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Expo '88 : Brisbane : evaluation of
the communication's effectiveness
of the Canadian Pavilion
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EXPO '88 : BRISBANE

**Evaluation of the
Communication Effectiveness
of the Canadian Pavilion**

3rd Telephone Survey & Final Report

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**STUDY NO. 4303
December, 1988**



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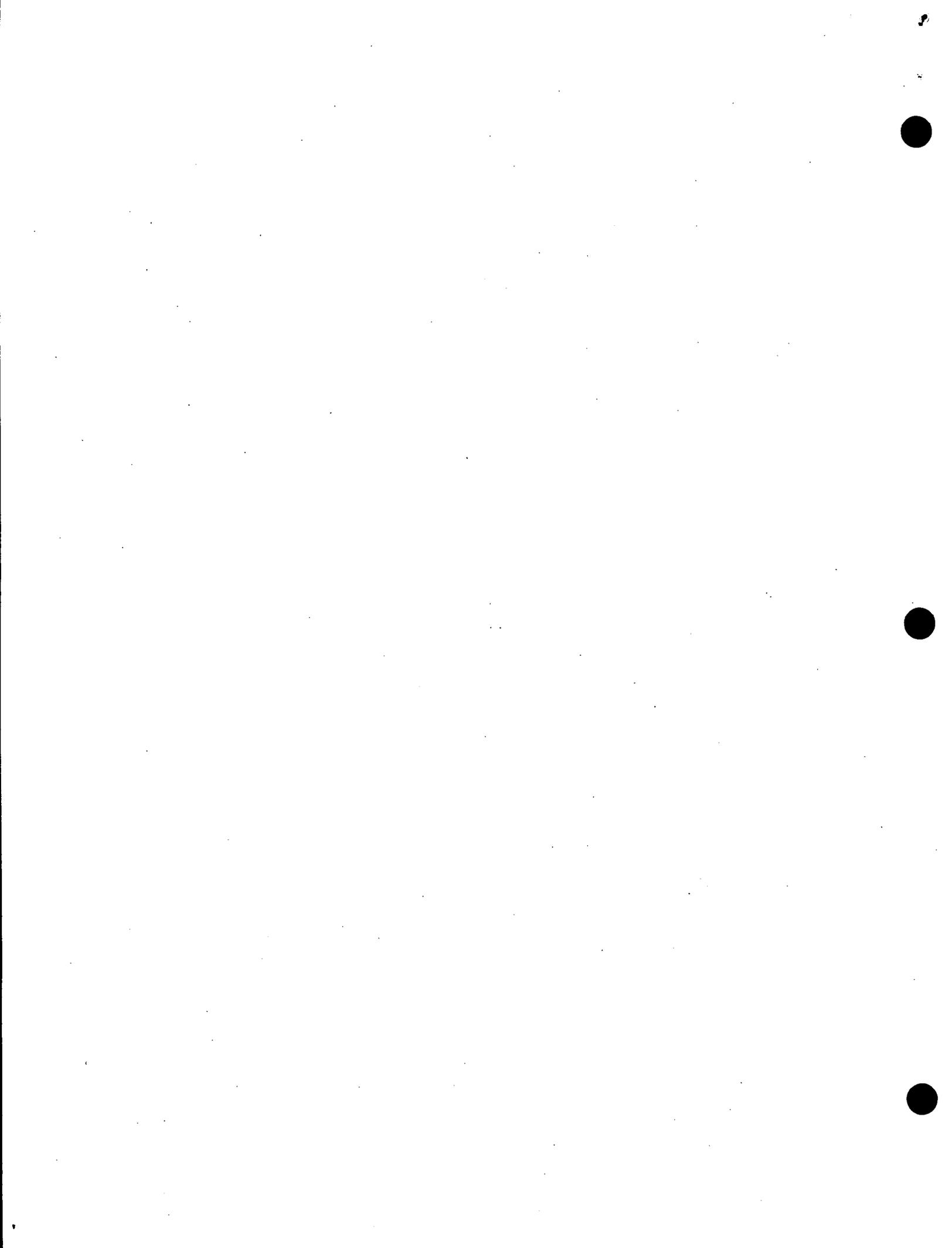
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INTRODUCTION





Over the course of 1988, the Department of External Affairs has been conducting an evaluation of Canada's Pavilion at Expo '88 in Brisbane, Australia.

The evaluation consisted 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 had closed.
- . Four waves of interviewing at the Exhibition site, conducted over the course of Expo '88.

The objective of the evaluation has been 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 is the final one of seven and presents the results of all three waves of telephone interviewing. It also incorporates in its analysis the principal results of the on-site surveys. More detail on these will be found in the appropriate reports.

500 interviews were conducted in Sydney, Melbourne and Brisbane between April 22 and 29, 1988, for wave I, between July 23 - 27 for wave II and between November 7 - 10 for wave III.

This report presents:

- . A summary of the overall results and a general review of the impact of Canada's entry at Expo '88.
- . A copy of the printout for the 3rd wave of the telephone interviewing; earlier print-outs will be found in the relevant reports.
- . Methodological details;
- . A copy of the questionnaire.



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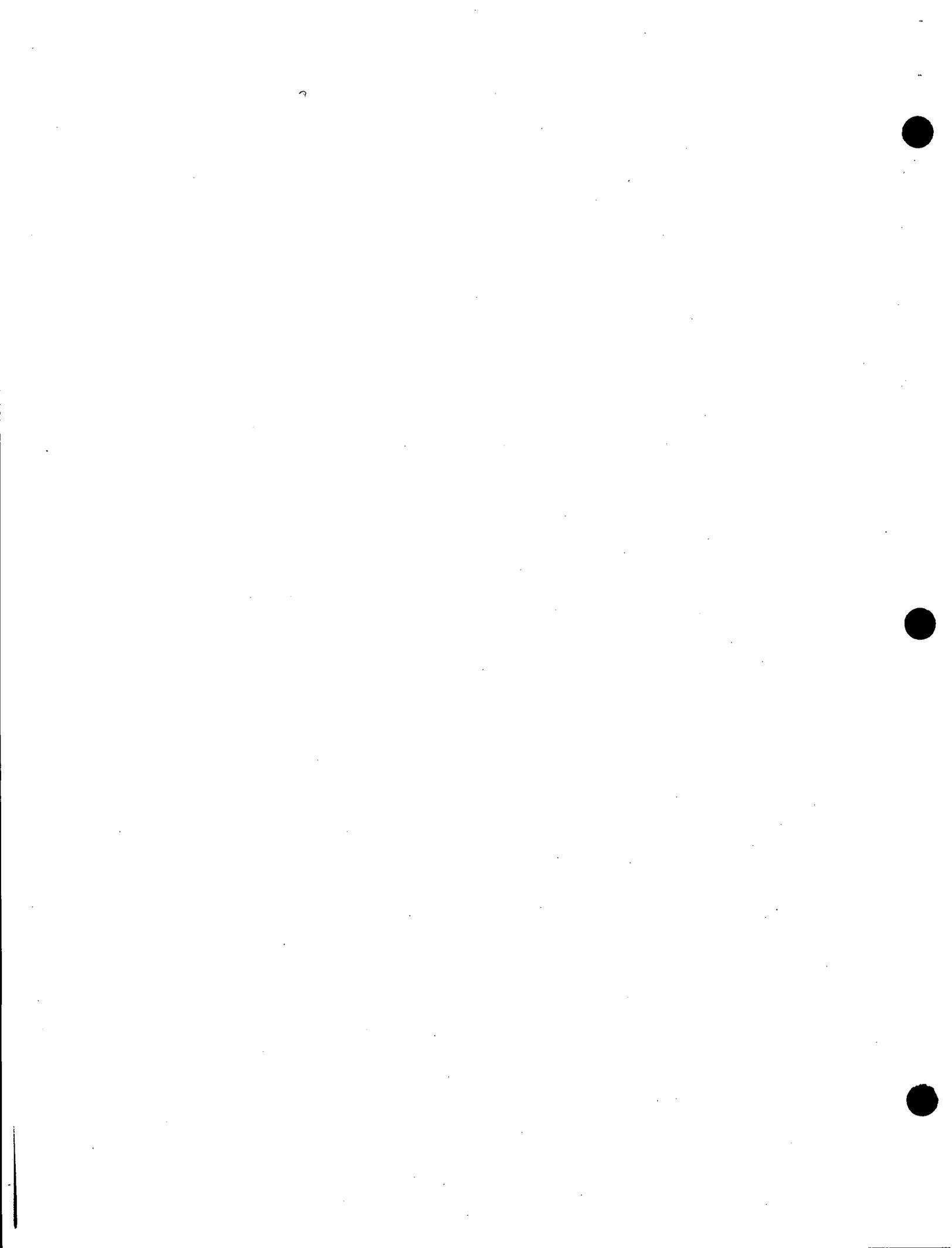
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SUMMARY





Canada's exhibit at Expo '88 in Brisbane has had a demonstrable effect on the attitudes towards Canada of those who visited the Pavilion.

This effect is evident with respect to:

- . Canada's appeal as an exciting country and attractive vacation destination;
- . Canada's image as a manufacturing and technologically advanced nation;
- . Canada's image as a producer of quality sporting equipment;
- . Canada as having a role in the Pacific Rim and being a friend of Australia.

Encompassing all of the above, Canada's Pavilion made its Australian visitors feel they knew more about Canada after having seen it.

The attitudes towards Canada prevailing prior to Expo may be briefly summarized as follows:

- . A fairly high interest in Canada as a vacation destination and a fairly strong perception of the country as exciting and offering a variety of leisure activities.
- . Also a fairly good feeling about Canada as a friend of Australia.
- . A less developed sense that Canada has a strong technological or manufacturing base.
- . Virtual rejection of the idea that Canada has a role in the Pacific and a quite strong sense that Canada is similar to the U.S.
- . Finally, Australians clearly do not feel that they know much about Canada.



Following a visit to the Pavilion positive changes were evident in all of the above (including even stronger views that Canada is similar to the U.S.).

While none of the changes in attitude can be described as extremely large, they definitely occurred and this fact in itself may be considered a successful outcome for the Pavilion.

Indeed, as the surveys conducted at Expo itself clearly demonstrated, Canada's exhibit was a great favorite with Australians. Thus, on another level, that of a public relations exercise for Canada, the Pavilion must also be judged a clear success.

It is nonetheless important to recognize that the changes are relative and, following exposure to Canada's Pavilion, Australians are still not convinced of Canada's role in the Pacific nor are they particularly aware of the country's industrial development and technological achievements.

Seen in the context of the European countries evaluated, Canada's image on any dimension is inferior to that of the U.K. and superior to that of Italy.

This remains true whether or not Canada's Pavilion was visited. However, a clear impact is evident with respect to the relative images of Canada and France. Whereas those not exposed to the Pavilion tend to place France second and Canada third, regardless of the variable measured, Pavilion visitors place Canada second and France third.



Nevertheless, both absolutely and relatively, some erosion in these enhanced attitudes towards Canada among Canadian Pavilion visitors had already occurred by the time the last telephone survey took place, that is, following the close of Expo.

In general, attitudes that involve more abstract concepts - for example, Canada's role as a Pacific Rim nation - show the most erosion and those likely more relevant for the man in the street - for example, vacation appeal - show less erosion.

This, of course, is only to be expected. However, it must also be expected that the erosion will continue and will doubtless eat away at changes that have resisted thus far, if no reinforcement is provided.

The preceding comments relate to the impact of the Pavilion on those who visited it. In fact, its impact did not reach beyond these visitors and there has been no evident effect on attitudes towards Canada among the general public.

Such an effect might conceivably have resulted from media coverage, word of mouth, and so on; however, it did not and, realistically, it must be said that any such effect would have required a quite extraordinary impact from the Pavilion and its associated media coverage.

In conclusion, on those directly exposed to it, the Pavilion has had a clear positive impact. However, consideration must be given to ways of achieving the longer term reinforcement of these new attitudes. Without this reinforcement, and with the passage of time, they will ultimately erode, possibly to the point of complete dissipation.





DETAILED RESULTS



Q



This final report is organized in two sections.

The first section reviews attitudes towards Canada among those who did as compared with those who did not visit the Canadian Pavilion in the total population of the three cities surveyed.¹

The analysis is then placed in the context of attitudes prevailing as people left Expo - in other words, it attempts to indicate to what extent initial attitude changes have held up, at least in the short term.

The second section looks at attitudes as a whole and attempts to determine if there has been any 'rub-off' on the population as a whole from publicity about Canada attendant on the Canadian Pavilion.

¹that is, irrespective of whether or not they visited Expo; a visitor to Expo who did not go to the Canadian Pavilion is the equivalent of not having been to Expo for our purposes.



VISITORS VERSUS NON-VISITORS

33% of everyone in the three Australia cities surveyed had been to Expo by its close. Note, however, that this will represent an over-estimate for the country as a whole, since Brisbane is included in this three city total.

Visited Expo

Sydney	18%
Melbourne	29%
Brisbane	87%

Of these visitors, 77% claim to have visited the Canadian Pavilion - a rather higher proportion than indicated by the last exit survey conducted at the Exhibition site which reported two-thirds had visited the Pavilion. Thus, about a quarter of the population of these three Australia cities has been exposed to Canada through the Canadian Pavilion.

This fairly high proportion of visitors to the Canadian Pavilion yields quite reasonable base numbers for the purposes of analysis, 172 visitors, 349 non-visitors.

When the data are compared for these two segments, we see clear differences in attitude.

In essence, the changed impressions of Canada that visitors to Expo and the Canadian Pavilion took with them as they left the site seem to have been maintained, at least in the short term.



Canada's Ranking

	<u>Post Expo Telephone Survey</u>		<u>On-site Surveys: Canadian Pavilion Visitors</u>
	<u>Visited Canadian Pavilion</u>	<u>Did Not Visit Canadian Pavilion</u>	
<u>High Technology Achievements</u>			
U.K.	3.0	3.1	3.4
France	2.5	2.9	2.1
CANADA	2.5 *	2.2	2.7****
Italy	2.0	1.8	1.8
<u>Industrial Development</u>			
U.K.	3.3	3.3	3.2
France	2.2	2.4	2.4
CANADA	2.5	2.4	2.4
Italy	2.0	1.8	2.0
<u>High Quality Sporting Equipment</u>			
U.K.	2.3	2.6	2.2
France	2.4	2.6	2.3
CANADA	2.8 ****	2.2	3.1****
Italy	2.6	2.7	2.4
<u>Vacation Appeal</u>			
U.K.	2.5	2.5	2.5
France	2.2	2.5	2.3
CANADA	3.0	2.8	3.2**
Italy	2.4	2.3	2.0
<u>Knowledge About Country</u>			
U.K.	3.4	3.6	2.9
France	2.1	2.3	2.7
CANADA	2.4 **	2.1	2.4
Italy	2.0	2.1	2.0

*Difference significant at 90% level of confidence.

**Difference significant at 95% level of confidence.

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



- . The visitor to Canada's Pavilion has retained a much stronger sense that Canada is an exciting country, one that would be interesting to visit for a vacation.
- . He or she also has a greater sense of knowing something about Canada - although it should be noted that this feeling is still not strongly developed.
- . Visitors to Canada's Pavilion also acquired and kept a more positive image of Canada as a country with high technological achievements.
- . Finally, they also have a stronger sense of Canada as a manufacturer of quality products and high quality sporting equipment.

On the other hand:

- . Any strengthening of perceptions that Canada plays a significant role in is South Pacific or is a particular friend of Australia seem to have been no more than fleeting impressions. Whereas we did see a positive movement in that regard as visitors exited Expo, these perceptions have eroded to a degree that the difference between visitors and non visitors, although still apparent in an absolute sense, is no longer statistically significant.

²Note that the on-site survey results opposite are shown in terms of the difference in ratings between visitors and non visitors to the Canadian Pavilion, together with the level of statistical significance attaching to that difference. As shown, the difference is always positive in the direction of visitors.



Canada's Rating

	<u>Post Expo Telephone Survey</u>			<u>On-Site Surveys: Difference Between Visitors & Non Visitors to Pavilion²</u>
	<u>Visited Canadian Pavilion</u>	<u>Did Not Visit Canadian Pavilion</u>		
High Level of Technology	7.1	**	6.6	+0.6****
Level of Manufacturing	6.2		6.0	+0.4****
Quality Products	7.1	**	6.6	+0.2
Leisure Activities	8.1	****	7.4	+0.4**
Exciting Country	7.9	***	7.2	+0.2
Vacation Appeal	8.4	****	7.4	+0.5****
Role in Pacific	4.7		4.2	+0.8****
Close Friend of Australia	7.7		7.3	+0.3**
Similar to U.S.	6.9		6.6	+0.5****
Level of Knowledge about Canada	5.9	***	5.1	+0.3***

**Difference significant at 95% level of confidence.

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

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



The two tables, which show views of visitors versus non-visitors from this post Expo telephone survey, compared with results among Pavilion visitors as they left Expo, clearly show the general maintenance of most impressions but some erosion on this last more abstract issue.

It may also be relevant to note that the areas where the biggest shifts in attitude have been maintained are:

- . Leisure activities and vacation appeal;
- . Knowledge about Canada

Although statistically significant differences with respect to manufacturing capabilities and technological achievements are still in evidence, the size of the difference has declined.

In other words, it seems that there is a hierarchy with respect to how firmly the new attitudes have become entrenched, a hierarchy that arguably runs from the most concrete and easily grasped through to the most abstract.

Finally, it should again be pointed out that, as an exhibit, the Canadian Pavilion received very high marks all round. More detail in this regard will be found in the on-site survey reports, particularly the last one, however, in brief, Canada's exhibit attracted a higher percentage of visitors and a higher evaluation among those visitors than did any of the European exhibits evaluated. Its only drawback was the size of the line up to gain entry and for most Australians visiting Expo who did not go to the Canadian Pavilion, this was the principal deterrent.



Canada's Ranking: Non Pavilion Visitors

	<u>Pre Expo '88</u>	<u>Post Expo '88</u>
	<u>Total Sample</u>	<u>Non Pavilion</u> <u>Visitors</u>
<u>High Technology Achievements</u>		
U.K.	3.1	3.1
France	2.9	2.9
CANADA	2.4	2.2
Italy	1.7	1.8
<u>Industrial Development</u>		
U.K.	3.3	3.3
France	2.4	2.4
CANADA	2.5	2.4
Italy	1.8	1.8
<u>High Quality Sporting Equipment</u>		
U.K.	2.7	2.6
France	2.5	2.6
CANADA	2.3	2.2
Italy	2.5	2.7
<u>Vacation Appeal</u>		
U.K.	2.6	2.5
France	2.4	2.5
CANADA	2.8	2.8
Italy	2.3	2.3
<u>Knowledge About Country</u>		
U.K.	3.5	3.6
France	2.3	2.3
CANADA	2.1	2.1
Italy	2.1	2.1



THE POPULATION NOT EXPOSED TO CANADA'S PAVILION

This section of the report is further divided into two parts.

It looks first at the general attitudes towards Canada prevailing prior to the beginning of Expo and compares these with attitudes at the end of Expo among those who did not visit the Canadian Pavilion; that is, are any attitude changes evident that can be attributed to influences other than direct exposure to the Pavilion?

It closes with a review of total attitudes in the three cities pre and post Expo and asks the question: to what extent can attitudes as a whole be said to have changed as a consequence of Expo?

It can be stated without reservation that attitudes towards Canada in the population not exposed to the Pavilion have not shifted in the slightest degree on any of the attributes measured.*

These attitudes may be summarized as follows:

- . Australians have a reasonably strong image of Canada as an exciting country with plenty of leisure activities and quite high appeal as a holiday destination.

*Common sense suggests that the apparent shift on 'like the U.S.' be disregarded as an example of the one chance in twenty that a non-significant result appears significant.



Canada's Rating: Non Pavilion Visitors

	<u>Pre Expo '88</u>	<u>Post Expo '88</u>
	<u>Total Sample</u>	<u>Non Pavilion Visitors</u>
High Level of Technology	6.6	6.6
Level of Manufacturing	6.0	6.0
Quality Products	6.6	6.6
Leisure Activities	7.4	7.4
Exciting Country	7.3	7.2
Vacation Appeal	7.3	7.4
Role in Pacific	4.0	4.2
Close Friend of Australia	7.3	7.3
Similar to U.S.	7.1	6.6
Level of Knowledge about Canada	5.0	5.1



- . They do tend to see Canada as a friend of Australia, but also as quite similar to the U.S. and definitely not as playing a role in the Pacific.
- . Their perception of Canada's manufacturing and technological status is best described as "middling" and, in particular, Canada is not seen as a country with a strong manufacturing base.

Finally, Australians do not feel at all knowledgeable about Canada.

THE ENTIRE POPULATION

Finally the tables opposite and overleaf indicate that the changes in attitude apparent among visitors to Canada's Pavilion are insufficiently large or widespread to have a detectable effect on attitudes among the population as a whole.

Although there are some absolute changes, none is large enough to reach an acceptable level of statistical significance and enable us to state that real changes have occurred.

As we know that attitudes among visitors have changed, it can be argued there is a degree of artificiality in these totals.

However, there are two grounds for presenting these total results.

The first is simply for completeness. The second is to demonstrate that, despite the clear changes in attitude that have occurred among Australians who were at Expo, the relatively small proportion of such visitors, (that is, one quarter) results in their changes in attitude effectively being "swamped" when taken together with attitudes of the remaining population.



Canada's Ranking: Australians As A Whole*

	<u>Pre Expo '88</u>	<u>Post Expo '88</u>
<u>High Technology Achievements</u>		
U.K.	3.1	3.1
France	2.9	2.8
CANADA	2.4	2.3
Italy	1.7	1.9
<u>Industrial Development</u>		
U.K.	3.3	3.3
France	2.4	2.4
CANADA	2.5	2.5
Italy	1.8	1.9
<u>High Quality Sporting Equipment</u>		
U.K.	2.7	2.5
France	2.5	2.6
CANADA	2.3	2.4
Italy	2.5	2.7
<u>Vacation Appeal</u>		
U.K.	2.6	2.5
France	2.4	2.4
CANADA	2.8	2.8
Italy	2.3	2.3
<u>Knowledge About Country</u>		
U.K.	3.5	3.5
France	2.3	2.2
CANADA	2.1	2.2
Italy	2.1	2.1

*Three cities



Canada's Rating: Australians As A Whole*

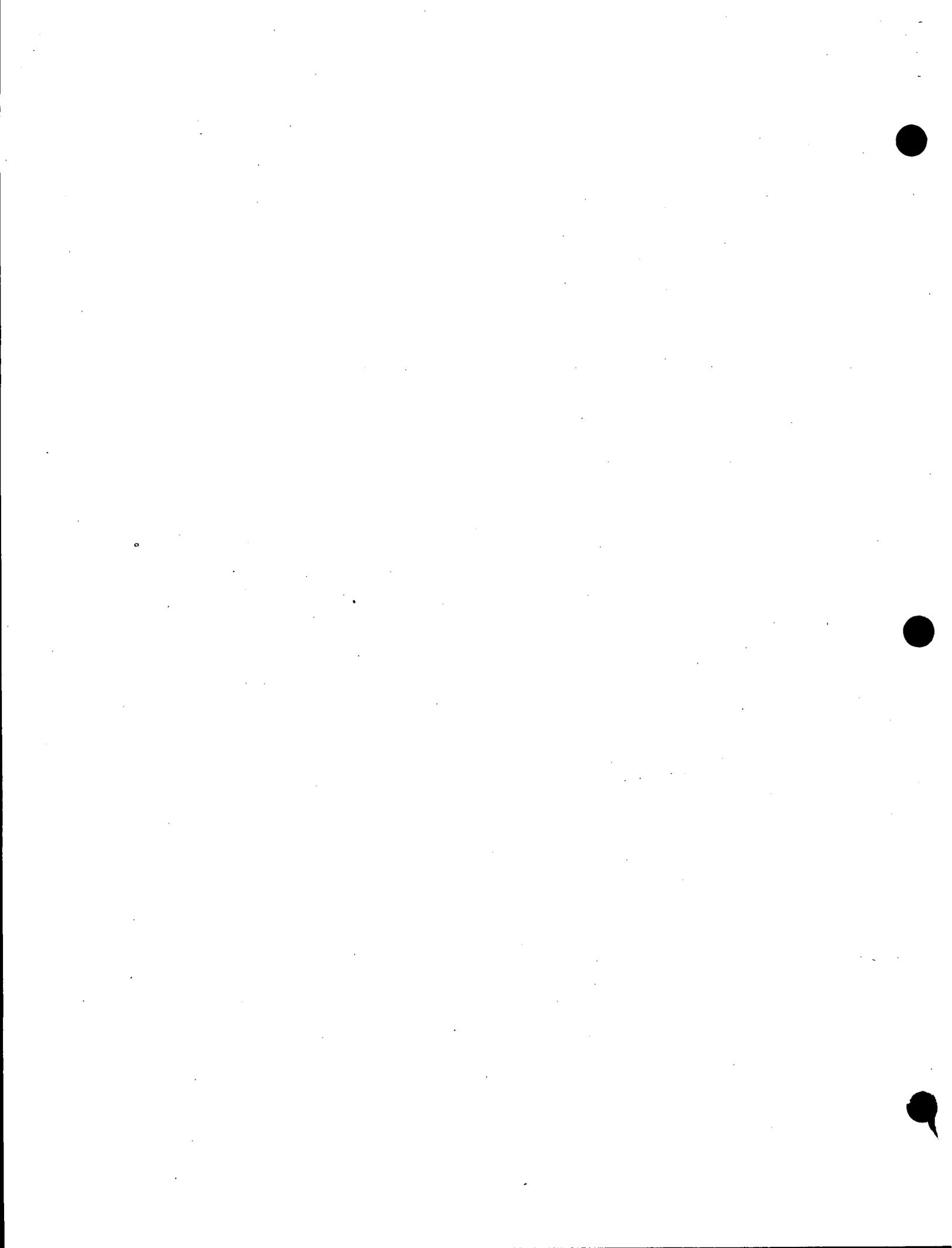
	<u>Pre Expo '88</u>	<u>Post Expo '88</u>
High Level of Technology	6.6	6.7
Level of Manufacturing	6.0	6.0
Quality Products	6.6	6.8
Leisure Activities	7.4	7.6
Exciting Country	7.3	7.4
Vacation Appeal	7.3	7.6
Role in Pacific	4.0	4.4
Close Friend of Australia	7.3	7.4
Similar to U.S.	7.1	6.7
Level of Knowledge about Canada	5.0	5.3

*Three cities



METHODOLOGY





Each wave of telephone interviewing has been conducted among adults 18 years and over living in the Metropolitan centres of Sydney, Melbourne and Brisbane, with the total sample in each case equally split between the three centres:

	<u>Wave I</u>	<u>Wave II</u>	<u>Wave III</u>
Sydney	169	169	173
Melbourne	166	171	179
Brisbane	167	169	169

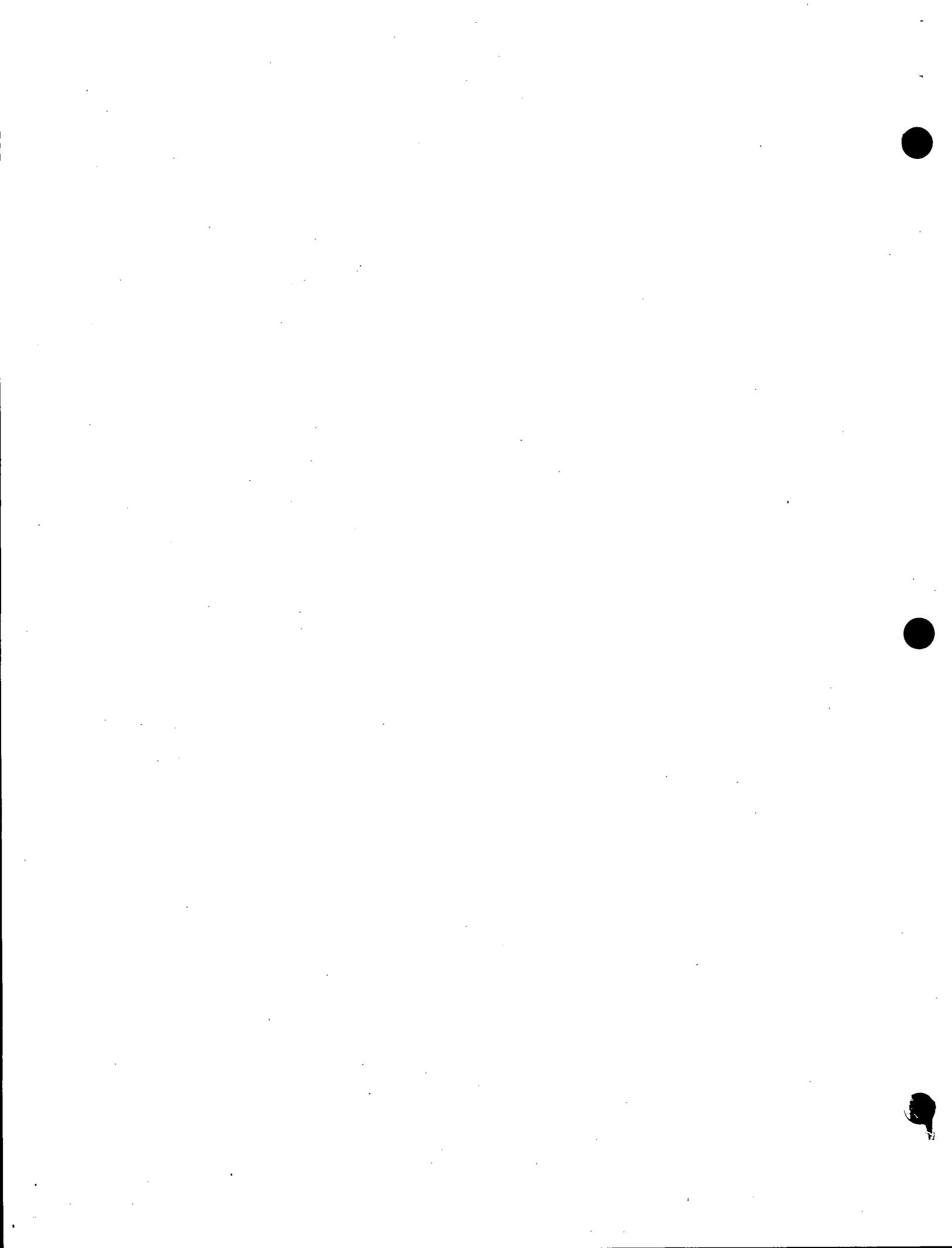
with weights applied at the data generation stage such that each city is represented in proportion to its contribution to the actual adult population of the three cities combined:

Sydney	46%
Melbourne	39%
Brisbane	15%

All interviewing was conducted in a central location fully monitored facility in each city using a CATI (Computer Assisted Telephone Interviewing) system. The sample frame in each case was the White Pages of the area telephone directory and systematically selected numbers were entered directly into the CATI system; this system then randomly generated the sample to be contacted, managing and re-presenting the non-contacted numbers for up to four recalls at appropriate intervals.

Quota controls by age group within sex based on Australian Census Bureau population data were imposed to ensure a representative sample and inter-wave comparability.





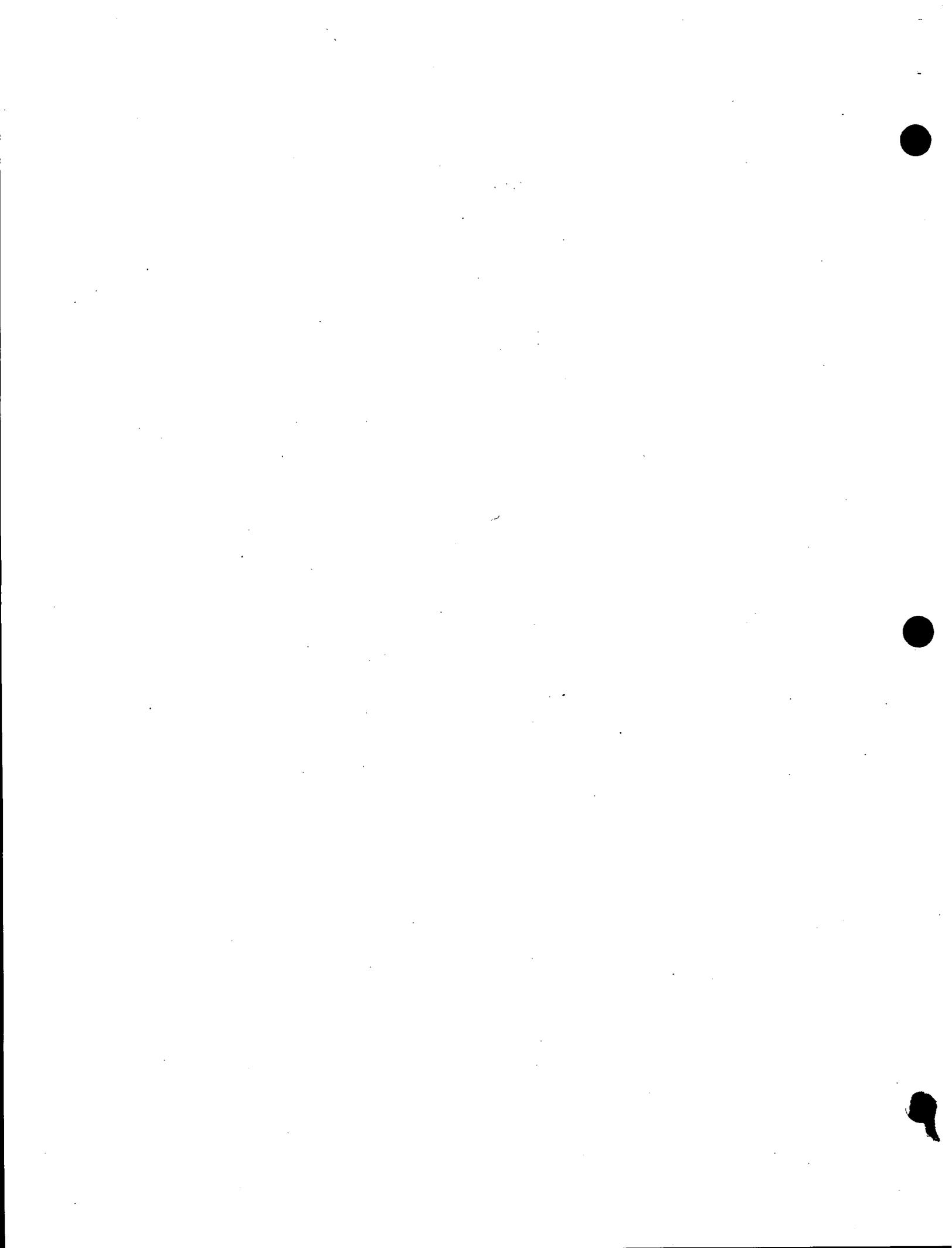
The contact record follows:

	<u>Wave I</u>		
	<u>Brisbane</u>	<u>Sydney</u>	<u>Melbourne</u>
No answer	77	56	84
Respondent not available	2	-	2
Refused	124	212	242
Refused part way	36	57	65
Outside quota	160	210	176
Complete	167	169	166

	<u>Wave II</u>		
	<u>Brisbane</u>	<u>Sydney</u>	<u>Melbourne</u>
No answer	98	55	80
Respondent not available	11	2	4
Refused	149	251	266
Refused part way	35	45	56
Outside quota	149	259	130
Complete	169	169	171

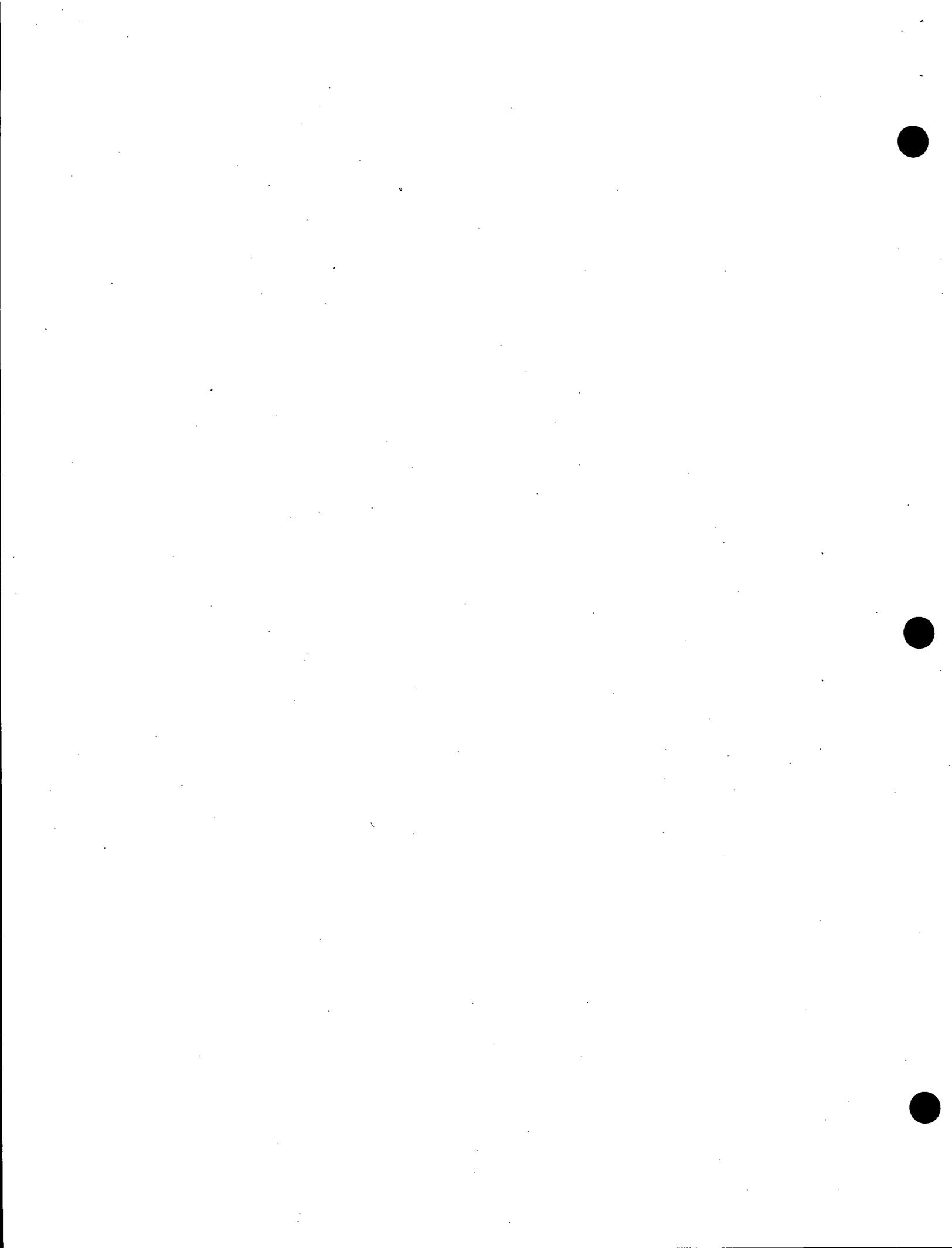
	<u>Wave III</u>		
	<u>Brisbane</u>	<u>Sydney</u>	<u>Melbourne</u>
No answer	50	85	78
Respondent not available	4	9	9
Refused	154	182	153
Refused part way	55	41	13
Outside quota	367	195	123
Complete	169	173	179





COMPUTER PRINTOUT





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4	7	Q2. Ranking of countries for being a source of high quality sporting equipment	Base: All Respondents
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24	34	Q7. So far as you're aware, does Canada have a pavilion at Expo 88?	Base: Respondents who have not visited Expo
25	35	Classification Data	Base: All Respondents

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL (n/w)	521	252	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169	
	521	252	269	140	200	181	69	112	109	99	175	64	134	9	133	388	173	179	169	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
U.K.																				
First	(4)	288	131	156	72	111	105	41	61	56	58	97	42	62	4	72	215	95	97	99
		55%	52%	58%	51%	55%	58%	60%	55%	51%	59%	55%	65%	46%	52%	54%	56%	55%	54%	59%
Second	(3)	106	57	49	38	40	28	15	29	25	21	36	10	34	2	30	76	37	35	32
		20%	23%	18%	27%	20%	15%	22%	26%	23%	21%	21%	16%	26%	26%	23%	20%	21%	20%	19%
Third	(2)	69	34	35	17	28	24	5	13	18	12	27	4	21	0	21	48	25	21	22
		13%	13%	13%	12%	14%	13%	7%	11%	17%	12%	15%	7%	16%	6%	16%	12%	14%	12%	13%
Fourth	(1)	33	20	13	9	13	11	4	6	7	7	11	3	11	-	7	26	10	11	15
		6%	8%	5%	6%	7%	6%	5%	5%	6%	7%	6%	4%	8%	-	5%	7%	6%	6%	9%
Don't know		26	10	16	5	8	13	4	3	3	1	5	5	5	1	3	22	6	15	1
		5%	4%	6%	4%	4%	7%	6%	2%	3%	1%	3%	8%	4%	16%	3%	6%	3%	8%	1%
MEAN		3.31	3.24	3.37	3.28	3.29	3.35	3.45	3.34	3.22	3.32	3.29	3.54	3.15	3.55	3.29	3.31	3.30	3.33	3.28
STD. DEV.		.95	.98	.91	.91	.96	.96	.86	.88	.95	.95	.94	.82	.98	.62	.92	.95	.93	.94	1.00
STD. ERR.		.042	.063	.057	.077	.069	.074	.105	.082	.091	.096	.074	.108	.085	.206	.071	.053	.072	.073	.077
FRANCE																				
First	(4)	58	37	21	19	19	21	9	8	16	13	26	6	11	2	12	46	15	24	22
		11%	15%	8%	13%	10%	11%	13%	7%	14%	14%	15%	10%	8%	19%	9%	12%	9%	13%	13%
Second	(3)	174	92	82	44	74	55	24	35	37	37	59	26	46	1	40	134	54	63	59
		33%	36%	30%	32%	37%	31%	34%	31%	34%	37%	34%	40%	34%	17%	30%	35%	31%	35%	35%
Third	(2)	159	71	88	49	60	50	17	41	31	36	63	13	41	1	45	114	58	48	52
		31%	28%	33%	35%	30%	28%	25%	37%	28%	36%	36%	20%	31%	16%	34%	29%	34%	27%	31%
Fourth	(1)	99	37	62	24	38	37	15	22	21	12	22	14	30	3	32	67	38	27	34
		19%	15%	23%	17%	19%	21%	22%	20%	19%	12%	12%	23%	22%	32%	24%	17%	22%	15%	20%
Don't know		26	10	16	5	8	13	4	3	3	1	5	5	5	1	3	22	6	15	1
		5%	4%	6%	4%	4%	7%	6%	2%	3%	1%	3%	8%	4%	16%	3%	6%	3%	8%	1%
MEAN		2.39	2.54	2.25	2.43	2.39	2.36	2.41	2.27	2.46	2.53	2.53	2.39	2.29	2.27	2.24	2.44	2.28	2.52	2.41
STD. DEV.		.94	.94	.92	.93	.91	.97	.99	.88	.97	.88	.90	.97	.92	1.19	.93	.94	.92	.94	.96
STD. ERR.		.042	.060	.058	.080	.066	.076	.121	.082	.093	.088	.070	.127	.080	.395	.072	.052	.071	.074	.074

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Homemaker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
TOTAL (n/w wt.)	521 521 100%	252 252 100%	269 269 100%	142 140 100%	200 200 100%	179 181 100%	71 69 100%	118 112 100%	114 109 100%	100 99 100%	168 175 100%	62 64 100%	138 134 100%	10 9 100%	172 133 100%	349 388 100%	173 173 100%	179 179 100%	169 169 100%
CANADA																			
First	(4) 109 21%	45 18%	63 23%	32 23%	41 20%	36 20%	13 20%	30 27%	22 20%	18 18%	31 18%	7 11%	40 30%	1 13%	32 24%	77 20%	41 24%	31 17%	36 21%
Second	(3) 129 25%	46 18%	83 31%	39 28%	42 21%	48 26%	18 26%	23 21%	31 28%	25 25%	45 26%	12 19%	33 24%	3 35%	38 29%	91 23%	47 27%	37 21%	47 28%
Third	(2) 123 24%	66 26%	57 21%	32 23%	54 27%	37 21%	16 23%	30 27%	25 23%	23 23%	43 24%	21 33%	26 19%	1 17%	25 19%	98 25%	37 21%	46 26%	43 25%
Fourth	(1) 128 25%	79 32%	49 18%	32 23%	54 27%	42 23%	17 25%	24 21%	27 25%	32 33%	50 29%	18 28%	29 21%	2 19%	34 26%	94 24%	40 23%	47 26%	42 25%
Don't know	26 5%	10 4%	16 6%	5 4%	8 4%	13 7%	4 6%	3 2%	3 3%	1 1%	5 3%	5 8%	5 4%	1 16%	3 3%	22 6%	6 3%	15 8%	1 1%
MEAN	2.45	2.24	2.64	2.52	2.36	2.48	2.42	2.55	2.45	2.29	2.34	2.14	2.66	2.51	2.52	2.42	2.54	2.32	2.46
STD. DEV.	1.10	1.11	1.06	1.09	1.11	1.10	1.10	1.12	1.09	1.11	1.09	.99	1.14	1.01	1.13	1.09	1.11	1.09	1.08
STD. ERR.	.050	.072	.066	.093	.080	.086	.134	.105	.104	.111	.085	.131	.100	.336	.087	.061	.086	.086	.084
ITALY																			
First	(4) 41 8%	28 11%	13 5%	13 9%	21 11%	6 3%	1 2%	10 9%	12 11%	9 9%	17 10%	4 7%	16 12%	-	14 11%	26 7%	16 9%	12 7%	11 7%
Second	(3) 84 16%	45 18%	40 15%	13 10%	36 18%	35 19%	8 12%	21 18%	14 12%	15 15%	30 17%	11 17%	16 12%	0 6%	22 17%	62 16%	28 16%	28 16%	30 18%
Third	(2) 138 26%	65 26%	72 27%	38 27%	49 24%	51 28%	27 39%	23 21%	30 28%	27 28%	37 21%	20 31%	39 29%	4 45%	37 28%	100 26%	45 26%	46 26%	50 30%
Fourth	(1) 228 44%	100 40%	129 48%	71 50%	86 43%	72 40%	28 41%	55 49%	49 45%	46 47%	87 49%	23 35%	58 43%	3 33%	56 42%	173 45%	77 45%	76 42%	76 45%
Don't know	26 5%	10 4%	16 6%	5 4%	8 4%	13 7%	4 6%	3 2%	3 3%	1 1%	5 3%	5 8%	5 4%	1 16%	3 3%	22 6%	6 3%	15 8%	1 1%
MEAN	1.87	2.00	1.75	1.77	1.96	1.85	1.72	1.86	1.90	1.86	1.86	1.95	1.92	1.67	1.97	1.84	1.90	1.85	1.86
STD. DEV.	.98	1.04	.90	.98	1.04	.88	.75	1.02	1.03	.98	1.03	.94	1.03	.59	1.02	.96	1.00	.96	.94
STD. ERR.	.044	.067	.056	.083	.075	.069	.092	.095	.098	.099	.080	.125	.089	.198	.079	.053	.078	.075	.072

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Homemaker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
TOTAL (n/w)	518 517 100%	250 249 100%	268 268 100%	141 139 100%	200 200 100%	177 178 100%	71 69 100%	118 112 100%	114 109 100%	100 99 100%	168 175 100%	62 64 100%	136 131 100%	10 9 100%	172 133 100%	346 383 100%	170 170 100%	179 179 100%	169 169 100%
U.K.																			
First	(4) 214 41%	116 47%	98 37%	48 35%	81 40%	85 48%	28 41%	49 44%	44 41%	40 40%	69 40%	25 39%	51 39%	4 46%	47 35%	167 44%	72 42%	74 41%	66 39%
Second	(3) 145 28%	72 29%	74 28%	44 32%	60 30%	40 23%	19 27%	26 23%	35 32%	32 32%	61 35%	18 27%	34 26%	3 30%	46 35%	99 26%	49 29%	46 26%	54 32%
Third	(2) 91 18%	36 15%	54 20%	27 19%	39 19%	25 14%	12 18%	24 21%	22 20%	17 18%	27 16%	15 23%	27 21%	- -	23 17%	68 18%	33 19%	28 16%	29 17%
Fourth	(1) 39 8%	18 7%	21 8%	19 13%	12 6%	9 5%	3 5%	9 8%	6 5%	7 7%	13 7%	2 2%	16 12%	2 24%	13 10%	26 7%	11 6%	13 7%	19 11%
Don't know	28 5%	7 3%	21 8%	1 1%	8 4%	19 10%	7 10%	5 4%	3 2%	3 3%	5 3%	5 8%	3 2%	- -	4 3%	23 6%	5 3%	18 10%	1 1%
MEAN	3.09	3.18	3.01	2.88	3.10	3.27	3.14	3.07	3.11	3.08	3.09	3.13	2.94	2.97	2.99	3.13	3.10	3.12	2.99
STD. DEV.	.97	.94	.98	1.03	.93	.92	.92	1.00	.91	.94	.93	.88	1.05	1.20	.97	.96	.94	.97	1.01
STD. ERR.	.043	.060	.062	.087	.067	.072	.114	.094	.086	.096	.073	.115	.091	.378	.075	.053	.074	.076	.078
FRANCE																			
First	(4) 154 30%	82 33%	73 27%	51 37%	62 31%	41 23%	20 29%	34 30%	31 28%	33 33%	57 33%	26 40%	40 30%	3 30%	29 22%	125 33%	51 30%	53 30%	51 30%
Second	(3) 144 28%	81 33%	62 23%	31 22%	59 30%	53 30%	18 27%	25 22%	36 33%	33 33%	49 28%	14 22%	38 29%	- -	34 25%	110 29%	43 25%	52 29%	54 32%
Third	(2) 122 24%	56 23%	66 25%	39 28%	45 22%	39 22%	14 20%	29 26%	26 24%	19 20%	42 24%	10 16%	37 28%	3 35%	42 32%	80 21%	47 28%	35 20%	38 22%
Fourth	(1) 66 13%	23 9%	44 16%	18 13%	23 12%	26 15%	10 14%	18 16%	13 12%	10 10%	21 12%	9 14%	14 11%	2 19%	24 18%	43 11%	24 14%	19 11%	25 15%
Don't know	28 5%	7 3%	21 8%	1 1%	8 4%	19 10%	7 10%	5 4%	3 2%	3 3%	5 3%	5 8%	3 2%	- -	4 3%	23 6%	5 3%	18 10%	1 1%
MEAN	2.79	2.92	2.67	2.84	2.85	2.68	2.78	2.71	2.81	2.93	2.84	2.96	2.80	2.49	2.53	2.89	2.73	2.87	2.78
STD. DEV.	1.04	.97	1.08	1.06	1.01	1.03	1.07	1.09	.99	.98	1.03	1.10	1.00	1.19	1.03	1.02	1.05	1.01	1.04
STD. ERR.	.047	.062	.069	.090	.073	.081	.132	.103	.094	.100	.081	.144	.087	.396	.080	.057	.082	.080	.080

Q2: RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof-essional	White Col-lar	Blue Col-lar	Home-maker	Cana-dian Pavi-lion	Not Cana-dian Pavi-lion	Syd-ney	Melb-ourne	Bris-bane
TOTAL (n/w wt.)	518 517 100%	250 249 100%	268 268 100%	141 139 100%	200 200 100%	177 178 100%	71 69 100%	118 112 100%	114 109 100%	100 99 100%	168 175 100%	62 64 100%	136 131 100%	10 9 100%	172 133 100%	346 383 100%	170 170 100%	179 179 100%	169 169 100%
CANADA																			
First	(4) 73 14%	24 10%	48 18%	27 20%	27 13%	19 10%	9 13%	10 9%	20 18%	11 12%	30 17%	3 5%	22 17%	0 6%	31 23%	41 11%	27 16%	22 12%	22 13%
Second	(3) 127 25%	50 20%	78 29%	41 30%	45 22%	42 23%	15 22%	34 31%	17 16%	24 25%	36 21%	19 29%	37 29%	6 70%	30 23%	97 25%	50 29%	34 19%	42 25%
Third	(2) 147 28%	78 31%	68 26%	41 29%	56 28%	50 28%	19 27%	26 23%	30 28%	32 33%	60 35%	13 21%	33 25%	2 19%	33 24%	114 30%	42 25%	56 31%	54 32%
Fourth	(1) 139 27%	90 36%	50 19%	29 21%	61 31%	50 28%	18 27%	35 32%	36 33%	28 28%	43 24%	24 38%	36 27%	0 6%	34 25%	106 28%	47 28%	45 25%	50 30%
Don't know	28 5%	7 3%	21 8%	1 1%	8 4%	19 10%	7 10%	5 4%	3 2%	3 3%	5 3%	5 8%	3 2%	-	4 3%	23 6%	5 3%	18 10%	1 1%
MEAN	2.27	2.04	2.51	2.48	2.20	2.18	2.24	2.19	2.20	2.20	2.31	2.01	2.35	2.76	2.46	2.21	2.34	2.21	2.21
STD. DEV.	1.03	.99	1.03	1.03	1.04	1.00	1.04	1.01	1.12	.99	1.04	.97	1.06	.64	1.12	.99	1.06	1.01	1.01
STD. ERR.	.047	.063	.065	.087	.076	.079	.130	.095	.106	.100	.081	.127	.093	.202	.087	.055	.082	.081	.078
ITALY																			
First	(4) 52 10%	23 9%	29 11%	13 9%	22 11%	18 10%	5 8%	14 12%	11 10%	12 12%	14 8%	5 8%	18 14%	2 19%	22 16%	31 8%	18 11%	12 7%	29 17%
Second	(3) 72 14%	41 16%	32 12%	23 16%	25 12%	24 14%	10 15%	21 19%	17 16%	7 7%	24 14%	9 13%	19 15%	-	18 14%	54 14%	24 14%	27 15%	18 11%
Third	(2) 122 24%	69 28%	53 20%	30 22%	49 25%	43 24%	16 24%	28 25%	26 24%	27 27%	39 22%	21 33%	30 23%	3 30%	30 23%	91 24%	41 24%	38 21%	47 28%
Fourth	(1) 237 46%	109 44%	128 48%	72 52%	93 46%	73 41%	29 42%	43 39%	50 46%	51 51%	92 53%	24 38%	60 46%	3 35%	57 43%	180 47%	81 48%	80 45%	74 44%
Don't know	28 5%	7 3%	21 8%	1 1%	8 4%	19 10%	7 10%	5 4%	3 2%	3 3%	5 3%	5 8%	3 2%	-	4 3%	23 6%	5 3%	18 10%	1 1%
MEAN	1.87	1.90	1.84	1.83	1.87	1.92	1.87	2.04	1.90	1.78	1.76	1.90	1.97	2.03	2.03	1.82	1.87	1.82	2.01
STD. DEV.	1.03	.99	1.06	1.02	1.03	1.03	.99	1.06	1.03	1.02	.98	.94	1.10	1.15	1.13	.98	1.03	.98	1.11
STD. ERR.	.046	.064	.068	.086	.075	.082	.124	.100	.098	.103	.077	.123	.095	.382	.087	.055	.081	.078	.086

Q2. RANKING OF COUNTRIES FOR HOW MUCH YOU FEEL YOU KNOW ABOUT THEM

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
TOTAL (n/w)	520	252	268	142	200	178	71	118	114	100	168	62	138	10	172	348	173	178	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
U. K.																			
First	(4) 361 69%	177 70%	184 69%	83 59%	150 75%	128 71%	43 62%	82 73%	77 71%	70 71%	127 72%	47 73%	80 60%	8 89%	89 66%	272 70%	114 66%	126 71%	129 76%
Second	(3) 71 14%	27 11%	44 17%	24 17%	27 13%	20 11%	11 16%	9 8%	18 16%	17 17%	27 15%	8 13%	19 14%	1 11%	18 13%	53 14%	23 13%	28 16%	16 9%
Third	(2) 48 9%	25 10%	23 9%	16 12%	14 7%	18 10%	10 15%	10 9%	8 7%	9 9%	12 7%	6 10%	16 12%	-	13 10%	35 9%	17 10%	16 9%	14 8%
Fourth	(1) 25 5%	13 5%	11 4%	13 9%	4 2%	8 4%	4 6%	8 7%	5 4%	2 2%	7 4%	2 3%	12 9%	-	10 7%	15 4%	13 8%	2 1%	9 5%
Don't know	16 3%	10 4%	5 2%	4 3%	5 3%	6 3%	-	4 3%	2 2%	1 1%	3 2%	1 2%	7 5%	-	4 3%	11 3%	6 3%	6 3%	1 1%
MEAN	3.52	3.52	3.52	3.30	3.66	3.54	3.35	3.52	3.56	3.59	3.59	3.58	3.31	3.89	3.43	3.55	3.43	3.62	3.58
STD. DEV.	.86	.88	.83	1.01	.70	.85	.95	.94	.81	.73	.78	.79	1.02	.31	.95	.82	.96	.70	.86
STD. ERR.	.038	.057	.051	.086	.050	.065	.113	.087	.076	.073	.061	.101	.089	.099	.073	.044	.074	.053	.066
FRANCE																			
First	(4) 31 6%	10 4%	20 8%	8 6%	9 5%	14 8%	5 8%	5 5%	3 3%	5 5%	10 6%	6 9%	7 5%	0 6%	9 7%	21 6%	7 4%	16 9%	6 4%
Second	(3) 169 33%	93 37%	76 28%	41 29%	75 38%	53 30%	15 22%	37 33%	38 35%	42 42%	68 39%	21 33%	40 30%	2 19%	38 28%	131 34%	59 34%	56 31%	52 31%
Third	(2) 169 33%	76 30%	93 35%	45 32%	65 32%	60 33%	28 41%	35 31%	35 32%	26 26%	53 30%	17 26%	45 34%	2 19%	44 33%	125 32%	55 32%	54 30%	68 40%
Fourth	(1) 123 24%	58 23%	65 24%	41 29%	42 21%	41 23%	19 28%	31 28%	29 26%	24 25%	39 22%	17 27%	36 27%	3 41%	38 29%	85 22%	41 24%	42 24%	41 24%
Don't know	16 3%	10 4%	5 2%	4 3%	5 3%	6 3%	-	4 3%	2 2%	1 1%	3 2%	1 2%	7 5%	-	4 3%	11 3%	6 3%	6 3%	1 1%
MEAN	2.22	2.23	2.20	2.11	2.27	2.24	2.10	2.16	2.15	2.28	2.29	2.26	2.14	1.87	2.14	2.25	2.20	2.27	2.14
STD. DEV.	.89	.87	.91	.91	.85	.91	.90	.90	.86	.90	.88	.97	.88	.98	.92	.88	.87	.94	.83
STD. ERR.	.040	.056	.057	.078	.061	.070	.107	.084	.082	.090	.069	.126	.077	.326	.071	.049	.068	.073	.064

Q2. RANKING OF COUNTRIES FOR HOW MUCH YOU FEEL YOU KNOW ABOUT THEM

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof-essional	White Col-lar	Blue Col-lar	Home-maker	Can-a-dian Pavil-ion	Not Can-a-dian Pavil-ion	Syd-ney	Melb-ourne	Bris-bane	
TOTAL (n/w)	520	252	268	142	200	178	71	118	114	100	168	62	138	10	172	348	173	178	169	
	520	252	268	140	200	180	69	112	109	99	175	64	134	9	133	386	173	178	169	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CANADA																				
First	(4)	51 10%	21 8%	29 11%	17 12%	14 7%	19 11%	12 18%	6 5%	15 13%	12 12%	21 12%	3 5%	13 10%	0 6%	19 14%	32 8%	20 12%	12 7%	20 12%
Second	(3)	160 31%	79 31%	81 30%	46 33%	55 28%	59 33%	16 23%	44 40%	29 27%	30 30%	48 28%	21 33%	45 33%	2 22%	50 38%	110 28%	45 26%	57 32%	71 42%
Third	(2)	119 23%	64 25%	55 20%	30 22%	48 24%	40 22%	17 25%	29 26%	26 24%	22 22%	38 22%	21 32%	30 22%	2 24%	26 19%	93 24%	37 21%	46 26%	33 20%
Fourth	(1)	166 32%	74 29%	92 34%	40 29%	74 37%	52 29%	22 33%	29 26%	35 32%	34 35%	64 36%	17 26%	39 29%	3 32%	34 26%	132 34%	59 34%	57 32%	43 25%
Don't know		16 3%	10 4%	5 2%	4 3%	5 3%	6 3%	-	4 3%	2 2%	1 1%	3 2%	1 2%	7 5%	-	4 3%	11 3%	6 3%	6 3%	1 1%
MEAN		2.19	2.20	2.18	2.30	2.05	2.26	2.26	2.25	2.22	2.19	2.16	2.16	2.25	2.01	2.42	2.11	2.16	2.14	2.41
STD. DEV.		1.02	.98	1.05	1.03	.99	1.01	1.10	.92	1.06	1.05	1.06	.88	1.01	.95	1.03	1.00	1.06	.96	1.00
STD. ERR.		.045	.063	.065	.089	.071	.078	.132	.085	.101	.105	.083	.114	.088	.318	.080	.055	.083	.073	.077
ITALY																				
First	(4)	64 12%	33 13%	31 11%	28 20%	21 10%	15 8%	9 12%	15 13%	12 11%	11 11%	14 8%	7 12%	27 20%	-	12 9%	51 13%	26 15%	19 11%	13 8%
Second	(3)	99 19%	41 16%	58 22%	23 17%	36 18%	40 22%	25 37%	18 16%	20 18%	10 10%	29 16%	11 17%	24 18%	3 32%	24 18%	75 20%	36 21%	32 18%	28 17%
Third	(2)	154 30%	73 29%	81 30%	43 31%	64 32%	47 26%	12 17%	35 31%	36 33%	40 40%	67 38%	18 28%	35 27%	3 41%	46 35%	108 28%	52 30%	51 29%	52 31%
Fourth	(1)	176 34%	92 37%	84 31%	40 29%	71 36%	65 36%	22 32%	40 36%	37 34%	36 37%	60 34%	25 40%	40 30%	1 11%	47 35%	129 33%	48 28%	66 37%	74 44%
Don't know		16 3%	10 4%	5 2%	4 3%	5 3%	6 3%	-	4 3%	2 2%	1 1%	3 2%	1 2%	7 5%	-	4 3%	11 3%	6 3%	6 3%	1 1%
MEAN		2.10	2.06	2.14	2.29	2.03	2.03	2.31	2.08	2.08	1.95	1.98	2.01	2.31	2.25	2.01	2.13	2.25	2.02	1.88
STD. DEV.		1.03	1.05	1.01	1.10	1.00	.99	1.05	1.04	1.00	.96	.92	1.04	1.13	.67	.96	1.05	1.05	1.02	.95
STD. ERR.		.046	.068	.063	.095	.072	.077	.126	.097	.095	.097	.072	.134	.098	.224	.074	.058	.082	.078	.074

Q2. RANKING OF COUNTRIES FOR BEING A SOURCE OF HIGH QUALITY SPORTING EQUIPMENT

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof-essional	White Col-lar	Blue Col-lar	Home-maker	Can-a-dian Pavil-ion	Not Can-a-dian Pavil-ion	Syd-ney	Mel-bourne	Bris-bane	
TOTAL (n/w)	513	245	268	141	197	175	70	118	112	97	165	61	137	10	168	345	170	176	167	
	513	244	268	140	196	177	67	112	108	95	171	63	133	9	130	383	170	176	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
U.K.																				
First	(4)	97	50	47	31	26	40	13	21	24	18	31	16	26	1	17	80	34	29	37
		19%	21%	17%	22%	14%	23%	13%	19%	22%	19%	18%	26%	19%	16%	13%	21%	20%	16%	22%
Second	(3)	105	62	43	31	39	35	14	28	18	16	29	10	37	1	30	75	34	30	51
		20%	25%	16%	22%	20%	20%	21%	25%	16%	17%	17%	16%	28%	16%	23%	20%	20%	17%	31%
Third	(2)	116	53	62	28	58	30	15	20	37	24	43	16	31	2	34	81	44	33	37
		23%	22%	23%	20%	30%	17%	22%	18%	34%	25%	25%	25%	23%	24%	26%	21%	26%	19%	22%
Fourth	(1)	99	38	61	38	37	24	14	20	20	22	37	12	24	3	34	65	31	35	36
		19%	16%	23%	27%	19%	14%	21%	17%	19%	23%	22%	20%	18%	30%	26%	17%	18%	20%	22%
Don't know		95	41	55	13	35	47	11	24	9	15	31	8	16	1	14	81	27	49	6
		19%	17%	20%	9%	18%	27%	17%	21%	8%	16%	18%	13%	12%	13%	11%	21%	16%	28%	4%
MEAN		2.48	2.61	2.35	2.43	2.34	2.70	2.45	2.56	2.46	2.37	2.38	2.55	2.55	2.22	2.27	2.56	2.50	2.42	2.55
STD. DEV.		1.09	1.05	1.12	1.15	1.01	1.10	1.11	1.08	1.07	1.11	1.10	1.14	1.05	1.11	1.04	1.10	1.08	1.12	1.07
STD. ERR.		.053	.072	.075	.101	.078	.095	.144	.109	.105	.121	.093	.156	.094	.370	.084	.066	.090	.099	.085
FRANCE																				
First	(4)	91	44	47	28	37	25	11	21	24	17	31	16	24	3	19	71	33	31	21
		18%	18%	17%	20%	19%	14%	16%	19%	22%	18%	18%	25%	18%	30%	15%	19%	19%	18%	13%
Second	(3)	120	64	56	41	51	27	11	20	37	30	46	15	36	1	30	89	42	36	44
		23%	26%	21%	29%	26%	15%	16%	18%	34%	32%	27%	24%	27%	13%	23%	23%	25%	20%	26%
Third	(2)	129	62	67	39	50	41	16	29	26	23	39	18	31	2	40	90	43	36	62
		25%	25%	25%	28%	26%	23%	23%	26%	25%	24%	23%	28%	23%	27%	31%	23%	25%	20%	37%
Fourth	(1)	73	31	42	18	24	32	19	16	11	11	23	6	26	-	28	46	23	23	33
		14%	13%	16%	13%	12%	18%	28%	15%	10%	12%	14%	9%	19%	-	21%	12%	14%	13%	20%
Don't know		95	41	55	13	35	47	11	24	9	15	31	8	16	1	14	81	27	49	6
		19%	17%	20%	9%	18%	27%	17%	21%	8%	16%	18%	13%	12%	13%	11%	21%	16%	28%	4%
MEAN		2.55	2.60	2.50	2.64	2.63	2.36	2.24	2.53	2.75	2.66	2.61	2.75	2.49	3.04	2.35	2.63	2.60	2.60	2.33
STD. DEV.		1.02	.99	1.04	.98	.99	1.07	1.12	1.06	.94	.96	1.01	.99	1.05	.90	1.01	1.01	1.02	1.05	.95
STD. ERR.		.049	.069	.070	.086	.076	.094	.145	.108	.093	.105	.086	.134	.094	.318	.082	.061	.086	.093	.075

Q2. RANKING OF COUNTRIES FOR BEING A SOURCE OF HIGH QUALITY SPORTING EQUIPMENT

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL (n/w wt.)	513 513 100%	245 244 100%	268 268 100%	141 140 100%	197 196 100%	175 177 100%	70 67 100%	118 112 100%	112 108 100%	97 95 100%	165 171 100%	61 63 100%	137 133 100%	10 9 100%	168 130 100%	345 383 100%	170 170 100%	176 176 100%	167 167 100%	
CANADA																				
First	(4)	105 20%	46 19%	59 22%	35 25%	40 21%	29 16%	11 16%	21 19%	23 21%	21 22%	37 21%	5 9%	34 26%	2 22%	48 37%	57 15%	31 18%	31 18%	57 34%
Second	(3)	79 15%	25 10%	54 20%	18 13%	32 16%	29 17%	19 29%	17 16%	18 16%	7 8%	23 14%	12 19%	17 13%	0 6%	24 18%	55 14%	25 15%	27 15%	30 18%
Third	(2)	87 17%	44 18%	43 16%	36 25%	26 13%	25 14%	12 17%	22 20%	15 13%	22 23%	27 16%	13 20%	31 24%	2 19%	17 13%	69 18%	32 19%	26 15%	28 17%
Fourth	(1)	141 28%	85 35%	56 21%	37 26%	63 32%	42 23%	14 21%	26 23%	43 40%	31 32%	52 31%	24 37%	34 25%	2 24%	26 20%	115 30%	52 31%	42 24%	46 28%
Don't know		95 19%	41 17%	55 20%	13 9%	35 18%	47 27%	11 17%	24 21%	9 8%	15 16%	31 18%	8 13%	16 12%	1 13%	14 11%	81 21%	27 16%	49 28%	6 4%
MEAN		2.36	2.16	2.55	2.41	2.31	2.37	2.49	2.39	2.21	2.23	2.32	1.98	2.45	2.35	2.81	2.18	2.25	2.37	2.61
STD. DEV.		1.19	1.20	1.15	1.18	1.22	1.17	1.07	1.15	1.23	1.21	1.22	1.03	1.19	1.24	1.20	1.14	1.17	1.18	1.23
STD. ERR.		.058	.083	.078	.103	.094	.103	.139	.117	.121	.131	.104	.142	.106	.438	.097	.069	.099	.105	.097
ITALY																				
First	(4)	133 26%	71 29%	62 23%	33 24%	60 31%	40 23%	22 33%	25 22%	29 27%	28 29%	46 27%	18 29%	34 26%	2 19%	35 27%	98 26%	48 28%	39 22%	48 29%
Second	(3)	111 22%	51 21%	60 22%	36 26%	39 20%	35 20%	12 18%	23 20%	27 25%	26 28%	40 23%	19 30%	28 21%	3 35%	31 24%	79 21%	40 24%	34 19%	36 22%
Third	(2)	78 15%	40 16%	39 14%	24 17%	27 14%	28 16%	14 21%	16 14%	20 18%	11 12%	29 17%	7 11%	23 17%	-	24 18%	55 14%	21 12%	30 17%	33 20%
Fourth	(1)	97 19%	45 18%	51 19%	33 24%	37 19%	27 15%	9 13%	25 22%	24 22%	16 17%	25 14%	12 19%	33 24%	1 16%	27 21%	69 18%	34 20%	25 14%	45 27%
Don't know		95 19%	41 17%	55 20%	13 9%	35 18%	47 27%	11 17%	24 21%	9 8%	15 16%	31 18%	8 13%	16 12%	1 13%	14 11%	81 21%	27 16%	49 28%	6 4%
MEAN		2.67	2.71	2.63	2.55	2.75	2.68	2.84	2.55	2.61	2.81	2.77	2.78	2.54	2.80	2.63	2.69	2.71	2.68	2.54
STD. DEV.		1.15	1.15	1.14	1.14	1.17	1.11	1.10	1.17	1.14	1.11	1.09	1.11	1.18	1.07	1.14	1.15	1.16	1.10	1.18
STD. ERR.		.055	.079	.077	.100	.090	.096	.143	.118	.112	.120	.093	.150	.105	.379	.091	.069	.097	.098	.093

Q2. RANKING OF COUNTRIES FOR WHERE YOU WOULD MOST LIKE TO TAKE A HOLIDAY

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Homemaker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
TOTAL (n/w wt.)	516 516 100%	249 249 100%	267 267 100%	142 140 100%	198 198 100%	176 177 100%	70 67 100%	117 111 100%	114 109 100%	100 99 100%	168 175 100%	62 64 100%	137 133 100%	10 9 100%	172 133 100%	344 382 100%	172 172 100%	176 176 100%	168 168 100%
U.K.																			
First	(4) 124 24%	56 23%	68 26%	20 14%	44 22%	60 34%	13 20%	30 27%	23 21%	20 20%	44 25%	12 18%	25 19%	1 16%	29 22%	95 25%	37 22%	46 26%	45 27%
Second	(3) 124 24%	66 26%	58 22%	33 23%	49 25%	43 24%	15 22%	30 27%	31 28%	21 21%	35 20%	20 32%	38 29%	1 11%	35 26%	89 23%	43 25%	40 23%	42 25%
Third	(2) 127 25%	67 27%	59 22%	30 21%	63 32%	34 19%	14 21%	24 21%	32 29%	26 26%	51 29%	10 15%	34 26%	4 46%	38 28%	89 23%	44 26%	42 24%	39 23%
Fourth	(1) 136 26%	57 23%	78 29%	56 40%	41 21%	39 22%	25 38%	29 26%	23 21%	31 31%	45 26%	21 33%	35 26%	2 26%	31 23%	104 27%	47 27%	45 26%	42 25%
Don't know	5 1%	2 1%	3 1%	3 2%	1 1%	1 1%	-	-	-	1 1%	-	1 2%	1 1%	-	-	5 1%	1 1%	3 2%	-
MEAN	2.46	2.49	2.44	2.12	2.49	2.71	2.24	2.54	2.49	2.31	2.45	2.37	2.40	2.17	2.47	2.46	2.41	2.50	2.54
STD. DEV.	1.13	1.08	1.16	1.09	1.06	1.15	1.15	1.14	1.05	1.12	1.13	1.13	1.07	1.00	1.07	1.14	1.11	1.14	1.13
STD. ERR.	.050	.069	.071	.092	.075	.087	.138	.105	.098	.113	.087	.144	.092	.316	.082	.062	.085	.087	.087
FRANCE																			
First	(4) 90 17%	46 19%	44 16%	35 25%	29 15%	26 15%	13 20%	22 20%	14 13%	19 19%	33 19%	13 20%	27 20%	2 19%	17 13%	73 19%	28 16%	33 19%	30 18%
Second	(3) 158 31%	69 28%	90 34%	52 37%	53 27%	54 30%	24 36%	32 29%	25 23%	35 35%	61 35%	15 23%	41 31%	1 11%	35 26%	124 32%	62 36%	46 26%	44 26%
Third	(2) 129 25%	66 26%	63 24%	30 21%	56 28%	44 25%	12 18%	23 20%	42 38%	21 21%	43 25%	17 27%	29 22%	2 24%	36 27%	93 24%	37 22%	45 26%	57 34%
Fourth	(1) 127 25%	61 25%	66 25%	20 14%	59 30%	48 27%	17 26%	34 31%	26 24%	23 23%	36 21%	17 26%	35 26%	3 29%	46 34%	81 21%	42 24%	46 26%	36 21%
Don't know	5 1%	2 1%	3 1%	3 2%	1 1%	1 1%	-	-	-	1 1%	-	1 2%	1 1%	-	-	5 1%	1 1%	3 2%	-
MEAN	2.42	2.41	2.43	2.75	2.26	2.34	2.51	2.38	2.26	2.52	2.53	2.37	2.45	2.23	2.17	2.51	2.45	2.39	2.41
STD. DEV.	1.05	1.06	1.04	1.00	1.04	1.04	1.08	1.12	.97	1.05	1.02	1.09	1.09	1.15	1.04	1.04	1.04	1.08	1.02
STD. ERR.	.047	.068	.064	.085	.074	.080	.130	.103	.091	.106	.079	.141	.093	.384	.079	.057	.080	.083	.079

Q2. RANKING OF COUNTRIES FOR WHERE YOU WOULD MOST LIKE TO TAKE A HOLIDAY

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL (n/w)	516	249	267	142	198	176	70	117	114	100	168	62	137	10	172	344	172	176	168	
	516	249	267	140	198	177	67	111	109	99	175	64	133	9	133	382	172	176	168	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CANADA																				
First	(4)	218	112	106	62	88	68	33	44	50	41	65	27	56	5	64	154	74	71	75
		42%	45%	40%	44%	45%	38%	49%	40%	46%	41%	37%	43%	42%	59%	48%	40%	43%	40%	45%
Second	(3)	100	41	59	16	40	43	13	25	21	12	26	12	28	2	28	72	25	43	36
		19%	16%	22%	12%	20%	25%	19%	23%	20%	12%	15%	18%	21%	22%	21%	19%	15%	24%	21%
Third	(2)	89	40	48	32	24	33	12	24	13	25	34	12	25	1	19	70	30	30	28
		17%	16%	18%	23%	12%	19%	18%	21%	12%	25%	19%	19%	19%	13%	14%	18%	17%	17%	17%
Fourth	(1)	106	53	53	26	46	34	11	18	23	19	48	10	24	0	22	84	43	29	29
		21%	21%	20%	18%	23%	19%	16%	16%	22%	19%	28%	16%	18%	6%	17%	22%	25%	16%	17%
Don't know		5	2	3	3	1	1	-	-	-	1	-	1	1	-	5	1	3	-	
		1%	1%	1%	2%	1%	1%	-	-	-	1%	-	2%	1%	-	1%	1%	2%	-	
MEAN		2.84	2.86	2.82	2.84	2.86	2.82	3.00	2.86	2.90	2.78	2.62	2.91	2.88	3.35	3.01	2.78	2.76	2.90	2.93
STD. DEV.		1.18	1.21	1.16	1.19	1.22	1.14	1.13	1.11	1.20	1.19	1.24	1.14	1.15	.91	1.14	1.19	1.24	1.12	1.14
STD. ERR.		.052	.077	.071	.102	.086	.086	.136	.102	.113	.120	.096	.147	.098	.287	.087	.065	.095	.085	.088
ITALY																				
First	(4)	84	35	49	21	37	26	9	15	22	17	33	11	25	0	23	61	33	26	19
		16%	14%	18%	15%	19%	15%	13%	14%	20%	18%	19%	18%	19%	6%	17%	16%	19%	15%	11%
Second	(3)	125	69	56	36	55	35	16	24	30	30	52	15	25	5	35	90	41	42	45
		24%	28%	21%	25%	28%	20%	23%	22%	27%	30%	29%	23%	19%	56%	26%	24%	24%	24%	27%
Third	(2)	159	68	91	45	55	60	29	41	21	25	45	22	44	-	41	118	58	52	43
		31%	27%	34%	32%	28%	34%	43%	37%	19%	25%	26%	35%	33%	-	31%	31%	34%	30%	26%
Fourth	(1)	135	69	66	34	50	50	14	30	35	24	44	14	38	2	34	101	37	49	60
		26%	28%	25%	24%	26%	28%	20%	27%	32%	24%	25%	21%	29%	22%	26%	26%	22%	28%	36%
Don't know		5	2	3	3	1	1	-	-	-	1	-	1	1	-	5	1	3	-	
		1%	1%	1%	2%	1%	1%	-	-	-	1%	-	2%	1%	-	1%	1%	2%	-	
MEAN		2.31	2.29	2.34	2.33	2.40	2.21	2.29	2.22	2.36	2.42	2.42	2.38	2.27	2.53	2.35	2.30	2.41	2.27	2.14
STD. DEV.		1.04	1.03	1.05	1.02	1.06	1.03	.94	1.00	1.13	1.05	1.06	1.02	1.07	.96	1.04	1.04	1.03	1.04	1.03
STD. ERR.		.046	.066	.065	.087	.076	.079	.113	.092	.107	.106	.082	.132	.092	.319	.079	.057	.080	.080	.080

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
<u>U.K.</u>																			
ALL ANSWERING	495 100%	242 100%	253 100%	135 100%	192 100%	168 100%	64 100%	109 100%	105 100%	98 100%	170 100%	59 100%	129 100%	7 100%	130 100%	365 100%	167 100%	164 100%	168 100%
First	(4) 288 58%	131 54%	156 62%	72 53%	111 58%	105 62%	41 64%	61 56%	56 53%	58 59%	97 57%	42 71%	62 48%	4 62%	72 55%	215 59%	95 57%	97 59%	99 59%
Second	(3) 106 21%	57 24%	49 19%	38 28%	40 21%	28 16%	15 23%	29 27%	25 23%	21 21%	36 21%	10 17%	34 27%	2 32%	30 23%	76 21%	37 22%	35 21%	32 19%
Third	(2) 69 14%	34 14%	35 14%	17 12%	28 15%	24 14%	5 8%	13 12%	18 17%	12 12%	27 16%	4 7%	21 17%	0 7%	21 16%	48 13%	25 15%	21 13%	22 13%
Fourth	(1) 33 7%	20 8%	13 5%	9 6%	13 7%	11 7%	4 6%	6 5%	7 6%	7 7%	11 6%	3 5%	11 8%	-	7 5%	26 7%	10 6%	11 7%	15 9%
<u>FRANCE</u>																			
ALL ANSWERING	490 100%	238 100%	252 100%	135 100%	191 100%	164 100%	64 100%	107 100%	104 100%	98 100%	169 100%	59 100%	127 100%	7 100%	128 100%	361 100%	165 100%	162 100%	167 100%
First	(4) 58 12%	37 16%	21 8%	19 14%	19 10%	21 13%	9 14%	8 8%	16 15%	13 14%	26 15%	6 10%	11 8%	2 22%	12 9%	46 13%	15 9%	24 15%	22 13%
Second	(3) 174 35%	92 39%	82 32%	44 33%	74 39%	55 34%	24 37%	35 33%	37 35%	37 38%	59 35%	26 43%	46 36%	1 20%	40 31%	134 37%	54 33%	63 39%	59 35%
Third	(2) 159 32%	71 30%	88 35%	49 36%	60 31%	50 31%	17 27%	41 39%	31 30%	36 36%	63 37%	13 22%	41 32%	1 19%	45 35%	114 31%	58 35%	48 30%	52 31%
Fourth	(1) 99 20%	37 16%	62 24%	24 18%	38 20%	37 23%	15 23%	22 21%	21 20%	12 12%	22 13%	14 25%	30 23%	3 38%	32 25%	67 19%	38 23%	27 17%	34 20%
<u>CANADA</u>																			
ALL ANSWERING	489 100%	237 100%	252 100%	135 100%	191 100%	163 100%	64 100%	107 100%	104 100%	98 100%	169 100%	58 100%	127 100%	7 100%	129 100%	360 100%	165 100%	161 100%	168 100%
First	(4) 109 22%	45 19%	63 25%	32 23%	41 21%	36 22%	13 21%	30 28%	22 21%	18 18%	31 18%	7 12%	40 32%	1 16%	32 24%	77 21%	41 25%	31 19%	36 21%
Second	(3) 129 26%	46 19%	83 33%	39 29%	42 22%	48 29%	18 28%	23 22%	31 29%	25 26%	45 27%	12 21%	33 26%	3 42%	38 30%	91 25%	47 28%	37 23%	47 28%
Third	(2) 123 25%	66 28%	57 23%	32 24%	54 28%	37 23%	16 25%	30 28%	25 24%	23 23%	43 25%	21 36%	26 20%	1 20%	25 19%	98 27%	37 22%	46 29%	43 26%
Fourth	(1) 128 26%	79 33%	49 19%	32 24%	54 28%	42 26%	17 27%	24 22%	27 26%	32 33%	50 30%	18 31%	29 23%	2 22%	34 26%	94 26%	40 24%	47 29%	42 25%

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: Respondents Ranking Countries

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof-essional	White Col-lar	Blue Col-lar	Home-maker	Cana-dian Pavilion	Not Cana-dian Pavilion	Syd-ney	Melb-ourne	Bris-bane	
TOTAL																			
ITALY																			
ALL ANSWERING	491 100%	238 100%	253 100%	135 100%	192 100%	164 100%	64 100%	108 100%	105 100%	98 100%	170 100%	58 100%	129 100%	7 100%	130 100%	362 100%	166 100%	162 100%	167 100%
First	(4) 41 8%	28 12%	13 5%	13 10%	21 11%	6 4%	1 2%	10 9%	12 12%	9 9%	17 10%	4 8%	16 12%	-	14 11%	26 7%	16 10%	12 7%	11 7%
Second	(3) 84 17%	45 19%	40 16%	13 10%	36 19%	35 21%	8 13%	21 19%	14 13%	15 16%	30 18%	11 19%	16 12%	0 7%	22 17%	62 17%	28 17%	28 17%	30 18%
Third	(2) 138 28%	65 28%	72 29%	38 28%	49 25%	51 31%	27 41%	23 21%	30 29%	27 28%	37 22%	20 34%	39 30%	4 54%	37 29%	100 28%	45 27%	46 28%	50 30%
Fourth	(1) 228 46%	100 42%	129 51%	71 52%	86 45%	72 44%	28 44%	55 51%	49 47%	46 47%	87 51%	23 39%	58 45%	3 39%	56 43%	173 48%	77 46%	76 47%	76 46%

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
<u>U.K.</u>																			
ALL ANSWERING	489 100%	242 100%	247 100%	138 100%	192 100%	160 100%	62 100%	107 100%	106 100%	96 100%	170 100%	59 100%	128 100%	9 100%	129 100%	360 100%	165 100%	161 100%	168 100%
First	(4) 214 44%	116 48%	98 40%	48 35%	81 42%	85 53%	28 45%	49 46%	44 42%	40 41%	69 41%	25 43%	51 40%	4 46%	47 37%	167 46%	72 44%	74 46%	66 39%
Second	(3) 145 30%	72 30%	74 30%	44 32%	60 32%	40 25%	19 30%	26 24%	35 32%	32 33%	61 36%	18 30%	34 27%	3 30%	46 36%	99 27%	49 30%	46 29%	54 32%
Third	(2) 91 19%	36 15%	54 22%	27 19%	39 20%	25 16%	12 20%	24 22%	22 21%	17 18%	27 16%	15 25%	27 21%	-	23 17%	68 19%	33 20%	28 17%	29 17%
Fourth	(1) 39 8%	18 7%	21 9%	19 13%	12 6%	9 5%	3 6%	9 8%	6 5%	7 8%	13 8%	2 3%	16 12%	2 24%	13 10%	26 7%	11 7%	13 8%	19 11%
<u>FRANCE</u>																			
ALL ANSWERING	487 100%	242 100%	245 100%	138 100%	189 100%	160 100%	62 100%	106 100%	105 100%	96 100%	169 100%	59 100%	129 100%	7 100%	129 100%	358 100%	165 100%	159 100%	168 100%
First	(4) 154 32%	82 34%	73 30%	51 37%	62 33%	41 26%	20 32%	34 32%	31 29%	33 35%	57 34%	26 44%	40 31%	3 36%	29 23%	125 35%	51 31%	53 33%	51 30%
Second	(3) 144 29%	81 34%	62 25%	31 22%	59 31%	53 33%	18 29%	25 24%	36 34%	33 34%	49 29%	14 24%	38 29%	-	34 26%	110 31%	43 26%	52 33%	54 32%
Third	(2) 122 25%	56 23%	66 27%	39 28%	45 24%	39 25%	14 22%	29 27%	26 24%	19 20%	42 25%	10 17%	37 29%	3 42%	42 33%	80 22%	47 28%	35 22%	38 23%
Fourth	(1) 66 14%	23 9%	44 18%	18 13%	23 12%	26 16%	10 16%	18 17%	13 12%	10 11%	21 13%	9 15%	14 11%	2 22%	24 18%	43 12%	24 15%	19 12%	25 15%
<u>CANADA</u>																			
ALL ANSWERING	486 100%	242 100%	244 100%	138 100%	188 100%	160 100%	61 100%	106 100%	104 100%	96 100%	169 100%	59 100%	127 100%	9 100%	128 100%	358 100%	166 100%	157 100%	168 100%
First	(4) 73 15%	24 10%	48 20%	27 20%	27 14%	19 12%	9 15%	10 10%	20 19%	11 12%	30 18%	3 5%	22 17%	0 6%	31 24%	41 12%	27 16%	22 14%	22 13%
Second	(3) 127 26%	50 21%	78 32%	41 30%	45 24%	42 26%	15 24%	34 33%	17 17%	24 25%	36 21%	19 31%	37 29%	6 70%	30 24%	97 27%	50 30%	34 22%	42 25%
Third	(2) 147 30%	78 32%	68 28%	41 30%	56 30%	50 31%	19 31%	26 24%	30 29%	32 34%	60 36%	13 22%	33 26%	2 19%	33 26%	114 32%	42 25%	56 36%	54 32%
Fourth	(1) 139 29%	90 37%	50 20%	29 21%	61 32%	50 31%	18 30%	35 34%	36 35%	28 29%	43 25%	24 41%	36 28%	0 6%	34 26%	106 29%	47 28%	45 29%	50 30%

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof- essi- onal	White Col- lar	Blue Col- lar	Home- maker	Can- adian Pavi- lion	Not Can- adian Pavi- lion	Syd- ney	Melb- ourne	Bris- bane
ITALY																			
ALL ANSWERING	483 100%	241 100%	242 100%	138 100%	188 100%	157 100%	61 100%	106 100%	104 100%	96 100%	169 100%	59 100%	127 100%	7 100%	128 100%	355 100%	164 100%	157 100%	168 100%
First	(4) 52 11%	23 9%	29 12%	13 9%	22 12%	18 11%	5 9%	14 13%	11 11%	12 12%	14 8%	5 8%	18 14%	2 22%	22 17%	31 9%	18 11%	12 8%	29 17%
Second	(3) 72 15%	41 17%	32 13%	23 17%	25 13%	24 15%	10 17%	21 20%	17 16%	7 7%	24 14%	9 15%	19 15%	-	18 14%	54 15%	24 15%	27 17%	18 11%
Third	(2) 122 25%	69 28%	53 22%	30 22%	49 26%	43 27%	16 27%	28 26%	26 25%	27 28%	39 23%	21 36%	30 23%	3 36%	30 24%	91 26%	41 25%	38 24%	47 28%
Fourth	(1) 237 49%	109 45%	128 53%	72 52%	93 49%	73 46%	29 48%	43 41%	50 48%	51 53%	92 54%	24 41%	60 47%	3 42%	57 45%	180 51%	81 49%	80 51%	74 44%

Q2. 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				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof- essio- nal	White Col- lar	Blue Col- lar	Home- maker	Cana- dian Pavi- lion	Not Cana- dian Pavi- lion	Syd- ney	Mel- bourne	Bris- bane
<u>U.K.</u>																			
ALL ANSWERING	504 100%	242 100%	263 100%	136 100%	194 100%	174 100%	69 100%	108 100%	107 100%	98 100%	172 100%	63 100%	127 100%	9 100%	129 100%	375 100%	167 100%	172 100%	168 100%
First	(4) 361 72%	177 73%	184 70%	83 61%	150 77%	128 73%	43 62%	82 76%	77 72%	70 72%	127 74%	47 74%	80 63%	8 89%	89 69%	272 73%	114 68%	126 73%	129 77%
Second	(3) 71 14%	27 11%	44 17%	24 17%	27 14%	20 12%	11 16%	9 8%	18 17%	17 17%	27 16%	8 13%	19 15%	1 11%	18 14%	53 14%	23 14%	28 16%	16 10%
Third	(2) 48 10%	25 10%	23 9%	16 12%	14 7%	18 10%	10 15%	10 9%	8 7%	9 9%	12 7%	6 10%	16 13%	-	13 10%	35 9%	17 10%	16 9%	14 8%
Fourth	(1) 25 5%	13 5%	11 4%	13 9%	4 2%	8 5%	4 6%	8 7%	5 4%	2 2%	7 4%	2 3%	12 10%	-	10 8%	15 4%	13 8%	2 1%	9 5%
<u>FRANCE</u>																			
ALL ANSWERING	492 100%	237 100%	255 100%	134 100%	190 100%	168 100%	67 100%	108 100%	105 100%	97 100%	170 100%	62 100%	127 100%	7 100%	129 100%	363 100%	162 100%	168 100%	167 100%
First	(4) 31 6%	10 4%	20 8%	8 6%	9 5%	14 8%	5 8%	5 5%	3 3%	5 5%	10 6%	6 10%	7 5%	0 7%	9 7%	21 6%	7 4%	16 10%	6 4%
Second	(3) 169 34%	93 39%	76 30%	41 30%	75 40%	53 32%	15 23%	37 34%	38 36%	42 43%	68 40%	21 35%	40 31%	2 22%	38 29%	131 36%	59 36%	56 33%	52 31%
Third	(2) 169 34%	76 32%	93 37%	45 33%	65 34%	60 36%	28 42%	35 32%	35 33%	26 27%	53 31%	17 27%	45 36%	2 22%	44 34%	125 34%	55 34%	54 32%	68 41%
Fourth	(1) 123 25%	58 24%	65 26%	41 31%	42 22%	41 24%	19 28%	31 28%	29 27%	24 25%	39 23%	17 28%	36 28%	3 49%	38 30%	85 23%	41 25%	42 25%	41 25%
<u>CANADA</u>																			
ALL ANSWERING	496 100%	238 100%	257 100%	134 100%	191 100%	170 100%	67 100%	108 100%	105 100%	98 100%	172 100%	62 100%	127 100%	7 100%	129 100%	366 100%	161 100%	172 100%	167 100%
First	(4) 51 10%	21 9%	29 11%	17 13%	14 8%	19 11%	12 18%	6 6%	15 14%	12 12%	21 13%	3 5%	13 10%	0 7%	19 15%	32 9%	20 12%	12 7%	20 12%
Second	(3) 160 32%	79 33%	81 31%	46 35%	55 29%	59 35%	16 23%	44 41%	29 28%	30 30%	48 28%	21 34%	45 35%	2 26%	50 39%	110 30%	45 28%	57 33%	71 43%
Third	(2) 119 24%	64 27%	55 21%	30 23%	48 25%	40 24%	17 26%	29 26%	26 25%	22 23%	38 22%	21 34%	30 24%	2 29%	26 20%	93 25%	37 23%	46 27%	33 20%
Fourth	(1) 166 34%	74 31%	92 36%	40 30%	74 39%	52 31%	22 33%	29 27%	35 34%	34 35%	64 37%	17 27%	39 31%	3 38%	34 27%	132 36%	59 37%	57 33%	43 26%

Q2. RANKING OF COUNTRIES FOR HOW MUCH YOU FEEL YOU KNOW ABOUT THEM

Base: Respondents Ranking Countries

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canada- Pavi- lion	Not Canadian Pavi- lion	Syd- ney	Melb- ourne	Bris- bane	
ITALY																			
ALL ANSWERING	492 100%	239 100%	254 100%	134 100%	192 100%	166 100%	67 100%	108 100%	105 100%	97 100%	170 100%	62 100%	127 100%	7 100%	129 100%	363 100%	162 100%	168 100%	167 100%
First	(4) 64 13%	33 14%	31 12%	28 21%	21 11%	15 9%	9 13%	15 14%	12 12%	11 11%	14 8%	7 12%	27 22%	- -	12 10%	51 14%	26 16%	19 11%	13 8%
Second	(3) 99 20%	41 17%	58 23%	23 17%	36 19%	40 24%	25 38%	18 17%	20 19%	10 10%	29 17%	11 18%	24 19%	3 38%	24 18%	75 21%	36 22%	32 19%	28 17%
Third	(2) 154 31%	73 30%	81 32%	43 32%	64 33%	47 28%	12 17%	35 32%	36 35%	40 41%	67 39%	18 29%	35 28%	3 49%	46 36%	108 30%	52 32%	51 30%	52 31%
Fourth	(1) 176 36%	92 39%	84 33%	40 30%	71 37%	65 39%	22 32%	40 37%	37 35%	36 37%	60 36%	25 41%	40 32%	1 13%	47 36%	129 36%	48 30%	66 39%	74 44%

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Q2. 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				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof- essi- onal	White Col- lar	Blue Col- lar	Home- maker	Cana- dian Pavi- lion	Not Cana- dian Pavi- lion	Syd- ney	Melb- ourne	Bris- bane
<u>U.K.</u>																			
ALL ANSWERING	417 100%	204 100%	213 100%	127 100%	161 100%	130 100%	56 100%	88 100%	99 100%	80 100%	140 100%	55 100%	118 100%	7 100%	115 100%	302 100%	143 100%	127 100%	161 100%
First	(4) 97 23%	50 25%	47 22%	31 24%	26 16%	40 31%	13 23%	21 23%	24 24%	18 22%	31 22%	16 30%	26 22%	1 19%	17 15%	80 27%	34 24%	29 23%	37 23%
Second	(3) 105 25%	62 30%	43 20%	31 24%	39 24%	35 27%	14 25%	28 32%	18 18%	16 20%	29 20%	10 18%	37 31%	1 19%	30 26%	75 25%	34 24%	30 24%	51 32%
Third	(2) 116 28%	53 26%	62 29%	28 22%	58 36%	30 23%	15 26%	20 23%	37 37%	24 30%	43 31%	16 29%	31 26%	2 28%	34 30%	81 27%	44 31%	33 26%	37 23%
Fourth	(1) 99 24%	38 19%	61 29%	38 30%	37 23%	24 19%	14 26%	20 22%	20 21%	22 28%	37 27%	12 23%	24 20%	3 34%	34 29%	65 22%	31 22%	35 28%	36 22%
<u>FRANCE</u>																			
ALL ANSWERING	413 100%	201 100%	212 100%	125 100%	163 100%	124 100%	56 100%	86 100%	98 100%	81 100%	139 100%	55 100%	116 100%	6 100%	116 100%	296 100%	141 100%	126 100%	160 100%
First	(4) 91 22%	44 22%	47 22%	28 23%	37 23%	25 20%	11 19%	21 25%	24 24%	17 21%	31 22%	16 29%	24 21%	3 42%	19 16%	71 24%	33 23%	31 25%	21 13%
Second	(3) 120 29%	64 32%	56 26%	41 33%	51 32%	27 22%	11 19%	20 23%	37 38%	30 37%	46 33%	15 28%	36 31%	1 19%	30 26%	89 30%	42 30%	36 29%	44 28%
Third	(2) 129 31%	62 31%	67 32%	39 31%	50 31%	41 33%	16 28%	29 34%	26 27%	23 28%	39 28%	18 33%	31 27%	2 39%	40 34%	90 30%	43 30%	36 29%	62 39%
Fourth	(1) 73 18%	31 16%	42 20%	18 14%	24 15%	32 26%	19 34%	16 19%	11 11%	11 14%	23 17%	6 11%	26 22%	-	28 24%	46 15%	23 16%	23 18%	33 21%
<u>CANADA</u>																			
ALL ANSWERING	412 100%	201 100%	211 100%	126 100%	161 100%	125 100%	56 100%	86 100%	98 100%	81 100%	139 100%	53 100%	117 100%	6 100%	115 100%	296 100%	140 100%	126 100%	161 100%
First	(4) 105 25%	46 23%	59 28%	35 28%	40 25%	29 23%	11 20%	21 24%	23 24%	21 26%	37 26%	5 10%	34 29%	2 31%	48 42%	57 19%	31 22%	31 25%	57 35%
Second	(3) 79 19%	25 13%	54 26%	18 14%	32 20%	29 23%	19 34%	17 20%	18 18%	7 9%	23 17%	12 22%	17 15%	0 8%	24 21%	55 19%	25 18%	27 21%	30 19%
Third	(2) 87 21%	44 22%	43 20%	36 28%	26 16%	25 20%	12 21%	22 25%	15 15%	22 27%	27 19%	13 24%	31 27%	2 27%	17 15%	69 23%	32 23%	26 21%	28 17%
Fourth	(1) 141 34%	85 42%	56 26%	37 29%	63 39%	42 33%	14 25%	26 30%	43 44%	31 38%	52 38%	24 44%	34 29%	2 35%	26 23%	115 39%	52 37%	42 33%	46 29%

Q2. RANKING OF COUNTRIES FOR BEING A SOURCE OF HIGH QUALITY SPORTING EQUIPMENT

Base: Respondents Ranking Countries

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
ITALY																			
TOTAL																			
ALL ANSWERING	419 100%	207 100%	212 100%	125 100%	163 100%	130 100%	57 100%	88 100%	99 100%	81 100%	139 100%	56 100%	118 100%	6 100%	117 100%	302 100%	143 100%	128 100%	162 100%
First (4)	133 32%	71 34%	62 29%	33 26%	60 37%	40 31%	22 39%	25 28%	29 29%	28 34%	46 33%	18 32%	34 29%	2 27%	35 30%	98 33%	48 34%	39 30%	48 30%
Second (3)	111 26%	51 25%	60 28%	36 29%	39 24%	35 27%	12 21%	23 26%	27 27%	26 33%	40 29%	19 34%	28 24%	3 50%	31 27%	79 26%	40 28%	34 27%	36 22%
Third (2)	78 19%	40 19%	39 18%	24 19%	27 16%	28 22%	14 24%	16 18%	20 20%	11 14%	29 21%	7 13%	23 20%	-	24 20%	55 18%	21 15%	30 23%	33 20%
Fourth (1)	97 23%	45 22%	51 24%	33 26%	37 23%	27 20%	9 15%	25 28%	24 24%	16 19%	25 18%	12 21%	33 28%	1 23%	27 23%	69 23%	34 24%	25 20%	45 28%

Q2. 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				Visited		City (Unweighted)			
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof-essional	White Col-lar	Blue Col-lar	Home-maker	Can-a-dian Pavi-lion	Not Can-a-dian Pavi-lion	Syd-ney	Mel-bourne	Bris-bane	
<u>U.K.</u>																				
ALL ANSWERING	511 100%	247 100%	264 100%	138 100%	197 100%	176 100%	67 100%	111 100%	109 100%	98 100%	175 100%	63 100%	132 100%	9 100%	133 100%	378 100%	171 100%	173 100%	168 100%	
First	(4)	124 24%	56 23%	68 26%	20 14%	44 23%	60 34%	13 20%	30 27%	23 21%	20 21%	44 25%	12 19%	25 19%	1 16%	29 22%	95 25%	37 22%	46 27%	45 27%
Second	(3)	124 24%	66 27%	58 22%	33 24%	49 25%	43 24%	15 22%	30 27%	31 28%	21 22%	35 20%	20 32%	38 29%	1 11%	35 26%	89 24%	43 25%	40 23%	42 25%
Third	(2)	127 25%	67 27%	59 22%	30 21%	63 32%	34 19%	14 21%	24 21%	32 29%	26 26%	51 29%	10 16%	34 26%	4 46%	38 28%	89 24%	44 26%	42 24%	39 23%
Fourth	(1)	136 27%	57 23%	78 30%	56 40%	41 21%	39 22%	25 38%	29 26%	23 21%	31 32%	45 26%	21 33%	35 26%	2 26%	31 23%	104 28%	47 27%	45 26%	42 25%
<u>FRANCE</u>																				
ALL ANSWERING	504 100%	242 100%	262 100%	137 100%	197 100%	171 100%	67 100%	111 100%	108 100%	98 100%	174 100%	62 100%	132 100%	7 100%	133 100%	371 100%	169 100%	170 100%	167 100%	
First	(4)	90 18%	46 19%	44 17%	35 26%	29 15%	26 15%	13 20%	22 20%	14 13%	19 20%	33 19%	13 20%	27 20%	2 22%	17 13%	73 20%	28 17%	33 19%	30 18%
Second	(3)	158 31%	69 28%	90 34%	52 38%	53 27%	54 31%	24 36%	32 29%	25 24%	35 36%	61 35%	15 24%	41 31%	1 13%	35 26%	124 33%	62 37%	46 27%	44 26%
Third	(2)	129 26%	66 27%	63 24%	30 22%	56 28%	44 26%	12 18%	23 20%	42 39%	21 21%	43 25%	17 28%	29 22%	2 29%	36 27%	93 25%	37 22%	45 26%	57 34%
Fourth	(1)	127 25%	61 25%	66 25%	20 15%	59 30%	48 28%	17 26%	34 31%	26 24%	23 23%	36 21%	17 27%	35 27%	3 35%	46 34%	81 22%	42 25%	46 27%	36 22%
<u>CANADA</u>																				
ALL ANSWERING	512 100%	246 100%	266 100%	136 100%	198 100%	178 100%	68 100%	112 100%	108 100%	97 100%	173 100%	62 100%	132 100%	9 100%	133 100%	379 100%	172 100%	173 100%	168 100%	
First	(4)	218 43%	112 45%	106 40%	62 46%	88 44%	68 38%	33 48%	44 40%	50 46%	41 42%	65 37%	27 44%	56 42%	5 59%	64 48%	154 41%	74 43%	71 41%	75 45%
Second	(3)	100 20%	41 17%	59 22%	16 12%	40 20%	43 24%	13 19%	25 23%	21 20%	12 12%	26 15%	12 19%	28 21%	2 22%	28 21%	72 19%	25 15%	43 25%	36 21%
Third	(2)	89 17%	40 16%	48 18%	32 23%	24 12%	33 19%	12 17%	24 21%	13 12%	25 26%	34 20%	12 20%	25 19%	1 13%	19 14%	70 18%	30 17%	30 17%	28 17%
Fourth	(1)	106 21%	53 22%	53 20%	26 19%	46 23%	34 19%	11 16%	18 16%	23 22%	19 20%	48 28%	10 17%	24 18%	0 6%	22 17%	84 22%	43 25%	29 17%	29 17%

Q2. 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				Visited		City (Unweighted)		
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
ITALY																			
ALL ANSWERING	503 100%	241 100%	262 100%	136 100%	197 100%	171 100%	67 100%	111 100%	108 100%	97 100%	173 100%	62 100%	132 100%	7 100%	133 100%	370 100%	169 100%	169 100%	167 100%
First	(4) 84 17%	35 15%	49 19%	21 16%	37 19%	26 15%	9 13%	15 14%	22 20%	17 18%	33 19%	11 18%	25 19%	0 7%	23 17%	61 16%	33 20%	26 15%	19 11%
Second	(3) 125 25%	69 29%	56 21%	36 26%	55 28%	35 20%	16 23%	24 22%	30 28%	30 31%	52 30%	15 24%	25 19%	5 67%	35 26%	90 24%	41 24%	42 25%	45 27%
Third	(2) 159 32%	68 28%	91 35%	45 33%	55 28%	60 35%	29 43%	41 37%	21 20%	25 26%	45 26%	22 36%	44 33%	-	41 31%	118 32%	58 34%	52 31%	43 26%
Fourth	(1) 135 27%	69 29%	66 25%	34 25%	50 26%	50 29%	14 20%	30 27%	35 32%	24 25%	44 25%	14 22%	38 29%	2 27%	34 26%	101 27%	37 22%	49 29%	60 36%

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RATING OF CANADA FOR HIGH LEVEL OF TECHNOLOGY

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
																			TOTAL
TOTAL (n/w)	521 521 100%	252 269 100%	142 200 100%	179 181 100%	71 69 100%	118 112 100%	114 109 100%	100 99 100%	168 175 100%	62 64 100%	138 134 100%	10 9 100%	172 133 100%	349 388 100%	173 173 100%	179 179 100%	169 169 100%		
10	10 2%	5 2%	3 2%	4 2%	3 1%	2 3%	3 3%	1 1%	1 1%	3 2%	1 2%	2 2%	-	6 5%	4 1%	3 2%	3 2%	5 3%	
9	23 4%	14 5%	9 3%	9 4%	5 3%	2 3%	4 4%	8 7%	3 3%	7 4%	4 6%	4 3%	-	7 5%	16 4%	8 5%	5 3%	13 8%	
8	135 26%	61 24%	74 27%	35 25%	51 25%	49 27%	18 26%	22 19%	33 30%	34 34%	51 29%	16 24%	25 19%	4 48%	41 31%	94 24%	44 25%	49 27%	40 24%
7	136 26%	69 27%	68 25%	43 30%	60 30%	34 19%	15 22%	30 27%	30 28%	29 29%	48 27%	21 33%	39 29%	2 27%	39 30%	97 25%	40 23%	48 27%	57 34%
6	78 15%	36 14%	42 16%	13 10%	28 14%	37 20%	13 19%	19 17%	14 13%	17 18%	29 16%	5 9%	23 17%	-	23 17%	55 14%	27 16%	26 15%	24 14%
5	80 15%	35 14%	45 17%	25 18%	29 15%	25 14%	8 11%	20 18%	14 13%	10 10%	27 15%	9 13%	24 18%	2 19%	15 11%	65 17%	32 18%	24 13%	18 11%
4	13 2%	8 3%	5 2%	6 5%	2 1%	4 2%	4 6%	0 *	2 2%	1 1%	2 1%	1 2%	6 4%	0 6%	1 1%	12 3%	8 5%	-	4 2%
3	15 3%	8 3%	7 2%	4 3%	5 3%	6 3%	2 3%	4 4%	3 3%	2 2%	2 1%	3 4%	4 3%	-	1 1%	14 4%	2 1%	8 4%	6 4%
2	2 *	2 1%	-	-	1 1%	0 *	0 1%	-	1 1%	-	-	1 2%	-	-	-	2 *	1 1%	-	1 1%
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	1 *	-	1 1%	-	1 1%	-	-	-	-	-	-	1 1%	-	-	1 *	1 1%	-	-	-
Not stated	28 5%	15 6%	13 5%	2 2%	9 4%	17 10%	4 6%	10 9%	2 2%	1 1%	6 4%	2 4%	5 4%	-	0 *	28 7%	7 4%	16 9%	1 1%
MEAN	6.71	6.71	6.71	6.74	6.75	6.64	6.64	6.89	6.94	6.87	6.72	6.43	6.94	7.11	6.56	6.60	6.77	6.88	
STD. DEV.	1.52	1.54	1.50	1.52	1.55	1.47	1.61	1.47	1.50	1.32	1.66	1.58	1.32	1.31	1.56	1.57	1.44	1.52	
STD. ERR.	.068	.099	.094	.128	.112	.115	.197	.140	.142	.129	.103	.214	.137	.416	.086	.122	.113	.117	

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RATING OF CANADA FOR MANY TYPES OF LEISURE ACTIVITIES

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White-Collar	Blue-Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL	521	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169	
TOTAL (n/w)	521	269	140	200	181	69	112	109	99	175	64	134	9	133	388	173	179	169	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
10	58	22	37	8	32	18	12	12	16	25	6	13	3	28	30	25	11	24	
	11%	9%	14%	6%	16%	10%	12%	10%	11%	14%	9%	9%	3%	21%	8%	14%	6%	14%	
9	86	32	54	25	33	28	10	22	24	17	13	22	0	32	54	29	28	30	
	16%	13%	20%	18%	17%	15%	15%	20%	22%	18%	20%	16%	6%	24%	14%	17%	16%	18%	
8	164	81	82	46	69	48	19	32	38	33	63	18	41	3	33	131	47	56	
	31%	32%	31%	33%	35%	27%	27%	28%	35%	33%	36%	28%	31%	38%	25%	34%	27%	33%	
7	89	45	44	30	26	33	11	21	16	19	26	11	22	-	20	69	29	29	
	17%	18%	16%	21%	13%	18%	16%	18%	14%	19%	15%	17%	16%	-	15%	18%	17%	17%	
6	45	27	18	13	17	15	7	11	9	6	11	5	17	1	11	34	15	15	
	9%	11%	7%	9%	9%	8%	10%	10%	8%	6%	6%	8%	13%	13%	8%	9%	9%	9%	
5	43	22	21	8	14	21	8	6	9	4	11	5	12	0	8	35	19	9	
	8%	9%	8%	6%	7%	12%	11%	6%	8%	4%	7%	8%	9%	6%	6%	9%	11%	5%	
4	11	8	4	5	2	4	3	4	-	2	3	1	4	0	1	10	3	1	
	2%	3%	1%	4%	1%	2%	4%	3%	-	2%	2%	2%	3%	6%	1%	3%	2%	1%	
3	8	3	4	1	3	4	1	1	0	1	3	2	1	0	7	4	4	4	
	1%	1%	2%	1%	1%	2%	2%	1%	*	1%	2%	4%	1%	-	2%	1%	2%	4%	
2	3	3	-	2	-	1	1	0	-	-	-	0	-	-	3	1	1	1	
	1%	1%	-	1%	-	1%	2%	*	-	-	-	*	-	-	1%	1%	1%	1%	
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Not stated	15	10	5	3	3	10	1	3	1	1	-	2	3	-	15	4	8	-	
	3%	4%	2%	2%	1%	5%	2%	2%	1%	1%	-	4%	2%	-	4%	2%	4%	-	
MEAN	7.59	7.36	7.80	7.44	7.87	7.40	7.36	7.63	7.85	7.91	7.82	7.53	7.49	8.05	8.11	7.40	7.64	7.45	7.78
STD. DEV.	1.65	1.68	1.59	1.60	1.56	1.73	1.85	1.62	1.40	1.50	1.56	1.68	1.60	1.81	1.52	1.65	1.68	1.61	1.61
STD. ERR.	.073	.107	.097	.135	.111	.133	.222	.150	.132	.151	.121	.217	.137	.572	.116	.090	.129	.123	.124

6m

RATING OF CANADA FOR AN EXCITING COUNTRY

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof-essional	White Col-lar	Blue Col-lar	Home-maker	Can-a-dian Pavi-lion	Not Can-a-dian Pavi-lion	Syd-ney	Mel-bourne	Bris-bane	
TOTAL	521	252	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
TOTAL (n/w wt.)	521 100%	252 100%	269 100%	142 100%	200 100%	179 100%	71 100%	118 100%	114 100%	100 100%	168 100%	62 100%	138 100%	10 100%	172 100%	349 100%	173 100%	179 100%	169 100%
10	65 13%	28 11%	37 14%	13 10%	27 14%	25 14%	12 18%	13 12%	11 10%	16 16%	22 13%	6 10%	17 13%	1 16%	25 19%	40 10%	26 15%	15 8%	26 15%
9	82 16%	33 13%	49 18%	23 16%	30 15%	29 16%	5 7%	21 19%	23 21%	14 14%	30 17%	5 8%	23 17%	0 6%	30 22%	53 14%	24 14%	34 19%	23 14%
8	142 27%	69 28%	73 27%	38 27%	54 27%	49 27%	20 30%	33 30%	32 29%	24 25%	45 26%	22 35%	33 25%	3 41%	34 26%	108 28%	39 23%	55 31%	55 33%
7	90 17%	40 16%	50 19%	25 18%	40 20%	25 14%	12 17%	18 16%	21 19%	20 20%	40 23%	11 18%	20 15%	2 24%	21 16%	69 18%	29 17%	32 18%	29 17%
6	45 9%	28 11%	17 6%	13 9%	16 8%	16 9%	2 3%	8 7%	7 7%	12 13%	11 6%	8 12%	14 11%	-	6 5%	38 10%	18 10%	13 7%	11 7%
5	56 11%	26 10%	30 11%	16 11%	21 10%	19 10%	10 14%	14 13%	12 11%	7 7%	17 10%	5 8%	20 15%	1 13%	12 9%	44 11%	21 12%	16 9%	18 11%
4	18 3%	13 5%	5 2%	8 6%	2 1%	8 4%	3 4%	2 2%	2 2%	3 3%	7 4%	2 3%	2 1%	-	4 3%	14 4%	10 6%	2 1%	4 2%
3	6 1%	5 2%	2 1%	1 1%	3 1%	2 1%	1 2%	0 *	-	1 1%	1 1%	1 2%	3 2%	-	0 *	6 2%	1 1%	4 2%	1 1%
2	3 1%	3 1%	0 *	0 *	1 1%	1 1%	1 2%	0 *	-	-	-	-	0 *	-	-	3 1%	1 1%	1 1%	1 1%
1	2 *	-	2 1%	-	1 1%	1 1%	1 2%	-	-	-	-	1 2%	-	-	-	2 1%	-	2 1%	-
0	4 1%	1 *	3 1%	0 *	3 1%	1 1%	-	0 *	-	1 1%	1 1%	0 1%	1 1%	-	-	4 1%	1 1%	2 1%	1 1%
Not stated	8 1%	6 3%	1 *	1 1%	1 1%	5 3%	1 2%	-	-	1 1%	1 1%	1 2%	-	-	-	8 2%	3 2%	3 2%	-
MEAN	7.41	7.26	7.55	7.32	7.46	7.42	7.31	7.58	7.67	7.55	7.54	7.21	7.34	7.74	7.94	7.22	7.35	7.40	7.62
STD. DEV.	1.90	1.89	1.91	1.79	1.93	1.96	2.09	1.72	1.53	1.83	1.74	1.89	1.93	1.44	1.64	1.95	1.93	1.92	1.76
STD. ERR.	.084	.120	.116	.151	.137	.148	.249	.158	.143	.184	.135	.242	.165	.455	.125	.105	.148	.145	.136

RATING OF CANADA FOR MAKES HIGH QUALITY PRODUCTS

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof- assi- onal	White Col- lar	Blue Col- lar	Home- maker	Can- adian Pavi- lion	Not Can- adian Pavi- lion	Syd- ney	Melb- ourne	Bris- bane	
TOTAL	521	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169	
TOTAL (n/w wt.)	521 100%	269 100%	140 100%	200 100%	181 100%	69 100%	112 100%	109 100%	99 100%	175 100%	64 100%	134 100%	9 100%	133 100%	388 100%	173 100%	179 100%	169 100%	
10	15 3%	8 3%	6 2%	1 1%	7 3%	7 4%	1 2%	5 4%	3 2%	3 3%	4 2%	4 6%	3 2%	-	7 5%	8 2%	5 3%	6 3%	2 1%
9	31 6%	16 6%	15 6%	8 5%	5 3%	18 10%	9 13%	4 4%	5 4%	4 4%	4 3%	1 1%	7 6%	0 6%	9 7%	22 6%	10 6%	8 4%	17 10%
8	123 24%	52 21%	71 26%	29 21%	46 23%	48 26%	15 21%	29 26%	29 26%	21 21%	47 27%	16 25%	24 18%	4 48%	38 28%	85 22%	40 23%	40 22%	47 28%
7	120 23%	51 20%	69 26%	36 26%	55 28%	28 16%	15 21%	21 19%	35 32%	29 29%	45 26%	17 26%	33 25%	2 24%	35 26%	85 22%	28 16%	53 30%	45 27%
6	61 12%	35 14%	26 10%	25 18%	22 11%	15 8%	5 8%	17 15%	11 10%	16 16%	21 12%	9 15%	19 14%	-	12 9%	49 13%	26 15%	15 8%	18 11%
5	86 17%	50 20%	36 13%	23 16%	37 19%	26 14%	12 18%	22 20%	17 16%	16 17%	28 16%	9 14%	33 25%	0 6%	16 12%	70 18%	34 20%	22 12%	30 18%
4	10 2%	6 3%	4 1%	3 2%	5 2%	3 2%	-	2 1%	2 1%	3 3%	7 4%	-	3 2%	-	5 4%	5 1%	4 2%	3 2%	3 2%
3	4 1%	-	4 2%	3 2%	-	1 1%	1 2%	-	-	-	1 2%	-	-	-	4 1%	3 2%	-	-	-
2	6 1%	2 1%	4 1%	1 1%	1 *	4 2%	1 2%	2 1%	0 *	-	-	-	2 2%	-	1 1%	5 1%	3 2%	1 1%	2 1%
1	0 *	0 *	-	-	-	0 *	-	0 *	-	-	-	-	-	-	0 *	-	-	-	1 1%
0	4 1%	1 *	3 1%	1 1%	3 1%	0 *	2 2%	1 1%	-	-	-	1 2%	3 2%	-	0 *	4 1%	1 1%	2 1%	1 1%
Not stated	60 12%	29 11%	31 12%	10 7%	20 10%	30 17%	7 10%	8 7%	9 8%	8 8%	19 11%	6 9%	6 5%	1 16%	10 7%	51 13%	19 11%	29 16%	3 2%
MEAN	6.75	6.69	6.81	6.55	6.70	6.98	6.72	6.62	6.94	6.76	6.81	6.79	6.41	7.58	7.07	6.63	6.58	6.91	6.86
STD. DEV.	1.67	1.63	1.71	1.57	1.61	1.79	2.00	1.77	1.32	1.33	1.36	1.72	1.76	.88	1.58	1.69	1.74	1.59	1.61
STD. ERR.	.077	.108	.110	.137	.119	.145	.248	.168	.128	.138	.110	.228	.153	.294	.124	.096	.140	.130	.125

RATING OF CANADA FOR A COUNTRY YOU KNOW A LOT ABOUT

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White-Collar	Blue-Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL	521	252	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
TOTAL (n/w wt.)	521	252	269	140	200	181	69	112	109	99	175	64	134	9	133	388	173	179	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	12	6	6	3	2	8	3	6	1	1	3	1	1	-	7	5	4	5	2
	2%	2%	2%	2%	1%	4%	4%	6%	1%	1%	1%	2%	1%	-	5%	1%	2%	3%	1%
9	14	8	7	4	4	6	1	0	3	2	7	3	3	-	3	12	7	3	3
	3%	3%	2%	3%	2%	4%	2%	*	3%	2%	4%	4%	2%	-	2%	3%	4%	2%	2%
8	48	19	29	9	17	22	3	7	11	15	22	4	11	1	16	32	15	20	10
	9%	7%	11%	6%	8%	12%	4%	6%	10%	16%	13%	7%	8%	16%	12%	8%	9%	11%	6%
7	66	29	38	17	24	25	11	14	14	13	25	7	16	1	22	44	23	20	25
	13%	11%	14%	12%	12%	14%	16%	13%	13%	14%	14%	11%	12%	11%	17%	11%	13%	11%	15%
6	77	44	33	19	32	26	6	19	10	22	33	8	16	-	22	56	25	28	24
	15%	18%	12%	14%	16%	14%	8%	17%	9%	22%	19%	13%	12%	-	16%	14%	14%	16%	14%
5	134	67	67	38	53	42	19	19	35	29	44	17	36	2	37	97	46	43	46
	26%	26%	25%	27%	27%	23%	28%	17%	32%	29%	25%	26%	27%	19%	28%	25%	27%	24%	27%
4	74	33	41	25	31	17	9	22	17	10	18	14	20	3	15	58	23	28	22
	14%	13%	15%	18%	16%	10%	14%	20%	16%	10%	10%	22%	15%	35%	12%	15%	13%	16%	13%
3	44	25	20	10	20	14	6	15	11	3	12	5	16	0	7	37	16	11	21
	9%	10%	7%	7%	10%	8%	8%	13%	10%	3%	7%	8%	12%	6%	5%	10%	9%	6%	12%
2	28	15	14	5	9	14	5	6	5	1	8	3	6	1	3	26	6	14	9
	5%	6%	5%	4%	5%	8%	7%	5%	5%	1%	4%	5%	5%	13%	2%	7%	3%	8%	5%
1	9	1	7	5	2	2	-	1	1	2	3	-	3	-	0	8	5	-	4
	2%	1%	3%	3%	1%	1%	-	1%	1%	2%	2%	-	2%	-	*	2%	3%	-	2%
0	7	2	5	3	3	2	3	2	-	-	1	-	5	-	1	6	1	4	3
	1%	1%	2%	2%	2%	1%	4%	2%	-	-	1%	-	3%	-	1%	2%	1%	2%	2%
Not stated	6	4	3	3	1	2	3	-	-	-	-	1	1	-	-	6	2	3	-
	1%	1%	1%	2%	1%	1%	4%	-	-	-	-	2%	1%	-	-	2%	1%	2%	-
MEAN	5.30	5.31	5.29	5.14	5.16	5.57	5.10	5.16	5.30	5.84	5.60	5.30	4.95	4.85	5.85	5.10	5.39	5.30	5.02
STD. DEV.	2.02	1.93	2.09	2.00	1.86	2.17	2.18	2.13	1.85	1.66	1.94	1.82	2.04	1.91	1.87	2.03	2.00	2.05	1.94
STD. ERR.	.089	.122	.128	.169	.132	.163	.262	.196	.173	.166	.150	.233	.175	.604	.143	.109	.153	.155	.149

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

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof-essional	White Col-lar	Blue Col-lar	Home-maker	Can-a-dian Pavilion	Not Can-a-dian Pavilion	Syd-ney	Melb-ourne	Bris-bane	
TOTAL	521	252	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
TOTAL (n/w wt.)	521 100%	252 100%	269 100%	142 100%	200 100%	181 100%	69 100%	112 100%	109 100%	99 100%	175 100%	64 100%	134 100%	9 100%	133 100%	388 100%	173 100%	179 100%	169 100%
10	9 2%	6 3%	3 1%	3 2%	1 1%	5 3%	2 2%	2 2%	-	2 2%	1 1%	3 4%	1 1%	1 16%	4 3%	5 1%	4 2%	2 1%	3 2%
9	10 2%	3 1%	7 3%	2 1%	2 1%	6 4%	2 3%	4 3%	3 2%	-	3 2%	-	1 1%	-	2 2%	8 2%	-	6 3%	7 4%
8	39 7%	14 6%	25 9%	13 9%	12 6%	14 7%	7 10%	9 8%	10 9%	5 6%	10 5%	4 6%	16 12%	2 24%	9 7%	30 8%	12 7%	14 8%	14 8%
7	41 8%	13 5%	28 10%	19 13%	12 6%	10 5%	3 4%	7 7%	10 9%	12 12%	17 10%	5 8%	11 8%	-	12 9%	29 7%	13 8%	13 7%	17 10%
6	36 7%	15 6%	21 8%	12 9%	6 3%	17 10%	5 8%	11 10%	2 2%	11 11%	7 4%	4 6%	9 7%	-	12 9%	23 6%	12 7%	11 6%	14 8%
5	105 20%	51 20%	54 20%	24 17%	39 19%	42 23%	20 29%	25 23%	19 18%	10 10%	29 17%	11 17%	34 25%	-	29 22%	76 19%	36 21%	33 18%	38 22%
4	59 11%	31 12%	28 10%	16 11%	22 11%	21 12%	9 13%	10 9%	17 16%	10 10%	22 12%	8 12%	15 11%	0 6%	17 13%	43 11%	18 10%	20 11%	25 15%
3	55 11%	28 11%	27 10%	16 11%	21 11%	18 10%	3 5%	15 14%	10 9%	12 12%	19 11%	10 16%	9 7%	4 43%	12 9%	43 11%	18 10%	20 11%	16 9%
2	64 12%	43 17%	21 8%	15 11%	34 17%	15 8%	5 7%	10 9%	14 13%	20 20%	25 14%	7 10%	16 12%	0 6%	12 9%	51 13%	19 11%	25 14%	20 12%
1	16 3%	11 4%	5 2%	6 5%	6 3%	3 2%	0 1%	1 1%	9 8%	5 5%	11 6%	4 6%	0 0%	0 6%	2 1%	14 4%	6 3%	5 3%	4 2%
0	40 8%	18 7%	22 8%	7 5%	22 11%	11 6%	7 10%	9 8%	6 5%	9 9%	16 9%	4 6%	12 9%	-	9 7%	32 8%	16 9%	12 7%	10 6%
Not stated	47 9%	18 7%	29 11%	8 6%	21 10%	19 10%	6 9%	8 7%	9 9%	4 4%	14 8%	5 7%	9 7%	-	12 9%	35 9%	19 11%	18 10%	1 1%
MEAN	4.35	4.03	4.67	4.66	3.76	4.76	4.72	4.60	4.18	3.97	3.94	4.24	4.58	5.24	4.72	4.23	4.21	4.37	4.70
STD. DEV.	2.46	2.40	2.47	2.40	2.40	2.43	2.48	2.43	2.40	2.50	2.46	2.47	2.41	3.06	2.41	2.46	2.46	2.46	2.39
STD. ERR.	.112	.156	.157	.207	.177	.190	.306	.230	.233	.254	.196	.324	.211	.967	.189	.137	.198	.194	.185

RATING OF CANADA FOR A COUNTRY VERY LIKE THE UNITED STATES

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL	521	252	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
TOTAL (n/w)	521	252	269	140	200	181	69	112	109	99	175	64	134	9	133	388	173	179	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	48	24	25	8	11	29	10	12	11	4	9	4	13	2	15	33	19	11	20
	9%	9%	9%	6%	5%	16%	14%	11%	10%	4%	5%	6%	9%	26%	11%	9%	11%	6%	12%
9	77	40	37	12	31	34	4	16	22	20	34	12	14	1	17	60	28	22	29
	15%	16%	14%	8%	16%	19%	6%	14%	20%	21%	19%	19%	10%	16%	13%	16%	16%	12%	17%
8	109	60	50	29	50	31	21	22	19	33	44	19	23	0	33	76	34	36	46
	21%	24%	18%	21%	25%	17%	31%	20%	17%	33%	25%	29%	17%	6%	25%	20%	20%	20%	27%
7	71	35	36	21	30	20	6	16	14	14	25	8	18	0	20	51	22	26	24
	14%	14%	13%	15%	15%	11%	9%	15%	13%	14%	14%	13%	13%	6%	15%	13%	13%	15%	14%
6	43	16	27	15	17	12	4	11	11	4	13	5	17	-	12	31	14	16	12
	8%	6%	10%	11%	8%	6%	5%	10%	10%	4%	7%	8%	13%	-	9%	8%	8%	9%	7%
5	81	39	42	22	30	30	13	16	13	8	20	4	25	2	17	64	33	23	20
	16%	16%	16%	15%	15%	16%	19%	14%	12%	8%	11%	7%	18%	19%	13%	17%	19%	13%	12%
4	18	9	9	8	5	5	3	4	5	2	3	3	7	-	6	12	3	10	5
	3%	4%	3%	5%	2%	3%	4%	4%	5%	2%	2%	4%	5%	-	4%	3%	2%	6%	3%
3	29	11	18	6	16	7	2	6	6	8	14	1	7	2	9	20	9	12	6
	6%	4%	7%	4%	8%	4%	3%	5%	6%	8%	8%	2%	5%	22%	7%	5%	5%	7%	4%
2	19	8	12	9	5	5	1	4	4	4	10	3	3	-	3	16	4	11	3
	4%	3%	4%	7%	3%	3%	2%	3%	4%	4%	6%	4%	2%	-	2%	4%	2%	6%	3%
1	3	1	2	1	2	-	-	0	1	1	1	0	1	-	-	3	2	-	1
	1%	1%	1%	1%	1%	-	-	*	1%	1%	1%	1%	1%	-	-	1%	1%	-	1%
0	12	4	9	7	1	3	3	4	1	1	2	3	3	0	2	10	3	6	3
	2%	1%	3%	5%	1%	2%	4%	3%	1%	1%	1%	4%	2%	6%	2%	3%	2%	3%	3%
Not stated	10	5	5	3	2	5	2	1	1	-	-	2	4	-	-	10	2	6	-
	2%	2%	2%	2%	1%	3%	3%	1%	1%	-	-	4%	3%	-	-	2%	1%	3%	-
MEAN	6.67	6.88	6.48	6.03	6.71	7.14	6.83	6.66	6.82	6.94	6.67	6.88	6.48	6.53	6.87	6.60	6.82	6.28	7.18
STD. DEV.	2.42	2.28	2.52	2.60	2.21	2.39	2.43	2.48	2.39	2.31	2.39	2.47	2.31	3.14	2.26	2.47	2.35	2.51	2.21
STD. ERR.	.107	.145	.155	.219	.157	.180	.292	.230	.225	.231	.184	.319	.199	.992	.173	.134	.180	.191	.170

RATING OF CANADA FOR HAS A LOT OF MANUFACTURING

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL	521 521 100%	252 252 100%	269 269 100%	142 140 100%	200 200 100%	179 181 100%	71 69 100%	118 112 100%	114 109 100%	100 99 100%	168 175 100%	62 64 100%	138 134 100%	10 9 100%	172 133 100%	349 388 100%	173 173 100%	179 179 100%	169 169 100%
10	8 2%	5 2%	3 1%	3 2%	1 1%	4 2%	3 4%	1 1%	1 1%	-	-	2 4%	4 3%	-	3 2%	5 1%	3 2%	3 2%	2 1%
9	11 2%	3 1%	9 3%	2 1%	7 4%	2 1%	0 1%	1 1%	3 3%	4 4%	5 3%	1 2%	1 1%	-	2 1%	9 2%	3 2%	3 2%	8 5%
8	62 12%	32 13%	30 11%	26 18%	17 8%	20 11%	6 8%	16 15%	14 13%	11 11%	19 11%	10 16%	15 12%	2 24%	19 14%	43 11%	21 12%	17 9%	29 17%
7	124 24%	54 21%	70 26%	33 23%	55 27%	37 20%	12 18%	28 25%	29 26%	31 31%	47 27%	13 21%	28 21%	1 13%	31 23%	93 24%	39 23%	46 26%	38 22%
6	85 16%	50 20%	35 13%	28 20%	30 15%	28 15%	14 21%	15 14%	21 19%	24 24%	36 20%	12 19%	21 16%	0 6%	30 23%	55 14%	24 14%	32 18%	34 20%
5	111 21%	52 21%	58 22%	27 19%	46 23%	38 21%	18 27%	24 21%	22 20%	17 17%	36 20%	12 19%	35 26%	2 19%	27 20%	84 22%	40 23%	35 20%	34 20%
4	35 7%	19 8%	17 6%	11 8%	17 8%	8 4%	3 4%	12 11%	3 3%	4 4%	8 5%	2 4%	16 12%	1 16%	9 7%	26 7%	13 8%	10 6%	13 8%
3	13 3%	4 2%	9 3%	3 2%	4 2%	6 3%	4 6%	2 2%	2 2%	-	6 3%	1 2%	1 1%	0 6%	3 2%	10 3%	5 3%	3 2%	6 4%
2	15 3%	7 3%	8 3%	3 2%	5 3%	7 4%	1 1%	3 3%	5 5%	3 3%	7 4%	3 4%	2 1%	-	2 1%	14 4%	6 3%	5 3%	3 2%
1	0	0	-	-	-	0	-	0	-	-	-	-	-	-	0	-	-	-	1
0	3 1%	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	-	1 1%	-	1 1%	-	-	3 1%	2 1%	-	-
Not stated	52 10%	23 9%	29 11%	5 4%	17 9%	30 16%	8 11%	8 7%	6 6%	6 6%	11 6%	7 11%	9 7%	1 16%	7 6%	45 12%	17 10%	25 14%	1
MEAN	6.03	6.03	6.03	6.23	5.98	5.91	5.91	6.02	6.07	6.33	5.96	6.28	5.95	5.93	6.21	5.96	5.90	6.11	6.20
STD. DEV.	1.69	1.67	1.71	1.59	1.63	1.82	1.63	1.64	1.77	1.37	1.64	1.71	1.68	1.71	1.50	1.75	1.79	1.55	1.66
STD. ERR.	.077	.109	.109	.136	.120	.147	.202	.155	.170	.141	.130	.229	.147	.569	.117	.099	.144	.125	.128

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

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL	521	252	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
TOTAL (n/w) (wt.)	521 100%	252 100%	269 100%	142 100%	200 100%	179 100%	71 100%	118 100%	114 100%	100 100%	168 100%	62 100%	138 100%	10 100%	172 100%	349 100%	173 100%	179 100%	169 100%
10	137 26%	55 22%	83 31%	38 27%	46 23%	54 30%	22 32%	34 31%	27 25%	18 19%	34 20%	18 28%	37 27%	6 70%	53 40%	84 22%	44 25%	47 26%	50 30%
9	94 18%	51 20%	43 16%	21 15%	34 17%	39 21%	9 13%	22 20%	19 17%	22 22%	28 16%	9 14%	21 15%	-	28 21%	66 17%	29 17%	37 21%	26 15%
8	98 19%	39 16%	59 22%	23 16%	44 22%	31 17%	14 20%	19 17%	26 24%	18 18%	41 23%	16 25%	22 16%	1 13%	22 16%	77 20%	34 20%	33 18%	30 18%
7	49 9%	30 12%	19 7%	18 13%	23 11%	8 4%	3 4%	7 6%	9 8%	19 19%	24 14%	5 8%	12 9%	1 11%	9 6%	40 10%	15 9%	15 8%	23 14%
6	29 5%	14 5%	15 5%	9 6%	8 4%	11 6%	6 9%	6 5%	4 4%	6 6%	12 7%	4 6%	8 6%	-	5 4%	23 6%	7 4%	13 7%	9 5%
5	61 12%	32 13%	28 11%	17 12%	28 14%	16 9%	7 10%	14 12%	13 12%	10 10%	24 14%	5 8%	23 17%	0 6%	11 8%	49 13%	27 16%	14 8%	16 9%
4	17 3%	8 3%	8 3%	4 3%	6 3%	7 4%	3 4%	2 2%	6 6%	3 3%	5 3%	1 2%	3 3%	-	2 2%	15 4%	6 3%	6 3%	4 2%
3	9 2%	4 2%	5 2%	2 1%	-	8 4%	2 3%	2 2%	2 1%	-	0 0%	1 2%	3 2%	-	0 0%	9 2%	3 2%	3 2%	4 2%
2	11 2%	9 4%	1 *	5 4%	4 2%	2 1%	-	3 2%	2 2%	1 1%	4 2%	3 4%	3 2%	-	2 1%	9 2%	4 2%	4 2%	1 1%
1	3 *	1 *	1 1%	1 1%	-	1 1%	-	-	1 1%	-	1 1%	1 2%	-	-	-	3 1%	1 1%	1 1%	-
0	9 2%	4 2%	5 2%	2 1%	5 2%	3 2%	2 3%	3 3%	-	1 1%	2 1%	0 1%	3 2%	-	1 1%	8 2%	2 1%	3 2%	6 4%
Not stated	5 1%	4 1%	1 *	1 1%	1 1%	2 1%	1 2%	-	-	-	-	1 2%	-	-	-	5 1%	1 1%	3 2%	-
MEAN	7.64	7.42	7.84	7.53	7.58	7.79	7.67	7.76	7.65	7.68	7.49	7.69	7.47	9.12	8.40	7.37	7.54	7.74	7.69
STD. DEV.	2.36	2.41	2.29	2.41	2.27	2.40	2.49	2.47	2.21	1.97	2.15	2.39	2.44	1.47	1.96	2.43	2.35	2.34	2.43
STD. ERR.	.104	.153	.140	.203	.161	.181	.297	.227	.207	.197	.166	.306	.208	.464	.150	.131	.179	.176	.187

RATING OF CANADA FOR A VERY CLOSE FRIEND OF AUSTRALIA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL	521	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169	
TOTAL (n/w wt.)	521 100%	269 100%	142 100%	200 100%	179 100%	71 100%	118 100%	114 100%	100 100%	168 100%	62 100%	138 100%	10 100%	172 100%	349 100%	173 100%	179 100%	169 100%	
10	75 14%	37 15%	38 14%	15 11%	31 16%	29 16%	12 17%	15 14%	19 17%	14 15%	20 12%	9 14%	21 16%	3 35%	25 19%	50 13%	27 16%	23 13%	25 15%
9	68 13%	38 15%	30 11%	19 13%	23 11%	27 15%	4 5%	16 15%	13 12%	19 19%	24 14%	11 18%	11 8%	-	22 16%	47 12%	14 8%	31 17%	30 18%
8	127 24%	63 25%	65 24%	28 20%	50 25%	49 27%	18 26%	27 24%	33 30%	25 25%	47 27%	21 32%	24 18%	0 6%	29 22%	98 25%	43 25%	38 21%	53 31%
7	90 17%	44 18%	45 17%	26 19%	41 21%	22 12%	13 20%	22 19%	20 18%	17 17%	33 19%	10 16%	28 21%	0 6%	19 15%	70 18%	30 17%	31 17%	28 17%
6	52 10%	20 8%	33 12%	15 10%	17 9%	20 11%	8 12%	14 12%	6 6%	5 5%	16 9%	-	17 13%	-	19 15%	33 8%	21 12%	15 8%	13 8%
5	59 11%	21 8%	37 14%	19 13%	21 10%	19 11%	6 9%	13 12%	12 11%	6 6%	14 8%	6 9%	25 18%	2 24%	10 7%	49 13%	19 11%	23 13%	14 8%
4	13 2%	5 2%	7 3%	4 3%	5 3%	3 2%	1 2%	2 2%	-	4 4%	7 4%	1 2%	1 1%	-	4 3%	9 2%	4 2%	5 3%	3 2%
3	6 1%	6 2%	1 *	5 3%	0 *	1 1%	1 2%	2 2%	0 *	-	2 1%	1 2%	2 1%	-	0 *	6 2%	4 2%	-	2 1%
2	9 2%	3 1%	6 2%	4 3%	4 2%	1 1%	2 3%	-	3 3%	1 1%	4 2%	1 2%	3 2%	1 13%	1 1%	8 2%	4 2%	3 2%	-
1	2 *	1 *	1 *	1 1%	1 1%	-	-	-	1 1%	1 1%	1 1%	1 2%	-	-	-	2 1%	-	2 1%	-
0	1 *	1 *	-	-	1 1%	-	1 2%	-	-	-	-	-	-	-	-	1 *	-	1 1%	-
Not stated	18 3%	13 5%	5 2%	5 4%	4 2%	9 5%	2 2%	-	1 1%	6 6%	6 4%	1 2%	4 3%	1 16%	3 2%	15 4%	7 4%	7 4%	1 1%
MEAN	7.38	7.51	7.26	7.02	7.40	7.64	7.20	7.46	7.58	7.70	7.32	7.57	7.15	6.95	7.69	7.27	7.27	7.34	7.77
STD. DEV.	1.93	1.93	1.92	2.07	1.95	1.74	2.16	1.71	1.91	1.87	1.91	2.04	1.90	2.99	1.78	1.96	1.94	2.01	1.59
STD. ERR.	.086	.124	.118	.176	.139	.133	.260	.157	.180	.191	.149	.261	.164	.996	.137	.107	.151	.153	.123

Q4. HAVE YOU VISITED EXPO?

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof-essional	White-Collar	Blue-Collar	Home-maker	Cana-dian Pavilion	Not Cana-dian Pavilion	Syd-ney	Melb-ourne	Bris-bane	
TOTAL	521	252	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
TOTAL (n/w) (wt.)	521	252	269	140	200	181	69	112	109	99	175	64	134	9	133	388	173	179	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	172	74	99	42	74	57	15	40	42	42	65	18	40	4	133	39	32	52	147
	33%	29%	37%	30%	37%	31%	22%	36%	38%	42%	37%	28%	30%	52%	100%	10%	18%	29%	87%
No	349	178	171	99	126	124	53	72	67	57	110	46	93	4	-	349	141	127	22
	67%	71%	63%	70%	63%	69%	78%	64%	62%	58%	63%	72%	70%	48%	-	90%	82%	71%	13%

Q5. DID YOU VISIT THE CANADIAN PAVILION?

Base: Respondents who have visited Expo

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
TOTAL	231	125	61	95	75	24	56	60	52	78	23	61	6	172	59	32	52	147
TOTAL (n/w)	172	99	42	74	57	15	40	42	42	65	18	40	4	133	39	32	52	147
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	133	80	28	61	45	11	31	32	32	53	12	31	2	133	-	27	42	103
	77%	81%	67%	82%	80%	71%	78%	77%	76%	83%	66%	76%	53%	100%	-	84%	81%	70%
No	39	18	14	13	12	4	9	10	10	11	6	10	2	-	39	5	10	44
	23%	19%	33%	18%	20%	29%	22%	23%	24%	17%	34%	24%	47%	-	100%	16%	19%	30%

Q6. DID YOU KNOW CANADA HAS A PAVILION AT EXPO?

Base: Respondents who have not visited Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL	59	31	28	21	21	17	8	17	14	12	15	10	17	3	-	59	5	10	44
TOTAL (n/w)	39	21	18	14	13	12	4	9	10	10	11	6	10	2	-	39	5	10	44
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Yes	36	18	18	13	13	10	4	9	8	10	11	6	10	2	-	36	3	10	44
	93%	87%	100%	90%	100%	88%	100%	100%	86%	100%	100%	100%	100%	100%	-	93%	60%	100%	100%
No	3	3	-	1	-	1	-	-	1	-	-	-	-	-	-	3	2	-	-
	7%	13%	-	10%	-	12%	-	-	14%	-	-	-	-	-	-	7%	40%	-	-

Q7. SO FAR AS YOU'RE AWARE, DOES CANADA HAVE A PAVILION AT EXPO 88?

Base: Respondents who have not visited Expo

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane	
TOTAL	290	146	144	81	105	104	47	62	54	48	90	39	77	4	-	290	141	127	22
TOTAL (n/w wt.)	349	178	171	99	126	124	53	72	67	57	110	46	93	4	-	349	141	127	22
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%
Yes	237	134	103	70	90	77	35	49	49	50	86	38	55	2	-	237	91	90	21
	68%	75%	61%	71%	72%	62%	66%	68%	73%	87%	78%	81%	59%	39%	-	68%	65%	71%	95%
No	36	16	21	9	16	11	2	8	9	3	10	3	14	-	-	36	16	12	1
	10%	9%	12%	9%	13%	9%	3%	10%	14%	4%	9%	5%	15%	-	-	10%	11%	9%	5%
Don't know	75	28	47	19	19	36	16	15	9	5	15	6	24	3	-	75	34	25	-
	22%	16%	27%	20%	16%	29%	31%	21%	14%	8%	13%	13%	26%	61%	-	22%	24%	20%	-

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
TOTAL	521	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
	521	269	140	200	181	69	112	109	99	175	64	134	9	133	388	173	179	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CITY																		
Sydney	240	121	64	90	86	33	51	53	36	82	22	69	3	37	202	173	-	-
	46%	45%	45%	45%	47%	49%	46%	48%	36%	47%	35%	52%	33%	28%	52%	100%	-	-
Melbourne	201	108	54	79	69	22	38	35	48	72	35	39	3	47	154	-	179	-
	39%	40%	38%	39%	38%	33%	34%	32%	49%	41%	54%	29%	40%	35%	40%	-	100%	-
Brisbane	80	41	23	31	27	13	22	21	15	21	7	25	2	49	31	-	-	169
	15%	15%	16%	15%	15%	19%	20%	20%	15%	12%	11%	19%	28%	37%	8%	-	-	100%
AGE																		
18 - 29	140	71	140	-	-	11	32	26	30	47	28	47	1	28	113	46	48	48
	27%	27%	100%	-	-	16%	29%	24%	30%	27%	43%	35%	11%	21%	29%	27%	27%	28%
30 - 39	113	60	-	113	-	7	27	40	24	48	18	35	1	27	86	37	40	36
	22%	22%	-	57%	-	11%	24%	37%	24%	27%	28%	26%	11%	20%	22%	21%	22%	21%
40 - 49	86	44	-	86	-	2	17	27	22	48	7	24	1	34	53	28	30	29
	17%	16%	-	43%	-	2%	15%	25%	22%	27%	12%	18%	16%	25%	14%	16%	17%	17%
50 - 59	75	35	-	-	75	11	20	11	16	25	10	17	2	21	54	26	25	22
	14%	13%	-	-	41%	17%	18%	10%	16%	14%	15%	13%	19%	16%	14%	15%	14%	13%
60 & over	106	60	-	-	106	37	15	5	7	7	1	11	4	24	82	36	36	34
	20%	22%	-	-	59%	54%	14%	4%	7%	4%	1%	8%	43%	18%	21%	21%	20%	20%
SEX																		
Male	252	-	69	96	86	17	64	51	62	83	33	71	0	53	199	86	83	83
	48%	100%	49%	48%	48%	24%	57%	47%	62%	47%	52%	53%	6%	40%	51%	50%	46%	49%
Female	269	-	71	103	95	52	48	58	37	92	31	63	8	80	189	87	96	86
	52%	100%	51%	52%	52%	76%	43%	53%	38%	53%	48%	47%	94%	60%	49%	50%	54%	51%

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)		
	Male	Female	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Professional	White Collar	Blue Collar	Home-maker	Canadian Pavilion	Not Canadian Pavilion	Sydney	Melbourne	Brisbane
TOTAL	521	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
TOTAL (n/w) (wt.)	521 100%	269 100%	142 100%	200 100%	179 100%	71 100%	118 100%	114 100%	100 100%	168 100%	62 100%	138 100%	10 100%	172 100%	349 100%	173 100%	179 100%	169 100%
EDUCATION																		
Primary school	12 2%	7 3%	5 2%	0	11 6%	4 6%	4 4%	-	1 1%	0	2 2%	4 3%	1 16%	4 3%	8 2%	3 2%	3 2%	9 5%
Some secondary	131 25%	57 22%	74 28%	27 19%	52 26%	25 36%	37 33%	26 24%	9 9%	19 11%	15 24%	52 39%	2 19%	27 20%	104 27%	51 29%	34 19%	46 27%
Completed secondary	167 32%	74 29%	93 35%	62 44%	61 31%	43 24%	19 28%	44 40%	32 30%	29 29%	50 29%	31 48%	46 34%	3 41%	44 33%	122 32%	54 31%	63 37%
Trade school	16 3%	12 5%	4 2%	3 2%	10 5%	7 10%	3 3%	2 2%	1 1%	0	-	6 5%	0 6%	1 1%	15 4%	6 3%	4 2%	7 4%
Technical college	42 8%	21 8%	21 8%	15 11%	11 6%	16 9%	6 9%	9 8%	11 10%	7 7%	14 8%	4 6%	11 8%	0 6%	10 8%	32 10%	17 10%	13 7%
Some university	48 9%	24 9%	24 9%	16 11%	16 8%	16 9%	7 10%	4 4%	7 7%	16 16%	24 14%	3 4%	7 5%	1 13%	13 10%	35 9%	17 10%	9 5%
Completed university	79 15%	45 18%	34 13%	17 12%	38 19%	24 13%	-	9 23%	27 21%	49 27%	28 12%	7 5%	-	25 18%	54 14%	18 10%	41 23%	17 10%
Post graduate degree	19 4%	11 5%	8 3%	0	15 7%	4 2%	-	1 1%	6 5%	10 10%	14 8%	2 4%	1 1%	7 5%	12 3%	5 3%	8 4%	7 4%
Other	7 1%	2 1%	5 2%	-	3 1%	4 2%	1 2%	-	2 2%	-	4 2%	-	-	2 1%	5 1%	2 1%	3 2%	2 1%
INCOME																		
Up to \$9,999	30 6%	7 3%	23 9%	2 1%	3 2%	25 14%	30 44%	-	-	-	3 5%	0	3 38%	5 4%	25 6%	6 3%	12 7%	17 10%
\$10,000 - \$14,999	39 7%	10 4%	29 11%	9 7%	5 3%	24 13%	39 56%	-	-	2 1%	2 3%	9 7%	0 6%	6 4%	33 8%	18 10%	8 4%	10 6%
\$15,000 - \$24,999	61 12%	40 16%	21 8%	16 11%	20 10%	25 14%	-	61 55%	-	2 1%	12 19%	30 23%	1 16%	20 15%	41 10%	23 13%	15 8%	26 15%
\$25,000 - \$29,999	51 10%	24 10%	27 10%	16 12%	24 12%	10 6%	-	51 45%	-	13 8%	9 15%	25 19%	-	11 8%	40 10%	14 8%	19 11%	21 12%
\$30,000 - \$39,999	61 12%	28 11%	33 12%	18 12%	35 18%	8 5%	-	-	61 56%	22 13%	7 10%	23 17%	0 6%	18 13%	43 11%	20 12%	17 9%	30 18%
\$40,000 - \$49,999	48 9%	22 9%	25 9%	9 6%	32 16%	7 4%	-	-	48 44%	29 16%	10 16%	8 6%	-	14 11%	34 9%	18 10%	14 8%	15 9%
\$50,000 and over	99 19%	62 25%	37 14%	30 21%	46 23%	23 13%	-	-	99 100%	69 39%	11 17%	9 6%	-	32 24%	67 17%	26 15%	43 24%	31 18%
Don't know	59 11%	22 9%	37 14%	25 18%	11 6%	23 13%	-	-	-	15 8%	2 3%	17 13%	0 6%	17 13%	42 11%	20 12%	21 12%	16 9%
Refused	74 14%	37 15%	37 14%	16 11%	23 11%	35 20%	-	-	-	23 13%	8 12%	11 8%	3 29%	11 8%	63 16%	28 16%	30 17%	3 2%

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Visited		City (Unweighted)			
	Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Prof- essi- onal	White Col- lar	Blue Col- lar	Home- maker	Cana- dian Pavi- lion	Not Cana- dian Pavi- lion	Syd- ney	Melb- ourne	Bris- bane	
																			TOTAL
TOTAL (n/w)	521	252	269	142	200	179	71	118	114	100	168	62	138	10	172	349	173	179	169
	521	252	269	140	200	181	69	112	109	99	175	64	134	9	133	388	173	179	169
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
OCCUPATION OF HOUSEHOLD HEAD																			
Professional	175	83	92	47	96	32	2	16	51	69	175	-	-	-	53	122	59	64	45
	34%	33%	34%	33%	48%	18%	3%	14%	47%	69%	100%	-	-	-	40%	31%	34%	36%	27%
White collar	64	33	31	28	26	11	5	22	17	11	-	64	-	-	12	52	16	31	15
	12%	13%	12%	20%	13%	6%	7%	19%	16%	11%	-	100%	-	-	9%	14%	9%	17%	9%
Blue collar	134	71	63	47	59	28	10	55	32	9	-	-	134	-	31	103	50	35	53
	26%	28%	23%	34%	29%	15%	15%	49%	29%	9%	-	-	100%	-	23%	27%	29%	20%	31%
Homemaker	9	0	8	1	2	5	4	1	0	-	-	-	-	9	2	6	2	3	5
	2%	0%	3%	1%	1%	3%	5%	1%	0%	-	-	-	-	100%	2%	2%	1%	2%	3%
Unemployed	2	-	2	0	1	-	0	-	1	-	-	-	-	-	0	1	1	-	1
	*	-	1%	*	1%	-	1%	-	1%	-	-	-	-	-	*	*	1%	-	1%
Pensioned/retired	7	5	1	6	0	-	1	0	-	1	-	-	-	-	2	4	2	3	1
	1%	2%	1%	4%	*	-	2%	*	-	1%	-	-	-	-	2%	1%	1%	2%	1%
Student	109	47	62	7	3	98	43	17	5	8	-	-	-	-	27	82	36	35	41
	21%	19%	23%	5%	1%	54%	62%	15%	5%	8%	-	-	-	-	20%	21%	21%	20%	24%
Not stated	22	12	11	4	12	7	4	0	3	2	-	-	-	-	6	17	7	8	8
	4%	5%	4%	3%	6%	4%	5%	*	2%	2%	-	-	-	-	4%	4%	4%	4%	5%

QUESTIONNAIRE



ISL International Surveys Ltd.
 85 Eglinton Avenue East
 Toronto, Ontario
 M4P 2Z5

STUDY NO.	SERIAL NO.	DATE
		APR.
4303		1988

Good _____ I'm _____ of Quantum Research. We're conducting a short survey among men and women concerning their opinions about other countries. (it will only take a few moments, I'm sure you'll find it interesting).

Q.NO.	QUESTION	ANSWER	COL.#	NEXT Q.																									
	CODE SEX	MALE	1																										
		FEMALE	2																										
1.	First of all, I have to talk to people in different age groups, so can I just check your age. Is it READ OUT & CODE	18 - 29	1																										
		30 - 39	2																										
		40 - 49	3																										
		50 - 59	4																										
		60 & OVER	5	NOTE																									
NOTE	CHECK QUOTAS. ASK TO SPEAK TO SOMEONE ELSE IF NECESSARY																												
2.	<p>We're conducting a survey about what people in Australia think of certain other countries and in particular, we're interested in your opinions of 4 different countries. Perhaps it would help if you write them down as I read them because I'm going to be asking you to rank these countries on a number of different characteristics. These countries are, UK, France, Italy and Canada (ROTATE ORDER OF COUNTRIES). I'd like to emphasise it's just your opinion we're interested in. Even if you feel you don't know very much it's your opinion that counts (and not what anyone else in your family thinks).</p> <p>First 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. ROTATE</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th><u>Most</u></th> <th><u>2nd</u></th> <th><u>3rd</u></th> <th><u>Least</u></th> </tr> </thead> <tbody> <tr> <td>UK</td> <td>1</td> <td>1</td> <td>1</td> <td>1</td> </tr> <tr> <td>France</td> <td>2</td> <td>2</td> <td>2</td> <td>2</td> </tr> <tr> <td>Canada</td> <td>3</td> <td>3</td> <td>3</td> <td>3</td> </tr> <tr> <td>Italy</td> <td>4</td> <td>4</td> <td>4</td> <td>4</td> </tr> </tbody> </table>					<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
	<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																									

Q.NO.

QUESTION

ANSWER

COL.#

NEXT
Q.

And how would you rank them for their achievements in high technology?

	<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

And how would you rank them for how much you feel you know about them?

	<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

Being an source of high quality sporting equipment.

	<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

And for being places where you would most like to take a holiday.

	<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

Q.NO.	QUESTION	ANSWER	COL.#	NEXT Q.
3.	<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 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 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?</p> <p>ROTATE ORDER OF STATEMENTS</p>	<p>10 9 8 7 6 5 4 3 2 1 0</p>		
	<p>HIGH LEVEL TECHNOLOGY</p>	<p>LOW LEVEL</p>		
	<p>If 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)</p>	<p>10 9 8 7 6 5 4 3 2 1 0</p>		
	<p>MANY TYPES</p>	<p>FEW</p>		
	<p>And 10 refers to an exciting country, 0 to a boring country (where would you place Canada?)</p>	<p>10 9 8 7 6 5 4 3 2 1 0</p>		
	<p>EXCITING</p>	<p>BORING</p>		
	<p>10 refers to a country that makes high quality products, 0 to a country that makes low quality products (where would you place Canada)?</p>	<p>10 9 8 7 6 5 4 3 2 1 0</p>		
	<p>HIGH QUALITY</p>	<p>LOW QUALITY</p>		
	<p>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)</p>	<p>10 9 8 7 6 5 4 3 2 1 0</p>		
	<p>A LOT</p>	<p>NOTHING</p>		

Q.NO.	QUESTION	ANSWER	COL.# NEXT Q.
	<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>10 9 8 7 6 5 4 3 2 1 0</p> <p>IMPORTANT NOT IMPORTANT</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>10 9 8 7 6 5 4 3 2 1 0</p> <p>VERY LIKE NOT AT ALL LIKE</p>		
	<p>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>10 9 8 7 6 5 4 3 2 1 0</p> <p>A LOT A LITTLE</p>		

Q.NO.	QUESTION	ANSWER	COL.#	NEXT Q.
	<p>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>10 9 8 7 6 5 4 3 2 1 0</p> <p>LIKE TO HOLIDAY NOT LIKE TO HOLIDAY</p> <p>10 refers to a country that is a very close friend of Australia and 0 to a country that is not a friend of Australia at all, (where would you place Canada)</p> <p>10 9 8 7 6 5 4 3 2 1 0</p> <p>A FRIEND NOT A FRIEND</p>			
4.	Have you visited Expo at all?	YES	1	5
		NO	2	7
5.	Did you visit the Canadian Pavilion?	YES	1	SPEECH
		NO	2	6
6.	Did you know Canada has a Pavilion at Expo?	YES	1	
		NO	2	SPEECH
7.	So far as you're aware, does Canada have a Pavilion at Expo?	YES	1	
		NO	2	
		DON'T KNOW	3	SPEECH
<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 style="text-align: right;">(Registration No. DEA/SFB-180-03066)</p>				

Q.NO.	QUESTION	ANSWER	COL.#	NEXT Q.
8.	What is the highest level of formal education you have completed	PRIMARY SCHOOL	1	SKIP NOTE
		SOME SECONDARY (UP TO 5TH YEAR)	2	
		COMPLETED SECONDARY (6TH YEAR, H.S.C.)	3	
		TRADE SCHOOL	4	
		TECHNICAL COLLEGE	5	
		SOME UNIVERSITY	6	
		COMPLETED UNIVERSITY	7	
		POST GRADUATE DEGREE	8	
		OTHER	9	
SKIP NOTE	IF MALE ASK Q.9 IF FEMALE SKIP TO Q.12			
9.	Are you the male head of your household?	YES	1	10
		NO	2	11
10.	What is your occupation? SPECIFY FULLY	_____		16
11.	What is the occupation of the (male) head of your household? SPECIFY FULLY	_____		16
12.	Is there a male head of household in your family?	YES	1	13
		NO	2	14
13.	What is his occupation? SPECIFY FULLY	_____		16

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