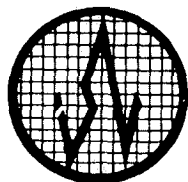


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EXPO '88 : BRISBANE

Evaluation
of the
Communication's Effectiveness
of the
Canadian Pavilion

Telephone Survey : Wave I

96587685

STUDY NO. 4303
MAY, 1988



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INTRODUCTION



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

The evaluation consists of:-

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

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

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

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

This report presents the results of the first wave of the telephone interviewing, conducted prior to the start of Expo '88.



3.

502 interviews were conducted in Sydney, Melbourne and Brisbane between April 22 and 29, 1988.

This report presents:

- . A summary of the results;
- . A copy of the printout;
- . Methodological details;
- . A copy of the questionnaire.



SUMMARY



5.

The results of this survey suggest that, prior to the opening of Expo '88:

- . Australians felt they were not well informed about Canada;
- . but did view the country as an exciting one, offering many leisure activities and having strong appeal as a vacation destination.
- . Nevertheless, Canada's profile as an industrialised and technologically advanced nation is fairly weak; nor, despite its association with leisure activities, is the country particularly viewed as a source of quality sporting equipment.



DETAILED RESULTS



7.

Attitudes towards Canada on elements associated with the four communication objectives were measured on the basis of:

- . a series of ranking scales, where Canada was situated in the context of three European countries;
- . a series of monadic zero to ten rating scales.

The data relating to each of the communication objectives is reviewed below.

- Canada as an Industrialized Country & Technological Leader -

In the context of the three European countries evaluated Canada has a weaker profile than the U.K. but is clearly stronger than Italy.

Mean Ranking for Overall
Industrial Development

U.K.	3.3
Canada	2.5
France	2.4
Italy	1.8



Mean Ranking for Achievements
in High Technology

U.K.	3.1
France	2.9
Canada	2.4
Italy	1.7

On a scale of 0 to 10, Canada rates:

for a Lot of Manufacturing	6.0
for its High Level of Technology	6.6
for its High Quality Products	6.6

These ratings cannot be interpreted in isolation and the key analysis will involve wave to wave comparisons. However, a comparison with ratings on the other issues evaluated tends to confirm the indications of the rankings, that is, that Canada has a rather "middling" profile as an industrialised nation.

- Canada as a Source of Quality Leisure Products -

No country appears to dominate in Australian's minds as being a source of quality leisure products, nevertheless, Canada does seem to bring up the rear when compared with the European countries.



9.

Mean Ranking for Source of
High Quality Sporting Equipment

U.K.	2.7
Italy	2.5
France	2.5
Canada	2.3

However, as a country with many types of leisure activities, Canada seems to have a fairly strong profile, and on a scale of 0 to 10 Canada rates relatively highly as a country with:

Many types of leisure activities 7.4

- Canada as a Desirable Tourist Destination -

Canada clusters fairly closely with the European countries as a desirable holiday destination, however, in this case it would appear to lead the pack.

Mean Ranking for the Most Appealing
Holiday Destination

Canada	2.8
U.K.	2.6
France	2.4
Italy	2.3



Likewise, its rating as an exciting country and one where Australians would like to take a holiday is fairly strong.

On a scale of 0 to 10, Canada rates:

as being an exciting country	7.3
as a country where you would like to take a holiday	7.3

These ratings are clearly similar to that for Canada's variety of leisure activities and there is probably a correlation involved here.

- Canada is a Pacific Rim country -

Although Canada is perceived as being a "close friend" of Australia, it is also seen as being quite like the United States and as definitely not playing an important role in the Pacific.

On a scale of 0 to 10, Canada rates as:

Being very like the United States	7.1
Being a close friend of Australia	7.3
Playing an important role in the Pacific	4.0



11.

- Overall Level of Knowledge -

Finally, underlying the ability to evaluate any country on any aspect, is the level of knowledge respecting that country.

Mean Ranking for How Much Known
About Each Country

U.K.	3.5
France	2.3
Canada	2.1
Italy	2.1

Rating on a scale of 0 - 10, Canada is:

A country you know a lot about 5.0

Evidently, Australians do not feel at all confident in their level of knowledge about Canada. On the other hand, they appear to feel no more knowledgeable about France or Italy.

The most significant difference demographically exists between different age groups. These data are presented on the next page, however in summary the following trends are apparent:



- older people show a generally stronger U.K. orientation;
- younger people give Canada relatively greater credit for its technological and industrial base, although they feel no more knowledgeable about the country than do their elders;
- younger people are relatively more interested in holidaying here;
- younger people are even less convinced than their older counterparts of Canada's role as a Pacific nation.

Other demographic differences with respect to any of the data are small and not statistically significant. However, the following trends may be signalled.

- Women generally rate Canada a little higher than men on any aspect evaluated, with the one exception of "being like the U.S.", where men indicate a slightly stronger belief that this is so.
- People in Melbourne seem to evaluate Canada a little less strongly compared with Sydney and Brisbane, regardless of the attribute involved.

Finally, three quarters of the population in Melbourne and Sydney were aware that Canada would have a Pavilion at Expo '88, 92% were aware of this in Brisbane.



Mean Rankings

Age Groups

	<u>18 - 29</u>	<u>30 - 49</u>	<u>50 & Over</u>
<u>For Overall Industrial Development</u>			
U.K.	3.3	3.2	3.4
France	2.5	2.5	2.2
CANADA	2.5	2.6	2.5
Italy	1.7	1.7	1.9
 <u>For Achievements in High Technology</u>			
U.K.	2.8	3.1	3.3
France	2.9	2.9	2.7
CANADA	2.6	2.3	2.3
Italy	1.7	1.7	1.7
 <u>For Overall Knowledge About Them</u>			
U.K.	3.3	3.6	3.7
France	2.3	2.3	2.2
CANADA	2.0	2.1	2.2
Italy	2.4	2.1	1.9
 <u>As a Source of High Quality Sporting Equipment</u>			
U.K.	2.5	2.5	3.0
France	2.6	2.6	2.4
CANADA	2.4	2.3	2.4
Italy	2.5	2.7	2.3
 <u>As a Desirable Tourist Destination</u>			
U.K.	2.2	2.5	3.0
France	2.6	2.3	2.2
CANADA	2.7	2.9	2.7
Italy	2.5	2.3	2.2



Mean Ratings Given Canada

	<u>Age Groups</u>		
	<u>18 - 29</u>	<u>30 - 49</u>	<u>50 & Over</u>
for its high level of technology	6.9	6.7	6.4
as having many types of leisure activities	7.5	7.4	7.3
as an exciting country	7.2	7.2	7.3
for its high quality products	6.5	6.7	6.6
for how much known about Canada	4.8	5.0	5.3
for playing an important role as a Pacific nation	3.9	3.8	4.4
for being very like the U.S.	7.0	7.1	7.0
as having a lot of manufacturing	6.2	6.0	5.7
for being an appealing holiday destination	7.4	7.4	7.0
for being a close friend of Australia	7.1	7.3	7.4



APPENDIX



METHODOLOGICAL DETAILS



This first of three telephone waves was conducted among adults 18 years and over living in the Metropolitan centres of Sydney, Melbourne and Brisbane.

The total sample of 502 was equally split between the three centres:

Sydney	169
Melbourne	166
Brisbane	167

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



18.

Bureau population data were imposed to ensure a representative sample and inter-wave comparability.

The contact record follows:

	<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



COMPUTER PRINTOUT



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7	12	Rating of Canada for Many types of leisure activities	
8	13	Rating of Canada for An exciting country	
9	14	Rating of Canada for Makes high quality products	
10	15	Rating of Canada for A country you know a lot about	
11	16	Rating of Canada for Plays an important role in the Pacific Ocean	
12	17	Rating of Canada for A country very like the United States	
13	18	Rating of Canada for Has a lot of manufacturing	
14	19	Rating of Canada for A country where you would like to take a holiday	
15	20	Rating of Canada for A very close friend of Australia	
16	21	Q4. So far as you're aware, will Canada have a pavilion at Expo 88?	
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7	13	Q2. Ranking of countries for achievements in high technology	Base: Respondents Ranking Countries
8	15	Q2. Ranking of countries for how much you feel you know about them	Base: Respondents Ranking Countries
9	17	Q2. Ranking of countries for being a source of high quality sporting equipment	Base: Respondents Ranking Countries
10	19	Q2. Ranking of countries for where you would most like to take a holiday	Base: Respondents Ranking Countries
11	21	Rating of Canada for High level of technology	Base: All Respondents
12	22	Rating of Canada for Many types of leisure activities	Base: All Respondents
13	23	Rating of Canada for An exciting country	Base: All Respondents
14	24	Rating of Canada for Makes high quality products	Base: All Respondents
15	25	Rating of Canada for A country you know a lot about	Base: All Respondents
16	26	Rating of Canada for Plays an important role in the Pacific Ocean	Base: All Respondents
17	27	Rating of Canada for A country very like the United States	Base: All Respondents
18	28	Rating of Canada for Has a lot of manufacturing	Base: All Respondents
19	29	Rating of Canada for A country where you would like to take a holiday	Base: All Respondents
20	30	Rating of Canada for A very close friend of Australia	Base: All Respondents
21	31	Q4. So far as you're aware, will Canada have a pavilion at Expo 88?	Base: All Respondents
22	32	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				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane	
TOTAL (n/w)	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167	
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
U.K.																				
First	(4)	253	124	130	71	95	88	49	60	61	32	46	69	57	23	191	9	86	77	99
		50%	50%	51%	50%	50%	52%	55%	49%	50%	55%	42%	54%	48%	52%	49%	45%	51%	46%	59%
Second	(3)	97	45	52	33	33	31	12	24	26	10	27	24	21	8	78	5	28	36	36
		19%	18%	20%	23%	17%	18%	13%	20%	21%	17%	25%	19%	18%	18%	20%	28%	17%	22%	22%
Third	(2)	70	37	33	17	30	23	14	14	16	8	15	18	16	5	57	3	24	24	19
		14%	15%	13%	12%	16%	13%	15%	11%	13%	13%	14%	14%	14%	11%	15%	13%	14%	14%	11%
Fourth	(1)	28	12	16	9	14	5	6	8	4	3	6	8	6	2	20	1	9	9	11
		6%	5%	6%	6%	8%	3%	7%	7%	3%	6%	6%	6%	5%	4%	5%	7%	5%	5%	7%
All equal		52	25	26	12	16	24	8	14	14	6	12	7	19	7	40	1	20	20	2
		10%	10%	10%	8%	9%	14%	9%	12%	12%	10%	11%	6%	16%	15%	10%	6%	12%	12%	1%
Not stated		3	3	-	1	1	-	-	1	1	-	1	1	-	-	3	-	2	-	-
		1%	1%	-	1%	1%	-	-	1%	1%	-	1%	1%	-	-	1%	-	1%	-	-
MEAN		3.29	3.29	3.28	3.28	3.21	3.38	3.28	3.29	3.35	3.33	3.19	3.30	3.28	3.38	3.27	3.19	3.30	3.24	3.35
STD. DEV.		.94	.94	.95	.93	1.01	.87	1.01	.96	.87	.94	.93	.95	.95	.89	.94	.95	.95	.94	.93
STD. ERR.		.044	.063	.062	.081	.076	.071	.109	.086	.085	.133	.098	.084	.092	.146	.049	.253	.078	.078	.072
FRANCE																				
First	(4)	66	38	28	26	29	11	7	18	14	7	19	21	12	1	49	3	22	24	17
		13%	15%	11%	18%	15%	7%	8%	15%	12%	12%	18%	16%	10%	3%	13%	13%	13%	14%	10%
Second	(3)	140	78	62	40	58	42	24	38	34	15	24	35	37	9	112	5	50	40	55
		28%	32%	24%	28%	31%	25%	26%	31%	28%	27%	22%	28%	31%	21%	29%	28%	30%	24%	33%
Third	(2)	149	68	81	44	52	54	33	33	38	19	33	43	29	18	114	4	49	48	57
		30%	28%	32%	31%	27%	32%	37%	27%	31%	34%	31%	34%	24%	39%	29%	21%	29%	29%	34%
Fourth	(1)	92	36	57	21	34	38	18	17	21	10	19	21	23	9	72	6	27	34	34
		18%	15%	22%	15%	18%	22%	20%	14%	17%	18%	18%	17%	19%	19%	19%	33%	16%	20%	20%
All equal		52	25	26	12	16	24	8	14	14	6	12	7	19	7	40	1	20	20	2
		10%	10%	10%	8%	9%	14%	9%	12%	12%	10%	11%	6%	16%	15%	10%	6%	12%	12%	1%
Not stated		2	-	2	-	0	2	-	1	0	-	0	-	-	1	2	-	1	-	2
		*	-	1%	-	*	1%	-	1%	*	-	*	-	-	3%	*	-	1%	-	1%
MEAN		2.40	2.54	2.27	2.54	2.48	2.18	2.24	2.54	2.39	2.36	2.45	2.46	2.38	2.09	2.40	2.22	2.45	2.37	2.34
STD. DEV.		.97	.96	.97	.98	.99	.91	.89	.95	.95	.95	1.03	.97	.96	.78	.97	1.08	.95	1.01	.92
STD. ERR.		.046	.064	.064	.085	.075	.075	.096	.085	.093	.134	.108	.085	.094	.130	.050	.288	.078	.084	.072

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane	
TOTAL (n/w)	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167	
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<u>CANADA</u>																				
First	(4)	102	43	59	26	39	37	21	22	28	10	21	24	23	12	88	5	31	36	38
		20%	17%	23%	18%	20%	22%	24%	18%	23%	17%	20%	19%	19%	27%	23%	28%	18%	22%	23%
Second	(3)	141	61	80	41	57	43	30	29	31	19	29	43	31	10	108	4	46	48	48
		28%	25%	31%	29%	30%	25%	34%	24%	26%	32%	27%	34%	26%	22%	28%	19%	27%	29%	29%
Third	(2)	105	51	53	32	45	27	15	34	23	15	20	26	29	7	80	4	38	28	43
		21%	21%	21%	23%	24%	16%	17%	28%	19%	26%	19%	21%	24%	16%	21%	21%	22%	17%	26%
Fourth	(1)	102	64	37	31	31	39	15	23	24	9	25	25	18	9	73	5	34	33	36
		20%	26%	15%	22%	17%	23%	16%	19%	20%	15%	23%	20%	15%	19%	19%	27%	20%	20%	22%
All equal		52	25	26	12	16	24	8	14	14	6	12	7	19	7	40	1	20	20	2
		10%	10%	10%	8%	9%	14%	9%	12%	12%	10%	11%	6%	16%	15%	10%	6%	12%	12%	1%
Not stated		1	1	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-
		*	*	-	-	1%	-	-	1%	-	-	-	1%	-	-	-	-	-	1%	-
MEAN		2.54	2.37	2.70	2.47	2.60	2.54	2.72	2.47	2.59	2.57	2.49	2.57	2.59	2.67	2.60	2.51	2.50	2.60	2.53
STD. DEV.		1.07	1.10	1.02	1.06	1.03	1.14	1.04	1.04	1.11	.98	1.10	1.04	1.03	1.15	1.08	1.19	1.06	1.09	1.07
STD. ERR.		.050	.074	.067	.092	.078	.093	.112	.093	.108	.139	.116	.091	.100	.188	.056	.318	.087	.091	.083
<u>ITALY</u>																				
First	(4)	29	16	13	9	11	10	4	8	5	4	10	6	8	2	21	1	10	9	11
		6%	6%	5%	6%	6%	6%	4%	6%	4%	6%	9%	5%	7%	4%	5%	7%	6%	5%	7%
Second	(3)	71	36	35	16	25	30	16	16	17	8	15	18	12	11	51	4	25	22	25
		14%	15%	14%	11%	13%	18%	18%	13%	14%	14%	14%	14%	10%	24%	13%	21%	15%	13%	15%
Third	(2)	121	60	61	36	44	41	20	24	28	10	25	30	26	7	93	7	35	45	45
		24%	24%	24%	25%	23%	24%	22%	20%	23%	18%	24%	24%	22%	15%	24%	39%	21%	27%	27%
Fourth	(1)	229	108	121	70	94	65	42	60	58	30	45	66	54	19	184	5	79	70	84
		46%	44%	47%	49%	50%	38%	47%	49%	48%	52%	42%	52%	45%	42%	47%	27%	47%	42%	50%
All equal		52	25	26	12	16	24	8	14	14	6	12	7	19	7	40	1	20	20	2
		10%	10%	10%	8%	9%	14%	9%	12%	12%	10%	11%	6%	16%	15%	10%	6%	12%	12%	1%
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN		1.78	1.82	1.75	1.72	1.72	1.90	1.77	1.74	1.70	1.73	1.89	1.70	1.74	1.87	1.74	2.09	1.77	1.79	1.78
STD. DEV.		.94	.95	.92	.92	.93	.95	.92	.96	.89	.97	1.02	.90	.96	.97	.92	.90	.96	.91	.94
STD. ERR.		.044	.064	.060	.079	.070	.078	.100	.085	.086	.137	.107	.079	.094	.159	.048	.240	.078	.076	.073

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane
TOTAL (n/w wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
<u>U.K.</u>																			
First	(4) 39%	116 47%	82 32%	39 28%	78 41%	80 47%	43 49%	43 35%	41 34%	20 34%	39 36%	45 35%	46 38%	19 42%	156 40%	8 40%	61 36%	68 41%	75 45%
Second	(3) 25%	51 21%	75 29%	45 32%	50 26%	31 18%	16 18%	31 26%	35 29%	16 28%	32 30%	39 31%	23 19%	8 19%	95 24%	6 33%	41 24%	40 24%	50 30%
Third	(2) 17%	37 15%	48 19%	28 20%	31 16%	26 16%	18 20%	23 19%	18 15%	10 18%	12 11%	26 20%	20 17%	9 20%	66 17%	4 21%	30 18%	25 15%	33 20%
Fourth	(1) 8%	17 7%	24 9%	19 14%	16 8%	7 4%	4 5%	10 8%	13 11%	7 12%	12 11%	10 8%	13 10%	4 8%	33 8%	-	18 11%	11 7%	9 5%
All equal	52 10%	25 10%	27 10%	10 7%	16 8%	15 15%	8 9%	14 12%	14 12%	5 9%	13 12%	7 6%	19 16%	5 11%	39 10%	1 6%	19 11%	22 13%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	3.06	3.20	2.94	2.79	3.09	3.28	3.21	3.00	2.97	2.93	3.04	3.00	3.00	3.06	3.07	3.21	2.97	3.15	3.14
STD. DEV.	1.00	.98	.99	1.03	.99	.92	.96	.99	1.02	1.03	1.02	.96	1.07	1.03	1.00	.78	1.04	.96	.92
STD. ERR.	.046	.066	.065	.088	.074	.075	.103	.088	.099	.145	.107	.084	.105	.165	.052	.208	.085	.080	.071
<u>FRANCE</u>																			
First	(4) 28%	69 28%	74 29%	56 39%	53 28%	34 20%	20 23%	30 24%	43 36%	20 34%	34 32%	49 38%	24 20%	10 22%	113 29%	6 34%	52 31%	40 24%	54 32%
Second	(3) 30%	91 37%	62 24%	27 19%	73 38%	53 31%	26 29%	43 35%	29 24%	23 40%	36 33%	37 29%	33 28%	12 27%	114 29%	9 47%	53 31%	53 32%	40 24%
Third	(2) 20%	37 15%	62 24%	32 23%	31 16%	36 21%	23 26%	27 22%	19 16%	7 12%	15 14%	24 19%	25 21%	13 29%	77 20%	-	29 17%	30 18%	53 32%
Fourth	(1) 11%	22 9%	31 12%	16 11%	18 9%	20 12%	11 13%	9 7%	15 12%	3 6%	11 10%	10 8%	17 14%	5 11%	44 11%	2 12%	17 10%	19 11%	18 11%
All equal	51 10%	23 10%	28 11%	12 8%	16 8%	24 14%	8 9%	13 11%	15 12%	5 9%	13 12%	7 6%	19 16%	5 11%	39 10%	1 6%	18 11%	23 14%	-
Not stated	2 *	2 1%	-	0 *	-	2 1%	1 1%	0 *	0 *	-	-	-	2 2%	-	2 1%	-	-	1 1%	2 1%
MEAN	2.86	2.94	2.78	2.93	2.92	2.71	2.69	2.86	2.95	3.12	2.98	3.03	2.65	2.67	2.85	3.10	2.93	2.80	2.79
STD. DEV.	1.00	.94	1.05	1.08	.94	.98	1.00	.91	1.07	.86	.98	.97	1.03	.98	1.01	.94	.99	.99	1.02
STD. ERR.	.047	.063	.068	.094	.070	.081	.108	.081	.105	.120	.103	.085	.102	.157	.053	.251	.081	.083	.079

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: All Respondents

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
<u>CANADA</u>																			
First	(4) 91 18%	29 12%	62 24%	33 23%	36 19%	22 13%	15 17%	28 23%	18 15%	12 20%	17 16%	23 18%	24 20%	9 20%	68 18%	4 20%	34 20%	26 16%	31 19%
Second	(3) 109 22%	48 20%	60 24%	37 26%	30 16%	42 25%	27 31%	19 15%	30 24%	3 6%	15 13%	29 22%	29 24%	14 31%	93 24%	3 13%	31 18%	38 23%	48 29%
Third	(2) 118 24%	63 26%	55 22%	33 23%	51 27%	34 20%	17 19%	28 23%	24 20%	22 39%	30 28%	31 24%	22 19%	10 21%	92 24%	8 41%	40 24%	39 23%	39 23%
Fourth	(1) 130 26%	79 32%	52 20%	26 18%	57 30%	47 28%	23 26%	32 27%	34 28%	15 26%	32 30%	38 30%	24 20%	9 19%	95 24%	4 20%	44 26%	41 25%	48 29%
All equal	52 10%	25 10%	27 10%	12 8%	16 8%	24 14%	6 7%	14 12%	15 12%	5 9%	13 12%	7 6%	20 17%	4 9%	39 10%	1 6%	19 11%	22 13%	-
Not stated	2 *	2 1%	-	2 1%	-	-	-	0 *	1 1%	-	1 1%	-	0 *	-	2 *	-	1 1%	-	1 1%
MEAN	2.36	2.13	2.58	2.59	2.26	2.27	2.42	2.39	2.29	2.22	2.18	2.29	2.54	2.57	2.39	2.35	2.37	2.34	2.37
STD. DEV.	1.10	1.04	1.11	1.08	1.13	1.07	1.08	1.17	1.09	1.09	1.10	1.10	1.10	1.05	1.08	1.03	1.13	1.07	1.09
STD. ERR.	.051	.070	.073	.094	.085	.087	.116	.105	.107	.153	.116	.096	.109	.165	.056	.276	.093	.090	.085
<u>ITALY</u>																			
First	(4) 17 3%	7 3%	11 4%	3 2%	7 4%	8 5%	3 3%	6 5%	4 4%	1 2%	5 4%	4 3%	5 4%	2 5%	11 3%	-	3 2%	9 5%	6 4%
Second	(3) 61 12%	30 12%	31 12%	22 15%	22 11%	18 10%	12 14%	14 11%	13 11%	11 18%	13 12%	15 12%	14 12%	5 12%	47 12%	-	25 15%	12 7%	28 17%
Third	(2) 143 29%	80 33%	63 25%	36 25%	62 32%	46 27%	22 25%	30 24%	43 35%	13 23%	37 35%	39 31%	31 26%	9 19%	110 28%	6 32%	50 30%	48 29%	41 25%
Fourth	(1) 234 47%	106 43%	128 50%	71 49%	84 44%	80 47%	47 53%	57 47%	48 39%	28 48%	40 37%	62 49%	50 42%	25 56%	185 48%	13 68%	75 44%	76 46%	92 55%
All equal	46 9%	22 9%	24 9%	12 8%	16 8%	19 11%	5 5%	14 12%	14 11%	5 9%	13 12%	7 6%	19 16%	4 8%	36 9%	-	16 9%	21 13%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.70	1.72	1.68	1.67	1.73	1.69	1.66	1.71	1.76	1.73	1.81	1.68	1.75	1.63	1.67	1.32	1.71	1.68	1.69
STD. DEV.	.84	.81	.87	.82	.83	.87	.85	.91	.82	.87	.85	.82	.89	.91	.82	.47	.81	.87	.87
STD. ERR.	.039	.053	.057	.071	.063	.070	.090	.081	.080	.122	.089	.071	.087	.144	.042	.120	.065	.072	.068

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				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane	
TOTAL (n/w wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%	
U.K.																				
First	(4) 63%	315 68%	148 58%	77 54%	125 66%	113 67%	54 61%	71 59%	88 72%	36 63%	71 65%	91 71%	62 51%	30 65%	248 64%	14 74%	105 62%	97 58%	127 76%	
Second	(3) 13%	65 13%	28 11%	37 14%	24 17%	23 12%	18 11%	13 14%	16 14%	18 15%	6 11%	9 8%	17 13%	15 13%	6 14%	48 12%	1 7%	20 12%	24 14%	20 12%
Third	(2) 9%	46 9%	18 7%	28 11%	20 14%	13 7%	13 8%	9 10%	10 8%	0 *	8 14%	11 10%	6 5%	18 15%	1 2%	35 9%	2 12%	16 9%	15 9%	14 8%
Fourth	(1) 4%	18 4%	5 2%	14 5%	9 6%	8 4%	2 1%	5 5%	7 6%	- -	- -	3 2%	6 4%	5 4%	2 4%	12 3%	- -	6 4%	8 5%	2 1%
All equal		57 11%	27 11%	30 12%	13 9%	20 11%	23 14%	8 9%	16 13%	15 12%	7 12%	16 15%	9 7%	20 16%	6 14%	45 12%	1 6%	22 13%	22 13%	2 1%
Not stated		1 *	0 *	0 *	- 0	0 *	0 *	1 1%	- -	- -	- -	- -	0 *	- -	1 *	- -	- -	- -	2 1%	
MEAN	3.52	3.64	3.41	3.31	3.57	3.66	3.46	3.44	3.82	3.56	3.60	3.62	3.33	3.64	3.55	3.66	3.52	3.46	3.67	
STD. DEV.	.84	.73	.92	.96	.83	.69	.90	.93	.39	.75	.80	.78	.94	.75	.81	.70	.84	.89	.68	
STD. ERR.	.039	.049	.061	.084	.063	.056	.098	.083	.038	.107	.085	.069	.093	.121	.042	.187	.070	.074	.054	
FRANCE																				
First	(4) 7%	34 7%	15 6%	19 8%	13 9%	12 6%	10 6%	9 10%	7 6%	4 3%	4 6%	5 5%	10 8%	8 7%	2 5%	26 7%	- -	11 7%	11 7%	14 8%
Second	(3) 29%	147 29%	73 30%	74 29%	47 33%	57 30%	43 26%	21 24%	40 33%	34 28%	15 26%	36 33%	38 30%	39 32%	12 28%	109 28%	5 27%	51 30%	47 28%	49 29%
Third	(2) 31%	156 31%	76 31%	79 31%	38 27%	62 32%	56 33%	23 26%	42 34%	42 35%	14 25%	31 29%	41 32%	31 26%	19 42%	121 31%	9 46%	49 29%	50 30%	66 40%
Fourth	(1) 21%	106 21%	54 22%	52 20%	32 22%	38 20%	36 21%	27 30%	17 14%	27 22%	17 30%	19 18%	30 23%	22 19%	5 11%	86 22%	4 21%	36 21%	36 22%	32 19%
All equal		57 11%	27 11%	30 12%	13 9%	20 11%	23 14%	8 9%	16 13%	15 12%	7 12%	16 15%	9 7%	20 16%	6 14%	45 12%	1 6%	22 13%	22 13%	2 1%
Not stated		2 *	0 *	1 1%	- 1	1 *	0 *	1 1%	- -	- 0	1 1%	- 1	0 *	- -	2 *	- -	- -	- -	4 2%	
MEAN	2.25	2.22	2.27	2.31	2.25	2.19	2.16	2.34	2.14	2.11	2.29	2.24	2.33	2.31	2.22	2.07	2.25	2.23	2.28	
STD. DEV.	.91	.90	.91	.95	.88	.89	1.02	.82	.83	.96	.86	.92	.91	.77	.91	.71	.91	.91	.88	
STD. ERR.	.043	.060	.060	.083	.068	.072	.111	.074	.082	.139	.093	.081	.090	.125	.048	.189	.075	.076	.069	

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				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
TOTAL (n/w wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
CANADA																			
First	(4) 42 8%	15 6%	27 11%	12 8%	18 10%	12 7%	11 12%	11 9%	9 7%	5 9%	5 4%	10 8%	11 9%	4 9%	36 9%	1 6%	16 9%	12 7%	14 8%
Second	(3) 140 28%	74 30%	67 26%	33 23%	51 27%	55 33%	26 29%	28 23%	35 29%	15 26%	31 29%	37 29%	31 26%	12 26%	115 30%	6 34%	47 28%	42 25%	58 35%
Third	(2) 92 18%	44 18%	48 19%	31 22%	32 17%	29 17%	24 26%	23 19%	21 17%	9 16%	19 17%	25 20%	15 12%	11 25%	70 18%	4 21%	29 17%	31 19%	35 21%
Fourth	(1) 169 34%	86 35%	83 32%	53 37%	66 35%	49 29%	20 22%	43 35%	41 34%	21 36%	37 34%	47 37%	43 36%	12 27%	121 31%	6 33%	55 33%	59 36%	54 32%
All equal	57 11%	27 11%	30 12%	13 9%	20 11%	23 14%	8 9%	16 13%	15 12%	7 12%	16 15%	9 7%	20 16%	6 14%	45 12%	1 6%	22 13%	22 13%	2 1%
Not stated	2 *	0 *	1 1%	-	1 1%	0 *	1 1%	-	-	0 1%	1 1%	-	0 *	-	2 *	-	-	-	4 2%
MEAN	2.13	2.08	2.17	2.03	2.13	2.20	2.34	2.06	2.11	2.09	2.04	2.09	2.09	2.20	2.19	2.14	2.16	2.05	2.20
STD. DEV.	1.03	1.00	1.06	1.02	1.06	1.00	.99	1.04	1.02	1.06	.97	1.02	1.08	.99	1.03	.98	1.05	1.02	1.00
STD. ERR.	.048	.067	.070	.089	.081	.082	.108	.094	.100	.153	.105	.089	.106	.160	.054	.261	.087	.085	.079
ITALY																			
First	(4) 54 11%	23 9%	31 12%	28 19%	16 8%	11 6%	6 7%	16 13%	5 4%	5 9%	12 11%	10 8%	20 16%	3 7%	36 9%	3 13%	15 9%	26 16%	7 4%
Second	(3) 90 18%	43 17%	48 19%	25 18%	36 19%	29 17%	20 22%	21 17%	20 16%	14 24%	15 14%	27 21%	15 12%	8 18%	68 17%	5 26%	29 17%	30 18%	34 20%
Third	(2) 149 30%	79 32%	70 27%	41 29%	61 32%	47 28%	25 28%	30 25%	43 35%	19 33%	31 29%	45 36%	36 30%	8 17%	114 29%	3 14%	53 31%	47 28%	47 28%
Fourth	(1) 152 30%	74 30%	78 30%	36 25%	57 30%	59 35%	30 33%	38 31%	38 31%	13 22%	34 31%	37 29%	30 25%	20 44%	126 32%	8 40%	50 30%	41 25%	77 46%
All equal	57 11%	27 11%	30 12%	13 9%	20 11%	23 14%	8 9%	16 13%	15 12%	7 12%	16 15%	9 7%	20 16%	6 14%	45 12%	1 6%	22 13%	22 13%	2 1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	2.11	2.06	2.14	2.35	2.06	1.94	2.03	2.15	1.93	2.23	2.06	2.08	2.24	1.85	2.04	2.13	2.06	2.28	1.82
STD. DEV.	1.01	.97	1.04	1.10	.96	.95	.96	1.07	.86	.95	1.02	.93	1.08	1.00	.99	1.12	.97	1.06	.90
STD. ERR.	.047	.065	.068	.095	.073	.077	.103	.096	.084	.135	.109	.081	.106	.163	.052	.300	.080	.089	.070

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				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
U.K.																			
First	(4) 132 26%	74 30%	58 23%	31 22%	42 22%	59 35%	31 35%	32 26%	26 21%	13 23%	24 22%	36 28%	27 22%	11 25%	106 27%	4 21%	44 26%	39 23%	57 34%
Second	(3) 119 24%	58 23%	61 24%	34 24%	43 23%	42 25%	24 27%	32 26%	22 18%	12 22%	20 18%	30 23%	27 22%	14 31%	91 24%	4 20%	40 24%	40 24%	38 23%
Third	(2) 105 21%	44 18%	60 24%	34 24%	42 22%	28 17%	14 16%	16 13%	33 27%	19 33%	26 24%	27 21%	28 24%	5 10%	79 20%	8 40%	31 18%	41 25%	31 19%
Fourth	(1) 86 17%	39 16%	47 18%	31 22%	39 20%	16 9%	11 12%	25 21%	23 19%	8 13%	22 20%	25 20%	17 14%	10 21%	67 17%	1 6%	31 18%	26 16%	29 17%
All equal	57 11%	28 12%	29 11%	12 8%	21 11%	24 14%	9 10%	16 13%	17 14%	5 9%	15 14%	9 7%	21 18%	13 13%	44 11%	1 6%	22 13%	20 12%	8 5%
Not stated	3 1%	2 1%	1 *	-	2 1%	1 1%	0 1%	1 1%	1 1%	0 1%	2 2%	1 1%	-	-	2 *	1 7%	1 1%	-	4 2%
MEAN	2.67	2.77	2.58	2.50	2.53	2.99	2.95	2.67	2.49	2.60	2.50	2.65	2.64	2.68	2.69	2.63	2.66	2.63	2.79
STD. DEV.	1.10	1.11	1.08	1.10	1.11	1.02	1.05	1.15	1.09	1.02	1.12	1.12	1.06	1.13	1.11	.92	1.12	1.06	1.13
STD. ERR.	.052	.075	.072	.095	.085	.084	.115	.103	.109	.144	.120	.100	.105	.183	.058	.256	.093	.088	.091
FRANCE																			
First	(4) 88 18%	53 22%	35 13%	35 25%	32 17%	21 12%	11 12%	21 18%	24 19%	14 24%	20 18%	23 18%	21 17%	6 14%	65 17%	7 39%	28 17%	33 20%	24 14%
Second	(3) 131 26%	53 22%	77 30%	32 22%	57 30%	42 25%	25 28%	30 25%	32 26%	16 28%	32 29%	40 32%	27 22%	12 27%	97 25%	5 28%	49 29%	38 23%	42 25%
Third	(2) 134 27%	70 29%	64 25%	34 24%	55 29%	45 27%	21 24%	35 29%	28 23%	13 23%	24 23%	31 24%	31 26%	13 28%	105 27%	3 14%	46 27%	39 23%	56 34%
Fourth	(1) 87 17%	36 15%	50 20%	29 21%	23 12%	35 20%	21 24%	19 16%	19 16%	9 16%	16 14%	24 18%	20 17%	8 18%	72 19%	2 12%	22 13%	35 21%	34 20%
All equal	57 11%	28 12%	29 11%	12 8%	21 11%	24 14%	9 10%	16 13%	17 14%	5 9%	15 14%	9 7%	21 18%	13 13%	44 11%	1 6%	22 13%	20 12%	8 5%
Not stated	5 1%	4 1%	2 1%	-	2 1%	3 2%	2 2%	0 *	3 2%	0 1%	2 2%	0 *	-	-	5 1%	-	2 1%	1 1%	3 2%
MEAN	2.50	2.58	2.43	2.56	2.59	2.35	2.33	2.51	2.59	2.65	2.61	2.54	2.48	2.43	2.46	3.00	2.57	2.48	2.36
STD. DEV.	1.02	1.04	1.00	1.11	.95	1.00	1.02	1.01	1.04	1.05	1.01	1.02	1.04	.99	1.03	1.05	.97	1.09	.99
STD. ERR.	.048	.071	.066	.096	.073	.083	.113	.091	.104	.149	.108	.091	.103	.161	.054	.280	.080	.090	.079

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				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Mel-bourne	Bris-bane	
TOTAL (n/w)	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167	
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
<u>CANADA</u>																				
First	(4)	110	33	77	33	41	36	23	30	18	9	22	26	23	13	89	1	37	36	37
		22%	13%	30%	23%	21%	21%	26%	25%	15%	16%	20%	20%	19%	29%	23%	6%	22%	22%	22%
Second	(3)	83	43	40	25	29	29	16	18	18	11	23	18	18	4	68	4	27	24	40
		17%	17%	16%	18%	15%	17%	18%	15%	15%	18%	22%	14%	15%	10%	17%	21%	16%	14%	24%
Third	(2)	97	48	49	33	33	31	16	25	28	9	14	38	22	9	73	3	33	30	37
		19%	20%	19%	23%	18%	18%	18%	20%	23%	16%	13%	29%	19%	19%	19%	13%	20%	18%	22%
Fourth	(1)	153	93	60	39	65	49	25	33	41	24	33	36	35	13	115	10	50	56	42
		31%	38%	24%	27%	34%	29%	28%	27%	33%	41%	30%	29%	30%	30%	30%	54%	30%	34%	25%
All equal		57	28	29	12	21	24	9	16	17	5	15	9	21	6	44	1	22	20	8
		11%	12%	11%	8%	11%	14%	10%	13%	14%	9%	14%	7%	18%	13%	11%	6%	13%	12%	5%
Not stated		1	1	0	-	1	0	0	0	-	0	0	-	-	1	-	-	-	-	3
		*	*	*	*	*	*	1%	*	*	1%	*	*	*	*	*	*	*	*	2%
MEAN		2.34	2.07	2.59	2.40	2.27	2.36	2.45	2.43	2.13	2.10	2.38	2.28	2.29	2.44	2.38	1.78	2.35	2.27	2.46
STD. DEV.		1.19	1.11	1.20	1.16	1.21	1.18	1.21	1.20	1.11	1.15	1.19	1.12	1.18	1.26	1.19	1.00	1.19	1.21	1.12
STD. ERR.		.056	.075	.080	.101	.093	.098	.133	.108	.111	.163	.127	.100	.117	.205	.063	.268	.098	.100	.090
<u>ITALY</u>																				
First	(4)	114	56	57	31	53	30	15	22	38	16	27	33	28	9	83	5	38	38	38
		23%	23%	22%	22%	28%	18%	17%	18%	31%	28%	25%	26%	24%	19%	21%	28%	22%	23%	23%
Second	(3)	116	65	51	39	45	32	15	25	35	16	18	33	30	9	90	5	35	44	36
		23%	26%	20%	28%	23%	19%	17%	21%	29%	28%	16%	25%	25%	19%	23%	5%	21%	27%	22%
Third	(2)	99	48	50	29	32	38	27	30	11	9	26	21	15	14	82	4	32	35	31
		20%	20%	20%	21%	17%	22%	31%	25%	9%	16%	24%	16%	13%	30%	21%	19%	19%	21%	19%
Fourth	(1)	116	47	69	31	39	46	23	29	21	11	22	32	25	8	90	4	42	29	54
		23%	19%	27%	22%	21%	27%	26%	23%	17%	19%	21%	25%	21%	18%	23%	22%	25%	17%	32%
All equal		57	28	29	12	21	24	9	16	17	5	15	9	21	6	44	1	22	20	8
		11%	12%	11%	8%	11%	14%	10%	13%	14%	9%	14%	7%	18%	13%	11%	6%	13%	12%	5%
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN		2.51	2.60	2.42	2.54	2.66	2.31	2.27	2.39	2.85	2.72	2.53	2.56	2.63	2.46	2.48	2.64	2.47	2.62	2.36
STD. DEV.		1.13	1.09	1.16	1.09	1.15	1.12	1.07	1.09	1.12	1.11	1.15	1.16	1.14	1.06	1.12	1.13	1.16	1.07	1.18
STD. ERR.		.053	.073	.077	.095	.088	.092	.116	.098	.111	.156	.121	.102	.113	.171	.059	.303	.095	.089	.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				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
TOTAL (n/w wt.)	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
U.K.																			
First	(4) 130	59	71	23	47	61	26	31	35	13	27	33	20	15	98	4	44	40	50
	26%	24%	28%	16%	25%	36%	29%	25%	29%	23%	25%	26%	17%	33%	25%	21%	26%	24%	30%
Second	(3) 101	56	45	26	40	34	25	24	22	10	18	26	23	11	78	9	29	34	46
	20%	23%	17%	18%	21%	20%	27%	20%	18%	17%	17%	20%	19%	24%	20%	46%	17%	20%	28%
Third	(2) 107	54	53	34	38	35	15	25	26	15	32	20	27	9	87	3	36	38	29
	21%	22%	21%	24%	20%	20%	17%	21%	21%	27%	30%	16%	22%	19%	22%	13%	21%	23%	17%
Fourth	(1) 107	46	61	48	43	16	16	24	23	15	16	39	29	6	83	3	38	31	40
	21%	19%	24%	34%	23%	9%	18%	20%	19%	26%	15%	30%	24%	13%	21%	13%	22%	19%	24%
All equal	56	29	27	12	20	25	8	16	15	4	15	10	19	5	42	1	21	23	2
	11%	12%	11%	8%	11%	15%	9%	13%	13%	7%	13%	8%	16%	11%	11%	6%	12%	14%	1%
Not stated	1	1	-	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-
	*	1%	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	1%	-	-
MEAN	2.57	2.60	2.55	2.18	2.54	2.96	2.73	2.59	2.65	2.39	2.60	2.45	2.35	2.87	2.55	2.79	2.54	2.58	2.64
STD. DEV.	1.14	1.10	1.18	1.11	1.15	1.04	1.11	1.14	1.15	1.14	1.08	1.21	1.11	1.07	1.14	.94	1.17	1.11	1.15
STD. ERR.	.054	.074	.077	.096	.087	.085	.120	.103	.113	.158	.114	.107	.109	.171	.059	.252	.096	.093	.089
FRANCE																			
First	(4) 69	35	34	27	27	15	13	17	21	8	21	20	13	4	60	1	19	25	31
	14%	14%	13%	19%	14%	9%	15%	14%	17%	14%	19%	15%	11%	8%	15%	6%	11%	15%	19%
Second	(3) 122	56	66	46	43	33	20	30	21	16	23	30	38	7	91	3	44	36	43
	24%	23%	26%	32%	22%	20%	23%	25%	17%	28%	21%	24%	31%	16%	24%	13%	26%	22%	26%
Third	(2) 147	71	76	35	52	60	30	34	36	15	28	38	27	19	115	7	48	48	55
	29%	29%	30%	24%	27%	35%	34%	28%	30%	26%	26%	29%	22%	43%	29%	35%	28%	29%	33%
Fourth	(1) 107	54	53	23	48	36	18	24	28	15	22	30	24	10	81	7	37	34	36
	21%	22%	21%	16%	25%	21%	20%	20%	23%	25%	21%	24%	20%	21%	21%	39%	22%	20%	22%
All equal	56	29	27	12	20	25	8	16	15	4	15	10	19	5	42	1	21	23	2
	11%	12%	11%	8%	11%	15%	9%	13%	13%	7%	13%	8%	16%	11%	11%	6%	12%	14%	1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	2.35	2.34	2.35	2.60	2.29	2.19	2.35	2.39	2.32	2.34	2.45	2.33	2.38	2.13	2.38	1.86	2.30	2.36	2.42
STD. DEV.	1.01	1.02	1.00	1.00	1.04	.93	.99	1.01	1.07	1.04	1.08	1.03	.98	.88	1.02	.90	.98	1.03	1.03
STD. ERR.	.047	.069	.065	.087	.079	.076	.108	.091	.105	.144	.114	.091	.096	.141	.053	.240	.081	.086	.080

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				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Mel-bourne	Bris-bane	
TOTAL (n/w wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%	
CANADA																				
First	(4) 31%	158 31%	88 36%	70 27%	50 35%	65 34%	42 25%	31 35%	39 32%	36 30%	18 30%	31 29%	38 30%	46 38%	12 28%	124 32%	9 47%	55 33%	46 28%	62 37%
Second	(3) 23%	116 23%	51 21%	64 25%	25 17%	44 23%	47 28%	19 21%	22 18%	33 27%	15 26%	21 19%	36 28%	19 16%	16 36%	93 24%	3 13%	41 24%	36 22%	38 23%
Third	(2) 15%	74 15%	29 12%	45 18%	25 18%	29 15%	19 11%	12 13%	20 16%	17 14%	9 16%	17 16%	19 15%	17 15%	3 6%	56 14%	4 19%	24 14%	21 13%	36 22%
Fourth	(1) 20%	98 20%	49 20%	50 19%	31 22%	31 16%	37 22%	19 22%	25 20%	21 21%	12 22%	24 22%	24 19%	18 15%	9 19%	73 19%	3 14%	28 17%	40 24%	29 17%
All equal		56 11%	29 12%	27 11%	12 8%	20 11%	25 15%	8 9%	16 13%	15 13%	4 7%	15 13%	10 8%	19 16%	5 11%	42 11%	1 6%	21 12%	23 14%	2 1%
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	2.75	2.83	2.67	2.72	2.85	2.65	2.76	2.72	2.78	2.69	2.64	2.76	2.92	2.81	2.77	3.00	2.83	2.62	2.81	
STD. DEV.	1.16	1.19	1.12	1.20	1.13	1.14	1.19	1.19	1.12	1.15	1.19	1.12	1.16	1.10	1.15	1.15	1.12	1.20	1.12	
STD. ERR.	.054	.080	.073	.104	.086	.094	.130	.107	.110	.160	.126	.098	.113	.176	.060	.307	.092	.100	.087	
ITALY																				
First	(4) 18%	89 18%	34 14%	55 21%	31 22%	30 16%	27 16%	11 13%	18 15%	14 12%	15 26%	15 14%	27 21%	22 18%	9 20%	65 17%	4 20%	30 18%	32 19%	22 13%
Second	(3) 21%	107 21%	53 22%	54 21%	34 24%	43 23%	30 18%	17 19%	30 24%	31 25%	13 23%	31 29%	26 20%	21 17%	6 12%	84 22%	4 21%	34 20%	37 22%	38 23%
Third	(2) 23%	116 23%	61 25%	55 21%	37 26%	49 26%	31 18%	25 28%	25 21%	28 23%	15 25%	16 15%	41 32%	29 24%	10 21%	89 23%	5 27%	39 23%	36 22%	45 27%
Fourth	(1) 27%	134 27%	68 28%	65 25%	30 21%	48 25%	56 33%	28 31%	33 27%	34 28%	12 20%	31 29%	25 19%	29 24%	16 35%	109 28%	5 27%	45 27%	38 23%	60 36%
All equal		56 11%	29 12%	27 11%	12 8%	20 11%	25 15%	8 9%	16 13%	15 13%	4 7%	15 13%	10 8%	19 16%	5 11%	42 11%	1 6%	21 12%	23 14%	2 1%
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	2.34	2.24	2.43	2.50	2.33	2.20	2.16	2.31	2.24	2.57	2.32	2.46	2.35	2.19	2.30	2.35	2.33	2.44	2.13	
STD. DEV.	1.11	1.06	1.14	1.08	1.07	1.15	1.05	1.08	1.04	1.10	1.10	1.06	1.11	1.18	1.10	1.10	1.11	1.11	1.05	
STD. ERR.	.052	.071	.074	.094	.081	.094	.114	.097	.102	.153	.116	.093	.109	.189	.057	.295	.091	.093	.082	

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
<u>U.K.</u>																			
ALL ANSWERING	448 100%	217 100%	230 100%	130 100%	172 100%	146 100%	81 100%	106 100%	107 100%	52 100%	95 100%	119 100%	101 100%	38 100%	346 100%	18 100%	147 100%	146 100%	165 100%
First	(4) 253 57%	124 57%	130 56%	71 55%	95 55%	88 60%	49 61%	60 57%	61 57%	32 60%	46 48%	69 58%	57 57%	23 61%	191 55%	9 48%	86 59%	77 53%	99 60%
Second	(3) 97 22%	45 21%	52 23%	33 26%	33 19%	31 21%	12 15%	24 23%	26 24%	10 19%	27 29%	24 20%	21 21%	8 21%	78 22%	5 30%	28 19%	36 25%	36 22%
Third	(2) 70 16%	37 17%	33 14%	17 13%	30 17%	23 16%	14 17%	14 13%	16 15%	8 15%	15 16%	18 15%	16 16%	5 13%	57 17%	3 14%	24 16%	24 16%	19 12%
Fourth	(1) 28 6%	12 6%	16 7%	9 7%	14 8%	5 3%	6 8%	8 8%	4 4%	3 6%	6 6%	8 7%	6 6%	2 5%	20 6%	1 8%	9 6%	9 6%	11 7%
<u>FRANCE</u>																			
ALL ANSWERING	448 100%	220 100%	228 100%	131 100%	173 100%	144 100%	81 100%	106 100%	108 100%	52 100%	96 100%	120 100%	101 100%	37 100%	347 100%	18 100%	148 100%	146 100%	163 100%
First	(4) 66 15%	38 17%	28 12%	26 20%	29 17%	11 8%	7 8%	18 17%	14 13%	7 13%	19 20%	21 17%	12 12%	1 3%	49 14%	3 14%	22 15%	24 16%	17 10%
Second	(3) 140 31%	78 36%	62 27%	40 31%	58 34%	42 29%	24 29%	38 36%	34 32%	15 30%	24 25%	35 29%	37 36%	9 25%	112 32%	5 29%	50 34%	40 27%	55 34%
Third	(2) 149 33%	68 31%	81 36%	44 34%	52 30%	54 37%	33 40%	33 31%	38 35%	19 37%	33 35%	43 36%	29 29%	18 48%	114 33%	4 22%	49 33%	48 33%	57 35%
Fourth	(1) 92 21%	36 16%	57 25%	21 16%	34 19%	38 26%	18 22%	17 16%	21 20%	10 20%	19 20%	21 18%	23 23%	9 23%	72 21%	6 35%	27 18%	34 23%	34 21%
<u>CANADA</u>																			
ALL ANSWERING	449 100%	219 100%	230 100%	131 100%	172 100%	146 100%	81 100%	107 100%	107 100%	52 100%	96 100%	119 100%	101 100%	38 100%	349 100%	18 100%	149 100%	145 100%	165 100%
First	(4) 102 23%	43 20%	59 26%	26 20%	39 23%	37 25%	21 26%	22 20%	28 26%	10 19%	21 22%	24 21%	23 23%	12 32%	88 25%	5 30%	31 21%	36 25%	38 23%
Second	(3) 141 31%	61 28%	80 35%	41 31%	57 33%	43 29%	30 37%	29 27%	31 29%	19 36%	29 31%	43 36%	31 31%	10 26%	108 31%	4 20%	46 31%	48 33%	48 29%
Third	(2) 105 23%	51 23%	53 23%	32 25%	45 26%	27 18%	15 19%	34 32%	23 22%	15 28%	20 21%	26 22%	29 29%	7 19%	80 23%	4 22%	38 26%	28 19%	43 26%
Fourth	(1) 102 23%	64 29%	37 16%	31 24%	31 18%	39 27%	15 18%	23 21%	24 23%	9 17%	25 26%	25 21%	18 18%	9 23%	73 21%	5 29%	34 23%	33 23%	36 22%

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: Respondents Ranking Countries

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
																			TOTAL
<u>ITALY</u>																			
ALL ANSWERING	450 100%	220 100%	230 100%	131 100%	174 100%	146 100%	81 100%	107 100%	108 100%	52 100%	96 100%	120 100%	101 100%	38 100%	349 100%	18 100%	149 100%	146 100%	165 100%
First	(4) 29 6%	16 7%	13 6%	9 7%	11 6%	10 7%	4 5%	8 7%	5 4%	4 7%	10 10%	6 5%	8 8%	2 4%	21 6%	1 8%	10 7%	9 6%	11 7%
Second	(3) 71 16%	36 17%	35 15%	16 12%	25 14%	30 21%	16 19%	16 15%	17 15%	8 16%	15 16%	18 15%	12 12%	11 28%	51 15%	4 22%	25 17%	22 15%	25 15%
Third	(2) 121 27%	60 27%	61 27%	36 28%	44 25%	41 28%	20 24%	24 22%	28 26%	10 20%	25 26%	30 25%	26 26%	7 17%	93 27%	7 42%	35 23%	45 31%	45 27%
Fourth	(1) 229 51%	108 49%	121 52%	70 53%	94 54%	65 44%	42 52%	60 56%	58 54%	30 57%	45 47%	66 55%	54 54%	19 50%	184 53%	5 29%	79 53%	70 48%	84 51%

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
<u>U.K.</u>																			
ALL ANSWERING	450 100%	221 100%	230 100%	132 100%	174 100%	144 100%	82 100%	107 100%	108 100%	53 100%	95 100%	120 100%	101 100%	40 100%	350 100%	18 100%	150 100%	144 100%	167 100%
First	(4) 197 44%	116 52%	82 36%	39 30%	78 45%	80 56%	43 53%	43 40%	41 38%	20 38%	39 41%	45 38%	46 45%	19 47%	156 45%	8 43%	61 41%	68 47%	75 45%
Second	(3) 126 28%	51 23%	75 33%	45 34%	50 29%	31 22%	16 19%	31 29%	35 33%	16 30%	32 34%	39 33%	23 22%	8 21%	95 27%	6 35%	41 27%	40 28%	50 30%
Third	(2) 85 19%	37 17%	48 21%	28 21%	31 18%	26 18%	18 22%	23 21%	18 17%	10 19%	12 13%	26 21%	20 20%	9 22%	66 19%	4 22%	30 20%	25 17%	33 20%
Fourth	(1) 42 9%	17 8%	24 11%	19 15%	16 9%	7 5%	4 5%	10 9%	13 12%	7 13%	12 13%	10 8%	13 12%	4 9%	33 9%	-	18 12%	11 8%	9 5%
<u>FRANCE</u>																			
ALL ANSWERING	448 100%	220 100%	228 100%	131 100%	174 100%	144 100%	80 100%	108 100%	106 100%	53 100%	95 100%	120 100%	99 100%	40 100%	348 100%	18 100%	151 100%	142 100%	165 100%
First	(4) 143 32%	69 31%	74 32%	56 43%	53 30%	34 24%	20 25%	30 27%	43 41%	20 37%	34 36%	49 40%	24 24%	10 25%	113 33%	6 36%	52 34%	40 28%	54 33%
Second	(3) 153 34%	91 41%	62 27%	27 20%	73 42%	53 37%	26 32%	43 40%	29 27%	23 43%	36 38%	37 31%	33 34%	12 31%	114 33%	9 51%	53 35%	53 37%	40 24%
Third	(2) 99 22%	37 17%	62 27%	32 25%	31 18%	36 25%	23 28%	27 25%	19 18%	7 13%	15 15%	24 20%	25 25%	13 32%	77 22%	-	29 19%	30 21%	53 32%
Fourth	(1) 54 12%	22 10%	31 14%	16 12%	18 10%	20 14%	11 14%	9 8%	15 14%	3 6%	11 11%	10 8%	17 17%	5 13%	44 13%	2 13%	17 11%	19 13%	18 11%
<u>CANADA</u>																			
ALL ANSWERING	449 100%	219 100%	230 100%	129 100%	174 100%	145 100%	83 100%	107 100%	105 100%	53 100%	94 100%	120 100%	99 100%	41 100%	348 100%	18 100%	149 100%	144 100%	166 100%
First	(4) 91 20%	29 13%	62 27%	33 25%	36 21%	22 15%	15 18%	28 26%	18 17%	12 22%	17 18%	23 19%	24 25%	9 22%	68 20%	4 21%	34 23%	26 18%	31 19%
Second	(3) 109 24%	48 22%	60 26%	37 29%	30 17%	42 29%	27 33%	19 18%	30 28%	3 6%	15 15%	29 24%	29 29%	14 34%	93 27%	3 14%	31 21%	38 26%	48 29%
Third	(2) 118 26%	63 29%	55 24%	33 26%	51 29%	34 24%	17 21%	28 26%	24 23%	22 43%	30 32%	31 26%	22 22%	10 23%	92 26%	8 44%	40 27%	39 27%	39 23%
Fourth	(1) 130 29%	79 36%	52 22%	26 20%	57 33%	47 32%	23 28%	32 30%	34 32%	15 29%	32 34%	38 32%	24 24%	9 21%	95 27%	4 21%	44 30%	41 28%	48 29%

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
<u>ITALY</u>																			
ALL ANSWERING	456 100%	223 100%	233 100%	131 100%	174 100%	151 100%	84 100%	107 100%	108 100%	53 100%	95 100%	120 100%	101 100%	41 100%	353 100%	19 100%	153 100%	145 100%	167 100%
First	(4) 17 4%	7 3%	11 5%	3 2%	7 4%	8 5%	3 3%	6 6%	4 4%	1 3%	5 5%	4 3%	5 5%	2 6%	11 3%	-	3 2%	9 6%	6 4%
Second	(3) 61 13%	30 13%	31 13%	22 17%	22 12%	18 12%	12 15%	14 13%	13 12%	11 20%	13 13%	15 13%	14 14%	5 13%	47 13%	-	25 16%	12 8%	28 17%
Third	(2) 143 31%	80 36%	63 27%	36 28%	62 35%	46 30%	22 26%	30 28%	43 40%	13 25%	37 39%	39 33%	31 31%	9 21%	110 31%	6 32%	50 33%	48 33%	41 25%
Fourth	(1) 234 51%	106 48%	128 55%	71 54%	84 48%	80 53%	47 56%	57 54%	48 44%	28 52%	40 42%	62 52%	50 50%	25 61%	185 52%	13 68%	75 49%	76 52%	92 55%

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				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane
<u>U.K.</u>																			
ALL ANSWERING	444 100%	218 100%	226 100%	129 100%	169 100%	146 100%	80 100%	105 100%	107 100%	51 100%	92 100%	119 100%	100 100%	39 100%	343 100%	18 100%	147 100%	144 100%	163 100%
First	(4) 315 71%	168 77%	148 65%	77 60%	125 74%	113 77%	54 68%	71 68%	88 83%	36 72%	71 77%	91 76%	62 62%	30 76%	248 72%	14 79%	105 71%	97 67%	127 78%
Second	(3) 65 15%	28 13%	37 16%	24 18%	23 13%	18 13%	13 16%	16 16%	18 17%	6 13%	9 9%	17 14%	15 15%	6 17%	48 14%	1 8%	20 14%	24 17%	20 12%
Third	(2) 46 10%	18 8%	28 12%	20 15%	13 8%	13 9%	9 11%	10 10%	0 *	8 16%	11 11%	6 5%	18 18%	1 2%	35 10%	2 13%	16 11%	15 10%	14 9%
Fourth	(1) 18 4%	5 2%	14 6%	9 7%	8 5%	2 1%	5 6%	7 7%	- -	- -	3 3%	6 5%	5 5%	2 5%	12 3%	- -	6 4%	8 6%	2 1%
<u>FRANCE</u>																			
ALL ANSWERING	443 100%	218 100%	226 100%	129 100%	168 100%	146 100%	80 100%	105 100%	107 100%	50 100%	91 100%	119 100%	100 100%	39 100%	342 100%	18 100%	147 100%	144 100%	161 100%
First	(4) 34 8%	15 7%	19 9%	13 10%	12 7%	10 7%	9 11%	7 6%	4 4%	4 7%	5 5%	10 9%	8 8%	2 6%	26 7%	- -	11 7%	11 8%	14 9%
Second	(3) 147 33%	73 33%	74 33%	47 36%	57 34%	43 30%	21 26%	40 38%	34 32%	15 30%	36 39%	38 32%	39 39%	12 32%	109 32%	5 29%	51 35%	47 33%	49 30%
Third	(2) 156 35%	76 35%	79 35%	38 29%	62 37%	56 39%	23 29%	42 39%	42 40%	14 28%	31 34%	41 35%	31 31%	19 49%	121 35%	9 49%	49 33%	50 35%	66 41%
Fourth	(1) 106 24%	54 25%	52 23%	32 25%	38 23%	36 25%	27 33%	17 16%	27 25%	17 34%	19 21%	30 25%	22 22%	5 13%	86 25%	4 22%	36 24%	36 25%	32 20%
<u>CANADA</u>																			
ALL ANSWERING	443 100%	218 100%	226 100%	129 100%	168 100%	146 100%	80 100%	105 100%	107 100%	50 100%	91 100%	119 100%	100 100%	39 100%	342 100%	18 100%	147 100%	144 100%	161 100%
First	(4) 42 10%	15 7%	27 12%	12 9%	18 11%	12 8%	11 13%	11 11%	9 9%	5 10%	5 5%	10 9%	11 11%	4 10%	36 10%	1 7%	16 11%	12 8%	14 9%
Second	(3) 140 32%	74 34%	67 29%	33 26%	51 31%	55 38%	26 33%	28 26%	35 33%	15 30%	31 34%	37 31%	31 31%	12 30%	115 34%	6 36%	47 32%	42 29%	58 36%
Third	(2) 92 21%	44 20%	48 21%	31 24%	32 19%	29 20%	24 29%	23 22%	21 20%	9 18%	19 21%	25 21%	15 15%	11 29%	70 20%	4 22%	29 20%	31 22%	35 22%
Fourth	(1) 169 38%	86 39%	83 37%	53 41%	66 39%	49 34%	20 25%	43 41%	41 39%	21 42%	37 40%	47 39%	43 43%	12 31%	121 35%	6 35%	55 37%	59 41%	54 34%

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				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
<u>ITALY</u>																			
ALL ANSWERING	445 100%	218 100%	227 100%	129 100%	170 100%	146 100%	81 100%	105 100%	107 100%	51 100%	92 100%	119 100%	100 100%	39 100%	344 100%	18 100%	147 100%	144 100%	165 100%
First	(4) 54 12%	23 10%	31 14%	28 21%	16 9%	11 7%	6 8%	16 15%	5 5%	5 11%	12 13%	10 8%	20 20%	3 8%	36 10%	3 14%	15 10%	26 18%	7 4%
Second	(3) 90 20%	43 19%	48 21%	25 19%	36 21%	29 20%	20 25%	21 20%	20 19%	14 27%	15 17%	27 22%	15 15%	8 21%	68 20%	5 27%	29 20%	30 21%	34 21%
Third	(2) 149 33%	79 36%	70 31%	41 32%	61 36%	47 32%	25 31%	30 29%	43 40%	19 37%	31 34%	45 38%	36 36%	8 20%	114 33%	3 15%	53 36%	47 33%	47 28%
Fourth	(1) 152 34%	74 34%	78 34%	36 27%	57 34%	59 40%	30 37%	38 36%	38 36%	13 25%	34 36%	37 31%	30 30%	20 51%	126 37%	8 43%	50 34%	41 28%	77 47%

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				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
<u>U.K.</u>																			
ALL ANSWERING	442 100%	215 100%	227 100%	131 100%	166 100%	145 100%	80 100%	105 100%	104 100%	52 100%	91 100%	118 100%	99 100%	39 100%	343 100%	16 100%	146 100%	146 100%	155 100%
First	(4) 132 30%	74 34%	58 26%	31 24%	42 25%	59 40%	31 39%	32 31%	26 25%	13 25%	24 26%	36 31%	27 27%	11 28%	106 31%	4 24%	44 30%	39 27%	57 37%
Second	(3) 119 27%	58 27%	61 27%	34 26%	43 26%	42 29%	24 30%	32 30%	22 22%	12 24%	20 22%	30 25%	27 27%	14 36%	91 27%	4 23%	40 27%	40 27%	38 25%
Third	(2) 105 24%	44 21%	60 27%	34 26%	42 25%	28 20%	14 18%	16 15%	33 32%	19 36%	26 28%	27 23%	28 29%	5 12%	79 23%	8 46%	31 21%	41 28%	31 20%
Fourth	(1) 86 20%	39 18%	47 21%	31 24%	39 23%	16 11%	11 13%	25 24%	23 22%	8 15%	22 24%	25 21%	17 17%	10 24%	67 19%	1 7%	31 21%	26 18%	29 19%
<u>FRANCE</u>																			
ALL ANSWERING	440 100%	213 100%	226 100%	131 100%	166 100%	143 100%	79 100%	105 100%	103 100%	52 100%	91 100%	118 100%	99 100%	39 100%	340 100%	18 100%	145 100%	145 100%	156 100%
First	(4) 88 20%	53 25%	35 15%	35 27%	32 19%	21 15%	11 14%	21 20%	24 23%	14 26%	20 21%	23 20%	21 21%	6 16%	65 19%	7 42%	28 19%	33 23%	24 15%
Second	(3) 131 30%	53 25%	77 34%	32 24%	57 34%	42 30%	25 32%	30 28%	32 31%	16 30%	32 35%	40 34%	27 27%	12 31%	97 29%	5 30%	49 34%	38 26%	42 27%
Third	(2) 134 31%	70 33%	64 28%	34 26%	55 33%	45 32%	21 27%	35 33%	28 28%	13 26%	24 27%	31 26%	31 32%	13 32%	105 31%	3 15%	46 32%	39 27%	56 36%
Fourth	(1) 87 20%	36 17%	50 22%	29 22%	23 14%	35 24%	21 27%	19 18%	19 18%	9 18%	16 17%	24 20%	20 21%	8 20%	72 21%	2 13%	22 15%	35 24%	34 22%
<u>CANADA</u>																			
ALL ANSWERING	443 100%	216 100%	227 100%	131 100%	168 100%	145 100%	80 100%	105 100%	105 100%	52 100%	92 100%	118 100%	99 100%	39 100%	344 100%	18 100%	147 100%	146 100%	156 100%
First	(4) 110 25%	33 15%	77 34%	33 25%	41 24%	36 25%	23 29%	30 28%	18 17%	9 17%	22 24%	26 22%	23 23%	13 33%	89 26%	1 7%	37 25%	36 25%	37 24%
Second	(3) 83 19%	43 20%	40 18%	25 19%	29 17%	29 20%	16 20%	18 17%	18 18%	11 20%	23 25%	18 15%	18 18%	4 11%	68 20%	4 22%	27 18%	24 16%	40 26%
Third	(2) 97 22%	48 22%	49 22%	33 25%	33 20%	31 21%	16 20%	25 23%	28 26%	9 17%	14 15%	38 32%	22 23%	9 22%	73 21%	3 14%	33 22%	30 21%	37 24%
Fourth	(1) 153 35%	93 43%	60 27%	39 30%	65 39%	49 34%	25 32%	33 31%	41 39%	24 45%	33 35%	36 31%	35 36%	13 34%	115 33%	10 57%	50 34%	56 38%	42 27%

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				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
<u>ITALY</u>																			
ALL ANSWERING	445 100%	217 100%	228 100%	131 100%	168 100%	146 100%	80 100%	106 100%	105 100%	53 100%	93 100%	119 100%	99 100%	39 100%	345 100%	18 100%	147 100%	146 100%	159 100%
First	(4) 114 26%	56 26%	57 25%	31 24%	53 31%	30 21%	15 18%	22 21%	38 36%	16 31%	27 29%	33 28%	28 29%	9 22%	83 24%	5 30%	38 26%	38 26%	38 24%
Second	(3) 116 26%	65 30%	51 22%	39 30%	45 26%	32 22%	15 19%	25 24%	35 34%	16 30%	18 19%	33 27%	30 31%	9 22%	90 26%	5 27%	35 24%	44 30%	36 23%
Third	(2) 99 22%	48 22%	50 22%	29 22%	32 19%	38 26%	27 34%	30 28%	11 10%	9 18%	26 28%	21 18%	15 16%	14 34%	82 24%	4 20%	32 22%	35 24%	31 19%
Fourth	(1) 116 26%	47 22%	69 30%	31 24%	39 23%	46 32%	23 29%	29 27%	21 20%	11 21%	22 24%	32 27%	25 25%	8 21%	90 26%	4 23%	42 29%	29 20%	54 34%

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

Base: Respondents Ranking Countries

		Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd- ney	Melb- ourne	Bris- bane
<u>U.K.</u>																			
ALL ANSWERING	444 100%	215 100%	229 100%	131 100%	168 100%	145 100%	81 100%	104 100%	107 100%	54 100%	93 100%	118 100%	100 100%	40 100%	346 100%	18 100%	147 100%	143 100%	165 100%
First	(4) 130 29%	59 28%	71 31%	23 17%	47 28%	61 42%	26 31%	31 29%	35 33%	13 24%	27 29%	33 28%	20 21%	15 37%	98 28%	4 22%	44 30%	40 28%	50 30%
Second	(3) 101 23%	56 26%	45 19%	26 20%	40 24%	34 24%	25 30%	24 23%	22 21%	10 18%	18 19%	26 22%	23 23%	11 27%	78 22%	9 49%	29 20%	34 24%	46 28%
Third	(2) 107 24%	54 25%	53 23%	34 26%	38 23%	35 24%	15 18%	25 24%	26 24%	15 29%	32 35%	20 17%	27 27%	9 21%	87 25%	3 14%	36 24%	38 27%	29 18%
Fourth	(1) 107 24%	46 21%	61 26%	48 37%	43 26%	16 11%	16 20%	24 23%	23 22%	15 28%	16 17%	39 33%	29 29%	6 14%	83 24%	3 14%	38 26%	31 22%	40 24%
<u>FRANCE</u>																			
ALL ANSWERING	446 100%	216 100%	229 100%	131 100%	170 100%	145 100%	81 100%	105 100%	107 100%	54 100%	93 100%	118 100%	101 100%	40 100%	346 100%	18 100%	148 100%	143 100%	165 100%
First	(4) 69 16%	35 16%	34 15%	27 21%	27 16%	15 11%	13 16%	17 16%	21 19%	8 16%	21 22%	20 17%	13 12%	4 9%	60 17%	1 7%	19 13%	25 17%	31 19%
Second	(3) 122 27%	56 26%	66 29%	46 35%	43 25%	33 23%	20 25%	30 28%	21 20%	16 30%	23 25%	30 26%	38 37%	7 18%	91 26%	3 14%	44 30%	36 25%	43 26%
Third	(2) 147 33%	71 33%	76 33%	35 27%	52 31%	60 41%	30 37%	34 32%	36 34%	15 27%	28 30%	38 32%	27 26%	19 48%	115 33%	7 37%	48 32%	48 34%	55 33%
Fourth	(1) 107 24%	54 25%	53 23%	23 17%	48 28%	36 25%	18 22%	24 23%	28 27%	15 27%	22 24%	30 26%	24 24%	10 24%	81 23%	7 42%	37 25%	34 24%	36 22%
<u>CANADA</u>																			
ALL ANSWERING	446 100%	216 100%	229 100%	131 100%	170 100%	145 100%	81 100%	105 100%	107 100%	54 100%	93 100%	118 100%	101 100%	40 100%	346 100%	18 100%	148 100%	143 100%	165 100%
First	(4) 158 35%	88 41%	70 30%	50 39%	65 39%	42 29%	31 38%	39 37%	36 34%	18 33%	31 33%	38 33%	46 46%	12 31%	124 36%	9 51%	55 37%	46 32%	62 38%
Second	(3) 116 26%	51 24%	64 28%	25 19%	44 26%	47 33%	19 23%	22 21%	33 31%	15 27%	21 22%	36 31%	19 19%	16 41%	93 27%	3 14%	41 28%	36 25%	38 23%
Third	(2) 74 17%	29 13%	45 20%	25 19%	29 17%	19 13%	12 14%	20 19%	17 16%	9 17%	17 18%	19 16%	17 17%	3 6%	56 16%	4 20%	24 16%	21 15%	36 22%
Fourth	(1) 98 22%	49 22%	50 22%	31 23%	31 18%	37 25%	19 24%	25 23%	21 20%	12 23%	24 26%	24 20%	18 18%	9 22%	73 21%	3 15%	28 19%	40 28%	29 18%

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				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane
<u>ITALY</u>																			
ALL ANSWERING	446 100%	216 100%	229 100%	131 100%	170 100%	145 100%	81 100%	105 100%	107 100%	54 100%	93 100%	118 100%	101 100%	40 100%	346 100%	18 100%	148 100%	143 100%	165 100%
First	(4) 89 20%	34 16%	55 24%	31 23%	30 18%	27 19%	11 14%	18 17%	14 13%	15 27%	15 16%	27 23%	22 22%	9 22%	65 19%	4 21%	30 20%	32 22%	22 13%
Second	(3) 107 24%	53 24%	54 24%	34 26%	43 25%	30 21%	17 21%	30 28%	31 29%	13 24%	31 34%	26 22%	21 21%	6 14%	84 24%	4 22%	34 23%	37 26%	38 23%
Third	(2) 116 26%	61 28%	55 24%	37 28%	49 29%	31 21%	25 30%	25 24%	28 26%	15 27%	16 17%	41 35%	29 29%	10 24%	89 26%	5 29%	39 26%	36 25%	45 27%
Fourth	(1) 134 30%	68 32%	65 29%	30 23%	48 28%	56 39%	28 34%	33 31%	34 32%	12 21%	31 33%	25 21%	29 29%	16 40%	109 32%	5 29%	45 30%	38 27%	60 36%

RATING OF CANADA FOR HIGH LEVEL OF TECHNOLOGY

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	22 4%	6 3%	15 6%	7 5%	9 5%	6 4%	4 5%	8 6%	3 3%	2 4%	1 1%	5 4%	9 8%	2 4%	15 4%	-	4 2%	11 7%	7 4%
9	38 7%	17 7%	21 8%	9 7%	14 7%	14 8%	11 12%	6 5%	8 7%	5 9%	6 5%	9 7%	7 6%	5 12%	35 9%	1 6%	14 8%	11 7%	12 7%
8	110 22%	54 22%	57 22%	38 27%	39 20%	34 20%	16 18%	30 24%	30 25%	9 15%	20 18%	33 26%	25 21%	10 23%	83 21%	6 34%	38 22%	29 17%	53 32%
7	124 25%	63 26%	60 24%	35 25%	52 28%	36 22%	16 18%	25 21%	36 30%	18 31%	35 32%	32 25%	25 21%	10 22%	95 25%	3 13%	42 25%	45 27%	30 18%
6	83 17%	40 16%	43 17%	28 20%	32 17%	23 14%	12 13%	22 18%	17 14%	13 22%	25 23%	21 17%	17 14%	5 10%	67 17%	5 28%	32 19%	24 14%	24 14%
5	76 15%	34 14%	42 16%	15 11%	28 15%	33 20%	18 20%	15 13%	16 13%	8 13%	12 12%	18 14%	23 19%	9 19%	61 16%	2 12%	26 15%	23 14%	30 18%
4	29 6%	17 7%	12 5%	9 7%	9 5%	10 6%	7 8%	9 8%	6 5%	3 5%	7 7%	6 4%	8 6%	3 6%	20 5%	-	9 5%	12 7%	6 4%
3	10 2%	9 3%	1 *	-	4 2%	6 4%	3 3%	5 4%	1 1%	0 1%	1 1%	-	2 2%	1 3%	9 2%	-	3 2%	4 2%	2 1%
2	4 1%	1 *	3 1%	-	2 1%	2 1%	0 1%	1 1%	1 1%	-	-	2 1%	-	1 3%	2 1%	-	-	3 2%	1 1%
1	1 *	1 *	-	-	0 *	0 *	-	1 1%	-	-	0 *	-	0 *	-	1 *	-	-	-	2 1%
0	6 1%	4 2%	2 1%	1 1%	1 1%	4 2%	1 1%	-	3 2%	-	-	3 2%	2 2%	-	1 *	1 6%	1 1%	4 2%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	6.64	6.49	6.79	6.88	6.70	6.38	6.56	6.62	6.69	6.79	6.58	6.75	6.61	6.69	6.71	6.51	6.69	6.51	6.83
STD. DEV.	1.80	1.83	1.76	1.60	1.71	2.01	1.97	1.84	1.79	1.46	1.41	1.81	1.98	1.83	1.68	2.04	1.59	2.04	1.71
STD. ERR.	.080	.117	.109	.134	.124	.154	.205	.157	.166	.197	.140	.154	.180	.279	.084	.526	.122	.158	.132

RATING OF CANADA FOR MANY TYPES OF LEISURE ACTIVITIES

Base: All Respondents

TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Mel-bourne	Bris-bane	
TOTAL (n/w) 502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%	
10	56 11%	26 11%	30 12%	11 8%	25 13%	20 12%	13 15%	18 15%	13 10%	3 6%	6 6%	19 15%	16 13%	5 11%	47 12%	- -	18 11%	17 10%	24 14%
9	75 15%	36 14%	39 15%	23 16%	24 13%	28 16%	14 16%	13 11%	18 15%	9 16%	21 19%	18 14%	12 10%	7 16%	56 14%	5 27%	25 15%	22 13%	32 19%
8	149 30%	67 27%	82 32%	48 33%	53 28%	48 28%	21 23%	27 22%	43 35%	31 53%	37 34%	29 23%	40 33%	15 33%	124 32%	3 13%	54 32%	47 28%	43 26%
7	95 19%	52 21%	44 17%	37 26%	35 19%	23 13%	15 16%	25 21%	23 19%	7 13%	19 17%	23 18%	25 21%	6 13%	73 19%	3 14%	35 21%	29 17%	29 17%
6	48 10%	26 10%	22 9%	13 9%	20 11%	14 8%	9 11%	17 14%	10 8%	1 2%	8 8%	21 16%	5 4%	3 7%	30 8%	5 25%	14 8%	19 11%	14 8%
5	53 11%	26 11%	27 10%	5 4%	23 12%	25 15%	10 11%	16 13%	7 5%	5 9%	8 7%	17 13%	12 10%	7 14%	38 10%	3 14%	15 9%	21 13%	17 10%
4	7 1%	4 2%	3 1%	2 1%	2 1%	3 2%	0 1%	1 1%	4 3%	- -	3 3%	1 1%	2 2%	1 3%	6 2%	1 6%	1 1%	3 2%	5 3%
3	14 3%	7 3%	8 3%	3 2%	5 3%	7 4%	5 6%	4 3%	3 2%	- -	4 3%	1 1%	6 5%	1 3%	9 2%	- -	5 3%	6 4%	1 1%
2	2 *	2 1%	- -	- -	1 1%	0 *	- -	- -	1 1%	0 1%	2 2%	- -	- -	- -	2 *	- -	1 1%	- -	1 1%
1	0 *	0 *	- -	- -	- -	0 *	0 1%	- -	- -	- -	- -	- -	- -	- -	0 *	- -	- -	- -	1 1%
0	4 1%	1 *	3 1%	1 1%	1 1%	1 1%	1 1%	- -	- -	- -	- -	- -	3 2%	- -	3 1%	- -	1 1%	2 1%	- -
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.39	7.32	7.45	7.54	7.37	7.28	7.27	7.34	7.52	7.80	7.38	7.46	7.32	7.44	7.48	6.95	7.47	7.20	7.60
STD. DEV.	1.82	1.81	1.83	1.57	1.85	1.98	2.12	1.78	1.69	1.29	1.76	1.67	2.05	1.78	1.80	1.61	1.75	1.91	1.78
STD. ERR.	.081	.116	.114	.131	.134	.152	.221	.152	.157	.174	.175	.143	.187	.271	.089	.415	.134	.148	.138

RATING OF CANADA FOR AN EXCITING COUNTRY

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	69	28	41	14	26	29	16	16	16	7	12	15	18	9	56	2	22	21	31
	14%	12%	16%	10%	14%	17%	18%	13%	13%	12%	11%	12%	15%	19%	15%	12%	13%	13%	19%
9	58	20	37	19	16	23	15	9	11	9	10	12	11	6	47	3	23	15	19
	11%	8%	15%	14%	8%	13%	17%	7%	9%	15%	9%	9%	10%	13%	12%	13%	14%	9%	11%
8	142	78	64	40	55	47	20	33	36	19	37	36	31	10	114	5	54	42	41
	28%	32%	25%	28%	29%	28%	23%	27%	30%	32%	34%	28%	26%	22%	29%	27%	32%	25%	25%
7	87	52	35	28	39	21	8	22	26	10	23	25	23	3	66	3	27	31	31
	17%	21%	14%	19%	21%	12%	9%	18%	21%	18%	22%	19%	19%	6%	17%	13%	16%	19%	19%
6	47	28	19	16	19	13	8	18	12	1	8	14	13	3	33	3	14	17	17
	9%	11%	7%	11%	10%	7%	9%	15%	9%	2%	7%	11%	11%	7%	8%	13%	8%	10%	10%
5	56	22	34	15	21	20	13	13	9	9	7	18	12	8	39	3	17	21	18
	11%	9%	13%	10%	11%	12%	15%	11%	8%	16%	7%	14%	10%	18%	10%	14%	10%	13%	11%
4	24	8	15	9	8	7	5	5	6	3	8	3	6	3	20	1	7	9	8
	5%	3%	6%	6%	4%	4%	5%	4%	5%	5%	7%	3%	5%	7%	5%	6%	4%	5%	5%
3	11	6	5	1	2	7	2	4	4	-	2	-	4	1	8	-	3	5	2
	2%	2%	2%	1%	1%	4%	2%	4%	3%	-	2%	-	4%	3%	2%	-	2%	3%	1%
2	2	-	2	-	1	1	1	-	-	-	-	1	-	1	2	-	-	2	-
	*	-	1%	-	1%	1%	1%	-	-	-	-	1%	-	3%	1%	-	-	1%	-
1	1	-	1	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-
	*	-	1%	1%	-	-	-	-	1%	-	-	1%	-	-	*	-	1%	-	-
0	5	3	2	-	3	2	1	-	1	-	1	2	-	1	2	-	1	3	-
	1%	1%	1%	-	1%	1%	1%	-	1%	-	1%	2%	-	3%	1%	-	1%	2%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.27	7.26	7.28	7.24	7.24	7.33	7.31	7.17	7.22	7.50	7.24	7.10	7.30	7.00	7.35	7.30	7.43	6.99	7.52
STD. DEV.	1.98	1.82	2.12	1.79	1.93	2.16	2.20	1.81	2.00	1.70	1.89	2.03	1.86	2.50	1.95	1.76	1.87	2.13	1.80
STD. ERR.	.088	.116	.132	.150	.140	.166	.229	.155	.186	.229	.188	.173	.170	.381	.097	.454	.144	.165	.140

RATING OF CANADA FOR MAKES HIGH QUALITY PRODUCTS

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	22	6	16	3	8	11	6	7	1	0	3	3	8	4	16	-	5	8	13
	4%	3%	6%	2%	4%	7%	7%	6%	1%	1%	3%	2%	6%	9%	4%	-	3%	5%	8%
9	25	10	15	7	9	9	6	5	4	3	7	4	6	3	24	-	11	5	9
	5%	4%	6%	5%	5%	5%	6%	5%	3%	6%	6%	3%	5%	6%	6%	-	7%	3%	5%
8	120	57	63	29	47	44	26	23	28	15	27	28	23	8	104	4	44	34	43
	24%	23%	24%	20%	25%	26%	29%	19%	23%	27%	25%	22%	19%	17%	27%	21%	26%	20%	26%
7	109	59	50	42	46	21	14	25	31	15	23	37	24	5	83	5	41	29	41
	22%	24%	19%	29%	24%	12%	16%	21%	25%	27%	22%	29%	20%	10%	21%	26%	24%	17%	25%
6	73	35	38	22	27	24	12	17	18	7	14	18	17	8	50	6	23	27	22
	15%	14%	15%	15%	14%	14%	13%	14%	15%	11%	13%	14%	14%	17%	13%	33%	14%	16%	13%
5	128	62	66	34	44	51	21	39	33	13	28	31	39	16	95	3	38	53	31
	26%	25%	26%	24%	23%	30%	23%	32%	27%	23%	26%	24%	33%	35%	24%	14%	22%	32%	19%
4	11	8	3	2	4	5	2	3	1	1	1	3	3	1	7	-	5	2	4
	2%	3%	1%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%	3%	2%	-	3%	1%	2%
3	9	5	4	4	3	3	3	2	2	0	2	4	-	1	6	-	-	7	2
	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%	2%	3%	-	3%	1%	-	-	4%	1%
2	3	2	1	-	3	0	-	-	2	1	3	-	0	-	3	-	2	-	1
	1%	1%	1%	-	1%	*	-	-	1%	2%	3%	-	*	-	1%	-	1%	-	1%
1	0	0	-	-	-	0	0	-	-	-	-	-	-	-	0	-	-	-	1
	*	*	-	-	-	*	1%	-	-	-	-	-	-	-	*	-	-	-	1%
0	1	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	1	-
	*	*	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	6%	-	1%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	6.62	6.48	6.76	6.53	6.68	6.64	6.81	6.54	6.39	6.62	6.58	6.49	6.61	6.49	6.73	6.16	6.75	6.36	6.91
STD. DEV.	1.63	1.62	1.63	1.55	1.60	1.73	1.74	1.61	1.60	1.54	1.65	1.57	1.60	1.79	1.60	1.85	1.52	1.69	1.68
STD. ERR.	.073	.103	.102	.129	.116	.133	.182	.138	.149	.208	.164	.134	.146	.273	.080	.478	.117	.131	.130

RATING OF CANADA FOR A COUNTRY YOU KNOW A LOT ABOUT

Base: All Respondents

TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd- ney	Melb- ourne	Bris- bane	
																			100%
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
10	15 3%	4 2%	11 4%	7 5%	2 1%	6 4%	3 4%	1 1%	4 3%	1 2%	4 3%	1 1%	5 4%	1 3%	12 3%	2 12%	4 2%	6 4%	5 3%
9	13 3%	4 2%	9 3%	1 1%	6 3%	5 3%	3 4%	3 2%	4 3%	3 5%	3 3%	3 3%	3 3%	1 2%	12 3%	-	4 2%	4 2%	6 4%
8	49 10%	18 8%	31 12%	12 8%	11 6%	26 15%	13 15%	6 5%	17 14%	3 6%	12 11%	8 6%	12 10%	6 14%	41 10%	1 7%	21 12%	13 8%	11 7%
7	47 9%	23 9%	24 9%	7 5%	24 13%	15 9%	5 6%	12 10%	10 8%	9 15%	14 13%	11 8%	11 9%	2 4%	41 11%	-	15 9%	15 9%	19 11%
6	64 13%	38 16%	25 10%	19 13%	27 14%	17 10%	10 11%	12 10%	18 15%	11 19%	14 13%	16 12%	15 13%	7 16%	49 13%	4 21%	23 14%	20 12%	19 11%
5	125 25%	60 25%	65 25%	38 27%	54 29%	33 19%	21 24%	37 30%	33 27%	11 19%	23 22%	41 32%	31 26%	9 19%	95 24%	4 21%	43 25%	40 24%	43 26%
4	73 15%	34 14%	39 15%	15 10%	27 14%	30 18%	12 13%	18 14%	14 11%	6 10%	11 10%	19 15%	15 12%	10 23%	57 15%	1 7%	23 14%	24 14%	29 17%
3	49 10%	26 11%	23 9%	17 12%	11 6%	20 12%	10 12%	16 13%	11 9%	4 8%	11 10%	10 8%	12 10%	5 10%	34 9%	1 7%	17 10%	15 9%	17 10%
2	33 6%	18 7%	15 6%	14 10%	12 6%	7 4%	4 5%	6 5%	5 4%	4 7%	9 8%	9 7%	8 7%	2 4%	26 7%	2 12%	9 5%	13 8%	11 7%
1	17 3%	8 3%	9 3%	9 7%	3 2%	4 2%	4 5%	6 5%	2 1%	4 7%	6 5%	2 1%	4 3%	1 3%	14 4%	-	6 4%	6 4%	3 2%
0	19 4%	12 5%	7 3%	3 2%	11 6%	5 3%	3 3%	6 5%	5 4%	1 2%	3 2%	9 7%	4 3%	1 3%	9 2%	2 12%	4 2%	10 6%	4 2%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	5.00	4.78	5.21	4.75	4.96	5.26	5.15	4.64	5.33	5.11	5.11	4.75	5.08	5.10	5.16	4.84	5.14	4.81	5.07
STD. DEV.	2.26	2.19	2.31	2.32	2.14	2.31	2.40	2.11	2.24	2.31	2.35	2.15	2.30	2.14	2.23	2.91	2.18	2.39	2.13
STD. ERR.	.101	.140	.144	.194	.155	.178	.250	.180	.208	.312	.234	.183	.210	.327	.111	.752	.167	.186	.165

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

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	10%	5%	5%	0	1	9	3	3	1	-	2	1	1	1	7	-	3	3	5
	2%	2%	2%	*	*	5%	3%	3%	1%	-	2%	1%	1%	3%	2%	-	2%	2%	3%
9	10%	6%	4%	2	0	7	3	0	0	2	1	1	1	3	7	1	1	5	5
	2%	2%	2%	1%	*	4%	4%	*	*	3%	1%	1%	1%	7%	2%	6%	1%	3%	3%
8	24%	5%	18%	4	8	12	7	5	7	-	2	3	8	2	22	-	8	7	10
	5%	2%	7%	3%	4%	7%	8%	4%	6%	-	2%	3%	7%	4%	6%	-	5%	4%	6%
7	36%	9%	27%	11	14	11	6	9	6	5	8	10	8	6	27	2	11	13	13
	7%	4%	11%	8%	7%	7%	6%	7%	5%	9%	7%	8%	6%	13%	7%	12%	7%	8%	8%
6	33%	14%	19%	11	14	9	9	5	5	6	7	7	7	5	26	1	15	5	15
	7%	6%	8%	8%	7%	5%	10%	4%	4%	10%	6%	5%	6%	11%	7%	7%	9%	3%	9%
5	107	48	59	29	44	34	23	25	22	11	25	26	27	6	87	3	34	37	38
	21%	19%	23%	20%	23%	20%	26%	20%	18%	20%	23%	20%	22%	14%	22%	14%	20%	22%	23%
4	70	35	35	25	24	21	14	14	19	11	11	23	16	5	54	4	28	18	23
	14%	14%	14%	18%	12%	12%	15%	12%	16%	20%	11%	18%	13%	11%	14%	21%	17%	11%	14%
3	74	47	28	23	29	23	8	26	17	7	17	20	18	4	57	1	27	25	18
	15%	19%	11%	16%	15%	13%	9%	22%	14%	12%	16%	16%	15%	10%	15%	7%	16%	15%	11%
2	65	39	26	16	25	24	9	15	17	10	20	14	15	5	47	1	21	25	16
	13%	16%	10%	12%	13%	14%	10%	12%	14%	17%	19%	11%	13%	11%	12%	6%	12%	15%	10%
1	32	17	15	13	13	7	1	6	17	3	9	8	8	3	22	3	12	12	4
	6%	7%	6%	9%	7%	4%	2%	5%	14%	5%	9%	6%	6%	6%	6%	13%	7%	7%	2%
0	40	21	19	7	19	14	6	13	9	3	4	16	11	6	32	2	9	16	20
	8%	9%	7%	5%	10%	8%	7%	11%	7%	5%	4%	13%	9%	12%	8%	12%	5%	10%	12%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.04	3.68	4.39	3.93	3.79	4.42	4.71	3.81	3.59	3.97	3.87	3.68	3.95	4.41	4.11	3.88	4.07	3.89	4.36
STD. DEV.	2.37	2.27	2.40	2.10	2.22	2.67	2.40	2.35	2.28	2.03	2.16	2.26	2.32	2.81	2.36	2.56	2.20	2.46	2.56
STD. ERR.	.106	.145	.150	.175	.161	.206	.251	.201	.212	.274	.215	.193	.211	.428	.118	.662	.169	.191	.198

RATING OF CANADA FOR A COUNTRY VERY LIKE THE UNITED STATES

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	54	28	27	13	22	20	9	15	15	3	3	17	21	2	40	1	16	18	25
	11%	11%	10%	9%	11%	12%	10%	13%	12%	4%	3%	13%	18%	4%	10%	6%	9%	11%	15%
9	83	44	39	25	36	23	15	21	26	8	16	25	20	4	69	3	27	28	30
	17%	18%	15%	18%	19%	13%	17%	17%	21%	13%	15%	19%	17%	9%	18%	13%	16%	17%	18%
8	123	59	64	35	39	49	18	27	33	12	27	24	34	16	87	5	45	38	38
	25%	24%	25%	25%	21%	29%	21%	22%	27%	21%	25%	19%	28%	35%	22%	27%	27%	23%	23%
7	71	37	34	23	28	20	10	19	17	11	28	19	11	4	56	4	26	21	24
	14%	15%	13%	16%	15%	12%	11%	16%	14%	19%	26%	15%	9%	9%	14%	22%	15%	13%	14%
6	43	20	23	11	18	14	9	5	11	7	9	9	8	6	35	2	12	18	12
	9%	8%	9%	8%	9%	8%	10%	4%	9%	12%	9%	7%	6%	13%	9%	12%	7%	11%	7%
5	67	30	37	11	32	24	14	18	7	13	13	18	11	6	55	1	27	19	18
	13%	12%	15%	8%	17%	14%	16%	15%	6%	23%	12%	14%	9%	13%	14%	7%	16%	11%	11%
4	23	10	13	10	6	7	8	7	4	3	7	3	4	3	18	-	7	9	6
	5%	4%	5%	7%	3%	4%	9%	6%	3%	5%	7%	3%	3%	3%	5%	-	4%	5%	4%
3	15	4	10	8	4	3	0	6	3	-	2	5	4	3	13	-	5	5	4
	3%	2%	4%	6%	2%	2%	1%	5%	3%	-	2%	4%	3%	6%	3%	-	3%	3%	2%
2	10	6	4	2	2	6	2	2	1	2	2	2	4	1	9	-	2	5	4
	2%	3%	2%	1%	1%	4%	2%	2%	1%	3%	2%	1%	3%	3%	2%	-	1%	3%	2%
1	6	4	3	1	2	3	0	0	3	-	-	3	3	-	4	1	1	3	3
	1%	2%	1%	1%	1%	2%	1%	*	2%	-	-	2%	3%	-	1%	6%	1%	2%	2%
0	5	2	2	2	2	0	3	-	1	-	-	3	-	1	2	1	1	2	2
	1%	1%	1%	2%	1%	*	3%	-	1%	-	-	2%	-	3%	*	6%	1%	1%	1%
Not stated	0	0	-	-	0	-	-	0	-	-	-	-	0	-	0	-	-	-	1
	*	*	-	-	*	-	-	*	-	-	-	-	*	-	*	-	-	-	1%
MEAN	7.05	7.13	6.98	6.97	7.14	7.03	6.79	7.15	7.39	6.73	6.97	7.05	7.37	6.49	7.03	6.65	7.10	6.93	7.23
STD. DEV.	2.19	2.20	2.18	2.26	2.11	2.22	2.38	2.11	2.17	1.81	1.73	2.39	2.33	2.24	2.15	2.63	2.03	2.32	2.30
STD. ERR.	.098	.141	.136	.189	.154	.170	.248	.181	.202	.244	.172	.204	.214	.342	.107	.678	.156	.180	.179

RATING OF CANADA FOR HAS A LOT OF MANUFACTURING

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	10	3	7	3	5	3	3	5	1	-	-	3	4	1	7	-	2	5	4
	2%	1%	3%	2%	2%	2%	3%	4%	1%	-	-	2%	3%	3%	2%	-	1%	3%	2%
9	10	5	6	2	5	4	3	5	1	2	2	4	2	1	9	-	2	3	9
	2%	2%	2%	1%	3%	2%	3%	4%	1%	3%	2%	3%	2%	2%	2%	-	1%	2%	5%
8	63	28	36	18	26	19	16	11	19	6	8	21	19	8	51	1	19	21	28
	13%	11%	14%	13%	14%	11%	18%	9%	15%	10%	8%	16%	16%	17%	13%	6%	11%	13%	17%
7	105	62	43	40	37	27	13	29	19	12	24	23	24	10	83	5	31	36	44
	21%	25%	17%	28%	20%	16%	15%	24%	16%	21%	24%	18%	20%	21%	21%	27%	18%	22%	26%
6	115	54	61	34	43	37	16	28	29	18	25	27	31	8	93	5	46	35	24
	23%	22%	24%	24%	23%	22%	18%	23%	24%	31%	23%	21%	26%	18%	24%	28%	27%	21%	14%
5	132	53	79	35	50	48	25	26	37	13	33	35	27	10	100	5	46	44	39
	26%	22%	31%	24%	26%	28%	28%	21%	31%	22%	31%	27%	23%	23%	26%	26%	27%	27%	23%
4	35	22	13	4	14	18	8	7	6	7	10	9	4	4	25	-	13	11	10
	7%	9%	5%	3%	7%	10%	9%	6%	5%	13%	10%	7%	4%	8%	6%	-	8%	7%	6%
3	11	6	5	3	2	7	4	6	-	0	0	2	3	3	7	1	5	2	4
	2%	2%	2%	2%	1%	4%	5%	5%	-	1%	*	1%	3%	6%	2%	7%	3%	1%	2%
2	10	5	4	2	4	4	-	2	5	-	4	1	2	1	8	-	5	2	1
	2%	2%	2%	1%	2%	2%	-	1%	4%	-	4%	1%	2%	3%	2%	-	3%	1%	1%
1	5	5	-	1	4	0	0	2	2	-	-	2	2	-	3	-	-	4	1
	1%	2%	-	1%	2%	0	1%	2%	2%	-	-	2%	2%	-	1%	-	-	2%	1%
0	5	3	2	1	1	3	1	0	1	-	-	2	1	-	3	1	-	3	3
	1%	1%	1%	1%	1%	2%	1%	*	1%	-	-	1%	1%	-	1%	6%	-	2%	2%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	5.95	5.86	6.03	6.17	6.00	5.72	6.03	6.04	5.80	5.99	5.76	6.03	6.10	6.04	6.01	5.55	5.86	5.93	6.27
STD. DEV.	1.70	1.77	1.62	1.56	1.74	1.74	1.81	1.84	1.73	1.29	1.40	1.79	1.78	1.73	1.63	1.86	1.49	1.86	1.82
STD. ERR.	.076	.113	.101	.130	.126	.134	.189	.157	.161	.174	.139	.153	.163	.264	.081	.479	.115	.144	.141

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

Base: All Respondents

TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
																			100%
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
10	102 20%	41 17%	60 24%	20 14%	41 22%	40 24%	24 27%	32 26%	20 16%	8 14%	14 13%	28 22%	25 21%	12 26%	84 22%	3 13%	34 20%	29 17%	46 28%
9	61 12%	28 11%	33 13%	22 16%	26 14%	13 8%	9 10%	11 9%	12 10%	12 21%	13 12%	17 13%	17 14%	3 6%	50 13%	-	21 12%	20 12%	20 12%
8	115 23%	59 24%	56 22%	33 23%	40 21%	42 25%	19 21%	21 17%	37 31%	10 18%	30 28%	23 18%	23 19%	14 32%	92 24%	1 7%	43 25%	34 20%	35 21%
7	68 14%	36 15%	32 13%	30 21%	23 12%	14 8%	11 13%	19 15%	11 9%	10 18%	14 13%	15 12%	19 16%	3 6%	50 13%	8 40%	24 14%	23 14%	18 11%
6	39 8%	22 9%	17 7%	15 11%	15 8%	8 5%	2 2%	9 8%	11 9%	6 11%	10 9%	13 10%	11 9%	1 3%	29 8%	3 13%	15 9%	12 7%	10 6%
5	50 10%	28 11%	22 9%	8 5%	22 12%	20 12%	10 11%	13 11%	13 11%	3 6%	10 9%	16 12%	14 12%	4 10%	37 10%	3 13%	13 8%	21 13%	17 10%
4	32 6%	12 5%	20 8%	10 7%	10 5%	12 7%	8 9%	7 6%	9 8%	3 5%	11 10%	6 5%	4 3%	3 6%	21 5%	2 12%	7 4%	15 9%	10 6%
3	14 3%	9 4%	5 2%	2 1%	6 3%	7 4%	2 2%	5 4%	2 1%	3 4%	6 5%	3 2%	0 *	1 3%	9 2%	-	3 2%	6 4%	6 4%
2	12 2%	5 2%	7 3%	-	4 2%	8 5%	3 3%	3 2%	3 2%	2 3%	1 1%	3 2%	3 2%	4 9%	9 2%	-	5 3%	4 2%	1 1%
1	3 1%	1 *	2 1%	0 *	-	2 1%	2 3%	0 *	-	-	-	0 *	1 1%	-	3 1%	-	1 1%	-	3 2%
0	7 1%	5 2%	2 1%	2 1%	2 1%	3 2%	-	1 1%	5 4%	-	-	4 3%	3 2%	-	4 1%	-	3 2%	2 1%	1 1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.25	7.10	7.40	7.38	7.35	7.04	7.32	7.33	7.03	7.31	7.08	7.16	7.31	7.25	7.39	6.70	7.36	7.02	7.51
STD. DEV.	2.33	2.32	2.33	1.96	2.29	2.63	2.49	2.37	2.43	2.09	2.10	2.50	2.38	2.54	2.29	1.72	2.30	2.33	2.36
STD. ERR.	.104	.149	.145	.164	.166	.202	.260	.203	.226	.282	.209	.213	.217	.387	.114	.445	.177	.181	.183

RATING OF CANADA FOR A VERY CLOSE FRIEND OF AUSTRALIA

Base: All Respondents

TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd- ney	Melb- ourne	Bris- bane	
																			100%
TOTAL (n/w wt.)	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	71	35	36	16	28	27	17	17	17	6	12	19	14	6	57	3	28	16	31
	14%	14%	14%	11%	15%	16%	20%	14%	14%	11%	11%	15%	12%	13%	15%	13%	17%	10%	19%
9	59	27	32	17	21	21	12	10	14	12	12	13	16	8	52	1	17	20	26
	12%	11%	12%	12%	11%	12%	14%	9%	11%	21%	11%	10%	13%	17%	13%	6%	10%	12%	16%
8	139	66	73	33	52	54	26	33	36	15	28	41	26	14	106	6	49	43	47
	28%	27%	29%	23%	27%	32%	29%	27%	30%	26%	26%	32%	21%	32%	27%	34%	29%	26%	28%
7	92	55	37	26	42	24	14	18	21	10	25	24	24	5	63	2	32	30	29
	18%	22%	15%	18%	22%	14%	15%	15%	17%	18%	23%	19%	20%	11%	16%	12%	19%	18%	17%
6	39	21	18	21	10	8	5	15	8	4	10	9	9	2	35	3	13	13	13
	8%	9%	7%	14%	5%	5%	5%	13%	6%	6%	10%	7%	8%	4%	9%	13%	8%	8%	8%
5	65	24	42	20	24	21	9	18	18	7	18	14	16	7	48	1	20	27	14
	13%	10%	16%	14%	13%	13%	10%	15%	15%	12%	16%	11%	13%	16%	12%	7%	12%	16%	8%
4	15	6	9	4	4	7	3	3	5	-	1	2	6	3	12	1	5	6	3
	3%	2%	4%	3%	2%	4%	4%	2%	4%	-	1%	2%	5%	6%	3%	6%	3%	4%	2%
3	7	4	3	2	4	1	1	-	1	3	1	2	3	-	6	-	3	2	1
	1%	2%	1%	1%	2%	1%	2%	-	1%	4%	1%	1%	2%	-	1%	-	2%	1%	1%
2	9	4	5	3	2	5	0	5	1	0	0	2	4	1	7	1	2	5	2
	2%	2%	2%	2%	1%	3%	1%	4%	1%	1%	*	1%	3%	3%	2%	7%	1%	3%	1%
1	1	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	1	-
	*	*	-	-	-	1%	-	-	-	-	-	-	1%	-	*	-	-	1%	-
0	4	3	1	1	2	0	0	1	1	-	-	1	2	-	2	-	-	3	1
	1%	1%	*	1%	1%	*	1%	1%	1%	-	-	1%	2%	-	*	-	-	2%	1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.29	7.30	7.27	7.12	7.34	7.38	7.67	7.10	7.32	7.48	7.29	7.45	6.91	7.38	7.36	7.04	7.46	6.92	7.72
STD. DEV.	1.99	2.00	1.98	1.93	1.96	2.07	1.89	2.08	1.95	1.83	1.67	1.89	2.30	1.95	1.96	2.14	1.84	2.17	1.82
STD. ERR.	.089	.128	.124	.161	.142	.159	.197	.178	.182	.246	.167	.162	.210	.298	.098	.552	.141	.168	.141

Q4. SO FAR AS YOU'RE AWARE, WILL CANADA HAVE A PAVILION AT EXPO 88?

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	389	184	205	102	146	141	77	94	92	48	84	84	100	35	389	-	129	121	154
	77%	75%	80%	72%	77%	83%	86%	77%	75%	83%	78%	66%	83%	78%	100%	-	76%	73%	92%
No	19	11	8	9	8	3	1	3	5	1	5	8	2	1	-	19	7	8	-
	4%	5%	3%	6%	4%	1%	2%	2%	4%	2%	5%	6%	2%	3%	-	100%	4%	5%	-
Don't know	94	50	44	32	36	26	11	25	25	9	19	36	18	8	-	-	33	37	13
	19%	20%	17%	22%	19%	16%	12%	21%	21%	15%	17%	28%	15%	19%	-	-	20%	22%	8%

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167	
	502	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
CITY																			
Sydney	231	118	64	86	81	40	52	63	27	57	49	60	23	176	10	169	-	-	
	46%	46%	45%	45%	48%	44%	43%	52%	47%	53%	39%	50%	51%	45%	51%	100%	-	-	
Melbourne	194	99	56	75	63	34	40	44	23	39	53	41	16	141	9	-	166	-	
	39%	39%	39%	39%	37%	38%	33%	36%	41%	36%	41%	34%	36%	36%	49%	-	100%	-	
Brisbane	77	40	22	29	26	16	30	15	7	12	26	19	6	71	-	-	-	167	
	15%	15%	16%	15%	15%	18%	25%	12%	12%	11%	20%	16%	12%	18%	-	-	-	100%	
AGE																			
18 - 29	142	72	142	-	-	12	39	43	12	38	36	46	5	102	9	47	48	48	
	28%	28%	100%	-	-	13%	32%	35%	20%	35%	28%	39%	10%	26%	46%	28%	29%	29%	
30 - 39	108	54	-	108	-	11	30	36	18	25	58	18	-	83	4	36	36	36	
	21%	21%	-	57%	-	12%	25%	29%	31%	23%	45%	15%	-	21%	19%	21%	22%	22%	
40 - 49	82	40	-	82	-	3	19	19	20	25	21	25	4	63	4	27	28	27	
	16%	16%	-	43%	-	3%	16%	16%	34%	23%	17%	21%	8%	16%	22%	16%	17%	16%	
50 - 59	67	32	-	-	67	8	14	17	5	17	8	19	7	54	-	24	21	21	
	13%	12%	-	-	40%	9%	11%	14%	9%	16%	7%	16%	16%	14%	-	14%	13%	13%	
60 & over	103	59	-	-	103	56	19	7	3	3	4	12	30	87	3	35	33	35	
	20%	23%	-	-	60%	62%	16%	6%	5%	3%	3%	10%	66%	22%	13%	21%	20%	21%	
SEX																			
Male	245	-	71	96	79	34	66	63	33	65	64	55	1	184	11	83	81	81	
	49%	100%	50%	50%	47%	38%	54%	52%	57%	60%	50%	46%	3%	47%	59%	49%	49%	49%	
Female	257	257	72	94	91	55	55	59	25	43	64	65	44	205	8	86	85	86	
	51%	100%	50%	50%	53%	62%	46%	48%	43%	40%	50%	54%	97%	53%	41%	51%	51%	51%	

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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 Col- lar	Blue Col- lar	Home- maker	Yes	No	Syd- ney	Melb- orne	Bris- bane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
EDUCATION																			
Primary school	14	6	8	2	0	12	9	0	-	1	1	-	2	3	13	-	2	6	9
	3%	2%	3%	1%	*	7%	11%	*	-	2%	1%	-	2%	7%	3%	-	1%	4%	5%
Some secondary	164	63	100	31	60	73	42	42	35	8	20	36	46	21	134	9	51	55	64
	33%	26%	39%	22%	32%	43%	47%	34%	29%	14%	19%	28%	38%	46%	35%	46%	30%	33%	38%
Completed secondary	122	59	63	47	38	37	18	38	30	6	20	31	39	8	87	4	43	38	41
	24%	24%	25%	33%	20%	22%	20%	32%	25%	10%	18%	25%	33%	18%	22%	21%	25%	23%	25%
Trade school	16	9	7	6	3	7	3	5	2	-	1	0	7	2	12	-	5	4	9
	3%	4%	3%	4%	2%	4%	4%	4%	2%	-	1%	*	6%	4%	3%	-	3%	2%	5%
Technical college	51	33	18	13	25	13	4	16	9	5	10	15	15	3	41	3	20	14	15
	10%	13%	7%	9%	13%	7%	5%	13%	8%	8%	9%	12%	12%	7%	11%	13%	12%	8%	9%
Some university	36	22	14	18	15	3	7	5	13	8	9	12	7	3	27	1	13	13	7
	7%	9%	5%	13%	8%	2%	8%	4%	11%	14%	8%	10%	6%	6%	7%	6%	8%	8%	4%
Completed university	76	36	39	19	39	18	4	9	23	26	34	25	3	4	58	3	24	32	12
	15%	15%	15%	13%	20%	11%	5%	7%	19%	45%	32%	19%	3%	8%	15%	13%	14%	19%	7%
Post graduate degree	21	15	6	6	9	6	2	6	8	4	13	6	1	-	14	-	10	4	6
	4%	6%	2%	5%	5%	3%	2%	5%	7%	7%	12%	5%	1%	-	4%	-	6%	2%	4%
Other	3	1	2	0	1	2	-	0	1	-	0	1	-	1	2	-	1	-	4
	1%	*	1%	*	*	1%	-	*	1%	-	*	1%	-	3%	*	-	1%	-	2%
INCOME																			
Up to \$9,999	53	20	32	5	9	39	53	-	-	-	-	5	5	20	46	1	15	18	24
	10%	8%	13%	3%	4%	23%	59%	-	-	-	-	4%	4%	44%	12%	7%	9%	11%	14%
\$10,000 - \$14,999	37	14	23	7	5	25	37	-	-	-	2	3	3	6	31	-	14	11	10
	7%	6%	9%	5%	3%	14%	41%	-	-	-	2%	2%	2%	13%	8%	-	8%	7%	6%
\$15,000 - \$24,999	63	28	34	23	20	19	-	63	-	-	3	19	26	3	47	3	18	19	34
	12%	12%	13%	16%	10%	11%	-	51%	-	-	3%	15%	21%	7%	12%	13%	11%	11%	20%
\$25,000 - \$29,999	59	38	21	15	30	14	-	59	-	-	10	22	19	3	47	-	20	15	31
	12%	15%	8%	11%	16%	8%	-	49%	-	-	9%	17%	16%	6%	12%	-	12%	9%	19%
\$30,000 - \$39,999	68	32	35	24	33	10	-	68	-	-	23	22	17	-	50	4	21	27	16
	13%	13%	14%	17%	17%	6%	-	55%	-	-	21%	18%	14%	-	13%	20%	12%	16%	10%
\$40,000 - \$49,999	54	31	23	18	22	15	-	54	-	-	16	19	13	1	42	1	25	11	16
	11%	13%	9%	13%	11%	9%	-	45%	-	-	15%	15%	11%	3%	11%	6%	15%	7%	10%
\$50,000 and over	58	33	25	12	38	8	-	-	-	58	31	13	7	1	48	1	20	20	15
	11%	13%	10%	8%	20%	5%	-	-	100%	-	29%	11%	6%	3%	12%	6%	12%	12%	9%
Don't know	58	23	35	26	11	20	-	-	-	-	11	14	18	4	46	4	19	21	16
	12%	9%	14%	18%	6%	12%	-	-	-	-	11%	11%	15%	8%	12%	21%	11%	13%	10%
Refused	54	26	27	12	22	20	-	-	-	-	12	11	13	7	32	5	17	24	5
	11%	11%	11%	8%	12%	12%	-	-	-	-	11%	9%	11%	15%	8%	27%	10%	14%	3%

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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-ess-ional	White Col-lar	Blue Col-lar	Home-maker	Yes	No	Syd-ney	Mel-bourne	Bris-bane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
OCCUPATION OF HOUSEHOLD HEAD																			
Professional	108	65	43	38	50	20	2	12	39	31	108	-	-	-	84	5	42	33	26
	22%	26%	17%	26%	26%	12%	2%	10%	32%	54%	100%	-	-	-	22%	27%	25%	20%	16%
White collar	128	64	64	36	79	12	7	40	42	13	-	128	-	-	84	8	36	45	56
	25%	26%	25%	25%	42%	7%	8%	33%	34%	23%	-	100%	-	-	22%	40%	21%	27%	34%
Blue collar	120	55	65	46	43	31	8	44	30	7	-	-	120	-	100	2	44	35	41
	24%	22%	25%	32%	23%	18%	9%	36%	25%	12%	-	-	100%	-	26%	12%	26%	21%	25%
Homemaker	45	1	44	5	4	37	26	6	1	1	-	-	-	45	35	1	17	14	12
	9%	*	17%	3%	2%	22%	29%	5%	1%	2%	-	-	-	100%	9%	7%	10%	8%	7%
Unemployed	3	3	0	1	2	0	0	1	-	-	-	-	-	-	2	-	-	2	2
	1%	1%	*	1%	1%	*	1%	1%	-	-	-	-	-	-	1%	-	-	1%	1%
Pensioned/retired	89	52	37	11	9	69	39	16	10	5	-	-	-	-	75	3	30	30	27
	18%	21%	14%	8%	5%	41%	43%	13%	8%	9%	-	-	-	-	19%	13%	18%	18%	16%
Student	8	6	2	6	2	-	7	1	-	-	-	-	-	-	7	-	-	6	3
	2%	2%	1%	4%	1%	-	8%	1%	-	-	-	-	-	-	2%	-	-	4%	2%

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane
TOTAL (n/w wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
U.K.																			
First	(4) 50%	124 50%	130 51%	71 50%	95 50%	88 52%	49 55%	60 49%	61 50%	32 55%	46 42%	69 54%	57 48%	23 52%	191 49%	9 45%	86 51%	77 46%	99 59%
Second	(3) 19%	45 18%	52 20%	33 23%	33 17%	31 18%	12 13%	24 20%	26 21%	10 17%	27 25%	24 19%	21 18%	8 18%	78 20%	5 28%	28 17%	36 22%	36 22%
Third	(2) 14%	37 15%	33 13%	17 12%	30 16%	23 13%	14 15%	14 11%	16 13%	8 13%	15 14%	18 14%	16 14%	5 11%	57 15%	3 13%	24 14%	24 14%	19 11%
Fourth	(1) 6%	12 5%	16 6%	9 6%	14 8%	5 3%	6 7%	8 7%	4 3%	3 6%	6 6%	8 6%	6 5%	2 4%	20 5%	1 7%	9 5%	9 5%	11 7%
All equal	52 10%	25 10%	26 10%	12 8%	16 9%	24 14%	8 9%	14 12%	14 12%	6 10%	12 11%	7 6%	19 16%	7 15%	40 10%	1 6%	20 12%	20 12%	2 1%
Not stated	3 1%	3 1%	-	1 1%	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-	3 1%	-	2 1%	-	-
MEAN	3.29	3.29	3.28	3.28	3.21	3.38	3.28	3.29	3.35	3.33	3.19	3.30	3.28	3.38	3.27	3.19	3.30	3.24	3.35
STD. DEV.	.94	.94	.95	.93	1.01	.87	1.01	.96	.87	.94	.93	.95	.95	.89	.94	.95	.95	.94	.93
STD. ERR.	.044	.063	.062	.081	.076	.071	.109	.086	.085	.133	.098	.084	.092	.146	.049	.253	.078	.078	.072
FRANCE																			
First	(4) 13%	38 15%	28 11%	26 18%	29 15%	11 7%	7 8%	18 15%	14 12%	7 12%	19 18%	21 16%	12 10%	1 3%	49 13%	3 13%	22 13%	24 14%	17 10%
Second	(3) 28%	78 32%	62 24%	40 28%	58 31%	42 25%	24 26%	38 31%	34 28%	15 27%	24 22%	35 28%	37 31%	9 21%	112 29%	5 27%	50 30%	40 24%	55 33%
Third	(2) 30%	68 28%	81 32%	44 31%	52 27%	54 32%	33 37%	33 27%	38 31%	19 34%	33 31%	43 34%	29 24%	18 39%	114 29%	4 21%	49 29%	48 29%	57 34%
Fourth	(1) 18%	36 15%	57 22%	21 15%	34 18%	38 22%	18 20%	17 14%	21 17%	10 18%	19 18%	21 17%	23 19%	9 19%	72 19%	6 33%	27 16%	34 20%	34 20%
All equal	52 10%	25 10%	26 10%	12 8%	16 9%	24 14%	8 9%	14 12%	14 12%	6 10%	12 11%	7 6%	19 16%	7 15%	40 10%	1 6%	20 12%	20 12%	2 1%
Not stated	2 *	-	2 1%	-	0 *	2 1%	-	1 1%	0 *	-	0 *	-	-	1 3%	2 *	-	1 1%	-	2 1%
MEAN	2.40	2.54	2.27	2.54	2.48	2.18	2.24	2.54	2.39	2.36	2.45	2.46	2.38	2.09	2.40	2.22	2.45	2.37	2.34
STD. DEV.	.97	.96	.97	.98	.99	.91	.89	.95	.95	.95	1.03	.97	.96	.78	.97	1.08	.95	1.01	.92
STD. ERR.	.046	.064	.064	.085	.075	.075	.096	.085	.093	.134	.108	.085	.094	.130	.050	.288	.078	.084	.072

Q2. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Mel-bourne	Bris-bane
TOTAL (n/w wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
CANADA																			
First	(4) 102 20%	43 17%	59 23%	26 18%	39 20%	37 22%	21 24%	22 18%	28 23%	10 17%	21 20%	24 19%	23 19%	12 27%	88 23%	5 28%	31 18%	36 22%	38 23%
Second	(3) 141 28%	61 25%	80 31%	41 29%	57 30%	43 25%	30 34%	29 24%	31 26%	19 32%	29 27%	43 34%	31 26%	10 22%	108 28%	4 19%	46 27%	48 29%	48 29%
Third	(2) 105 21%	51 21%	53 21%	32 23%	45 24%	27 16%	15 17%	34 28%	23 19%	15 26%	20 19%	26 21%	29 24%	7 16%	80 21%	4 21%	38 22%	28 17%	43 26%
Fourth	(1) 102 20%	64 26%	37 15%	31 22%	31 17%	39 23%	15 16%	23 19%	24 20%	9 15%	25 23%	25 20%	18 15%	9 19%	73 19%	5 27%	34 20%	33 20%	36 22%
All equal	52 10%	25 10%	26 10%	12 8%	16 9%	24 14%	8 9%	14 12%	14 12%	6 10%	12 11%	7 6%	19 16%	7 15%	40 10%	1 6%	20 12%	20 12%	2 1%
Not stated	1 *	1 *	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	-	-	-	1 1%	-
MEAN	2.54	2.37	2.70	2.47	2.60	2.54	2.72	2.47	2.59	2.57	2.49	2.57	2.59	2.67	2.60	2.51	2.50	2.60	2.53
STD. DEV.	1.07	1.10	1.02	1.06	1.03	1.14	1.04	1.04	1.11	.98	1.10	1.04	1.03	1.15	1.08	1.19	1.06	1.09	1.07
STD. ERR.	.050	.074	.067	.092	.078	.093	.112	.093	.108	.139	.116	.091	.100	.188	.056	.318	.087	.091	.083
ITALY																			
First	(4) 29 6%	16 6%	13 5%	9 6%	11 6%	10 6%	4 4%	8 6%	5 4%	4 6%	10 9%	6 5%	8 7%	2 4%	21 5%	1 7%	10 6%	9 5%	11 7%
Second	(3) 71 14%	36 15%	35 14%	16 11%	25 13%	30 18%	16 18%	16 13%	17 14%	8 14%	15 14%	18 14%	12 10%	11 24%	51 13%	4 21%	25 15%	22 13%	25 15%
Third	(2) 121 24%	60 24%	61 24%	36 25%	44 23%	41 24%	20 22%	24 20%	28 23%	10 18%	25 24%	30 24%	26 22%	7 15%	93 24%	7 39%	35 21%	45 27%	45 27%
Fourth	(1) 229 46%	108 44%	121 47%	70 49%	94 50%	65 38%	42 47%	60 49%	58 48%	30 52%	45 42%	66 52%	54 45%	19 42%	184 47%	5 27%	79 47%	70 42%	84 50%
All equal	52 10%	25 10%	26 10%	12 8%	16 9%	24 14%	8 9%	14 12%	14 12%	6 10%	12 11%	7 6%	19 16%	7 15%	40 10%	1 6%	20 12%	20 12%	2 1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.78	1.82	1.75	1.72	1.72	1.90	1.77	1.74	1.70	1.73	1.89	1.70	1.74	1.87	1.74	2.09	1.77	1.79	1.78
STD. DEV.	.94	.95	.92	.92	.93	.95	.92	.96	.89	.97	1.02	.90	.96	.97	.92	.90	.96	.91	.94
STD. ERR.	.044	.064	.060	.079	.070	.078	.100	.085	.086	.137	.107	.079	.094	.159	.048	.240	.078	.076	.073

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%	
U.K.																				
First	(4)	197 39%	116 47%	82 32%	39 28%	78 41%	80 47%	43 49%	43 35%	41 34%	20 34%	39 36%	45 35%	46 38%	19 42%	156 40%	8 40%	61 36%	68 41%	75 45%
Second	(3)	126 25%	51 21%	75 29%	45 32%	50 26%	31 18%	16 18%	31 26%	35 29%	16 28%	32 30%	39 31%	23 19%	8 19%	95 24%	6 33%	41 24%	40 24%	50 30%
Third	(2)	85 17%	37 15%	48 19%	28 20%	31 16%	26 16%	18 20%	23 19%	18 15%	10 18%	12 11%	26 20%	20 17%	9 20%	66 17%	4 21%	30 18%	25 15%	33 20%
Fourth	(1)	42 8%	17 7%	24 9%	19 14%	16 8%	7 4%	4 5%	10 8%	13 11%	7 12%	12 11%	10 8%	13 10%	4 8%	33 8%	-	18 11%	11 7%	9 5%
All equal		52 10%	25 10%	27 10%	10 7%	16 8%	25 15%	8 9%	14 12%	14 12%	5 9%	13 12%	7 6%	19 16%	5 11%	39 10%	1 6%	19 11%	22 13%	-
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN		3.06	3.20	2.94	2.79	3.09	3.28	3.21	3.00	2.97	2.93	3.04	3.00	3.00	3.06	3.07	3.21	2.97	3.15	3.14
STD. DEV.		1.00	.98	.99	1.03	.99	.92	.96	.99	1.02	1.03	1.02	.96	1.07	1.03	1.00	.78	1.04	.96	.92
STD. ERR.		.046	.066	.065	.088	.074	.075	.103	.088	.099	.145	.107	.084	.105	.165	.052	.208	.085	.080	.071
FRANCE																				
First	(4)	143 28%	69 28%	74 29%	56 39%	53 28%	34 20%	20 23%	30 24%	43 36%	20 34%	34 32%	49 38%	24 20%	10 22%	113 29%	6 34%	52 31%	40 24%	54 32%
Second	(3)	153 30%	91 37%	62 24%	27 19%	73 38%	53 31%	26 29%	43 35%	29 24%	23 40%	36 33%	37 29%	33 28%	12 27%	114 29%	9 47%	53 31%	53 32%	40 24%
Third	(2)	99 20%	37 15%	62 24%	32 23%	31 16%	36 21%	23 26%	27 22%	19 16%	7 12%	15 14%	24 19%	25 21%	13 29%	77 20%	-	29 17%	30 18%	53 32%
Fourth	(1)	54 11%	22 9%	31 12%	16 11%	18 9%	20 12%	11 13%	9 7%	15 12%	3 6%	11 10%	10 8%	17 14%	5 11%	44 11%	2 12%	17 10%	19 11%	18 11%
All equal		51 10%	23 10%	28 11%	12 8%	16 8%	24 14%	8 9%	13 11%	15 12%	5 9%	13 12%	7 6%	19 16%	5 11%	39 10%	1 6%	18 11%	23 14%	-
Not stated		2 *	2 1%	-	0 *	-	2 1%	1 1%	0 *	0 *	-	-	-	2 2%	-	2 1%	-	-	1 1%	2 1%
MEAN		2.86	2.94	2.78	2.93	2.92	2.71	2.69	2.86	2.95	3.12	2.98	3.03	2.65	2.67	2.85	3.10	2.93	2.80	2.79
STD. DEV.		1.00	.94	1.05	1.08	.94	.98	1.00	.91	1.07	.86	.98	.97	1.03	.98	1.01	.94	.99	.99	1.02
STD. ERR.		.047	.063	.068	.094	.070	.081	.108	.081	.105	.120	.103	.085	.102	.157	.053	.251	.081	.083	.079

Q2. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
TOTAL (n/w wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 109 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
CANADA																			
First	(4) 91 18%	29 12%	62 24%	33 23%	36 19%	22 13%	15 17%	28 23%	18 15%	12 20%	17 16%	23 18%	24 20%	9 20%	68 18%	4 20%	34 20%	26 16%	31 19%
Second	(3) 109 22%	48 20%	60 24%	37 26%	30 16%	42 25%	27 31%	19 15%	30 24%	3 6%	15 13%	29 22%	29 24%	14 31%	93 24%	3 13%	31 18%	38 23%	48 29%
Third	(2) 118 24%	63 26%	55 22%	33 23%	51 27%	34 20%	17 19%	28 23%	24 20%	22 39%	30 28%	31 24%	22 19%	10 21%	92 24%	8 41%	40 24%	39 23%	39 23%
Fourth	(1) 130 26%	79 32%	52 20%	26 18%	57 30%	47 28%	23 26%	32 27%	34 28%	15 26%	32 30%	38 30%	24 20%	9 19%	95 24%	4 20%	44 26%	41 25%	48 29%
All equal	52 10%	25 10%	27 10%	12 8%	16 8%	24 14%	6 7%	14 12%	15 12%	5 9%	13 12%	7 6%	20 17%	4 9%	39 10%	1 6%	19 11%	22 13%	-
Not stated	2 *	2 1%	-	2 1%	-	-	-	0 *	1 1%	-	1 1%	-	0 *	-	2 *	-	1 1%	-	1 1%
MEAN	2.36	2.13	2.58	2.59	2.26	2.27	2.42	2.39	2.29	2.22	2.18	2.29	2.54	2.57	2.39	2.35	2.37	2.34	2.37
STD. DEV.	1.10	1.04	1.11	1.08	1.13	1.07	1.08	1.17	1.09	1.09	1.10	1.10	1.10	1.05	1.08	1.03	1.13	1.07	1.09
STD. ERR.	.051	.070	.073	.094	.085	.087	.116	.105	.107	.153	.116	.096	.109	.165	.056	.276	.093	.090	.085
ITALY																			
First	(4) 17 3%	7 3%	11 4%	3 2%	7 4%	8 5%	3 3%	6 5%	4 4%	1 2%	5 4%	4 3%	5 4%	2 5%	11 3%	-	3 2%	9 5%	6 4%
Second	(3) 61 12%	30 12%	31 12%	22 15%	22 11%	18 10%	12 14%	14 11%	13 11%	11 18%	13 12%	15 12%	14 12%	5 12%	47 12%	-	25 15%	12 7%	28 17%
Third	(2) 143 29%	80 33%	63 25%	36 25%	62 32%	46 27%	22 25%	30 24%	43 35%	13 23%	37 35%	39 31%	31 26%	9 19%	110 28%	6 32%	50 30%	48 29%	41 25%
Fourth	(1) 234 47%	106 43%	128 50%	71 49%	84 44%	80 47%	47 53%	57 47%	48 39%	28 48%	40 37%	62 49%	50 42%	25 56%	185 48%	13 68%	75 44%	76 46%	92 55%
All equal	46 9%	22 9%	24 9%	12 8%	16 8%	19 11%	5 5%	14 12%	14 11%	5 9%	13 12%	7 6%	19 16%	4 8%	36 9%	-	16 9%	21 13%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.70	1.72	1.68	1.67	1.73	1.69	1.66	1.71	1.76	1.73	1.81	1.68	1.75	1.63	1.67	1.32	1.71	1.68	1.69
STD. DEV.	.84	.81	.87	.82	.83	.87	.85	.91	.82	.87	.85	.82	.89	.91	.82	.47	.81	.87	.87
STD. ERR.	.039	.053	.057	.071	.063	.070	.090	.081	.080	.122	.089	.071	.087	.144	.042	.120	.065	.072	.068

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

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
U.K.																			
First	(4) 63%	168 68%	148 58%	77 54%	125 66%	113 67%	54 61%	71 59%	88 72%	36 63%	71 65%	91 71%	62 51%	30 65%	248 64%	14 74%	105 62%	97 58%	127 76%
Second	(3) 13%	28 11%	37 14%	24 17%	23 12%	18 11%	13 14%	16 14%	18 15%	6 11%	9 8%	17 13%	15 13%	6 14%	48 12%	1 7%	20 12%	24 14%	20 12%
Third	(2) 9%	18 7%	28 11%	20 14%	13 7%	13 8%	9 10%	10 8%	0 *	8 14%	11 10%	6 5%	18 15%	1 2%	35 9%	2 12%	16 9%	15 9%	14 8%
Fourth	(1) 4%	5 2%	14 5%	9 6%	8 4%	2 1%	5 5%	7 6%	- -	- -	3 2%	6 4%	5 4%	2 4%	12 3%	- -	6 4%	8 5%	2 1%
All equal	57 11%	27 11%	30 12%	13 9%	20 11%	23 14%	8 9%	16 13%	15 12%	7 12%	16 15%	9 7%	20 16%	6 14%	45 12%	1 6%	22 13%	22 13%	2 1%
Not stated	1 *	0 *	0 *	- -	0 *	0 *	1 1%	- -	- -	- -	- -	- -	0 *	- -	1 *	- -	- -	- -	2 1%
MEAN	3.52	3.64	3.41	3.31	3.57	3.66	3.46	3.44	3.82	3.56	3.60	3.62	3.33	3.64	3.55	3.66	3.52	3.46	3.67
STD. DEV.	.84	.73	.92	.96	.83	.69	.90	.93	.39	.75	.80	.78	.94	.75	.81	.70	.84	.89	.68
STD. ERR.	.039	.049	.061	.084	.063	.056	.098	.083	.038	.107	.085	.069	.093	.121	.042	.187	.070	.074	.054
FRANCE																			
First	(4) 7%	15 6%	19 8%	13 9%	12 6%	10 6%	9 10%	7 6%	4 3%	4 6%	5 5%	10 8%	8 7%	2 5%	26 7%	- -	11 7%	11 7%	14 8%
Second	(3) 29%	73 30%	74 29%	47 33%	57 30%	43 26%	21 24%	40 33%	34 28%	15 26%	36 33%	38 30%	39 32%	12 28%	109 28%	5 27%	51 30%	47 28%	49 29%
Third	(2) 31%	76 31%	79 31%	38 27%	62 32%	56 33%	23 26%	42 34%	42 35%	14 25%	31 29%	41 32%	31 26%	19 42%	121 31%	9 46%	49 29%	50 30%	66 40%
Fourth	(1) 21%	54 22%	52 20%	32 22%	38 20%	36 21%	27 30%	17 14%	27 22%	17 30%	19 18%	30 23%	22 19%	5 11%	86 22%	4 21%	36 21%	36 22%	32 19%
All equal	57 11%	27 11%	30 12%	13 9%	20 11%	23 14%	8 9%	16 13%	15 12%	7 12%	16 15%	9 7%	20 16%	6 14%	45 12%	1 6%	22 13%	22 13%	2 1%
Not stated	2 *	0 *	1 1%	- -	1 1%	0 *	1 1%	- -	- -	0 1%	1 1%	- -	0 *	- -	2 *	- -	- -	- -	4 2%
MEAN	2.25	2.22	2.27	2.31	2.25	2.19	2.16	2.34	2.14	2.11	2.29	2.24	2.33	2.31	2.22	2.07	2.25	2.23	2.28
STD. DEV.	.91	.90	.91	.95	.88	.89	1.02	.82	.83	.96	.86	.92	.91	.77	.91	.71	.91	.91	.88
STD. ERR.	.043	.060	.060	.083	.068	.072	.111	.074	.082	.139	.093	.081	.090	.125	.048	.189	.075	.076	.069

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

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%	
<u>CANADA</u>																				
First	(4)	42 8%	15 6%	27 11%	12 8%	18 10%	12 7%	11 12%	11 9%	9 7%	5 9%	5 4%	10 8%	11 9%	4 9%	36 9%	1 6%	16 9%	12 7%	14 8%
Second	(3)	140 28%	74 30%	67 26%	33 23%	51 27%	55 33%	26 29%	28 23%	35 29%	15 26%	31 29%	37 29%	31 26%	12 26%	115 30%	6 34%	47 28%	42 25%	58 35%
Third	(2)	92 18%	44 18%	48 19%	31 22%	32 17%	29 17%	24 26%	23 19%	21 17%	9 16%	19 17%	25 20%	15 12%	11 25%	70 18%	4 21%	29 17%	31 19%	35 21%
Fourth	(1)	169 34%	86 35%	83 32%	53 37%	66 35%	49 29%	20 22%	43 35%	41 34%	21 36%	37 34%	47 37%	43 36%	12 27%	121 31%	6 33%	55 33%	59 36%	54 32%
All equal		57 11%	27 11%	30 12%	13 9%	20 11%	23 14%	8 9%	16 13%	15 12%	7 12%	16 15%	9 7%	20 16%	6 14%	45 12%	1 6%	22 13%	22 13%	2 1%
Not stated		2 *	0 *	1 1%	-	1 1%	0 *	1 1%	-	-	0 1%	1 1%	-	0 *	-	2 *	-	-	-	4 2%
MEAN		2.13	2.08	2.17	2.03	2.13	2.20	2.34	2.06	2.11	2.09	2.04	2.09	2.09	2.20	2.19	2.14	2.16	2.05	2.20
STD. DEV.		1.03	1.00	1.06	1.02	1.06	1.00	.99	1.04	1.02	1.06	.97	1.02	1.08	.99	1.03	.98	1.05	1.02	1.00
STD. ERR.		.048	.067	.070	.089	.081	.082	.108	.094	.100	.153	.105	.089	.106	.160	.054	.261	.087	.085	.079
<u>ITALY</u>																				
First	(4)	54 11%	23 9%	31 12%	28 19%	16 8%	11 6%	6 7%	16 13%	5 4%	5 9%	12 11%	10 8%	20 16%	3 7%	36 9%	3 13%	15 9%	26 16%	7 4%
Second	(3)	90 18%	43 17%	48 19%	25 18%	36 19%	29 17%	20 22%	21 17%	20 16%	14 24%	15 14%	27 21%	15 12%	8 18%	68 17%	5 26%	29 17%	30 18%	34 20%
Third	(2)	149 30%	79 32%	70 27%	41 29%	61 32%	47 28%	25 28%	30 25%	43 35%	19 33%	31 29%	45 36%	36 30%	8 17%	114 29%	3 14%	53 31%	47 28%	47 28%
Fourth	(1)	152 30%	74 30%	78 30%	36 25%	57 30%	59 35%	30 33%	38 31%	38 31%	13 22%	34 31%	37 29%	30 25%	20 44%	126 32%	8 40%	50 30%	41 25%	77 46%
All equal		57 11%	27 11%	30 12%	13 9%	20 11%	23 14%	8 9%	16 13%	15 12%	7 12%	16 15%	9 7%	20 16%	6 14%	45 12%	1 6%	22 13%	22 13%	2 1%
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN		2.11	2.06	2.14	2.35	2.06	1.94	2.03	2.15	1.93	2.23	2.06	2.08	2.24	1.85	2.04	2.13	2.06	2.28	1.82
STD. DEV.		1.01	.97	1.04	1.10	.96	.95	.96	1.07	.86	.95	1.02	.93	1.08	1.00	.99	1.12	.97	1.06	.90
STD. ERR.		.047	.065	.068	.095	.073	.077	.103	.096	.084	.135	.109	.081	.106	.163	.052	.300	.080	.089	.070

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

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%	
U.K.																				
First	(4)	132 26%	74 30%	58 23%	31 22%	42 22%	59 35%	31 35%	32 26%	26 21%	13 23%	24 22%	36 28%	27 22%	11 25%	106 27%	4 21%	44 26%	39 23%	57 34%
Second	(3)	119 24%	58 23%	61 24%	34 24%	43 23%	42 25%	24 27%	32 26%	22 18%	12 22%	20 18%	30 23%	27 22%	14 31%	91 24%	4 20%	40 24%	40 24%	38 23%
Third	(2)	105 21%	44 18%	60 24%	34 24%	42 22%	28 17%	14 16%	16 13%	33 27%	19 33%	26 24%	27 21%	28 24%	5 10%	79 20%	8 40%	31 18%	41 25%	31 19%
Fourth	(1)	86 17%	39 16%	47 18%	31 22%	39 20%	16 9%	11 12%	25 21%	23 19%	8 13%	22 20%	25 20%	17 14%	10 21%	67 17%	1 6%	31 18%	26 16%	29 17%
All equal		57 11%	28 12%	29 11%	12 8%	21 11%	24 14%	9 10%	16 13%	17 14%	5 9%	15 14%	9 7%	21 18%	6 13%	44 11%	1 6%	22 13%	20 12%	8 5%
Not stated		3 1%	2 1%	1 *	-	2 1%	1 1%	0 1%	1 1%	1 1%	0 1%	2 2%	1 1%	-	-	2 *	1 7%	1 1%	-	4 2%
MEAN		2.67	2.77	2.58	2.50	2.53	2.99	2.95	2.67	2.49	2.60	2.50	2.65	2.64	2.68	2.69	2.63	2.66	2.63	2.79
STD. DEV.		1.10	1.11	1.08	1.10	1.11	1.02	1.05	1.15	1.09	1.02	1.12	1.12	1.06	1.13	1.11	.92	1.12	1.06	1.13
STD. ERR.		.052	.075	.072	.095	.085	.084	.115	.103	.109	.144	.120	.100	.105	.183	.058	.256	.093	.088	.091
FRANCE																				
First	(4)	88 18%	53 22%	35 13%	35 25%	32 17%	21 12%	11 12%	21 18%	24 19%	14 24%	20 18%	23 18%	21 17%	6 14%	65 17%	7 39%	28 17%	33 20%	24 14%
Second	(3)	131 26%	53 22%	77 30%	32 22%	57 30%	42 25%	25 28%	30 25%	32 26%	16 28%	32 29%	40 32%	27 22%	12 27%	97 25%	5 28%	49 29%	38 23%	42 25%
Third	(2)	134 27%	70 29%	64 25%	34 24%	55 29%	45 27%	21 24%	35 29%	28 23%	13 23%	24 23%	31 24%	31 26%	13 28%	105 27%	3 14%	46 27%	39 23%	56 34%
Fourth	(1)	87 17%	36 15%	50 20%	29 21%	23 12%	35 20%	21 24%	19 16%	19 16%	9 16%	16 14%	24 18%	20 17%	8 18%	72 19%	2 12%	22 13%	35 21%	34 20%
All equal		57 11%	28 12%	29 11%	12 8%	21 11%	24 14%	9 10%	16 13%	17 14%	5 9%	15 14%	9 7%	21 18%	6 13%	44 11%	1 6%	22 13%	20 12%	8 5%
Not stated		5 1%	4 1%	2 1%	-	2 1%	3 2%	2 2%	0 *	3 2%	0 1%	2 2%	0 *	-	-	5 1%	-	2 1%	1 1%	3 2%
MEAN		2.50	2.58	2.43	2.56	2.59	2.35	2.33	2.51	2.59	2.65	2.61	2.54	2.48	2.43	2.46	3.00	2.57	2.48	2.36
STD. DEV.		1.02	1.04	1.00	1.11	.95	1.00	1.02	1.01	1.04	1.05	1.01	1.02	1.04	.99	1.03	1.05	.97	1.09	.99
STD. ERR.		.048	.071	.066	.096	.073	.083	.113	.091	.104	.149	.108	.091	.103	.161	.054	.280	.080	.090	.079

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

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
CANADA																			
First	(4) 110 22%	33 13%	77 30%	33 23%	41 21%	36 21%	23 26%	30 25%	18 15%	9 16%	22 20%	26 20%	23 19%	13 29%	89 23%	1 6%	37 22%	36 22%	37 22%
Second	(3) 83 17%	43 17%	40 16%	25 18%	29 15%	29 17%	16 18%	18 15%	18 15%	11 18%	23 22%	18 14%	18 15%	4 10%	68 17%	4 21%	27 16%	24 14%	40 24%
Third	(2) 97 19%	48 20%	49 19%	33 23%	33 18%	31 18%	16 18%	25 20%	28 23%	9 16%	14 13%	38 29%	22 19%	9 19%	73 19%	3 13%	33 20%	30 18%	37 22%
Fourth	(1) 153 31%	93 38%	60 24%	39 27%	65 34%	49 29%	25 28%	33 27%	41 33%	24 41%	33 30%	36 29%	35 29%	13 30%	115 30%	10 54%	50 30%	56 34%	42 25%
All equal	57 11%	28 12%	29 11%	12 8%	21 11%	24 14%	9 10%	16 13%	17 14%	5 9%	15 14%	9 7%	21 18%	6 13%	44 11%	1 6%	22 13%	20 12%	8 5%
Not stated	1 *	1 *	0 *	- -	1 *	0 *	0 1%	0 *	- -	0 1%	0 *	0 *	- -	- -	1 *	- -	- -	- -	3 2%
MEAN	2.34	2.07	2.59	2.40	2.27	2.36	2.45	2.43	2.13	2.10	2.38	2.28	2.29	2.44	2.38	1.78	2.35	2.27	2.46
STD. DEV.	1.19	1.11	1.20	1.16	1.21	1.18	1.21	1.20	1.11	1.15	1.19	1.12	1.18	1.26	1.19	1.00	1.19	1.21	1.12
STD. ERR.	.056	.075	.080	.101	.093	.098	.133	.108	.111	.163	.127	.100	.117	.205	.063	.268	.098	.100	.090
ITALY																			
First	(4) 114 23%	56 23%	57 22%	31 22%	53 28%	30 18%	15 17%	22 18%	38 31%	16 28%	27 25%	33 26%	28 24%	9 19%	83 21%	5 28%	38 22%	38 23%	38 23%
Second	(3) 116 23%	65 26%	51 20%	39 28%	45 23%	32 19%	15 17%	25 21%	35 29%	16 28%	18 16%	33 25%	30 25%	9 19%	90 23%	5 26%	35 21%	44 27%	36 22%
Third	(2) 99 20%	48 20%	50 20%	29 21%	32 17%	38 22%	27 31%	30 25%	11 9%	9 16%	26 24%	21 16%	15 13%	14 30%	82 21%	4 19%	32 19%	35 21%	31 19%
Fourth	(1) 116 23%	47 19%	69 27%	31 22%	39 21%	46 27%	23 26%	29 23%	21 17%	11 19%	22 21%	32 25%	25 21%	8 18%	90 23%	4 22%	42 25%	29 17%	54 32%
All equal	57 11%	28 12%	29 11%	12 8%	21 11%	24 14%	9 10%	16 13%	17 14%	5 9%	15 14%	9 7%	21 18%	6 13%	44 11%	1 6%	22 13%	20 12%	8 5%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	2.51	2.60	2.42	2.54	2.66	2.31	2.27	2.39	2.85	2.72	2.53	2.56	2.63	2.46	2.48	2.64	2.47	2.62	2.36
STD. DEV.	1.13	1.09	1.16	1.09	1.15	1.12	1.07	1.09	1.12	1.11	1.15	1.16	1.14	1.06	1.12	1.13	1.16	1.07	1.18
STD. ERR.	.053	.073	.077	.095	.088	.092	.116	.098	.111	.156	.121	.102	.113	.171	.059	.303	.095	.089	.093

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

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Mel-bourne	Bris-bane
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
<u>U.K.</u>																			
First	(4) 130 26%	59 24%	71 28%	23 16%	47 25%	61 36%	26 29%	31 25%	35 29%	13 23%	27 25%	33 26%	20 17%	15 33%	98 25%	4 21%	44 26%	40 24%	50 30%
Second	(3) 101 20%	56 23%	45 17%	26 18%	40 21%	34 20%	25 27%	24 20%	22 18%	10 17%	18 17%	26 20%	23 19%	11 24%	78 20%	9 46%	29 17%	34 20%	46 28%
Third	(2) 107 21%	54 22%	53 21%	34 24%	38 20%	35 20%	15 17%	25 21%	26 21%	15 27%	32 30%	20 16%	27 22%	9 19%	87 22%	3 13%	36 21%	38 23%	29 17%
Fourth	(1) 107 21%	46 19%	61 24%	48 34%	43 23%	16 9%	16 18%	24 20%	23 19%	15 26%	16 15%	39 30%	29 24%	6 13%	83 21%	3 13%	38 22%	31 19%	40 24%
All equal	56 11%	29 12%	27 11%	12 8%	20 11%	25 15%	8 9%	16 13%	15 13%	4 7%	15 13%	10 8%	19 16%	5 11%	42 11%	1 6%	21 12%	23 14%	2 1%
Not stated	1 *	1 1%	-	-	1 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	-	1 1%	-	-
MEAN	2.57	2.60	2.55	2.18	2.54	2.96	2.73	2.59	2.65	2.39	2.60	2.45	2.35	2.87	2.55	2.79	2.54	2.58	2.64
STD. DEV.	1.14	1.10	1.18	1.11	1.15	1.04	1.11	1.14	1.15	1.14	1.08	1.21	1.11	1.07	1.14	.94	1.17	1.11	1.15
STD. ERR.	.054	.074	.077	.096	.087	.085	.120	.103	.113	.158	.114	.107	.109	.171	.059	.252	.096	.093	.089
<u>FRANCE</u>																			
First	(4) 69 14%	35 14%	34 13%	27 19%	27 14%	15 9%	13 15%	17 14%	21 17%	8 14%	21 19%	20 15%	13 11%	4 8%	60 15%	1 6%	19 11%	25 15%	31 19%
Second	(3) 122 24%	56 23%	66 26%	46 32%	43 22%	33 20%	20 23%	30 25%	21 17%	16 28%	23 21%	30 24%	38 31%	7 16%	91 24%	3 13%	44 26%	36 22%	43 26%
Third	(2) 147 29%	71 29%	76 30%	35 24%	52 27%	60 35%	30 34%	34 28%	36 30%	15 26%	28 26%	38 29%	27 22%	19 43%	115 29%	7 35%	48 28%	48 29%	55 33%
Fourth	(1) 107 21%	54 22%	53 21%	23 16%	48 25%	36 21%	18 20%	24 20%	28 23%	15 25%	22 21%	30 24%	24 20%	10 21%	81 21%	7 39%	37 22%	34 20%	36 22%
All equal	56 11%	29 12%	27 11%	12 8%	20 11%	25 15%	8 9%	16 13%	15 13%	4 7%	15 13%	10 8%	19 16%	5 11%	42 11%	1 6%	21 12%	23 14%	2 1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	2.35	2.34	2.35	2.60	2.29	2.19	2.35	2.39	2.32	2.34	2.45	2.33	2.38	2.13	2.38	1.86	2.30	2.36	2.42
STD. DEV.	1.01	1.02	1.00	1.00	1.04	.93	.99	1.01	1.07	1.04	1.08	1.03	.98	.88	1.02	.90	.98	1.03	1.03
STD. ERR.	.047	.069	.065	.087	.079	.076	.108	.091	.105	.144	.114	.091	.096	.141	.053	.240	.081	.086	.080

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

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane
TOTAL (n/w) (wt.)	502 502 100%	245 245 100%	257 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%
CANADA																			
First	(4) 158 31%	88 36%	70 27%	50 35%	65 34%	42 25%	31 35%	39 32%	36 30%	18 30%	31 29%	38 30%	46 38%	12 28%	124 32%	9 47%	55 33%	46 28%	62 37%
Second	(3) 116 23%	51 21%	64 25%	25 17%	44 23%	47 28%	19 21%	22 18%	33 27%	15 26%	21 19%	36 28%	19 16%	16 36%	93 24%	3 13%	41 24%	36 22%	38 23%
Third	(2) 74 15%	29 12%	45 18%	25 18%	29 15%	19 11%	12 13%	20 16%	17 14%	9 16%	17 16%	19 15%	17 15%	3 6%	56 14%	4 19%	24 14%	21 13%	36 22%
Fourth	(1) 98 20%	49 20%	50 19%	31 22%	31 16%	37 22%	19 22%	25 20%	21 17%	12 22%	24 22%	24 19%	18 15%	9 19%	73 19%	3 14%	28 17%	40 24%	29 17%
All equal	56 11%	29 12%	27 11%	12 8%	20 11%	25 15%	8 9%	16 13%	15 13%	4 7%	15 13%	10 8%	19 16%	5 11%	42 11%	1 6%	21 12%	23 14%	2 1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	2.75	2.83	2.67	2.72	2.85	2.65	2.76	2.72	2.78	2.69	2.64	2.76	2.92	2.81	2.77	3.00	2.83	2.62	2.81
STD. DEV.	1.16	1.19	1.12	1.20	1.13	1.14	1.19	1.19	1.12	1.15	1.19	1.12	1.16	1.10	1.15	1.15	1.12	1.20	1.12
STD. ERR.	.054	.080	.073	.104	.086	.094	.130	.107	.110	.160	.126	.098	.113	.176	.060	.307	.092	.100	.087
ITALY																			
First	(4) 89 18%	34 14%	55 21%	31 22%	30 16%	27 16%	11 13%	18 15%	14 12%	15 26%	15 14%	27 21%	22 18%	9 20%	65 17%	4 20%	30 18%	32 19%	22 13%
Second	(3) 107 21%	53 22%	54 21%	34 24%	43 23%	30 18%	17 19%	30 24%	31 25%	13 23%	31 29%	26 20%	21 17%	6 12%	84 22%	4 21%	34 20%	37 22%	38 23%
Third	(2) 116 23%	61 25%	55 21%	37 26%	49 26%	31 18%	25 28%	25 21%	28 23%	15 25%	16 15%	41 32%	29 24%	10 21%	89 23%	5 27%	39 23%	36 22%	45 27%
Fourth	(1) 134 27%	68 28%	65 25%	30 21%	48 25%	56 33%	28 31%	33 27%	34 28%	12 20%	31 29%	25 19%	29 24%	16 35%	109 28%	5 27%	45 27%	38 23%	60 36%
All equal	56 11%	29 12%	27 11%	12 8%	20 11%	25 15%	8 9%	16 13%	15 13%	4 7%	15 13%	10 8%	19 16%	5 11%	42 11%	1 6%	21 12%	23 14%	2 1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	2.34	2.24	2.43	2.50	2.33	2.20	2.16	2.31	2.24	2.57	2.32	2.46	2.35	2.19	2.30	2.35	2.33	2.44	2.13
STD. DEV.	1.11	1.06	1.14	1.08	1.07	1.15	1.05	1.08	1.04	1.10	1.10	1.06	1.11	1.18	1.10	1.10	1.11	1.11	1.05
STD. ERR.	.052	.071	.074	.094	.081	.094	.114	.097	.102	.153	.116	.093	.109	.189	.057	.295	.091	.093	.082

RATING OF CANADA FOR HIGH LEVEL OF TECHNOLOGY

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd- ney	Mel- bourne	Bris- bane	
																			100%
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w) (wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	22 4%	6 3%	15 6%	7 5%	9 5%	6 4%	4 5%	8 6%	3 3%	2 4%	1 1%	5 4%	9 8%	2 4%	15 4%	-	4 2%	11 7%	7 4%
9	38 7%	17 7%	21 8%	9 7%	14 7%	14 8%	11 12%	6 5%	8 7%	5 9%	6 5%	9 7%	7 6%	12 12%	35 9%	1 6%	14 8%	11 7%	12 7%
8	110 22%	54 22%	57 22%	38 27%	39 20%	34 20%	16 18%	30 24%	30 25%	9 15%	20 18%	33 26%	25 21%	10 23%	83 21%	6 34%	38 22%	29 17%	53 32%
7	124 25%	63 26%	60 24%	35 25%	52 28%	36 22%	16 18%	25 21%	36 30%	18 31%	35 32%	32 25%	25 21%	10 22%	95 25%	13 13%	42 25%	45 27%	30 18%
6	83 17%	40 16%	43 17%	28 20%	32 17%	23 14%	12 13%	22 18%	17 14%	13 22%	25 23%	21 17%	17 14%	5 10%	67 17%	5 28%	32 19%	24 14%	24 14%
5	76 15%	34 14%	42 16%	15 11%	28 15%	33 20%	18 20%	15 13%	16 13%	8 13%	12 12%	18 14%	23 19%	9 19%	61 16%	12 12%	26 15%	23 14%	30 18%
4	29 6%	17 7%	12 5%	9 7%	9 5%	10 6%	7 8%	9 8%	6 5%	3 5%	7 7%	6 4%	8 6%	3 6%	20 5%	-	9 5%	12 7%	6 4%
3	10 2%	9 3%	1 *	-	4 2%	6 4%	3 3%	5 4%	1 1%	0 1%	1 1%	-	2 2%	1 3%	9 2%	-	3 2%	4 2%	2 1%
2	4 1%	1 *	3 1%	-	2 1%	2 1%	0 1%	1 1%	1 1%	-	-	2 1%	-	1 3%	2 1%	-	-	3 2%	1 1%
1	1 *	1 *	-	-	0 *	0 *	-	1 1%	-	-	0 *	-	0 *	-	1 *	-	-	-	2 1%
0	6 1%	4 2%	2 1%	1 1%	1 1%	4 2%	1 1%	-	3 2%	-	-	3 2%	2 2%	-	1 *	1 6%	1 1%	4 2%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	6.64	6.49	6.79	6.88	6.70	6.38	6.56	6.62	6.69	6.79	6.58	6.75	6.61	6.69	6.71	6.51	6.69	6.51	6.83
STD. DEV.	1.80	1.83	1.76	1.60	1.71	2.01	1.97	1.84	1.79	1.46	1.41	1.81	1.98	1.83	1.68	2.04	1.59	2.04	1.71
STD. ERR.	.080	.117	.109	.134	.124	.154	.205	.157	.166	.197	.140	.154	.180	.279	.084	.526	.122	.158	.132

RATING OF CANADA FOR MANY TYPES OF LEISURE ACTIVITIES

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	56	26	30	11	25	20	13	18	13	3	6	19	16	5	47	-	18	17	24
	11%	11%	12%	8%	13%	12%	15%	15%	10%	6%	6%	15%	13%	11%	12%	-	11%	10%	14%
9	75	36	39	23	24	28	14	13	18	9	21	18	12	7	56	5	25	22	32
	15%	14%	15%	16%	13%	16%	16%	11%	15%	16%	19%	14%	10%	16%	14%	27%	15%	13%	19%
8	149	67	82	48	53	48	21	27	43	31	37	29	40	15	124	3	54	47	43
	30%	27%	32%	33%	28%	28%	23%	22%	35%	53%	34%	23%	33%	33%	32%	13%	32%	28%	26%
7	95	52	44	37	35	23	15	25	23	7	19	23	25	6	73	3	35	29	29
	19%	21%	17%	26%	19%	13%	16%	21%	19%	13%	17%	18%	21%	13%	19%	14%	21%	17%	17%
6	48	26	22	13	20	14	9	17	10	1	8	21	5	3	30	5	14	19	14
	10%	10%	9%	9%	11%	8%	11%	14%	8%	2%	8%	16%	4%	7%	8%	25%	8%	11%	8%
5	53	26	27	5	23	25	10	16	7	5	8	17	12	7	38	3	15	21	17
	11%	11%	10%	4%	12%	15%	11%	13%	5%	9%	7%	13%	10%	14%	10%	14%	9%	13%	10%
4	7	4	3	2	2	3	0	1	4	-	3	1	2	1	6	1	1	3	5
	1%	2%	1%	1%	1%	2%	1%	1%	3%	-	3%	1%	2%	3%	2%	6%	1%	2%	3%
3	14	7	8	3	5	7	5	4	3	-	4	1	6	1	9	-	5	6	1
	3%	3%	3%	2%	3%	4%	6%	3%	2%	-	3%	1%	5%	3%	2%	-	3%	4%	1%
2	2	2	-	-	1	0	-	-	1	0	2	-	-	-	2	-	1	-	1
	*	1%	-	-	1%	0	-	-	1%	1%	2%	-	-	-	*	-	1%	-	1%
1	0	0	-	-	-	0	0	-	-	-	-	-	-	-	0	-	-	-	1
	*	*	-	-	-	0	1%	-	-	-	-	-	-	-	*	-	-	-	1%
0	4	1	3	1	1	1	1	-	-	-	-	-	3	-	3	-	1	2	-
	1%	*	1%	1%	1%	1%	1%	-	-	-	-	-	2%	-	1%	-	1%	1%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.39	7.32	7.45	7.54	7.37	7.28	7.27	7.34	7.52	7.80	7.38	7.46	7.32	7.44	7.48	6.95	7.47	7.20	7.60
STD. DEV.	1.82	1.81	1.83	1.57	1.85	1.98	2.12	1.78	1.69	1.29	1.76	1.67	2.05	1.78	1.80	1.61	1.75	1.91	1.78
STD. ERR.	.081	.116	.114	.131	.134	.152	.221	.152	.157	.174	.175	.143	.187	.271	.089	.415	.134	.148	.138

RATING OF CANADA FOR AN EXCITING COUNTRY

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w) (wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	69	28	41	14	26	29	16	16	16	7	12	15	18	9	56	2	22	21	31
	14%	12%	16%	10%	14%	17%	18%	13%	13%	12%	11%	12%	15%	19%	15%	12%	13%	13%	31%
9	58	20	37	19	16	23	15	9	11	9	10	12	11	6	47	3	23	15	19
	11%	8%	15%	14%	8%	13%	17%	7%	9%	15%	9%	9%	10%	13%	12%	13%	14%	9%	11%
8	142	78	64	40	55	47	20	33	36	19	37	36	31	10	114	5	54	42	41
	28%	32%	25%	28%	29%	28%	23%	27%	30%	32%	34%	28%	26%	22%	29%	27%	32%	25%	25%
7	87	52	35	28	39	21	8	22	26	10	23	25	23	3	66	3	27	31	31
	17%	21%	14%	19%	21%	12%	9%	18%	21%	18%	22%	19%	19%	6%	17%	13%	16%	19%	19%
6	47	28	19	16	19	13	8	18	12	1	8	14	13	3	33	3	14	17	17
	9%	11%	7%	11%	10%	7%	9%	15%	9%	2%	7%	11%	11%	7%	8%	13%	8%	10%	10%
5	56	22	34	15	21	20	13	13	9	9	7	18	12	8	39	3	17	21	18
	11%	9%	13%	10%	11%	12%	15%	11%	8%	16%	7%	14%	10%	18%	10%	14%	10%	13%	11%
4	24	8	15	9	8	7	5	5	6	3	8	3	6	3	20	1	7	9	8
	5%	3%	6%	6%	4%	4%	5%	4%	5%	5%	7%	3%	5%	7%	5%	6%	4%	5%	5%
3	11	6	5	1	2	7	2	4	4	-	2	-	4	1	8	-	3	5	2
	2%	2%	2%	1%	1%	4%	2%	4%	3%	-	2%	-	4%	3%	2%	-	2%	3%	1%
2	2	-	2	-	1	1	1	-	-	-	-	1	-	1	2	-	-	2	-
	*	-	1%	-	1%	1%	1%	-	-	-	-	1%	-	3%	1%	-	-	1%	-
1	1	-	1	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-
	*	-	1%	1%	-	-	-	-	1%	-	-	1%	-	-	*	-	1%	-	-
0	5	3	2	-	3	2	1	-	1	-	1	2	-	1	2	-	1	3	-
	1%	1%	1%	-	1%	1%	1%	-	1%	-	1%	2%	-	3%	1%	-	1%	2%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.27	7.26	7.28	7.24	7.24	7.33	7.31	7.17	7.22	7.50	7.24	7.10	7.30	7.00	7.35	7.30	7.43	6.99	7.52
STD. DEV.	1.98	1.82	2.12	1.79	1.93	2.16	2.20	1.81	2.00	1.70	1.89	2.03	1.86	2.50	1.95	1.76	1.87	2.13	1.80
STD. ERR.	.088	.116	.132	.150	.140	.166	.229	.155	.186	.229	.188	.173	.170	.381	.097	.454	.144	.165	.140

RATING OF CANADA FOR MAKES HIGH QUALITY PRODUCTS

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
																			TOTAL
TOTAL (n/w) (wt.)	502 502 100%	245 257 100%	143 142 100%	190 190 100%	169 170 100%	92 89 100%	137 122 100%	116 122 100%	55 58 100%	101 108 100%	137 128 100%	120 120 100%	43 45 100%	404 389 100%	15 19 100%	169 169 100%	166 166 100%	167 167 100%	
10	22 4%	6 3% 16 6%	3 2%	8 4%	11 7%	6 7%	7 6%	1 1%	0 1%	3 3%	2 2%	8 6%	4 9%	16 4%	-	5 3%	8 5%	13 8%	
9	25 5%	10 4% 15 6%	7 5%	9 5%	9 5%	6 6%	5 5%	4 3%	3 6%	7 6%	4 3%	6 5%	3 6%	24 6%	-	11 7%	5 3%	9 5%	
8	120 24%	57 23% 63 24%	29 20%	47 25%	44 26%	26 29%	23 19%	28 23%	15 27%	27 25%	28 22%	23 19%	8 17%	104 27%	4 21%	44 26%	34 20%	43 26%	
7	109 22%	59 24% 50 19%	42 29%	46 24%	21 12%	14 16%	25 21%	31 25%	15 27%	23 22%	37 29%	24 20%	5 10%	83 21%	5 26%	41 24%	29 17%	41 25%	
6	73 15%	35 14% 38 15%	22 15%	27 14%	24 14%	12 13%	17 14%	18 15%	7 11%	14 13%	18 14%	17 14%	8 17%	50 13%	6 33%	23 14%	27 16%	22 13%	
5	128 26%	62 25% 66 26%	34 24%	44 23%	51 30%	21 23%	39 32%	33 27%	13 23%	28 26%	31 24%	39 33%	16 35%	95 24%	3 14%	38 22%	53 32%	31 19%	
4	11 2%	8 3% 3 1%	2 2%	4 2%	5 3%	2 2%	3 2%	1 1%	1 2%	1 1%	3 2%	3 2%	1 3%	7 2%	-	5 3%	2 1%	4 2%	
3	9 2%	5 2% 4 2%	4 2%	3 1%	3 2%	3 3%	2 2%	2 2%	0 1%	2 2%	4 3%	-	1 3%	6 1%	-	-	7 4%	2 1%	
2	3 1%	2 1% 1 1%	-	3 1%	0 *	-	-	2 1%	1 2%	3 3%	-	0 *	-	3 1%	-	2 1%	-	1 1%	
1	0 *	0 *	-	-	0 *	0 1%	-	-	-	-	-	-	-	0 *	-	-	-	1 1%	
0	1 *	1 *	1 1%	-	-	-	-	1 1%	-	-	1 1%	-	-	-	1 6%	-	1 1%	-	
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MEAN	6.62	6.48	6.76	6.53	6.68	6.64	6.81	6.54	6.39	6.62	6.58	6.49	6.61	6.49	6.73	6.16	6.75	6.36	6.91
STD. DEV.	1.63	1.62	1.63	1.55	1.60	1.73	1.74	1.61	1.60	1.54	1.65	1.57	1.60	1.79	1.60	1.85	1.52	1.69	1.68
STD. ERR.	.073	.103	.102	.129	.116	.133	.182	.138	.149	.208	.164	.134	.146	.273	.080	.478	.117	.131	.130

RATING OF CANADA FOR A COUNTRY YOU KNOW A LOT ABOUT

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w) (wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	15	4	11	7	2	6	3	1	4	1	4	1	5	1	12	2	4	6	5
	3%	2%	4%	5%	1%	4%	4%	1%	3%	2%	3%	1%	4%	3%	3%	12%	2%	4%	3%
9	13	4	9	1	6	5	3	3	4	3	3	3	3	1	12	-	4	4	6
	3%	2%	3%	1%	3%	3%	4%	2%	3%	5%	3%	3%	3%	2%	3%	-	2%	2%	4%
8	49	18	31	12	11	26	13	6	17	3	12	8	12	6	41	1	21	13	11
	10%	8%	12%	8%	6%	15%	15%	5%	14%	6%	11%	8%	10%	14%	10%	7%	12%	8%	7%
7	47	23	24	7	24	15	5	12	10	9	14	11	11	2	41	-	15	15	19
	9%	9%	9%	5%	13%	9%	6%	10%	8%	15%	13%	8%	9%	4%	11%	-	9%	9%	11%
6	64	38	25	19	27	17	10	12	18	11	14	16	15	7	49	4	23	20	19
	13%	16%	10%	13%	14%	10%	11%	10%	15%	19%	13%	12%	13%	16%	13%	21%	14%	12%	11%
5	125	60	65	38	54	33	21	37	33	11	23	41	31	9	95	4	43	40	43
	25%	25%	25%	27%	29%	19%	24%	30%	27%	19%	22%	32%	26%	19%	24%	21%	25%	24%	26%
4	73	34	39	15	27	30	12	18	14	6	11	19	15	10	57	1	23	24	29
	15%	14%	15%	10%	14%	18%	13%	14%	11%	10%	10%	15%	12%	23%	15%	7%	14%	14%	17%
3	49	26	23	17	11	20	10	16	11	4	11	10	12	5	34	1	17	15	17
	10%	11%	9%	12%	6%	12%	12%	13%	9%	8%	10%	8%	10%	10%	9%	7%	10%	9%	10%
2	33	18	15	14	12	7	4	6	5	4	9	9	8	2	26	2	9	13	11
	6%	7%	6%	10%	6%	4%	5%	5%	4%	7%	8%	7%	7%	4%	7%	12%	5%	8%	7%
1	17	8	9	9	3	4	4	6	2	4	6	2	4	1	14	-	6	6	3
	3%	3%	3%	7%	2%	2%	5%	5%	1%	7%	5%	1%	3%	3%	4%	-	4%	4%	2%
0	19	12	7	3	11	5	3	6	5	1	3	9	4	1	9	2	4	10	4
	4%	5%	3%	2%	6%	3%	3%	5%	4%	2%	2%	7%	3%	3%	2%	12%	2%	6%	2%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	5.00	4.78	5.21	4.75	4.96	5.26	5.15	4.64	5.33	5.11	5.11	4.75	5.08	5.10	5.16	4.84	5.14	4.81	5.07
STD. DEV.	2.26	2.19	2.31	2.32	2.14	2.31	2.40	2.11	2.24	2.31	2.35	2.15	2.30	2.14	2.23	2.91	2.18	2.39	2.13
STD. ERR.	.101	.140	.144	.194	.155	.178	.250	.180	.208	.312	.234	.183	.210	.327	.111	.752	.167	.186	.165

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

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	10	5	5	0	1	9	3	3	1	-	2	1	1	1	7	-	3	3	5
	2%	2%	2%	*	*	5%	3%	3%	1%	-	2%	1%	1%	3%	2%	-	2%	2%	3%
9	10	6	4	2	0	7	3	0	0	2	1	1	1	3	7	1	1	5	5
	2%	2%	2%	1%	*	4%	4%	*	*	3%	1%	1%	1%	7%	2%	6%	1%	3%	3%
8	24	5	18	4	8	12	7	5	7	-	2	3	8	2	22	-	8	7	10
	5%	2%	7%	3%	4%	7%	8%	4%	6%	-	2%	3%	7%	4%	6%	-	5%	4%	6%
7	36	9	27	11	14	11	6	9	6	5	8	10	8	6	27	2	11	13	13
	7%	4%	11%	8%	7%	7%	6%	7%	5%	9%	7%	8%	6%	13%	7%	12%	7%	8%	8%
6	33	14	19	11	14	9	9	5	5	6	7	7	7	5	26	1	15	5	15
	7%	6%	8%	8%	7%	5%	10%	4%	4%	10%	6%	5%	6%	11%	7%	7%	9%	3%	9%
5	107	48	59	29	44	34	23	25	22	11	25	26	27	6	87	3	34	37	38
	21%	19%	23%	20%	23%	20%	26%	20%	18%	20%	23%	20%	22%	14%	22%	14%	20%	22%	23%
4	70	35	35	25	24	21	14	14	19	11	11	23	16	5	54	4	28	18	23
	14%	14%	14%	18%	12%	12%	15%	12%	16%	20%	11%	18%	13%	11%	14%	21%	17%	11%	14%
3	74	47	28	23	29	23	8	26	17	7	17	20	18	4	57	1	27	25	18
	15%	19%	11%	16%	15%	13%	9%	22%	14%	12%	16%	16%	15%	10%	15%	7%	16%	15%	11%
2	65	39	26	16	25	24	9	15	17	10	20	14	15	5	47	1	21	25	16
	13%	16%	10%	12%	13%	14%	10%	12%	14%	17%	19%	11%	13%	11%	12%	6%	12%	15%	10%
1	32	17	15	13	13	7	1	6	17	3	9	8	8	3	22	3	12	12	4
	6%	7%	6%	9%	7%	4%	2%	5%	14%	5%	9%	6%	6%	6%	6%	13%	7%	7%	2%
0	40	21	19	7	19	14	6	13	9	3	4	16	11	6	32	2	9	16	20
	8%	9%	7%	5%	10%	8%	7%	11%	7%	5%	4%	13%	9%	12%	8%	12%	5%	10%	12%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	4.04	3.68	4.39	3.93	3.79	4.42	4.71	3.81	3.59	3.97	3.87	3.68	3.95	4.41	4.11	3.88	4.07	3.89	4.36
STD. DEV.	2.37	2.27	2.40	2.10	2.22	2.67	2.40	2.35	2.28	2.03	2.16	2.26	2.32	2.81	2.36	2.56	2.20	2.46	2.56
STD. ERR.	.106	.145	.150	.175	.161	.206	.251	.201	.212	.274	.215	.193	.211	.428	.118	.662	.169	.191	.198

RATING OF CANADA FOR A COUNTRY VERY LIKE THE UNITED STATES

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w) (wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	54	28	27	13	22	20	9	15	15	3	3	17	21	2	40	1	16	18	25
	11%	11%	10%	9%	11%	12%	10%	13%	12%	4%	3%	13%	18%	4%	10%	6%	9%	11%	15%
9	83	44	39	25	36	23	15	21	26	8	16	25	20	4	69	3	27	28	30
	17%	18%	15%	18%	19%	13%	17%	17%	21%	13%	15%	19%	17%	9%	18%	13%	16%	17%	18%
8	123	59	64	35	39	49	18	27	33	12	27	24	34	16	87	5	45	38	38
	25%	24%	25%	25%	21%	29%	21%	22%	27%	21%	25%	19%	28%	35%	22%	27%	27%	23%	33%
7	71	37	34	23	28	20	10	19	17	11	28	19	11	4	56	4	26	21	24
	14%	15%	13%	16%	15%	12%	11%	16%	14%	19%	26%	15%	9%	9%	14%	22%	15%	13%	14%
6	43	20	23	11	18	14	9	5	11	7	9	9	8	6	35	2	12	18	12
	9%	8%	9%	8%	9%	8%	10%	4%	9%	12%	9%	7%	6%	13%	9%	12%	7%	11%	7%
5	67	30	37	11	32	24	14	18	7	13	13	18	11	6	55	1	27	19	18
	13%	12%	15%	8%	17%	14%	16%	15%	6%	23%	12%	14%	9%	13%	14%	7%	16%	11%	11%
4	23	10	13	10	6	7	8	7	4	3	7	3	4	3	18	-	7	9	6
	5%	4%	5%	7%	3%	4%	9%	6%	3%	5%	7%	3%	3%	6%	5%	-	4%	5%	4%
3	15	4	10	8	4	3	0	6	3	-	2	5	4	3	13	-	5	5	4
	3%	2%	4%	6%	2%	2%	1%	5%	3%	-	2%	4%	3%	6%	3%	-	3%	3%	2%
2	10	6	4	2	2	6	2	2	1	2	2	2	4	1	9	-	2	5	4
	2%	3%	2%	1%	1%	4%	2%	2%	1%	3%	2%	1%	3%	3%	2%	-	1%	3%	2%
1	6	4	3	1	2	3	0	0	3	-	-	3	3	-	4	1	1	3	3
	1%	2%	1%	1%	1%	2%	1%	*	2%	-	-	2%	3%	-	1%	6%	1%	2%	2%
0	5	2	2	2	2	0	3	-	1	-	-	3	-	1	2	1	1	2	2
	1%	1%	1%	2%	1%	*	3%	-	1%	-	-	2%	-	3%	*	6%	1%	1%	1%
Not stated	0	0	-	-	0	-	-	0	-	-	-	-	0	-	0	-	-	-	1
	*	*	-	-	*	-	-	*	-	-	-	-	*	-	*	-	-	-	1%
MEAN	7.05	7.13	6.98	6.97	7.14	7.03	6.79	7.15	7.39	6.73	6.97	7.05	7.37	6.49	7.03	6.65	7.10	6.93	7.23
STD. DEV.	2.19	2.20	2.18	2.26	2.11	2.22	2.38	2.11	2.17	1.81	1.73	2.39	2.33	2.24	2.15	2.63	2.03	2.32	2.30
STD. ERR.	.098	.141	.136	.189	.154	.170	.248	.181	.202	.244	.172	.204	.214	.342	.107	.678	.156	.180	.179

RATING OF CANADA FOR HAS A LOT OF MANUFACTURING

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	10	3	7	3	5	3	3	5	1	-	-	3	4	1	7	-	2	5	4
	2%	1%	3%	2%	2%	2%	3%	4%	1%	-	-	2%	3%	3%	2%	-	1%	3%	2%
9	10	5	6	2	5	4	3	5	1	2	2	4	2	1	9	-	1	3	9
	2%	2%	2%	1%	3%	2%	3%	4%	1%	3%	2%	3%	2%	2%	2%	-	1%	2%	5%
8	63	28	36	18	26	19	16	11	19	6	8	21	19	8	51	1	19	21	28
	13%	11%	14%	13%	14%	11%	18%	9%	15%	10%	8%	16%	16%	17%	13%	6%	11%	13%	17%
7	105	62	43	40	37	27	13	29	19	12	24	23	24	10	83	5	31	36	44
	21%	25%	17%	28%	20%	16%	15%	24%	16%	21%	22%	18%	20%	21%	21%	27%	18%	22%	26%
6	115	54	61	34	43	37	16	28	29	18	25	27	31	8	93	5	46	35	24
	23%	22%	24%	24%	23%	22%	18%	23%	24%	31%	23%	21%	26%	18%	24%	28%	27%	21%	14%
5	132	53	79	35	50	48	25	26	37	13	33	35	27	10	100	5	46	44	39
	26%	22%	31%	24%	26%	28%	28%	21%	31%	22%	31%	27%	23%	23%	26%	26%	27%	27%	23%
4	35	22	13	4	14	18	8	7	6	7	10	9	4	4	25	-	13	11	10
	7%	9%	5%	3%	7%	10%	9%	6%	5%	13%	10%	7%	4%	8%	6%	-	8%	7%	6%
3	11	6	5	3	2	7	4	6	-	0	0	2	3	3	7	1	5	2	4
	2%	2%	2%	2%	1%	4%	5%	5%	-	1%	*	1%	3%	6%	2%	7%	3%	1%	2%
2	10	5	4	2	4	4	-	2	5	-	4	1	2	1	8	-	5	2	1
	2%	2%	2%	1%	2%	2%	-	1%	4%	-	4%	1%	2%	3%	2%	-	3%	1%	1%
1	5	5	-	1	4	0	0	2	2	-	-	2	2	-	3	-	-	4	1
	1%	2%	-	1%	2%	*	1%	2%	2%	-	-	2%	2%	-	1%	-	-	2%	1%
0	5	3	2	1	1	3	1	0	1	-	-	2	1	-	3	1	-	3	3
	1%	1%	1%	1%	1%	2%	1%	*	1%	-	-	1%	1%	-	1%	6%	-	2%	2%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	5.95	5.86	6.03	6.17	6.00	5.72	6.03	6.04	5.80	5.99	5.76	6.03	6.10	6.04	6.01	5.55	5.86	5.93	6.27
STD. DEV.	1.70	1.77	1.62	1.56	1.74	1.74	1.81	1.84	1.73	1.29	1.40	1.79	1.78	1.73	1.63	1.86	1.49	1.86	1.82
STD. ERR.	.076	.113	.101	.130	.126	.134	.189	.157	.161	.174	.139	.153	.163	.264	.081	.479	.115	.144	.141

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

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	102	41	60	20	41	40	24	32	20	8	14	28	25	12	84	3	34	29	46
	20%	17%	24%	14%	22%	24%	27%	26%	16%	14%	13%	22%	21%	26%	22%	13%	20%	17%	28%
9	61	28	33	22	26	13	9	11	12	12	13	17	17	3	50	-	21	20	20
	12%	11%	13%	16%	14%	8%	10%	9%	10%	21%	12%	13%	14%	6%	13%	-	12%	20%	12%
8	115	59	56	33	40	42	19	21	37	10	30	23	23	14	92	1	43	34	35
	23%	24%	22%	23%	21%	25%	21%	17%	31%	18%	28%	18%	19%	32%	24%	7%	25%	20%	21%
7	68	36	32	30	23	14	11	19	11	10	14	15	19	3	50	8	24	23	18
	14%	15%	13%	21%	12%	8%	13%	15%	9%	18%	13%	12%	16%	6%	13%	40%	14%	14%	11%
6	39	22	17	15	15	8	2	9	11	6	10	13	11	1	29	3	15	12	10
	8%	9%	7%	11%	8%	5%	2%	8%	9%	11%	9%	10%	9%	3%	8%	13%	9%	7%	6%
5	50	28	22	8	22	20	10	13	13	3	10	16	14	4	37	3	13	21	17
	10%	11%	9%	5%	12%	12%	11%	11%	11%	6%	9%	12%	12%	10%	10%	13%	8%	13%	10%
4	32	12	20	10	10	12	8	7	9	3	11	6	4	3	21	2	7	15	10
	6%	5%	8%	7%	5%	7%	9%	6%	8%	5%	10%	5%	3%	6%	5%	12%	4%	9%	6%
3	14	9	5	2	6	7	2	5	2	3	6	3	0	1	9	-	3	6	6
	3%	4%	2%	1%	3%	4%	2%	4%	1%	4%	5%	2%	*	3%	2%	-	2%	4%	4%
2	12	5	7	-	4	8	3	3	3	2	1	3	3	4	9	-	5	4	1
	2%	2%	3%	-	2%	5%	3%	2%	2%	3%	1%	2%	2%	9%	2%	-	3%	2%	1%
1	3	1	2	0	-	2	2	0	-	-	-	0	1	-	3	-	1	-	3
	1%	*	1%	*	-	1%	3%	*	-	-	-	*	1%	-	1%	-	1%	-	2%
0	7	5	2	2	2	3	-	1	5	-	-	4	3	-	4	-	3	2	1
	1%	2%	1%	1%	1%	2%	-	1%	4%	-	-	3%	2%	-	1%	-	2%	1%	1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.25	7.10	7.40	7.38	7.35	7.04	7.32	7.33	7.03	7.31	7.08	7.16	7.31	7.25	7.39	6.70	7.36	7.02	7.51
STD. DEV.	2.33	2.32	2.33	1.96	2.29	2.63	2.49	2.37	2.43	2.09	2.10	2.50	2.38	2.54	2.29	1.72	2.30	2.33	2.36
STD. ERR.	.104	.149	.145	.164	.166	.202	.260	.203	.226	.282	.209	.213	.217	.387	.114	.445	.177	.181	.183

RATING OF CANADA FOR A VERY CLOSE FRIEND OF AUSTRALIA

TOTAL	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd- ney	Melb- ourne	Bris- bane	
TOTAL (n/w)	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10	71	35	36	16	28	27	17	17	17	6	12	19	14	6	57	3	28	16	31
	14%	14%	14%	11%	15%	16%	20%	14%	14%	11%	11%	15%	12%	13%	15%	13%	17%	10%	19%
9	59	27	32	17	21	21	12	10	14	12	12	13	16	8	52	1	17	20	26
	12%	11%	12%	12%	11%	12%	14%	9%	11%	21%	11%	10%	13%	17%	13%	6%	10%	12%	16%
8	139	66	73	33	52	54	26	33	36	15	28	41	26	14	106	6	49	43	47
	28%	27%	29%	23%	27%	32%	29%	27%	30%	26%	26%	32%	21%	32%	27%	34%	29%	26%	28%
7	92	55	37	26	42	24	14	18	21	10	25	24	24	5	63	2	32	30	29
	18%	22%	15%	18%	22%	14%	15%	15%	17%	18%	23%	19%	20%	11%	16%	12%	19%	18%	17%
6	39	21	18	21	10	8	5	15	8	4	10	9	9	2	35	3	13	13	13
	8%	9%	7%	14%	5%	5%	5%	13%	6%	6%	10%	7%	8%	4%	9%	13%	8%	8%	8%
5	65	24	42	20	24	21	9	18	18	7	18	14	16	7	48	1	20	27	14
	13%	10%	16%	14%	13%	13%	10%	15%	15%	12%	16%	11%	13%	16%	12%	7%	12%	16%	8%
4	15	6	9	4	4	7	3	3	5	-	1	2	6	3	12	1	5	6	3
	3%	2%	4%	3%	2%	4%	4%	2%	4%	-	1%	2%	5%	6%	3%	6%	3%	4%	2%
3	7	4	3	2	4	1	1	-	1	3	1	2	3	-	6	-	3	2	1
	1%	2%	1%	1%	2%	1%	2%	-	1%	4%	1%	1%	2%	-	1%	-	2%	1%	1%
2	9	4	5	3	2	5	0	5	1	0	0	2	4	1	7	1	2	5	2
	2%	2%	2%	2%	1%	3%	1%	4%	1%	1%	*	1%	3%	3%	2%	7%	1%	3%	1%
1	1	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	1	-
	*	*	-	-	-	1%	-	-	-	-	-	-	1%	-	*	-	-	1%	-
0	4	3	1	1	2	0	0	1	1	-	-	1	2	-	2	-	-	3	1
	1%	1%	*	1%	1%	0	1%	1%	1%	-	-	1%	2%	-	*	-	-	2%	1%
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.29	7.30	7.27	7.12	7.34	7.38	7.67	7.10	7.32	7.48	7.29	7.45	6.91	7.38	7.36	7.04	7.46	6.92	7.72
STD. DEV.	1.99	2.00	1.98	1.93	1.96	2.07	1.89	2.08	1.95	1.83	1.67	1.89	2.30	1.95	1.96	2.14	1.84	2.17	1.82
STD. ERR.	.089	.128	.124	.161	.142	.159	.197	.178	.182	.246	.167	.162	.210	.298	.098	.552	.141	.168	.141

Q4. SO FAR AS YOU'RE AWARE, WILL CANADA HAVE A PAVILION AT EXPO 88?

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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- lar maker	Yes	No	Syd- ney	Melb- ourne	Bris- bane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w) (wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	389	184	205	102	146	141	77	94	92	48	84	84	100	35	389	-	129	121	154
	77%	75%	80%	72%	77%	83%	86%	77%	75%	83%	78%	66%	83%	78%	100%	-	76%	73%	92%
No	19	11	8	9	8	3	1	3	5	1	5	8	2	1	-	19	7	8	-
	4%	5%	3%	6%	4%	1%	2%	2%	4%	2%	5%	6%	2%	3%	-	100%	4%	5%	-
Don't know	94	50	44	32	36	26	11	25	25	9	19	36	18	8	-	-	33	37	13
	19%	20%	17%	22%	19%	16%	12%	21%	21%	15%	17%	28%	15%	19%	-	-	20%	22%	8%

CLASSIFICATION DATA

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
																			245
TOTAL (n/w wt.)	502 100%	245 100%	257 100%	143 100%	190 100%	169 100%	92 100%	137 100%	116 100%	55 100%	101 100%	137 100%	120 100%	43 100%	404 100%	15 100%	169 100%	166 100%	167 100%
CITY																			
Sydney	231 46%	113 46%	118 46%	64 45%	86 45%	81 48%	40 44%	52 43%	63 52%	27 47%	57 53%	49 39%	60 50%	23 51%	176 45%	10 51%	169 100%	-	-
Melbourne	194 39%	95 39%	99 39%	56 39%	75 39%	63 37%	34 38%	40 33%	44 36%	23 41%	39 36%	53 41%	41 34%	16 36%	141 36%	9 49%	-	166 100%	-
Brisbane	77 15%	37 15%	40 15%	22 16%	29 15%	26 15%	16 18%	30 25%	15 12%	7 12%	12 11%	26 20%	19 16%	6 12%	71 18%	-	-	-	167 100%
AGE																			
18 - 29	142 28%	71 29%	72 28%	142 100%	-	-	12 13%	39 32%	43 35%	12 20%	38 35%	36 28%	46 39%	5 10%	102 26%	9 46%	47 28%	48 29%	48 29%
30 - 39	108 21%	54 22%	54 21%	-	108 57%	-	11 12%	30 25%	36 29%	18 31%	25 23%	58 45%	18 15%	-	83 21%	4 19%	36 21%	36 22%	36 22%
40 - 49	82 16%	42 17%	40 16%	-	82 43%	-	3 3%	19 16%	19 16%	20 34%	25 23%	21 17%	25 21%	4 8%	63 16%	4 22%	27 16%	28 17%	27 16%
50 - 59	67 13%	35 14%	32 12%	-	-	67 40%	8 9%	14 11%	17 14%	5 9%	17 16%	8 7%	19 16%	7 16%	54 14%	-	24 14%	21 13%	21 13%
60 & over	103 20%	44 18%	59 23%	-	-	103 60%	56 62%	19 16%	7 6%	3 5%	3 3%	4 3%	12 10%	30 66%	87 22%	3 13%	35 21%	33 20%	35 21%
SEX																			
Male	245 49%	245 100%	-	71 50%	96 50%	79 47%	34 38%	66 54%	63 52%	33 57%	65 60%	64 50%	55 46%	1 3%	184 47%	11 59%	83 49%	81 49%	81 49%
Female	257 51%	-	257 100%	72 50%	94 50%	91 53%	55 62%	55 46%	59 48%	25 43%	43 40%	64 50%	65 54%	44 97%	205 53%	8 41%	86 51%	85 51%	86 51%

CLASSIFICATION DATA

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Sydney	Melbourne	Brisbane	
TOTAL	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
TOTAL (n/w)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
EDUCATION																			
Primary school	14	6	8	2	0	12	9	0	-	1	1	-	2	3	13	-	2	6	9
	3%	2%	3%	1%	*	7%	11%	*	-	2%	1%	-	2%	7%	3%	-	1%	4%	5%
Some secondary	164	63	100	31	60	73	42	42	35	8	20	36	46	21	134	9	51	55	64
	33%	26%	39%	22%	32%	43%	47%	34%	29%	14%	19%	28%	38%	46%	35%	46%	30%	33%	38%
Completed secondary	122	59	63	47	38	37	18	38	30	6	20	31	39	8	87	4	43	38	41
	24%	24%	25%	33%	20%	22%	20%	32%	25%	10%	18%	25%	33%	18%	22%	21%	25%	23%	25%
Trade school	16	9	7	6	3	7	3	5	2	-	1	0	7	2	12	-	5	4	9
	3%	4%	3%	4%	2%	4%	4%	4%	2%	-	1%	*	6%	4%	3%	-	3%	2%	5%
Technical college	51	33	18	13	25	13	4	16	9	5	10	15	15	3	41	3	20	14	15
	10%	13%	7%	9%	13%	7%	5%	13%	8%	8%	9%	12%	12%	7%	11%	13%	12%	8%	9%
Some university	36	22	14	18	15	3	7	5	13	8	9	12	7	3	27	1	13	13	7
	7%	9%	5%	13%	8%	2%	8%	4%	11%	14%	8%	10%	6%	6%	7%	6%	8%	8%	4%
Completed university	76	36	39	19	39	18	4	9	23	26	34	25	3	4	58	3	24	32	12
	15%	15%	15%	13%	20%	11%	5%	7%	19%	45%	32%	19%	3%	8%	15%	13%	14%	19%	7%
Post graduate degree	21	15	6	6	9	6	2	6	8	4	13	6	1	-	14	-	10	4	6
	4%	6%	2%	5%	5%	3%	2%	5%	7%	7%	12%	5%	1%	-	4%	-	6%	2%	4%
Other	3	1	2	0	1	2	-	0	1	-	0	1	-	1	2	-	1	-	4
	1%	*	1%	*	*	1%	-	*	1%	-	*	1%	-	3%	*	-	1%	-	2%
INCOME																			
Up to \$9,999	53	20	32	5	9	39	53	-	-	-	-	5	5	20	46	1	15	18	24
	10%	8%	13%	3%	4%	23%	59%	-	-	-	-	4%	4%	44%	12%	7%	9%	11%	14%
\$10,000 - \$14,999	37	14	23	7	5	25	37	-	-	-	2	3	3	6	31	-	14	11	10
	7%	6%	9%	5%	3%	14%	41%	-	-	-	2%	2%	2%	13%	8%	-	8%	7%	6%
\$15,000 - \$24,999	63	28	34	23	20	19	-	63	-	-	3	19	26	3	47	3	18	19	34
	12%	12%	13%	16%	10%	11%	-	51%	-	-	3%	15%	21%	7%	12%	13%	11%	11%	20%
\$25,000 - \$29,999	59	38	21	15	30	14	-	59	-	-	10	22	19	3	47	-	20	15	31
	12%	15%	8%	11%	16%	8%	-	49%	-	-	9%	17%	16%	6%	12%	-	12%	9%	19%
\$30,000 - \$39,999	68	32	35	24	33	10	-	-	68	-	23	22	17	-	50	4	21	27	16
	13%	13%	14%	17%	17%	6%	-	-	55%	-	21%	18%	14%	-	13%	20%	12%	16%	10%
\$40,000 - \$49,999	54	31	23	18	22	15	-	-	54	-	16	19	13	1	42	1	25	11	16
	11%	13%	9%	13%	11%	9%	-	-	45%	-	15%	15%	11%	3%	11%	6%	15%	7%	10%
\$50,000 and over	58	33	25	12	38	8	-	-	-	58	31	13	7	1	48	1	20	20	15
	11%	13%	10%	8%	20%	5%	-	-	-	100%	29%	11%	6%	3%	12%	6%	12%	12%	9%
Don't know	58	23	35	26	11	20	-	-	-	-	11	14	18	4	46	4	19	21	16
	12%	9%	14%	18%	6%	12%	-	-	-	-	11%	11%	15%	8%	12%	21%	11%	13%	10%
Refused	54	26	27	12	22	20	-	-	-	-	12	11	13	7	32	5	17	24	5
	11%	11%	11%	8%	12%	12%	-	-	-	-	11%	9%	11%	15%	8%	27%	10%	14%	3%

CLASSIFICATION DATA

	Sex		Age			Income				Occupation of Head of Household				Aware Canadian Pavilion		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	Yes	No	Syd-ney	Melb-ourne	Bris-bane	
																			TOTAL
TOTAL (n/w)	502	245	257	143	190	169	92	137	116	55	101	137	120	43	404	15	169	166	167
(wt.)	502	245	257	142	190	170	89	122	122	58	108	128	120	45	389	19	169	166	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
OCCUPATION OF HOUSEHOLD HEAD																			
Professional	108	65	43	38	50	20	2	12	39	31	108	-	-	-	84	5	42	33	26
	22%	26%	17%	26%	26%	12%	2%	10%	32%	54%	100%	-	-	-	22%	27%	25%	20%	16%
White collar	128	64	64	36	79	12	7	40	42	13	-	128	-	-	84	8	36	45	56
	25%	26%	25%	25%	42%	7%	8%	33%	34%	23%	-	100%	-	-	22%	40%	21%	27%	34%
Blue collar	120	55	65	46	43	31	8	44	30	7	-	-	120	-	100	2	44	35	41
	24%	22%	25%	32%	23%	18%	9%	36%	25%	12%	-	-	100%	-	26%	12%	26%	21%	25%
Homemaker	45	1	44	5	4	37	26	6	1	1	-	-	-	45	35	1	17	14	12
	9%	*	17%	3%	2%	22%	29%	5%	1%	2%	-	-	-	100%	9%	7%	10%	8%	7%
Unemployed	3	3	0	1	2	0	0	1	-	-	-	-	-	-	2	-	-	2	2
	1%	1%	*	1%	1%	*	1%	1%	-	-	-	-	-	-	1%	-	-	1%	1%
Pensioned/retired	89	52	37	11	9	69	39	16	10	5	-	-	-	-	75	3	30	30	27
	18%	21%	14%	8%	5%	41%	43%	13%	8%	9%	-	-	-	-	19%	13%	18%	18%	16%
Student	8	6	2	6	2	-	7	1	-	-	-	-	-	-	7	-	-	6	3
	2%	2%	1%	4%	1%	-	8%	1%	-	-	-	-	-	-	2%	-	-	4%	2%

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 FEMALE	1 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 30 - 39 40 - 49 50 - 59 60 & OVER	1 2 3 4 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

3. 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?
 ROTATE ORDER OF STATEMENTS

10 9 8 7 6 5 4 3 2 1 0

HIGH LEVEL TECHNOLOGY LOW LEVEL

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)

10 9 8 7 6 5 4 3 2 1 0

MANY TYPES FEW

And 10 refers to an exciting country, 0 to a boring country (where would you place Canada?)

10 9 8 7 6 5 4 3 2 1 0

EXCITING BORING

10 refers to a country that makes high quality products, 0 to a country that makes low quality products (where would you place Canada)?

10 9 8 7 6 5 4 3 2 1 0

HIGH QUALITY LOW QUALITY

10 refers to a country you feel you know a lot about, 0 to a country you feel you know nothing about (where would you place Canada)

10 9 8 7 6 5 4 3 2 1 0


A LOT NOTHING

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.	So far as you're aware, will Canada have a pavilion at Expo 88?	<p>YES</p> <p>NO</p> <p>DON'T KNOW</p>	<p>1</p> <p>2</p> <p>3</p>	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>			
5.	What is the highest level of formal education you have completed	<p>PRIMARY SCHOOL</p> <p>SOME SECONDARY (UP TO 5TH YEAR)</p> <p>COMPLETED SECONDARY (6TH YEAR, H.S.C.)</p> <p>TRADE SCHOOL</p> <p>TECHNICAL COLLEGE</p> <p>SOME UNIVERSITY</p> <p>COMPLETED UNIVERSITY</p> <p>POST GRADUATE DEGREE</p> <p>OTHER</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p>	SKIP NOTE
SKIP NOTE	<p>IF MALE ASK Q.6</p> <p>IF FEMALE SKIP TO Q.9</p>			

Q.NO.	Q U E S T I O N	A N S W E R	COL.#	NEXT Q.
6.	Are you the male head of your household?	YES	1	7
		NO	2	8
7.	What is your occupation? SPECIFY FULLY	_____		13
8.	What is the occupation of the (male) head of your household? SPECIFY FULLY	_____		13
9.	Is there a male head of household in your family?	YES	1	10
		NO	2	11
10.	What is his occupation? SPECIFY FULLY	_____		13
11.	Do you work outside the home?	YES	1	12
		NO	2	13
12.	What is your occupation? SPECIFY FULLY	_____		13
13.	Finally, what would your total family income have been last year; that is, the total income before tax, from all sources, of all members of your household?	\$ UP TO \$9,999	1	
		\$10,000 - \$14,999	2	
		\$15,000 - \$24,999	3	
		\$25,000 - \$29,999	4	
		\$30,000 - \$39,999	5	
		\$40,000 - \$49,999	6	
		\$50,000 & OVER	7	
		DON'T KNOW	8	
		REFUSED	9	

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