STD. ERR.	.034	.047	.048	.062	.049	.069	.118	.067	.065	.076	.065	.076	.053	.224	.035	.120	.046	.048	.068	.070	.063	.068
<b>ITALY</b>																						
ALL ANSWERING	1002 100%	501 100%	501 100%	294 100%	472 100%	236 100%	103 100%	243 100%	237 100%	209 100%	285 100%	203 100%	327 100%	28 100%	923 100%	79 100%	478 100%	524 100%	250 100%	253 100%	249 100%	250 100%
First	(4) 113 11%	56 11%	57 11%	26 9%	62 13%	25 11%	8 8%	24 10%	25 11%	30 14%	46 16%	23 11%	26 8%	2 7%	97 11%	16 20%	49 10%	64 12%	33 13%	28 11%	26 10%	26 10%
Second	(3) 225 22%	106 21%	119 24%	79 27%	98 21%	48 20%	16 16%	51 21%	58 24%	47 22%	72 25%	45 22%	64 20%	5 18%	208 23%	17 22%	94 20%	131 25%	65 26%	56 22%	49 20%	55 22%
Third	(2) 301 30%	155 31%	146 29%	83 28%	135 29%	83 35%	37 36%	76 31%	62 26%	63 30%	73 26%	64 32%	106 32%	8 29%	278 30%	23 29%	158 33%	143 27%	71 28%	72 28%	83 33%	75 30%
Fourth	(1) 363 36%	184 37%	179 36%	106 36%	177 38%	80 34%	42 41%	92 38%	92 39%	69 33%	94 33%	71 35%	131 40%	13 46%	340 37%	23 29%	177 37%	186 35%	81 32%	97 38%	91 37%	94 38%
MEAN	2.09	2.07	2.11	2.09	2.10	2.08	1.90	2.03	2.07	2.18	2.25	2.10	1.95	1.86	2.07	2.33	2.03	2.14	2.20	2.06	2.04	2.05
STD. DEV.	1.02	1.01	1.02	.99	1.05	.98	.93	.99	1.03	1.05	1.08	1.01	.96	.97	1.01	1.11	.99	1.04	1.04	1.02	.99	1.01
STD. ERR.	.032	.045	.046	.058	.048	.064	.092	.064	.067	.073	.064	.071	.053	.183	.033	.124	.045	.045	.066	.064	.063	.064

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RATING OF CANADA FOR HIGH LEVEL OF TECHNOLOGY

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																						TOTAL
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
10	221	118	103	34	119	68	25	61	51	48	56	40	77	4	208	13	126	95	67	42	47	65
9	179	90	89	49	87	43	12	42	52	42	59	37	51	3	169	10	98	81	48	44	39	48
8	288	144	144	95	133	60	34	66	74	55	81	51	101	13	266	22	138	150	70	79	76	63
7	154	74	80	53	69	32	17	37	28	36	43	37	49	3	140	14	54	100	35	40	40	39
6	57	30	27	25	22	10	7	10	14	13	23	14	12	1	50	7	22	35	13	20	12	12
5	64	30	34	20	32	12	3	19	11	8	15	16	24	1	57	7	23	41	8	20	19	17
4	20	9	11	10	4	6	5	4	1	2	3	4	7	2	15	5	11	9	4	4	7	5
3	14	4	10	5	4	5	1	4	3	4	4	2	5	1	14	-	7	7	2	2	7	3
2	5	2	3	2	3	-	-	-	4	-	-	1	2	1	5	-	1	4	1	2	2	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	1	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-	-	-
Not stated	2	1	1	-	1	1	-	-	-	1	1	1	-	-	1	1	-	2	1	-	1	-
MEAN	7.97	8.05	7.89	7.55	8.13	8.18	7.97	8.02	8.09	8.12	8.02	7.82	7.98	7.45	8.01	7.58	8.20	7.76	8.23	7.80	7.75	8.12
STD. DEV.	1.71	1.67	1.75	1.73	1.64	1.74	1.67	1.77	1.68	1.59	1.57	1.78	1.73	2.06	1.71	1.74	1.66	1.73	1.65	1.65	1.83	1.67
STD. ERR.	.054	.075	.078	.101	.075	.113	.164	.113	.109	.110	.093	.125	.096	.383	.056	.197	.076	.076	.105	.104	.116	.105

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RATING OF CANADA FOR MANY TYPES OF LEISURE ACTIVITIES

Base: All Respondents

TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																						100%
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
10	366	162	204	77	188	101	37	93	89	74	101	61	136	8	342	24	195	171	92	81	100	93
9	157	81	76	52	64	41	18	40	35	30	39	32	51	9	141	16	80	77	40	41	41	35
8	187	98	89	58	88	41	17	46	43	43	61	40	49	4	174	13	83	104	43	59	45	40
7	126	65	61	45	60	21	15	24	34	24	38	33	41	1	114	12	62	64	30	31	28	37
6	59	35	24	26	20	13	4	14	14	12	15	12	20	4	51	8	22	37	19	16	8	16
5	49	33	16	17	25	7	6	13	11	8	15	13	13	2	44	5	15	34	12	7	16	14
4	14	4	10	6	5	3	3	4	4	2	3	2	5	-	14	-	5	9	3	4	4	3
3	24	13	11	8	13	3	2	5	5	7	7	6	7	1	24	-	10	14	6	8	5	5
2	12	7	5	3	6	3	2	3	2	4	4	2	2	-	12	-	5	7	2	4	-	6
1	3	2	1	1	-	2	-	1	-	-	-	-	1	-	2	1	-	3	-	1	2	-
0	6	2	4	1	5	-	-	1	-	4	2	2	2	-	6	-	2	4	2	1	-	3
Not stated	2	1	1	-	-	2	-	-	1	1	-	1	1	-	2	-	1	1	1	-	1	-
MEAN	8.18	8.04	8.33	7.87	8.22	8.49	8.16	8.25	8.27	8.03	8.14	7.96	8.35	8.17	8.18	8.18	8.42	7.96	8.20	8.09	8.38	8.05
STD. DEV.	2.04	2.05	2.03	2.00	2.11	1.91	2.02	2.03	1.87	2.28	2.03	2.06	2.00	1.89	2.06	1.78	1.88	2.15	2.02	2.03	1.90	2.20
STD. ERR.	.064	.091	.091	.117	.097	.125	.198	.130	.121	.158	.120	.144	.110	.351	.068	.200	.086	.094	.128	.128	.120	.139

*Handwritten signature/initials*

RATING OF CANADA FOR AN EXCITING COUNTRY

Base: All Respondents

TOTAL	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
TOTAL	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252	
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
10	36	18	18	9	16	11	2	10	12	7	7	5	19	1	34	2	15	21	9	8	12	7
	4%	4%	4%	3%	3%	5%	2%	4%	5%	3%	2%	2%	6%	3%	4%	3%	3%	4%	4%	3%	5%	3%
9	57	22	35	18	29	10	8	13	11	10	11	14	17	4	51	6	28	29	17	11	15	14
	6%	4%	7%	6%	6%	4%	8%	5%	5%	5%	4%	7%	5%	14%	6%	8%	6%	6%	7%	4%	6%	6%
8	200	88	112	43	101	56	23	51	48	38	44	38	78	7	189	11	111	89	62	46	50	42
	20%	17%	22%	15%	21%	24%	22%	21%	20%	18%	15%	19%	24%	24%	20%	14%	23%	17%	25%	18%	20%	17%
7	231	109	122	68	118	45	19	59	56	48	77	50	68	9	210	21	109	122	54	56	53	68
	23%	22%	24%	23%	25%	19%	18%	24%	24%	23%	27%	25%	21%	31%	23%	27%	23%	23%	22%	22%	21%	27%
6	174	96	78	61	72	41	16	43	37	43	42	39	60	3	162	12	80	94	46	45	31	52
	17%	19%	16%	21%	15%	17%	15%	18%	16%	21%	15%	19%	18%	10%	17%	15%	17%	18%	18%	18%	12%	21%
5	212	115	97	73	87	52	27	51	44	47	75	40	57	3	192	20	99	113	48	57	65	42
	21%	23%	19%	25%	18%	22%	26%	21%	18%	22%	26%	20%	17%	10%	21%	25%	21%	22%	19%	23%	26%	17%
4	47	24	23	10	29	8	4	10	14	7	14	11	14	1	43	4	18	29	8	15	8	16
	5%	5%	5%	3%	6%	3%	4%	4%	6%	3%	5%	5%	4%	3%	5%	5%	4%	6%	3%	6%	3%	6%
3	30	20	10	9	15	6	2	4	11	5	12	4	11	-	28	2	13	17	2	11	9	8
	3%	4%	2%	3%	3%	3%	2%	2%	5%	2%	4%	2%	3%	-	3%	3%	3%	3%	1%	4%	4%	3%
2	8	6	2	2	3	3	-	1	4	1	1	1	3	-	7	1	5	3	1	1	4	2
	1%	1%	*	1%	1%	1%	-	*	2%	*	*	*	1%	-	1%	1%	1%	1%	*	*	2%	1%
1	4	2	2	-	3	1	1	1	1	1	1	1	1	3%	4	-	1	3	-	2	1	1
	*	*	*	-	1%	*	1%	*	*	*	*	*	*	3%	*	-	*	1%	-	1%	*	*
0	3	1	2	1	1	1	-	1	-	1	1	-	-	-	3	-	-	3	2	1	-	-
	*	*	*	1%	1%	1%	-	*	-	*	*	-	-	-	*	-	-	1%	1%	*	-	-
Not stated	3	2	1	-	-	3	2	-	-	1	-	1	-	-	3	-	1	2	1	-	2	-
	*	*	*	-	-	1%	2%	-	-	*	-	*	-	-	*	-	*	*	*	-	1%	-
MEAN	6.48	6.32	6.64	6.37	6.52	6.52	6.50	6.58	6.45	6.44	6.25	6.52	6.66	7.00	6.49	6.39	6.58	6.39	6.72	6.29	6.47	6.44
STD. DEV.	1.70	1.71	1.67	1.62	1.72	1.76	1.65	1.65	1.81	1.64	1.64	1.60	1.73	1.81	1.71	1.64	1.64	1.76	1.63	1.74	1.79	1.62
STD. ERR.	.054	.077	.075	.094	.079	.115	.164	.106	.118	.114	.097	.112	.096	.337	.056	.184	.075	.077	.103	.109	.114	.102

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RATING OF CANADA FOR MAKES HIGH QUALITY PRODUCTS

Base: All Respondents

	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																						100%
TOTAL	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
10	151	83	68	34	69	48	22	37	40	25	40	26	52	2	142	9	77	74	38	39	42	32
	15%	17%	14%	12%	15%	20%	21%	15%	17%	12%	14%	13%	16%	7%	15%	11%	16%	14%	15%	15%	17%	13%
9	160	81	79	46	78	36	17	41	31	36	54	41	38	8	146	14	74	86	47	40	42	31
	16%	16%	16%	16%	16%	15%	16%	17%	13%	17%	19%	20%	12%	28%	16%	18%	15%	16%	19%	16%	17%	12%
8	205	107	98	51	99	55	21	53	48	44	50	46	68	6	189	16	106	99	47	61	48	49
	20%	21%	20%	17%	21%	23%	20%	22%	20%	21%	18%	23%	21%	21%	20%	20%	22%	19%	19%	24%	19%	19%
7	152	69	83	45	84	23	11	36	40	35	44	27	57	2	142	10	76	76	33	27	42	50
	15%	14%	17%	15%	18%	10%	11%	15%	17%	17%	15%	13%	17%	7%	15%	13%	16%	14%	13%	11%	17%	20%
6	111	55	56	41	42	28	13	25	31	14	38	16	28	5	100	11	47	64	29	30	27	25
	11%	11%	11%	14%	9%	12%	13%	10%	13%	7%	13%	8%	9%	17%	11%	14%	10%	12%	12%	12%	11%	10%
5	99	52	47	34	44	21	10	25	21	24	25	23	33	1	90	9	41	58	22	26	22	29
	10%	10%	9%	12%	9%	9%	10%	10%	9%	11%	9%	11%	10%	3%	10%	11%	9%	11%	9%	10%	9%	12%
4	47	21	26	19	18	10	4	10	8	12	13	9	16	3	42	5	23	24	18	10	7	12
	5%	4%	5%	6%	4%	4%	4%	4%	3%	6%	5%	4%	5%	10%	5%	6%	5%	5%	7%	4%	3%	5%
3	43	16	27	14	19	10	3	10	7	13	10	10	19	1	40	3	23	20	8	12	10	13
	4%	3%	5%	5%	4%	4%	3%	4%	3%	6%	4%	5%	6%	3%	4%	4%	5%	4%	3%	5%	4%	5%
2	21	11	10	5	13	3	1	5	9	2	5	5	10	1	19	2	8	13	5	4	5	7
	2%	2%	2%	2%	3%	1%	1%	2%	4%	1%	2%	2%	3%	3%	2%	3%	2%	2%	2%	2%	2%	3%
1	9	5	4	3	4	2	1	1	2	2	3	-	5	-	9	-	4	5	1	2	3	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	-	1%	-	1%	1%	1%	1%	1%	1%
0	6	2	4	2	4	-	1	1	1	1	3	-	2	-	6	-	1	5	1	2	2	1
	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	-	1%	-	1%	1%	1%	1%	1%	1%
Not stated	1	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	1	-	-	-
	*	*	-	-	*	-	-	-	*	-	*	-	-	*	-	-	*	*	*	-	-	-
MEAN	7.15	7.26	7.04	6.88	7.18	7.44	7.44	7.26	7.17	7.06	7.16	7.26	6.96	7.10	7.16	7.06	7.26	7.06	7.23	7.21	7.28	6.90
STD. DEV.	2.22	2.19	2.24	2.22	2.24	2.16	2.23	2.15	2.22	2.21	2.23	2.12	2.36	2.18	2.23	2.10	2.16	2.27	2.18	2.22	2.24	2.23
STD. ERR.	.070	.098	.100	.129	.103	.140	.219	.137	.144	.153	.132	.149	.130	.404	.073	.236	.099	.099	.138	.140	.141	.140

RATING OF CANADA FOR A COUNTRY YOU KNOW A LOT ABOUT

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	25	13	12	2	12	11	2	7	7	5	2	6	11	2	24	1	15	10	9	5	6	5
	2%	3%	2%	1%	3%	5%	2%	3%	3%	2%	1%	3%	3%	7%	3%	1%	3%	2%	4%	2%	2%	2%
9	27	16	11	6	11	10	9	6	3	4	8	4	7	2	25	2	12	15	7	6	9	5
	3%	3%	2%	2%	2%	4%	9%	2%	1%	2%	3%	2%	2%	7%	3%	3%	3%	3%	3%	2%	4%	2%
8	95	30	65	21	43	31	15	23	18	20	21	18	34	5	89	6	52	43	13	18	34	30
	9%	6%	13%	7%	9%	13%	14%	9%	8%	10%	7%	9%	10%	17%	10%	8%	11%	8%	5%	7%	14%	12%
7	121	60	61	26	70	25	11	34	25	29	32	25	44	3	109	12	64	57	35	29	31	26
	12%	12%	12%	9%	15%	11%	11%	14%	11%	14%	11%	12%	13%	10%	12%	15%	13%	11%	14%	11%	12%	10%
6	119	54	65	39	43	37	16	36	28	16	32	19	35	3	109	10	69	50	30	32	30	27
	12%	11%	13%	13%	9%	16%	15%	15%	12%	8%	11%	9%	11%	10%	12%	13%	14%	10%	12%	13%	12%	11%
5	195	90	105	68	89	38	12	49	58	34	54	44	74	2	187	8	90	105	42	45	47	61
	19%	18%	21%	23%	19%	16%	12%	20%	24%	16%	19%	22%	23%	7%	20%	10%	19%	20%	17%	18%	19%	24%
4	123	70	53	44	54	25	7	22	27	33	50	22	31	5	108	15	47	76	36	40	23	24
	12%	14%	11%	15%	11%	11%	7%	9%	11%	16%	18%	11%	9%	17%	12%	19%	10%	14%	14%	16%	9%	10%
3	129	72	57	45	68	16	14	29	30	27	41	26	40	2	118	11	47	82	41	36	25	27
	13%	14%	11%	15%	14%	7%	13%	12%	13%	13%	14%	13%	12%	7%	13%	14%	10%	16%	16%	14%	10%	11%
2	97	61	36	26	50	21	6	20	24	24	23	24	32	3	86	11	46	51	22	25	21	29
	10%	12%	7%	9%	11%	9%	6%	8%	10%	11%	8%	12%	10%	10%	9%	14%	10%	10%	9%	10%	8%	12%
1	25	9	16	5	14	6	4	3	9	6	8	8	4	1	25	-	13	12	5	5	9	6
	2%	2%	3%	2%	3%	3%	4%	1%	4%	3%	3%	4%	1%	3%	3%	-	3%	2%	2%	2%	4%	2%
0	48	27	21	12	20	16	8	15	9	10	14	7	16	1	45	3	25	23	9	12	15	12
	5%	5%	4%	4%	4%	7%	8%	6%	4%	5%	5%	3%	5%	3%	5%	4%	5%	4%	4%	5%	6%	5%
Not stated	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1	1	-	-	-
	*	*	-	-	-	*	-	-	-	*	-	*	-	-	*	-	-	*	*	-	-	-
MEAN	4.87	4.65	5.08	4.65	4.83	5.22	5.19	5.02	4.74	4.72	4.64	4.78	5.02	5.52	4.88	4.75	5.04	4.71	4.85	4.71	5.05	4.86
STD. DEV.	2.36	2.37	2.34	2.09	2.38	2.62	2.73	2.39	2.28	2.40	2.21	2.37	2.38	2.77	2.37	2.26	2.44	2.29	2.31	2.27	2.52	2.35
STD. ERR.	.075	.106	.105	.122	.109	.171	.267	.153	.148	.166	.131	.166	.131	.515	.078	.254	.111	.100	.146	.143	.160	.148

RATING OF CANADA FOR PLAYS AN IMPORTANT ROLE IN THE PACIFIC OCEAN

Base: All Respondents

TOTAL	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																						100%
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
10	32	17	15	7	13	12	4	8	6	5	12	4	9	-	25	7	23	9	13	4	5	10
9	27	12	15	5	12	10	6	6	5	4	7	6	5	3	24	3	19	8	4	7	8	8
8	103	37	66	20	44	39	7	29	23	20	26	16	38	-	95	8	59	44	25	26	25	27
7	159	80	79	41	79	39	14	33	42	37	49	26	49	9	148	11	87	72	31	37	48	43
6	178	94	84	56	87	35	22	36	53	42	59	42	50	5	172	6	85	93	42	54	43	39
5	254	130	124	64	134	56	23	74	61	47	67	50	99	4	234	20	117	137	66	56	65	67
4	112	57	55	45	49	18	9	26	20	24	32	25	35	2	98	14	46	66	26	33	20	33
3	72	41	31	27	33	12	7	17	14	14	18	22	22	1	65	7	29	43	26	18	13	15
2	45	25	20	22	17	6	6	9	11	10	10	9	15	2	42	3	7	38	12	13	14	6
1	13	6	7	6	4	3	1	4	2	5	4	3	5	1	13	-	5	8	3	2	4	4
0	10	4	6	1	2	7	5	2	1	1	1	1	1	2	10	-	3	7	2	3	5	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	5.58	5.48	5.68	5.20	5.63	5.94	5.43	5.57	5.68	5.53	5.72	5.36	5.54	5.38	5.56	5.78	5.97	5.22	5.50	5.49	5.57	5.76
STD. DEV.	1.97	1.94	2.00	1.95	1.83	2.19	2.31	1.96	1.81	1.93	1.91	1.89	1.88	2.50	1.95	2.16	1.92	1.95	2.06	1.91	2.02	1.89
STD. ERR.	.062	.087	.089	.114	.084	.142	.226	.125	.118	.134	.113	.132	.104	.464	.064	.243	.088	.085	.130	.120	.128	.119

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RATING OF CANADA FOR A COUNTRY VERY LIKE THE UNITED STATES

Base: All Respondents

TOTAL	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
10	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
9	54	20	34	9	21	24	6	18	12	10	14	9	21	2	52	2	39	15	15	9	17	13
8	5%	4%	7%	3%	4%	10%	6%	7%	5%	5%	5%	4%	6%	7%	6%	3%	8%	3%	6%	4%	7%	5%
7	95	51	44	23	45	27	9	20	24	18	33	14	32	1	86	9	51	44	30	19	22	24
6	9%	10%	9%	8%	9%	11%	9%	8%	10%	9%	12%	7%	10%	3%	9%	11%	11%	8%	12%	8%	9%	10%
5	315	148	167	67	168	80	34	64	85	79	92	65	95	14	293	22	163	152	77	70	81	87
4	31%	29%	33%	23%	35%	34%	33%	26%	36%	38%	32%	32%	29%	48%	32%	28%	34%	29%	31%	28%	32%	35%
3	239	127	112	96	99	44	21	58	58	44	65	56	72	5	216	23	111	128	55	66	53	65
2	24%	25%	22%	33%	21%	19%	20%	24%	24%	21%	23%	27%	22%	17%	23%	29%	23%	24%	22%	26%	21%	26%
1	138	70	68	52	59	27	12	44	28	24	41	29	45	3	126	12	56	82	35	45	32	26
0	14%	14%	14%	18%	12%	11%	12%	18%	12%	11%	14%	14%	14%	10%	14%	15%	12%	16%	14%	18%	13%	10%
Not stated	133	72	61	39	69	25	17	33	28	28	32	25	53	3	125	8	52	81	33	32	36	32
	13%	14%	12%	13%	15%	11%	16%	14%	12%	13%	11%	12%	16%	10%	13%	10%	11%	15%	13%	13%	14%	13%
	14	9	5	4	7	3	-	5	2	3	6	3	4	-	13	1	3	11	2	3	5	4
	1%	2%	1%	1%	1%	1%	-	2%	1%	1%	2%	1%	1%	-	1%	1%	1%	2%	1%	1%	2%	2%
	9	3	6	2	5	2	1	-	1	3	1	2	4	-	8	1	1	8	-	7	1	1
	1%	1%	1%	1%	1%	1%	1%	-	*	1%	*	1%	1%	-	1%	1%	*	2%	-	3%	*	*
	2	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-
	*	*	-	-	*	-	-	-	-	-	*	-	-	-	*	-	*	-	-	*	-	-
	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2	1	1	1	-	1	1	-	-	-	-	-	1	1	1	1	1	1	-	-	2	-
	*	*	*	*	-	*	1%	-	-	-	-	-	*	3%	1	1%	1	*	-	-	1%	-
	Not stated	5	1	4	1	-	3	2	-	-	-	1	1	-	5	-	2	3	3	1	1	-
	*	*	1%	*	-	2%	3%	1%	-	-	-	*	*	-	1%	-	*	1%	1%	*	*	-
MEAN	7.17	7.09	7.24	6.94	7.16	7.45	7.13	7.14	7.32	7.21	7.24	7.12	7.11	7.21	7.18	7.05	7.41	6.94	7.30	6.94	7.16	7.27
STD. DEV.	1.49	1.47	1.50	1.39	1.47	1.60	1.64	1.47	1.36	1.46	1.45	1.38	1.58	1.88	1.48	1.58	1.46	1.48	1.42	1.50	1.62	1.39
STD. ERR.	.047	.066	.067	.081	.068	.105	.163	.095	.088	.101	.086	.097	.087	.349	.049	.177	.067	.065	.090	.094	.103	.088

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RATING OF CANADA FOR HAS A LOT OF MANUFACTURING

Base: All Respondents

	Sex		Age			Income				Occupation of Household				Austral- ian		Canadian Pavilion		Wave				
	Male	Fem- ale	18 - 29	30 - 49	50 & Over	Up to \$14, 999	\$15, 000 -\$29, 999	\$30, 000 -\$49, 999	\$50, 000 & Over	Pro- fes- sio- nal	Wh- ite Col- lar	Blue Col- lar	Hom- ema- ker	Res- id- ent	Vis- itor	Vis- ited	Not Vis- ited	1	2	3	4	
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	247	113	134	46	120	81	24	65	58	46	63	40	94	3	231	16	151	96	64	49	59	75
	25%	22%	27%	16%	25%	34%	23%	27%	24%	22%	22%	20%	29%	10%	25%	20%	31%	18%	26%	19%	24%	30%
9	219	102	117	70	97	52	19	54	53	53	71	39	65	10	202	17	110	109	48	63	58	50
	22%	20%	23%	24%	20%	22%	18%	22%	22%	25%	25%	19%	20%	34%	22%	22%	23%	21%	19%	25%	23%	20%
8	247	128	119	70	124	53	30	62	61	47	71	56	77	6	227	20	115	132	67	60	65	55
	25%	25%	24%	24%	26%	22%	29%	25%	26%	22%	25%	27%	23%	21%	25%	25%	24%	25%	27%	24%	26%	22%
7	160	82	78	63	76	21	17	44	38	34	38	40	57	5	151	9	58	102	44	49	29	38
	16%	16%	16%	21%	16%	9%	16%	18%	16%	16%	13%	20%	17%	17%	16%	11%	12%	19%	18%	19%	12%	15%
6	46	23	23	14	22	10	3	5	15	7	18	11	9	1	38	8	21	25	9	11	15	11
	5%	5%	5%	5%	5%	4%	3%	2%	6%	3%	6%	5%	3%	3%	4%	10%	4%	5%	4%	4%	6%	4%
5	60	38	22	22	25	13	7	10	13	14	15	15	17	2	55	5	19	41	13	16	16	15
	6%	8%	4%	7%	5%	5%	7%	4%	5%	7%	5%	7%	5%	7%	6%	6%	4%	8%	5%	6%	6%	6%
4	16	10	6	6	7	3	2	2	-	6	7	1	5	1	14	2	4	12	4	2	6	4
	2%	2%	1%	2%	1%	1%	2%	1%	-	3%	2%	*	2%	3%	2%	3%	1%	2%	2%	1%	2%	2%
3	8	6	2	3	2	3	1	2	-	1	2	1	4	1	6	2	2	6	1	3	1	3
	1%	1%	*	1%	*	1%	1%	1%	-	*	1%	*	1%	3%	1%	3%	*	1%	*	1%	*	1%
2	1	-	1	-	1	-	-	-	-	1	-	1	-	-	1	-	-	1	-	-	-	1
	*	-	*	-	*	-	-	-	-	*	-	*	-	-	*	-	-	*	-	-	-	*
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1	1	-	-	-	1	1	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-
	*	*	-	-	-	*	1%	-	-	-	-	-	-	-	*	-	-	*	-	-	*	-
MEAN	8.17	8.03	8.31	7.88	8.21	8.45	8.10	8.34	8.26	8.10	8.14	7.99	8.27	7.79	8.19	7.89	8.48	7.89	8.22	8.08	8.16	8.23
STD. DEV.	1.60	1.66	1.52	1.59	1.56	1.64	1.61	1.47	1.43	1.67	1.60	1.56	1.61	1.78	1.58	1.78	1.47	1.66	1.52	1.55	1.61	1.70
STD. ERR.	.050	.074	.068	.093	.071	.106	.158	.094	.093	.116	.095	.109	.089	.331	.052	.201	.067	.072	.096	.097	.102	.107

49

RATING OF CANADA FOR A COUNTRY WHERE YOU WOULD LIKE TO TAKE A HOLIDAY

Base: All Respondents

TOTAL	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																						100%
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
10	208	96	112	54	100	54	26	44	56	42	57	39	71	2	195	13	118	90	61	48	52	47
9	220	98	122	63	107	50	22	63	44	49	60	37	83	9	208	12	123	97	51	56	51	62
8	307	153	154	78	145	84	31	65	80	60	92	72	84	12	280	27	141	166	74	74	77	82
7	137	77	60	51	64	22	14	39	34	28	44	29	44	2	127	10	54	83	38	31	35	33
6	61	34	27	23	26	12	7	15	9	16	16	10	22	1	53	8	20	41	16	24	13	8
5	39	23	16	10	19	10	4	10	8	6	7	10	10	2	32	7	11	28	5	11	13	10
4	27	18	9	15	8	4	-	6	7	6	7	7	11	1	25	2	11	16	5	6	8	8
3	5	4	1	-	5	-	-	2	-	2	2	-	3	-	5	-	1	4	-	3	1	1
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1
MEAN	8.13	7.97	8.29	7.95	8.16	8.28	8.33	8.07	8.22	8.10	8.14	8.04	8.15	7.97	8.16	7.78	8.38	7.89	8.27	8.00	8.07	8.16
STD. DEV.	1.52	1.60	1.42	1.60	1.52	1.42	1.37	1.54	1.47	1.56	1.47	1.51	1.60	1.43	1.51	1.59	1.42	1.58	1.42	1.60	1.57	1.49
STD. ERR.	.048	.071	.064	.093	.070	.092	.134	.098	.095	.108	.087	.106	.088	.265	.050	.179	.065	.069	.090	.101	.099	.094

50

RATING OF CANADA FOR A VERY CLOSE FRIEND OF AUSTRALIA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sional	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	49	25	24	5	27	17	7	11	10	9	14	5	18	2	43	6	23	26	18	9	14	8
	5%	5%	5%	2%	6%	7%	7%	5%	4%	4%	5%	2%	5%	7%	5%	8%	5%	5%	7%	4%	6%	3%
9	95	39	56	28	46	21	14	21	20	21	21	16	41	4	92	3	53	42	35	20	17	23
	9%	8%	11%	10%	10%	9%	13%	9%	8%	10%	7%	8%	13%	14%	10%	4%	11%	8%	14%	8%	7%	9%
8	301	140	161	89	136	76	24	79	79	54	88	65	95	9	277	24	158	143	76	70	72	83
	30%	28%	32%	30%	29%	32%	23%	32%	33%	26%	31%	32%	29%	31%	30%	30%	33%	27%	30%	28%	29%	33%
7	277	152	125	91	132	54	24	70	72	61	85	58	91	5	258	19	130	147	65	75	69	68
	28%	30%	25%	31%	28%	23%	23%	29%	30%	29%	30%	28%	28%	17%	28%	24%	27%	28%	26%	30%	28%	27%
6	134	73	61	42	60	32	16	33	25	27	35	38	34	5	122	12	64	70	29	44	27	34
	13%	15%	12%	14%	13%	14%	15%	14%	11%	13%	12%	19%	10%	17%	13%	15%	13%	13%	12%	17%	11%	13%
5	112	57	55	28	55	29	15	22	25	26	28	17	40	3	101	11	42	70	21	28	35	28
	11%	11%	11%	10%	12%	12%	14%	9%	11%	12%	10%	8%	12%	10%	11%	14%	9%	13%	8%	11%	14%	11%
4	22	12	10	6	12	4	2	4	5	6	12	2	4	1	20	2	5	17	6	3	9	4
	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	4%	1%	1%	3%	2%	3%	1%	3%	2%	1%	4%	2%
3	6	2	4	3	3	-	-	2	-	3	-	3	3	-	5	1	2	4	-	1	3	2
	1%	1%	1%	1%	1%	-	-	1%	-	1%	-	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%
2	4	1	3	-	2	2	1	-	2	-	1	-	-	-	3	1	1	3	-	1	2	1
	1%	1%	1%	-	1%	1%	1%	-	1%	-	1%	-	-	-	1%	1%	1%	1%	-	1%	1%	1%
1	4	2	2	2	-	2	1	1	-	2	1	-	2	-	4	-	2	2	-	1	2	1
	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	-	1%	-	1%	-	1%	1%	-	1%	1%	1%
0	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-
	1%	-	1%	-	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	1%	-	1%	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.14	7.09	7.19	7.07	7.16	7.19	7.10	7.18	7.21	7.01	7.12	7.11	7.25	7.31	7.15	6.99	7.30	6.99	7.44	7.02	6.96	7.13
STD. DEV.	1.50	1.45	1.56	1.40	1.52	1.61	1.70	1.47	1.39	1.59	1.47	1.30	1.52	1.54	1.49	1.62	1.40	1.58	1.41	1.46	1.66	1.44
STD. ERR.	.047	.065	.069	.082	.070	.104	.167	.094	.090	.110	.087	.091	.084	.286	.049	.182	.064	.069	.089	.092	.105	.090

Q10. WHY DID YOU NOT VISIT THE CANADIAN PAVILION?

Base: Respondents who did NOT visit the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
<b>TOTAL</b>	525	276	249	167	256	102	47	126	123	117	156	107	166	14	480	45	-	525	150	170	118	87
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%
<b>Net: Logistics</b>	459	244	215	143	223	93	40	111	104	108	134	96	143	13	419	40	-	459	118	158	105	78
	87%	88%	86%	86%	87%	91%	85%	88%	85%	92%	86%	90%	86%	93%	87%	89%	-	87%	79%	93%	89%	90%
Queues too long/too many people/long wait	365	192	173	120	173	72	35	85	83	88	112	78	108	8	331	34	-	365	83	134	81	67
	70%	70%	69%	72%	68%	71%	74%	67%	67%	75%	72%	73%	65%	5%	69%	76%	-	70%	55%	79%	69%	77%
No time/insufficient time	120	70	50	33	61	26	9	33	24	27	28	22	45	5	111	9	-	120	40	27	32	21
	23%	25%	20%	20%	24%	25%	19%	26%	20%	23%	18%	21%	27%	36%	23%	20%	-	23%	27%	16%	27%	24%
Too wet	32	17	15	7	21	4	2	9	7	8	5	11	9	1	29	3	-	32	-	32	-	-
	6%	6%	6%	4%	8%	4%	4%	7%	6%	7%	3%	10%	5%	7%	6%	7%	-	6%	-	19%	-	-
Too tired	7	2	5	4	-	3	3	-	1	1	1	2	1	1	6	1	-	7	2	3	2	-
	1%	1%	2%	2%	-	3%	6%	-	1%	1%	1%	2%	1%	7%	1%	2%	-	1%	1%	3%	2%	-
Too hot	2	2	-	1	1	-	-	1	-	1	1	-	1	-	2	-	-	2	-	-	-	2
	*	1%	-	1%	*	-	-	1%	-	1%	1%	-	1%	-	*	-	-	*	-	-	-	2%
Difficult to find/not clearly marked	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	1	-	1	-	-
	*	-	*	-	-	1%	-	-	-	-	-	1%	-	-	-	2%	-	*	-	1%	-	-
<b>Net: Seeing Others First</b>	232	122	110	78	105	49	24	55	49	60	65	49	76	6	216	16	-	232	88	70	51	23
	44%	44%	44%	47%	41%	48%	51%	44%	40%	51%	42%	46%	46%	43%	45%	36%	-	44%	59%	41%	43%	26%
Intend to go on a later visit	186	98	88	63	82	41	17	49	35	51	50	41	63	3	174	12	-	186	70	59	40	17
	35%	36%	35%	38%	32%	40%	36%	39%	28%	44%	32%	38%	38%	21%	36%	27%	-	35%	47%	35%	34%	20%
Not got around to it yet/overall look today	51	28	23	19	26	6	6	8	14	12	19	8	15	3	47	4	-	51	16	13	14	8
	10%	10%	9%	11%	10%	6%	13%	6%	11%	10%	12%	7%	9%	21%	10%	9%	-	10%	11%	8%	12%	9%
Have a pass/3 day/season/taking my time	20	10	10	9	6	5	2	6	6	2	7	5	5	-	19	1	-	20	15	3	1	1
	4%	4%	4%	5%	2%	5%	4%	5%	5%	2%	4%	5%	3%	-	4%	2%	-	4%	10%	3%	1%	1%
Wanted to see other pavilions first	6	4	2	3	2	1	2	-	2	1	2	-	2	-	5	1	-	6	1	3	1	1
	1%	1%	1%	2%	1%	1%	4%	-	2%	1%	1%	-	1%	-	1%	2%	-	1%	1%	2%	1%	1%
Not in that area today/started at other end	17	5	12	5	8	4	-	6	7	1	5	5	5	-	16	1	-	17	7	4	5	1
	3%	2%	5%	3%	3%	4%	-	5%	6%	1%	3%	5%	3%	-	3%	2%	-	3%	5%	2%	4%	1%
Brought children/not their choice	10	5	5	-	9	1	-	3	2	2	5	2	3	-	10	-	-	10	5	1	1	3
	2%	2%	2%	-	4%	1%	-	2%	2%	2%	3%	2%	2%	-	2%	-	-	2%	3%	1%	1%	3%
Not interested/others better	9	5	4	6	2	1	2	2	2	1	3	1	4	-	9	-	-	9	3	3	-	3
	2%	2%	2%	4%	1%	1%	4%	2%	2%	1%	2%	1%	2%	-	2%	-	-	2%	2%	2%	-	3%
Not highly ranked in press	3	1	2	-	2	1	-	1	1	1	1	1	-	-	3	-	-	3	-	1	-	2
	1%	*	1%	-	1%	1%	-	1%	1%	1%	1%	1%	-	-	1%	-	-	1%	-	1%	-	2%

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Q11. WHAT DID YOU REALLY LIKE ABOUT THE CANADIAN PAVILION?

Base: Respondents who visited the Canadian Pavilion

	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18-29	30-49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-e-maker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
<b>TOTAL</b>	480	227	253	127	218	135	57	118	115	92	129	97	162	15	446	34	480	-	100	83	132	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
<b>Net: Audio-Visual</b>	282	108	174	77	129	76	31	64	68	58	89	54	85	10	266	16	282	-	52	49	83	98
	59%	48%	69%	61%	59%	56%	54%	54%	59%	63%	69%	56%	52%	67%	60%	47%	59%	-	52%	49%	83%	98%
Films/videos	210	75	135	64	90	56	26	45	54	38	58	39	70	10	195	15	210	-	39	34	67	70
	44%	33%	53%	50%	41%	41%	46%	38%	47%	41%	45%	40%	43%	67%	44%	44%	44%	-	39%	41%	51%	42%
Second film good/great	61	27	34	12	36	13	3	18	14	13	27	13	15	-	58	3	61	-	6	13	13	29
	13%	12%	13%	9%	17%	10%	5%	15%	12%	14%	21%	13%	9%	-	13%	9%	13%	-	6%	16%	10%	18%
Theatre/large screen/4 screens	21	8	13	6	9	6	3	6	3	4	7	2	5	1	20	1	21	-	6	5	7	3
	4%	4%	5%	5%	4%	4%	5%	5%	3%	4%	5%	2%	3%	7%	4%	3%	4%	-	6%	6%	5%	2%
Photography	11	5	6	3	5	3	1	2	2	3	2	1	5	-	11	-	11	-	3	1	4	3
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	3%	-	2%	-	2%	-	3%	1%	4%	3%
Music	8	3	5	3	4	1	-	2	1	3	5	-	3	-	7	1	8	-	4	1	2	1
	2%	1%	2%	2%	2%	1%	-	2%	1%	3%	4%	-	2%	-	2%	3%	2%	-	4%	1%	2%	1%
<b>Net: Focus on Canada</b>	197	89	108	55	88	54	24	50	51	35	54	38	72	5	185	12	197	-	40	32	63	62
	41%	39%	43%	43%	40%	40%	42%	42%	44%	38%	42%	39%	44%	33%	41%	35%	41%	-	40%	39%	48%	38%
Scenery/beautiful/magnificent	85	40	45	19	38	28	13	22	20	15	18	18	31	3	81	4	85	-	12	12	36	25
	18%	18%	18%	15%	17%	21%	23%	19%	17%	16%	14%	19%	19%	20%	18%	12%	18%	-	12%	14%	27%	15%
Gave good insight/maximum coverage of Canada	70	36	34	23	25	22	9	15	21	11	18	14	29	-	66	4	70	-	11	16	19	24
	15%	16%	13%	18%	11%	16%	16%	13%	18%	12%	14%	14%	18%	-	15%	12%	15%	-	11%	19%	14%	15%
Showed Canadian lifestyle	32	11	21	10	13	9	5	8	5	9	9	6	11	2	29	3	32	-	8	8	7	9
	7%	5%	8%	8%	6%	7%	9%	7%	4%	10%	7%	6%	7%	13%	7%	9%	7%	-	8%	10%	5%	9%
Country appealed to me/made me want to visit Canada	19	8	11	7	11	1	-	7	4	6	9	4	5	-	18	1	19	-	7	2	4	6
	4%	4%	4%	6%	5%	1%	-	6%	3%	7%	7%	4%	3%	-	4%	3%	4%	-	7%	2%	3%	4%
Feeling of pride in Canada/happy country/nice place to live	17	9	8	3	10	4	1	7	4	4	7	3	6	-	16	1	17	-	5	3	5	4
	4%	4%	3%	2%	5%	3%	2%	6%	3%	4%	5%	3%	4%	-	4%	3%	4%	-	5%	4%	4%	2%
Other physical features of Canada	9	2	7	2	4	3	1	1	1	4	5	2	1	1	8	1	9	-	3	3	2	1
	2%	1%	3%	2%	2%	2%	2%	1%	1%	4%	4%	2%	1%	7%	2%	3%	2%	-	3%	4%	2%	1%
<b>Net: Sports/Fitness</b>	168	74	94	49	69	50	27	37	49	30	37	31	63	6	161	7	168	-	30	36	48	54
	35%	33%	37%	39%	32%	37%	47%	31%	43%	33%	29%	32%	39%	40%	36%	21%	35%	-	30%	43%	36%	33%
Fitness section/test of skills/reactions/fitness	72	33	39	25	32	15	6	17	24	13	18	12	29	2	69	3	72	-	9	15	25	23
	15%	15%	15%	20%	15%	11%	11%	14%	21%	14%	14%	12%	18%	13%	15%	9%	15%	-	9%	18%	19%	14%
Leisure/sporting activities	67	27	40	15	26	26	15	13	20	10	13	16	23	3	64	3	67	-	11	16	20	20
	14%	12%	16%	12%	12%	19%	26%	11%	17%	11%	10%	16%	14%	20%	14%	9%	14%	-	11%	19%	15%	12%
Sporting equipment/range/variety	52	27	25	18	20	14	7	13	13	12	11	10	19	1	50	2	52	-	11	10	10	21
	11%	12%	10%	14%	9%	10%	12%	11%	11%	13%	9%	10%	12%	7%	11%	6%	11%	-	11%	12%	8%	13%
<b>Net: Comments re General Presentation</b>	158	82	76	29	83	46	15	45	41	26	39	30	57	4	147	11	158	-	37	27	42	52
	33%	36%	30%	23%	38%	34%	26%	38%	36%	28%	30%	31%	35%	27%	33%	32%	33%	-	37%	33%	32%	32%
Overall presentation/well presented/good format	101	54	47	15	55	31	11	33	29	15	26	18	35	1	95	6	101	-	23	15	28	35
	21%	24%	19%	12%	25%	23%	19%	28%	25%	16%	20%	19%	22%	7%	21%	18%	21%	-	23%	18%	21%	21%

Q11. WHAT DID YOU REALLY LIKE ABOUT THE CANADIAN PAVILION?

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
<b>TOTAL</b>	480	227	253	127	218	135	57	118	115	92	129	97	162	15	446	34	480	-	100	83	132	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	83%	132%	165%
Layout/setup	32	22	10	9	15	8	2	10	5	7	9	8	9	-	31	1	32	-	5	10	9	8
	7%	10%	4%	7%	7%	6%	4%	8%	4%	8%	7%	8%	6%	-	7%	3%	7%	-	5%	12%	7%	8%
Good atmosphere	13	4	9	2	6	5	2	1	3	5	2	1	3	3	12	1	13	-	4	3	3	3
	3%	2%	4%	2%	3%	4%	4%	1%	3%	5%	2%	1%	3%	20%	3%	3%	3%	-	4%	4%	2%	3%
Light/bright/colourful	11	5	6	1	6	4	-	1	2	3	1	4	5	-	10	1	11	-	1	3	4	3
	2%	2%	2%	1%	3%	3%	-	1%	2%	3%	1%	4%	3%	-	2%	3%	2%	-	1%	4%	3%	2%
Easy to watch/relaxing	4	1	3	1	1	2	1	2	1	-	1	1	1	-	4	-	4	-	2	1	1	-
	1%	1%	1%	1%	1%	1%	2%	2%	1%	-	1%	1%	1%	-	1%	-	1%	-	2%	1%	1%	-
Other presentation aspects	19	8	11	4	12	3	1	4	2	2	4	5	8	-	15	4	19	-	3	3	6	7
	4%	4%	4%	3%	6%	2%	2%	3%	4%	2%	3%	5%	8%	-	3%	12%	4%	-	3%	4%	5%	4%
<b>Net: Entertainment</b>	139	60	79	36	74	29	13	37	32	27	46	30	42	2	127	12	139	-	21	24	37	57
	29%	26%	31%	28%	34%	21%	23%	31%	28%	29%	36%	31%	26%	13%	28%	35%	29%	-	21%	29%	37%	57%
Comedy/humour/fun	108	47	61	25	61	22	7	33	28	20	33	25	35	2	99	9	108	-	14	16	29	49
	23%	21%	24%	20%	28%	16%	12%	28%	24%	22%	26%	26%	22%	13%	22%	26%	23%	-	14%	19%	22%	30%
Outside entertainment/kept informed/while in queue	29	11	18	7	16	6	6	4	5	7	12	5	5	1	26	3	29	-	7	5	6	11
	6%	5%	7%	6%	7%	4%	11%	3%	4%	8%	9%	5%	3%	7%	6%	9%	6%	-	7%	6%	5%	7%
Entertaining	15	5	10	5	8	2	1	4	3	4	6	4	5	-	15	-	15	-	3	5	5	2
	3%	2%	4%	4%	4%	1%	2%	3%	3%	4%	5%	4%	3%	-	3%	-	3%	-	3%	6%	4%	1%
<b>Net: General Positive Comments re General Content</b>	112	44	68	29	46	37	15	33	26	18	21	16	43	6	102	10	112	-	34	21	33	24
	23%	19%	27%	23%	21%	27%	26%	28%	23%	20%	16%	16%	27%	40%	23%	29%	23%	-	34%	25%	25%	15%
Good/enjoyable/liked everything/something for everyone	42	15	27	6	22	14	7	9	11	7	9	6	15	2	37	5	42	-	14	5	12	11
	9%	7%	11%	5%	10%	10%	12%	8%	10%	8%	7%	6%	9%	13%	8%	15%	9%	-	14%	6%	9%	7%
Interesting	32	11	21	13	11	8	5	8	6	4	7	2	13	3	27	5	32	-	8	5	13	6
	7%	5%	8%	10%	5%	6%	9%	7%	5%	4%	5%	2%	8%	20%	6%	15%	7%	-	8%	6%	10%	4%
Informative	27	12	15	5	14	8	2	8	5	6	6	3	10	2	25	2	27	-	8	8	8	3
	6%	5%	6%	4%	6%	6%	4%	7%	4%	7%	5%	3%	6%	13%	6%	6%	6%	-	8%	10%	6%	2%
Exciting/feeling of action on the go	15	8	7	5	2	8	2	7	4	1	1	2	6	1	14	1	15	-	5	4	2	4
	3%	4%	3%	4%	1%	6%	4%	6%	3%	1%	1%	2%	4%	7%	3%	3%	3%	-	5%	5%	2%	4%
Held attention/not boring/too long/drawn out	14	5	9	4	7	3	-	5	3	4	4	4	3	-	13	1	14	-	6	3	3	2
	3%	2%	4%	3%	3%	2%	-	4%	3%	4%	3%	4%	3%	-	3%	3%	3%	-	6%	4%	2%	1%
Friendly staff	68	34	34	19	31	18	6	14	16	17	13	20	23	2	59	9	68	-	18	7	21	22
	14%	15%	13%	15%	14%	13%	11%	12%	14%	18%	10%	21%	14%	13%	13%	26%	14%	-	18%	8%	16%	13%
<b>Net: Technology Excluding Sports &amp; Fitness Equipment</b>	42	23	19	14	17	11	7	11	12	7	12	12	9	2	41	1	42	-	7	10	12	13
	9%	10%	8%	11%	8%	8%	12%	9%	10%	8%	9%	12%	6%	13%	9%	3%	9%	-	7%	12%	9%	8%
Technology/industry	32	20	12	11	12	9	6	9	9	5	9	8	6	2	31	1	32	-	5	7	11	9
	7%	9%	5%	9%	6%	7%	11%	8%	8%	5%	7%	8%	4%	13%	7%	3%	7%	-	5%	8%	8%	5%
Computer/computer game	11	3	8	3	6	2	1	2	4	2	3	4	4	-	11	-	11	-	2	3	1	5
	2%	1%	3%	2%	3%	1%	2%	2%	3%	2%	2%	4%	2%	-	2%	-	2%	-	2%	4%	1%	3%

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Q11. WHAT DID YOU REALLY LIKE ABOUT THE CANADIAN PAVILION?

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
<b>TOTAL</b>	480	227	253	127	218	135	57	118	115	92	129	97	162	15	446	34	480	-	100	83	132	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Participation/touch and do area good	37	14	23	15	19	3	2	7	14	8	10	11	9	1	36	1	37	-	6	9	10	12
	8%	6%	9%	12%	9%	2%	4%	6%	12%	9%	8%	11%	6%	7%	8%	3%	8%	-	6%	11%	8%	7%
Net: Physical Aspects of Pavilion	35	15	20	6	15	14	7	8	7	4	13	2	9	1	34	1	35	-	12	5	8	10
	7%	7%	8%	5%	7%	10%	12%	7%	6%	4%	10%	2%	6%	7%	8%	3%	7%	-	12%	6%	6%	6%
Comfortable/good seating/could sit down	25	10	15	5	11	9	4	5	5	4	8	1	8	1	24	1	25	-	9	5	5	6
	5%	4%	6%	4%	5%	7%	7%	4%	4%	4%	6%	1%	5%	7%	5%	3%	5%	-	9%	6%	4%	4%
Efficiency of entry	14	7	7	1	6	7	3	3	2	-	7	1	3	-	13	1	14	-	6	-	4	4
	3%	3%	3%	1%	3%	5%	5%	3%	2%	-	5%	1%	2%	-	3%	3%	3%	-	6%	-	3%	2%
Specifics relating to content	33	15	18	10	7	16	3	10	9	4	9	4	11	2	32	1	33	-	5	7	10	11
	7%	7%	7%	8%	3%	12%	5%	8%	8%	4%	7%	4%	7%	13%	7%	3%	7%	-	5%	8%	8%	7%
Displays good/excellent	23	15	8	5	10	8	2	7	5	6	6	5	8	-	22	1	23	-	7	3	7	6
	5%	7%	3%	4%	5%	6%	4%	6%	4%	7%	5%	5%	5%	-	5%	3%	5%	-	7%	4%	5%	4%
Bilingual/multicultural	18	6	12	3	10	5	2	6	2	3	5	2	8	1	17	1	18	-	3	4	6	5
	4%	3%	5%	2%	5%	4%	4%	5%	2%	3%	4%	2%	5%	7%	4%	3%	4%	-	3%	5%	5%	3%
Other mentions	25	10	15	8	10	7	3	10	2	5	4	6	10	1	23	2	25	-	7	2	1	15
	5%	4%	6%	6%	5%	5%	5%	8%	2%	5%	3%	6%	6%	7%	5%	6%	5%	-	7%	2%	1%	9%
Don't remember/visit too rushed/too many seen	15	7	8	6	4	5	2	4	3	1	2	5	5	1	13	2	15	-	6	1	3	5
	3%	3%	3%	5%	2%	4%	4%	3%	3%	1%	2%	5%	3%	7%	3%	6%	3%	-	6%	1%	2%	3%
Nothing stood out	8	3	5	3	2	3	1	2	1	2	1	1	5	1	8	-	8	-	-	4	2	2
	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	3%	7%	2%	-	2%	-	-	5%	2%	1%
Net: Technology Including Sports & Fitness Equipment	146	68	78	47	62	37	18	37	44	26	32	32	51	5	141	5	146	-	24	30	41	51
	30%	30%	31%	37%	28%	27%	32%	31%	38%	28%	25%	33%	31%	33%	32%	15%	30%	-	24%	36%	31%	31%
Fitness section/test of skills/reactions/fitness	72	33	39	25	32	15	6	17	24	13	18	12	29	2	69	3	72	-	9	15	25	23
	15%	15%	15%	20%	15%	11%	11%	14%	21%	14%	14%	12%	18%	13%	15%	9%	15%	-	9%	18%	19%	14%
Sporting equipment/range/variety	52	27	25	18	20	14	7	13	13	12	11	10	19	1	50	2	52	-	11	10	10	21
	11%	12%	10%	14%	9%	10%	12%	11%	11%	13%	9%	10%	12%	7%	11%	6%	11%	-	11%	12%	8%	13%
Technology/industry	32	20	12	11	12	9	6	9	9	5	9	8	6	2	31	1	32	-	5	7	11	9
	7%	9%	5%	9%	6%	7%	11%	8%	8%	5%	7%	8%	4%	13%	7%	3%	7%	-	5%	8%	8%	5%
Computer/computer game	11	3	8	3	6	2	1	2	4	2	3	4	4	-	11	-	11	-	2	3	1	5
	2%	1%	3%	2%	3%	1%	2%	2%	3%	2%	2%	4%	2%	-	2%	-	2%	-	2%	4%	1%	3%

Q12. WHAT WERE THE THINGS YOU REALLY DIDN'T LIKE ABOUT THE CANADIAN PAVILION?

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
TOTAL	480	227	253	127	218	135	57	118	115	92	129	97	162	15	446	34	480	-	100	83	132	165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Long queues/long wait to enter	73	34	39	21	32	20	8	13	19	15	15	24	2	71	2	73	-	10	19	12	32	
	15%	15%	15%	17%	15%	15%	14%	11%	17%	12%	15%	15%	13%	16%	6%	15%	-	10%	23%	9%	19%	
Net: Presentation	65	25	40	11	37	17	9	20	9	14	18	13	24	1	58	7	65	-	13	15	24	13
	14%	11%	16%	9%	17%	13%	16%	17%	8%	15%	14%	13%	15%	7%	13%	21%	14%	-	13%	18%	18%	8%
Propaganda/hard sell	34	13	21	6	21	7	4	9	8	6	13	6	12	1	30	4	34	-	9	8	11	6
	7%	6%	8%	5%	10%	5%	7%	8%	7%	7%	10%	6%	7%	7%	7%	12%	7%	-	9%	10%	8%	4%
First part/too bright/music too loud/photos/too long/ordinary	23	5	18	2	13	8	4	8	2	4	2	5	11	-	21	2	23	-	4	3	9	7
	5%	2%	7%	2%	6%	6%	7%	7%	2%	4%	2%	5%	7%	-	5%	6%	5%	-	4%	4%	7%	4%
Slides slow/boring	10	7	3	5	3	2	1	4	-	2	4	1	3	-	8	2	10	-	-	4	6	-
	2%	3%	1%	4%	1%	1%	2%	3%	-	2%	3%	1%	2%	-	2%	6%	2%	-	-	5%	5%	-
Specific presentation/display features	5	3	2	-	5	-	1	1	1	2	2	1	2	-	5	-	5	-	-	3	1	1
	1%	1%	1%	-	2%	-	2%	1%	1%	2%	2%	1%	1%	-	1%	-	1%	-	-	4%	1%	1%
Net: Pavilion	32	14	18	11	15	6	3	4	9	9	8	5	12	-	28	4	32	-	10	7	7	8
	7%	6%	7%	9%	7%	4%	5%	3%	8%	10%	6%	5%	7%	-	6%	12%	7%	-	10%	8%	5%	5%
Poor/inadequate seating	26	9	17	10	11	5	3	2	7	7	6	3	11	-	22	4	26	-	6	7	5	8
	5%	4%	7%	8%	5%	4%	5%	2%	6%	8%	5%	3%	7%	-	5%	12%	5%	-	6%	8%	4%	5%
Specific pavilion features	6	5	1	1	4	1	-	2	2	2	2	2	1	-	6	-	6	-	4	-	2	-
	1%	2%	1%	1%	2%	1%	-	2%	2%	2%	2%	2%	1%	-	1%	-	1%	-	4%	-	2%	-
Crowded/congested/queues inside	24	8	16	12	11	1	1	7	5	5	9	4	6	1	22	2	24	-	-	5	5	14
	5%	4%	6%	9%	5%	1%	2%	6%	4%	5%	7%	4%	4%	7%	5%	6%	5%	-	-	6%	4%	8%
Not interested in high technology/boring	5	4	1	2	2	1	-	-	1	2	-	2	3	-	5	-	5	-	2	2	1	-
	1%	2%	1%	2%	1%	1%	-	-	1%	2%	-	2%	2%	-	1%	-	1%	-	2%	2%	1%	-
B.C. exhibit closed	4	2	2	-	4	-	-	3	-	-	2	-	2	-	3	1	4	-	3	-	1	-
	1%	1%	1%	-	2%	-	-	3%	-	-	2%	-	1%	-	1%	3%	1%	-	3%	-	1%	-
Technology not displayed/not enough	1	1	-	-	1	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-
	1%	1%	-	-	1%	1%	2%	-	-	-	-	-	-	-	1%	-	1%	-	1%	-	-	-
Other criticisms regarding informational content	14	7	7	1	8	5	1	1	4	2	5	3	3	-	12	2	14	-	4	3	5	2
	3%	3%	3%	1%	4%	4%	2%	1%	3%	2%	4%	3%	2%	-	3%	6%	3%	-	4%	4%	4%	1%
Other mentions	27	17	10	7	11	9	2	5	6	3	12	5	6	-	21	6	27	-	4	-	5	18
	6%	7%	4%	6%	5%	7%	4%	4%	5%	3%	9%	5%	4%	-	5%	18%	6%	-	4%	-	4%	11%
Nothing	257	127	130	68	111	78	33	66	69	45	68	57	87	11	245	12	257	-	56	38	78	85
	54%	56%	51%	54%	51%	58%	58%	56%	60%	49%	53%	59%	54%	73%	55%	35%	54%	-	56%	46%	59%	52%

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Q13. WHAT WAS THE MAIN THING YOU LEARNED ABOUT CANADA FROM ITS PAVILION HERE?

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	\$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
<b>TOTAL</b>	480	227	253	127	218	135	57	118	115	92	129	97	162	15	446	34	480	-	100	83	132	165
<b>Net: Geography of Canada</b>	145	66	79	38	71	36	14	35	30	33	42	26	52	4	133	12	145	-	30	40	33	42
Scenery/beautiful	67	25	42	19	31	17	9	15	12	15	20	10	23	2	63	4	67	-	10	19	20	18
Varied/diverse country/ everything to offer tourists	56	28	28	10	33	13	2	16	14	13	16	14	20	-	50	6	56	-	10	14	10	22
Everything about Canada/geography/ landscape/culture/ natural attractions	24	11	13	9	8	7	3	5	4	5	4	3	9	2	22	2	24	-	9	9	2	4
Big/vast country	19	9	10	2	10	7	3	4	4	4	7	3	7	1	18	1	19	-	5	5	6	3
<b>Net: "Atmosphere" of Canada</b>	120	55	65	39	47	34	11	29	33	19	29	27	34	6	111	9	120	-	26	24	36	34
People/friendly/warm/ pleasant	55	19	36	16	21	18	7	10	12	10	16	10	12	4	51	4	55	-	13	12	16	14
Nice country/like it/ like to visit it	40	17	23	16	12	12	5	12	11	6	7	8	14	4	37	3	40	-	10	9	13	8
Lifestyle/easygoing/ diverse	37	23	14	11	17	9	-	9	12	8	9	11	12	-	35	2	37	-	7	6	11	13
Sporting activities/ achievements/leisure activities/good skiing	93	47	46	33	40	20	13	27	20	17	15	25	38	1	85	8	93	-	14	24	24	31
<b>Net: Culture</b>	71	31	40	23	29	19	7	18	17	16	16	18	25	3	70	1	71	-	11	14	20	26
Bilingual/French/ English spoken	40	17	23	15	14	11	4	10	8	9	8	9	15	2	39	1	40	-	5	11	9	15
Multicultural/many different races	37	16	21	10	16	11	4	9	10	7	11	10	11	2	37	-	37	-	7	4	12	14
<b>Net: Technology</b>	44	25	19	11	23	10	3	6	14	12	14	8	16	-	43	1	44	-	9	12	11	12
High technological involvement/ achievement/development	33	18	15	9	15	9	3	6	9	8	10	6	12	-	33	-	33	-	6	10	8	9
Underwater/diving equipment/technology	12	7	5	2	9	1	-	-	4	5	4	3	4	-	11	1	12	-	3	3	3	3
<b>Net: Climate</b>	35	11	24	7	17	11	6	8	9	5	11	8	11	1	34	1	35	-	7	5	7	16
Varied climate/not as cold as thought	18	4	14	4	7	7	3	4	3	4	5	6	5	1	18	-	18	-	4	2	5	7
Cold climate/mainly	17	7	10	3	10	4	3	4	6	1	6	2	6	-	16	1	17	-	3	3	2	9

Q13. WHAT WAS THE MAIN THING YOU LEARNED ABOUT CANADA FROM ITS PAVILION HERE?

Base: Respondents who visited the Canadian Pavilion

	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave					
	Male	Fem-ale	18-29	30-49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-e-maker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4		
																							227	253
<b>TOTAL</b>	480	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Similar to Australia/Australians	35	7%	17	18	11	17	7	3	13	10	6	7	9	7	15	1	35	-	35	-	6	13	7	9
Unlike Americans	8	2%	4	4	5	3	-	1	1	3	3	2	4	2	1	-	8	-	8	-	2	-	2	4
Not heavily populated/unpopulated/untamed areas	8	2%	3	5	1	5	2	2	3	1	2	2	1	3	1	7	8	-	8	-	3	-	3	2
A nation on the go/full of energy/think big	7	1%	2	5	1	2	4	1	1	2	1	4	1	-	-	5	2	7	-	3	2	1	1	
Other mentions	33	7%	14	19	13	12	8	7	5	7	8	10	5	11	3	31	2	33	-	7	7	9	10	
Nothing	86	18%	41	45	17	40	29	11	25	18	17	32	12	25	3	76	10	86	-	21	9	26	30	
Don't know	3	1%	1	2	-	1	2	-	-	1	2	2	-	-	-	3	-	3	-	-	1	1	1	

CLASSIFICATION DATA

Base: All Respondents

TOTAL	Sex		Age				Income				Occupation of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18-29	30-49	50 & Over	\$15,000 to \$29,999		\$30,000 to \$49,999		\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
						104	244	238	209													
TOTAL	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>AGE</u>																						
18 - 29	294	154	140	294	-	-	24	69	59	62	76	61	117	6	266	28	127	167	77	86	72	59
	29%	31%	28%	100%	-	-	23%	28%	25%	30%	27%	30%	36%	21%	29%	35%	26%	32%	31%	34%	29%	23%
30 - 39	253	129	124	-	253	-	12	68	79	49	91	60	87	4	235	18	121	132	60	55	61	77
	25%	26%	25%	-	53%	-	12%	28%	33%	23%	32%	29%	27%	14%	25%	23%	25%	25%	24%	22%	24%	31%
40 - 49	221	116	105	-	221	-	2	54	63	69	87	52	69	3	206	15	97	124	58	63	39	61
	22%	23%	21%	-	47%	-	2%	22%	26%	33%	31%	25%	21%	10%	22%	19%	20%	24%	23%	25%	16%	24%
50 - 59	114	49	65	-	-	114	12	28	25	19	22	22	42	4	103	11	61	53	27	25	31	31
	11%	10%	13%	-	-	48%	12%	11%	11%	9%	8%	11%	13%	14%	11%	14%	13%	10%	11%	10%	12%	12%
60 & over	123	55	68	-	-	123	54	25	12	10	9	9	13	12	116	7	74	49	28	24	47	24
	12%	11%	14%	-	-	52%	52%	10%	5%	5%	3%	4%	4%	41%	13%	9%	15%	9%	11%	9%	19%	10%
<u>SEX</u>																						
Male	503	503	-	154	245	104	37	123	134	123	150	100	184	2	457	46	227	276	125	125	127	126
	50%	100%	-	52%	52%	44%	36%	50%	56%	59%	53%	49%	56%	7%	49%	58%	47%	53%	50%	49%	51%	50%
Female	502	-	502	140	229	133	67	121	104	86	135	104	144	27	469	33	253	249	125	128	123	126
	50%	-	100%	48%	48%	56%	64%	50%	44%	41%	47%	51%	44%	93%	51%	42%	53%	47%	50%	51%	49%	50%
<u>RESIDENT/VISITOR</u>																						
Live in Australia	926	457	469	266	441	219	104	244	238	209	254	190	313	28	926	-	446	480	231	230	225	240
	92%	91%	93%	90%	93%	92%	100%	100%	100%	100%	89%	93%	95%	97%	100%	-	93%	91%	92%	91%	90%	95%
Just visiting	79	46	33	28	33	18	-	-	-	-	31	14	15	1	-	79	34	45	19	23	25	12
	8%	9%	7%	10%	7%	8%	-	-	-	-	11%	7%	5%	3%	-	100%	7%	9%	8%	9%	10%	5%

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-e-ma-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																						100%
<b>TOTAL</b>	1005	503	502	294	474	237	104	244	238	209	285	204	328	29	926	79	480	525	250	253	250	252
<b>EDUCATION</b>	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Primary school	41	17	24	1	8	32	16	9	5	3	6	2	15	5	39	2	32	9	12	2	21	6
Some secondary	270	106	164	58	129	83	43	80	60	32	39	50	123	9	260	10	126	144	58	58	87	67
Completed secondary	283	142	141	112	117	54	19	76	68	54	54	69	104	10	260	23	125	158	71	78	70	64
Trade school	33	29	4	9	15	9	3	12	9	6	2	4	21	-	30	3	14	19	11	3	12	7
Technical college	113	63	50	31	52	30	10	30	27	25	28	28	38	3	106	7	62	51	31	26	17	39
Some university	96	46	50	50	38	8	9	14	21	31	38	24	14	1	83	13	42	54	24	29	19	24
Completed university	96	62	34	19	65	12	1	14	26	37	64	18	8	1	87	9	45	51	28	34	11	23
Post graduate degree	65	36	29	11	47	7	1	7	21	20	49	8	5	-	53	12	29	36	13	22	9	21
Other	8	2	6	3	3	2	2	2	1	1	5	1	-	-	8	-	5	3	2	1	4	1
<b>INCOME</b>																						
Base: Australian Residents	926	457	469	266	441	219	104	244	238	209	254	190	313	28	926	-	446	480	231	230	225	240
Up to \$9,999	48	16	32	9	7	32	48	-	-	-	1	2	4	12	48	-	26	22	8	7	25	8
\$10,000 - \$14,999	56	21	35	15	7	34	56	-	-	-	2	7	11	5	56	-	31	25	16	11	15	14
\$15,000 - \$24,999	141	63	78	46	60	35	-	141	-	-	15	37	65	1	141	-	72	69	45	24	35	37
\$25,000 - \$29,999	103	60	43	23	62	18	-	103	-	-	20	22	51	1	103	-	46	57	18	28	30	27
\$30,000 - \$39,999	128	68	60	31	71	26	-	-	128	-	47	24	40	3	128	-	60	68	27	29	30	42
\$40,000 - \$49,999	110	66	44	28	71	11	-	-	110	-	38	27	40	2	110	-	55	55	30	28	23	29
\$50,000 and over	209	123	86	62	118	29	-	-	-	209	99	49	53	2	209	-	92	117	53	72	42	42
Don't know	84	19	65	43	26	15	-	-	-	-	22	14	33	1	84	-	47	37	18	21	16	29
Refused	47	21	26	9	19	19	-	-	-	-	10	8	16	1	47	-	17	30	16	10	9	12

CLASSIFICATION DATA

Base: All Respondents

TOTAL	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	Wave				
																		1	2	3	4	
TOTAL	1005 100%	503 100%	502 100%	294 100%	474 100%	237 100%	104 100%	244 100%	238 100%	209 100%	285 100%	204 100%	328 100%	29 100%	926 100%	79 100%	480 100%	525 100%	250 100%	253 100%	250 100%	252 100%
OCCUPATION OF HOUSEHOLD HEAD																						
Professional	285 28%	150 30%	135 27%	76 26%	178 38%	31 13%	3 3%	35 14%	85 36%	99 47%	285 100%	-	-	-	254 27%	31 39%	129 27%	156 30%	88 35%	74 29%	52 21%	71 28%
White collar	204 20%	100 20%	104 21%	61 21%	112 24%	31 13%	9 9%	59 24%	51 21%	49 23%	-	204 100%	-	-	190 21%	14 18%	97 20%	107 20%	50 20%	56 22%	45 18%	53 21%
Blue collar	328 33%	184 37%	144 29%	117 40%	156 33%	55 23%	15 14%	116 48%	80 34%	53 25%	-	-	328 100%	-	313 34%	15 19%	162 34%	166 32%	71 28%	77 30%	85 34%	95 38%
Homemaker	29 3%	2 *	27 5%	6 2%	7 1%	16 7%	17 16%	2 1%	5 2%	2 1%	-	-	-	29 100%	28 3%	1 1%	15 3%	14 3%	5 2%	6 2%	15 6%	3 1%
Unemployed	8 1%	5 1%	3 1%	5 2%	2 *	1 *	3 3%	2 1%	1 *	-	-	-	-	-	8 1%	-	2 *	6 1%	1 *	3 1%	4 2%	-
Pensioned/retired	131 13%	54 11%	77 15%	15 5%	15 3%	101 43%	50 48%	26 11%	14 6%	5 2%	-	-	-	-	117 13%	14 18%	67 14%	64 12%	31 12%	31 12%	44 18%	25 10%
Student	16 2%	6 1%	10 2%	13 4%	3 1%	-	7 7%	4 2%	2 1%	-	-	-	-	-	13 1%	3 4%	7 1%	9 2%	2 1%	6 2%	5 2%	3 1%
Not stated	4 *	2 *	2 *	1 *	1 *	2 1%	-	-	-	1 *	-	-	-	-	3 *	1 1%	1 *	3 1%	2 1%	-	-	2 1%

**QUESTIONNAIRE**



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NO.	QUESTION	ANSWER	ROTATION	COL. # <span style="border: 1px solid black; border-radius: 50%; padding: 2px;">1</span>	NEXT Q.
	<p>We're also asking people more detailed questions about different countries. In your case I'd like to ask some questions about Canada. Again, even if you feel you don't know very much about Canada, it's just your impression that counts. First of all, on a scale of 10 to 0, where ten refers to a country that is a very close friend of Australia and 0 refers to a country that is not a friend of Australia at all, where would you place Canada?</p> <p>READ STATEMENTS IN ORDER LISTED</p> <p style="text-align: center;">10   9   8   7   6   5   4   3   2   1   0</p> <p>A FRIEND <span style="float: right;">NOT A FRIEND</span></p> <p>If 10 refers to a country where you would like to take a holiday and 0 refers to a country where you would not like to take a holiday (where would you place Canada)</p> <p style="text-align: center;">10   9   8   7   6   5   4   3   2   1   0</p> <p>LIKE TO HOLIDAY <span style="float: right;">NOT LIKE TO HOLIDAY</span></p> <p>And 10 refers to a country that has a lot of manufacturing and 0 refers to a country that has little manufacturing (where would you place Canada)</p> <p style="text-align: center;">10   9   8   7   6   5   4   3   2   1   0</p> <p>A LOT <span style="float: right;">A LITTLE</span></p> <p>10 refers to a country that is very like the United States and 0 refers to a country that is not at all like the United States, (where would you place Canada)</p> <p style="text-align: center;">10   9   8   7   6   5   4   3   2   1   0</p> <p>VERY LIKE <span style="float: right;">NOT AT ALL LIKE</span></p> <p>10 refers to a country which plays an important role in the Pacific Ocean and 0 refers to a country that does not play an important role in the Pacific Ocean, (where would you place Canada)</p> <p style="text-align: center;">10   9   8   7   6   5   4   3   2   1   0</p> <p>IMPORTANT <span style="float: right;">NOT IMPORTANT</span></p>				

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Q.NO.	QUESTION	ANSWER	COL.#	NEXT Q.
	10 refers to a country you feel you know a lot about, 0 to a country you feel you know nothing about (where would you place Canada)	10 9 8 7 6 5 4 3 2 1 0		
	A LOT	NOTHING		
	10 refers to a country that makes high quality products, 0 to a country that makes low quality products (where would you place Canada)?	10 9 8 7 6 5 4 3 2 1 0		
	HIGH QUALITY	LOW QUALITY		
	And 10 refers to an exciting country, 0 to a boring country (where would you place Canada?)	10 9 8 7 6 5 4 3 2 1 0		
	EXCITING	BORING		
	10 refers to a country with many types of leisure activity and 0 refers to a country with just a few types of leisure activities, (where would you place Canada)	10 9 8 7 6 5 4 3 2 1 0		
	MANY TYPES	FEW		
	And 10 refers to a country that has a very high level of technology and 0 refers to a country that has a very low level of technology (where would you place Canada)	10 9 8 7 6 5 4 3 2 1 0		
	HIGH LEVEL TECHNOLOGY	LOW LEVEL		SKIP NOTE
SKIP NOTE	CHECK Q.'S 3-6 <input type="checkbox"/> IF CANADIAN PAVILION <u>NOT</u> VISITED ASK Q.10 <input type="checkbox"/> IF CANADIAN PAVILION VISITED SKIP TO Q.11			

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NO.	QUESTION	ANSWER	COL.# NEXT Q.
10.	<p>You mentioned you did you not visit the Canadian Pavilion. Why did you not visit it?</p> <hr/> <hr/> <hr/> <hr/>		<p>GO TO SPEECH ON NEXT PAGE</p>
11.	<p>And thinking specifically about the Canadian pavilion here, what did you really like about it? PROBE: What else did you really like?</p> <hr/> <hr/> <hr/> <hr/>		<p>12</p>
12.	<p>And what were the things you really didn't like about the Canadian Pavilion? PROBE: What else did you really not like?</p> <hr/> <hr/> <hr/> <hr/>		<p>13</p>
13.	<p>And what was the <u>main</u> thing you learned about Canada from its Pavilion here?</p> <hr/> <hr/> <hr/> <hr/>		<p>SPEECH</p>

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Q.NO.	Q U E S T I O N	A N S W E R	COL.#	NEXT Q.
TECH	<p>BY NOW YOU MAY HAVE REALISED THAT THIS SURVEY IS BEING CONDUCTED ON BEHALF OF THE GOVERNMENT OF CANADA. SO THAT WE CAN USE YOUR RESPONSES WE WOULD LIKE TO ASK YOU SOME QUESTIONS THAT WILL BE USED FOR STATISTICAL PURPOSES ONLY. WE WANT TO ASSURE YOU THAT YOUR ANSWERS WILL BE KEPT CONFIDENTIAL IN TWO WAYS: FIRST, YOUR NAME WILL NOT BE GIVEN TO THE GOVERNMENT OF CANADA AND SECOND YOUR ANSWERS WILL BE COMBINED WITH THOSE OF OTHER PARTICIPANTS IN THIS SURVEY FOR STATISTICAL PURPOSES ONLY.</p> <p>(Registration No. DEA/SFB-180-03066)</p> <p>CODE SEX</p>	<p>MALE</p> <p>FEMALE</p>	<p>1</p> <p>2</p>	<p>14</p>
14.	Do you live in Australia or are you just visiting?	<p>LIVE IN AUSTRALIA</p> <p>JUST VISITING</p>	<p>1</p> <p>2</p>	<p>15</p>
15.	Which of these age groups are you in? <u>SHOW CARD C</u>	<p>18 - 29</p> <p>30 - 39</p> <p>40 - 49</p> <p>50 - 59</p> <p>60 &amp; OVER</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p>	<p>16</p>
16.	What is the highest level of formal education you have completed?	<p>PRIMARY SCHOOL</p> <p>SOME SECONDARY (UP TO 5TH YEAR)</p> <p>COMPLETED SECONDARY (6TH YEAR, H.S.C.)</p> <p>TRADE SCHOOL</p> <p>TECHNICAL COLLEGE</p> <p>SOME UNIVERSITY</p> <p>COMPLETED UNIVERSITY</p> <p>POST GRADUATE DEGREE</p> <p>OTHER</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p>	<p>SKIP NOTE</p>
SKIP NOTE	<ul style="list-style-type: none"> <li>● IF MALE ASK Q.17</li> <li>● IF FEMALE SKIP TO Q.20</li> </ul>		<p>68</p>	

Q. NO.	QUESTION	ANSWER	COL. #	NEXT Q.
	<u>MEN ONLY</u> Are you the male head of your household?	YES	1	18
		NO	2	19
18.	What is your occupation? SPECIFY FULLY	_____		SKIP NOTE
19.	What is the occupation of the (male) head of your household? SPECIFY FULLY	_____		SKIP NOTE
	<u>WOMEN ONLY</u> Is there a male head of household in your family?	YES	1	21
		NO	2	22
21.	What is his occupation? SPECIFY FULLY	_____		SKIP NOTE
	Are you the head of your household?	YES	1	23
		NO	2	24
23.	What is your occupation? SPECIFY FULLY	_____		SKIP NOTE
24.	What is the occupation of the (female) head of your household? SPECIFY FULLY	_____		SKIP NOTE
KIP OTE	<ul style="list-style-type: none"> <li>• IF LIVE IN AUSTRALIA AT Q.14. ASK Q.25</li> <li>• IF JUST VISITING AT Q.14 CLOSE</li> </ul>			
25.	Finally, what would your total family income have been last year; that is, the total income before tax, from all sources, of all members of your household?	\$ UP TO \$9,999 \$10,000 - \$14,999 \$15,000 - \$24,999 \$25,000 - \$29,999 \$30,000 - \$39,999 \$40,000 - \$49,999 \$50,000 & OVER DON'T KNOW REFUSED	1 2 3 4 5 6 7 8 9	 CLOSE

Hello. I'm \_\_\_\_\_ of Quantum Research. We're conducting a short survey among people who've been to Expo. Can I ask you a few questions?

Q.NO.	QUESTION	ANSWER	COL.#	NEXT Q.
1a.	First of all, are you working in any capacity associated with Expo?	YES	1	TERM.
		NO	2	2
1b.	Have you been interviewed previously about what you thought of Expo or any of its Pavilions?	YES	1	TERM & TALLY
		NO	2	2
2.	On this scale of 0 to 10 SHOW CARD A, how would you rate your overall impression of Expo. REALLY EXCELLENT 10 9 8 7 6 5 4 3 2 1 0 VERY POOR			3
3.	Did you visit the ITALIAN Pavilion either today or on any previous visit to Expo?	YES	1	
		NO	2	4
4.	And have you visited the UK Pavilion either today or previously?	YES	1	
		NO	2	5
5.	And what about the CANADIAN Pavilion?	YES	1	
		NO	2	6
6.	And the FRENCH Pavilion?	YES	1	
		NO	2	SKIP NOTE
SKIP NOTE	ASK Q.7 FOR EACH PAVILION VISITED AT Q.'s 3-6			
7.	Using this same scale, SHOW CARD A. please give me you overall opinion of the <u>ITALIAN</u> pavilion. REALLY EXCELLENT 10 9 8 7 6 5 4 3 2 1 0 VERY POOR And what was your opinion of the <u>UK</u> pavilion? REALLY EXCELLENT 10 9 8 7 6 5 4 3 2 1 0 VERY POOR And the <u>CANADIAN</u> pavilion? REALLY EXCELLENT 10 9 8 7 6 5 4 3 2 1 0 VERY POOR And the <u>FRENCH</u> pavilion? REALLY EXCELLENT 10 9 8 7 6 5 4 3 2 1 0 VERY POOR			8

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8. Now, I'd like to ask you about what you think of each of these countries. There are no right or wrong answers. It's just what you think, based on what you know or have read or what you have seen here at Expo.

These are the four countries we're talking about. SHOW CARD B. (NOTE: RESPONDENT RANKS ALL FOUR REGARDLESS OF WHETHER OR NOT PAVILION VISITED).

First of all, (ROTATE ORDER OF READING STATEMENTS, STARTING WITH TICK. YOU PROBABLY ONLY NEED TO READ THE SENTENCE IN BRACKETS FOR THE FIRST STATEMENT).

FOR EACH STATEMENT YOU MUST CIRCLE ONE CODE ONLY FOR 'MOST', ONE FOR '2ND' AND SO ON. AFTER COMPLETING EACH QUESTION CHECK THAT YOU HAVE ONE CODE '1', ONE '2', ONE '3' AND ONE '4' CIRCLED.

- ( ) How would you rank these countries for their level of overall industrial development? (Which do you believe is most industrially developed, which next and so on).

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

- ( ) How would you rank them for how much you feel you know about them? (Which do you feel you know most about, which next & so on)

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

- ( ) How would you rank them for their achievements in high technology? (Which do you believe has the highest technology achievements, which next & so on).

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

- ( ) How would you rank them for being a source of high quality sporting equipment. (Which do you feel is the best source of high quality sporting equipment, which next and so on).

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

- ( ) How would you rank them for being places where you would most like to take a holiday. (Where would you most like to take a holiday, where next & so on).

	<u>Most</u>	<u>2nd</u>	<u>3rd</u>	<u>Least</u>
UK	1	1	1	1
France	2	2	2	2
Canada	3	3	3	3
Italy	4	4	4	4

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