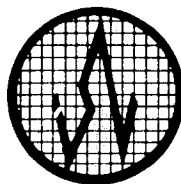


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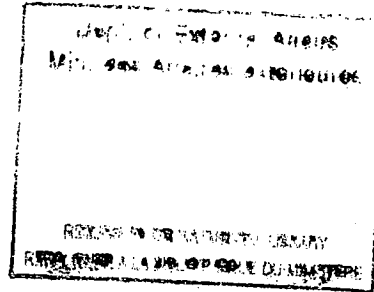
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EXPO '88 : BRISBANE  
Evaluation of the  
Communication's Effectiveness  
of the Canadian Pavilion  
On-Site Exit Survey: Waves I-III



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STUDY NO. 4303  
September, 1988



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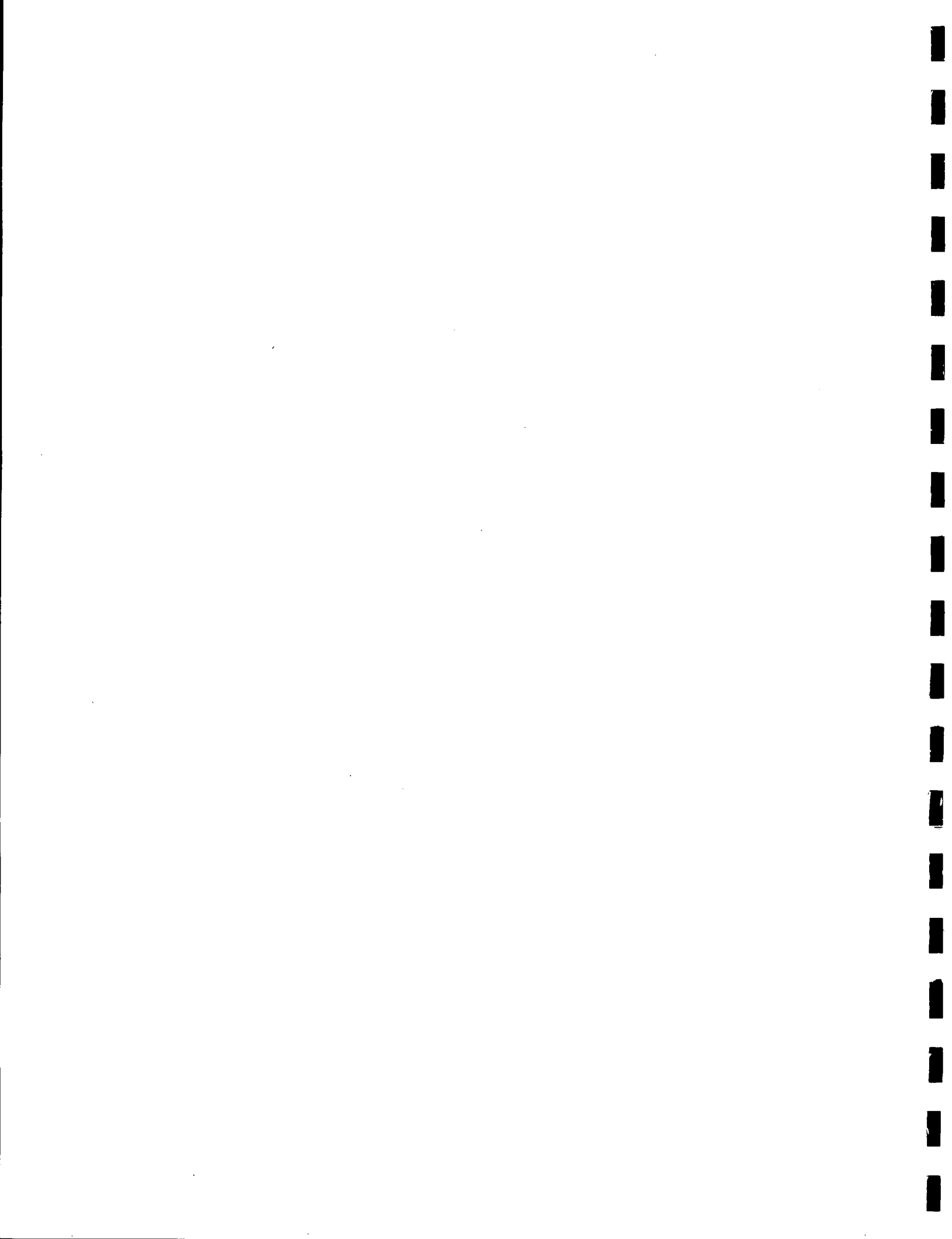
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**INTRODUCTION**





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 three waves of interviews conducted at Expo among people exiting from the Exhibition site.



4.

Scheduling of these waves is as follows:-

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

with 250 interviews completed per wave.

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

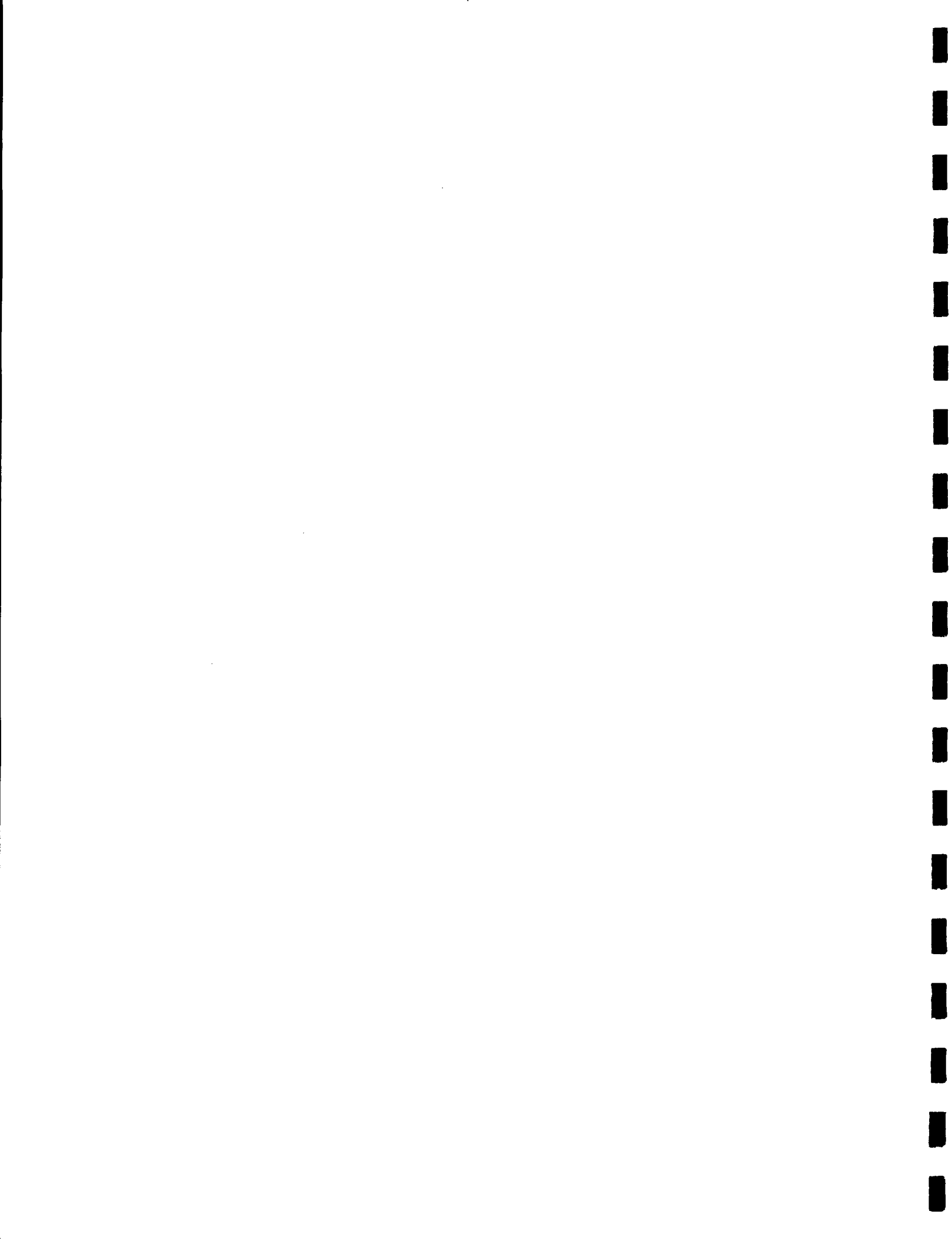
Analysis of the data by each wave separately is included in the printout which is appended to this report.





**SUMMARY**





The Canadian Pavilion at Expo '88 continues to perform very strongly compared with those of France, Italy and the U.K., both with respect to:

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

Some two-fifths of all Expo visitors have been to the Canadian Pavilion, compared with a third or less visiting the European ones. This is a pattern that was established in the early days of Expo and has not changed since; nor have the high marks visitors give the Canadian Pavilion.

It also seems clear that exposure to the Pavilion is affecting how Australians view Canada.

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

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



8.

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

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

At the other end of the spectrum, they are not convinced that Canada is a Pacific Rim country. Although a visit to the Pavilion does change their views a little in this direction, perceptions here cannot be called strong.

Finally, it is worth noting that many of the changes we see are statistically significant, that is, even if in some cases, they are not numerically large, they are, in all probability, real changes.



DETAILED RESULTS





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

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

#### EXPO ITSELF AND THE CANADIAN PAVILION

This report covers the period up to August and attitudes towards Expo '88 overall continue to be very positive. The Canadian Pavilion continues to attract a higher proportion of Expo '88 visitors than do the European Pavilions evaluated and to excite a more positive response among those visitors. Indeed the pattern seen in Expo's early days has really not changed.

The Canadian Pavilion also continues to attract a somewhat higher proportion of visitors in their fifties or older (a pattern that is still not apparent for the European Pavilions evaluated), however their evaluation of the Canadian Pavilion is no different from that of their younger counterparts.

Finally, most of people visiting Expo '88 continue to be Australians; to-date, 9% of everyone contacted was a visitor to the country.



<u>Overall Evaluation of Expo*</u>	8.3
Have visited <b>CANADIAN</b> Pavilion	42%
Overall Evaluation	8.2
Have visited <b>ITALIAN</b> Pavilion	25%
Overall Evaluation	7.1
Have visited <b>FRENCH</b> Pavilion	36%
Overall Evaluation	6.5
Have visited <b>U.K.</b> Pavilion	27%
Overall Evaluation	6.7

Those who had visited the Canadian Pavilion continue to respond favourably to it on all fronts and the specifics of that response have not changed since the fair's inception. The Canadian Pavilion is lauded for its general style of presentation and particularly for its audio-visual components, with their images of Canada. One area of content that continues to be singled out for praise is the sporting/fitness section.

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

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





What Did You Really Like About The Pavilion?

Audio-Visual/Films/Video	58%
Focus on Canada	43
Beautiful Scenery	19
Good Coverage of Canada	15
Showed Canadian Life Style	7
Sports or Fitness Areas	36
General Comments on Content	28
General Comments on Presentation	34
Entertaining	26
Friendly Staff	15
Technology*	9

What Did You Not Like?

Specifics on Presentation	17%
Specifics on Pavilion	8
Queues	13
Nothing	55

\*Excludes any sports/fitness mentions.



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

At the start of Expo those who had not visited the Canadian Pavilion were in large part deterred by the size of the wait to get in. That wait clearly has not become any shorter in the interim; in fact, the proportion of non-visitors to the Canadian Pavilion citing this as their reason has grown to two-thirds overall.

Many are still planning to pay another visit and have not yet got around to the Canadian Pavilion. However, not unreasonably, as the Exhibition moves into its final weeks, the proportions who expect to do this are dropping.

Why Did You Not Visit The Canadian Pavilion?

Intend to visit it later	48%
Queues were too long	68
No time	23



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

Geography of Canada	33%
Scenery	16
Variety	11
"Atmosphere" of Canada	27
People	13
Life Style	8
Nice Country	10
Sports Activities	20
Culture	14
Multicultural	7
Bilingual	8
Technology	10
Climate	6
Like Australia	8



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

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

Both absolutely, as seen in the rating below, and relatively when compared with the U.K., France and Italy, visitors to Canada's Pavilion evaluate the achievements of Canadian technology significantly more highly than do non-visitors. Although exposure to the Pavilion evidently does not have such an effect that visitors are moved to evaluate Canadian technology achievements as being on a par with those of the U.K., the pre-eminent position of the U.K. is such that this would hardly be expected. What exposure clearly does do is to elevate Canada significantly above France and Italy with respect to its technological image.

Canada's Mean Rating For\*\*

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
Having a lot of manufacturing	8.5	*	7.9
Its high level of technology	8.2	*	7.8
Its high quality products	7.4		7.1

\*\*Based on a scale of 0-10.

\* Difference significant at 99% level of confidence.



The impact of Pavilion exposure on perceptions of Canada's degree of industrialization, on balance, has probably not been as strong, although there clearly has been a real impact.

Visitors to Canada's Pavilion give Canada a significantly higher evaluation for its level of manufacturing than do non-visitors. However, rankings with respect to the country's overall industrial development put Canada firmly in equal second place with France, well behind the U.K. and here visitor and non-visitor respond alike.

Finally, a visit to the Canadian Pavilion continues to have no significant impact on evaluations of the quality of Canadian products.

Mean Ranking For

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
<u>Overall Industrial Development</u>			
U.K.	3.2		3.2
CANADA	2.5		2.6
France	2.4		2.3
Italy	1.9		1.9
<u>Achievements in High Technology</u>			
U.K.	3.4		3.5
CANADA	2.7	*	2.3
France	2.1		2.2
Italy	1.9		1.9

\*Difference significant at 95% level of confidence.



- Canada as a Desirable Tourist Destination -

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

Mean Ranking For  
Appeal As A Holiday Destination

	<u>Visited Canadian Pavilion</u>	<u>Did Not Visit Canadian Pavilion</u>
CANADA	3.2	3.0
U.K.	2.5	2.5
France	2.2	2.4
Italy	2.1	2.1

However, by contrast with the three European countries, Canada was already in the forefront in terms of vacation appeal - and by a wide margin. Thus it is not surprising to see that exposure to Canada's Pavilion has had only a limited impact on the size of her lead.

Canada's Mean Rating As

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
A country where you would like to take a vacation	8.5	*	7.9
An exciting country	6.7		6.4

\*Difference significant at 99% level of confidence.



- Canada's Leisure Orientation -

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

Canada's Mean Rating For

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
Offering many types of leisure activities	8.5	*	8.0

However, exposure to the Pavilion has clearly acted to strengthen these views even more and has furthermore had a significant impact on the relative ranking of Canada in this regard.

Mean Ranking For  
High Quality Sporting Equipment

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
U.K.	2.3		2.5
CANADA	3.0	*	2.7
France	2.3		2.5
Italy	2.4		2.4

\*Difference significant at 95% level of confidence.



Already marginally ahead of the U.K., France and Italy, Canada is clearly placed in front rank by those who visited her Pavilion.

**- Canada as a Pacific Rim Country -**

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

Canada's Mean Rating As

	<u>Visited Canadian Pavilion</u>	*	<u>Did Not Visit Canadian Pavilion</u>
Playing an important role in the Pacific	5.9	*	5.2
Being a close friend of Australia	7.4	*	7.0

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

Canada's Mean Rating As

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

\*Difference significant at 95% level of confidence.





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

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

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

- Overall Level of Knowledge -

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

Mean Ranking For  
Level of Knowledge

	<u>Visited</u> <u>Canadian</u> <u>Pavilion</u>	<u>Did Not Visit</u> <u>Canadian</u> <u>Pavilion</u>
U.K.	2.9	3.1
CANADA	2.5	2.4
France	2.7	2.7
Italy	2.0	1.9



Canada's Mean Rating As

	<u>Visited Canadian Pavilion</u>		<u>Did Not Visit Canadian Pavilion</u>
A country you know know a lot about	5.1	*	4.7

Although there has been some absolute movement on Canada's rating as a country Australians know a lot about, that rating still remains very low. Furthermore, Canada continues to be ranked equally with France and behind the U.K. with respect to level of knowledge.

\*Difference significant at the 95% level of confidence.



COMPUTER PRINTOUT



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

EXPO '88 ONSITE WAVES I, II AND III - TABLE OF CONTENTS

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

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

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
OVERALL IMPRESSION OF EXPO																						
10 Really excellent	257 34%	116 31%	141 38%	54 23%	112 33%	91 50%	38 46%	73 41%	50 30%	44 26%	66 31%	50 33%	77 33%	9 35%	242 35%	15 22%	125 40%	132 30%	107 43%	49 19%	101 40%	-
9	125 17%	67 18%	58 15%	45 19%	51 15%	29 16%	7 9%	26 14%	35 21%	31 19%	37 17%	29 19%	35 15%	6 23%	114 17%	11 16%	59 19%	66 15%	44 18%	41 16%	40 16%	-
8	189 25%	101 27%	88 23%	68 29%	86 26%	35 19%	19 23%	24 14%	43 26%	46 28%	54 25%	37 25%	66 28%	5 19%	177 26%	12 18%	80 25%	109 25%	55 22%	74 29%	60 24%	-
7	86 11%	45 12%	41 11%	35 15%	38 11%	13 7%	8 10%	19 11%	19 11%	19 11%	30 14%	17 11%	26 11%	3 12%	74 11%	12 18%	26 8%	60 14%	27 11%	33 13%	26 10%	-
6	33 4%	19 5%	14 4%	11 5%	17 5%	5 3%	3 4%	7 4%	7 4%	11 7%	10 5%	3 2%	10 4%	2 8%	29 4%	4 6%	8 3%	25 6%	8 3%	18 7%	7 3%	-
5	30 4%	14 4%	16 4%	11 5%	13 4%	6 3%	3 4%	5 3%	4 2%	7 4%	9 4%	9 6%	7 3%	-	21 3%	9 13%	10 3%	20 5%	5 2%	16 6%	9 4%	-
4	10 1%	4 1%	6 2%	3 1%	6 2%	1 1%	1 1%	3 2%	3 2%	1 1%	-	2 1%	6 3%	1 4%	9 1%	1 1%	2 1%	8 2%	2 1%	4 2%	4 2%	-
3	9 1%	6 2%	3 1%	3 1%	6 2%	-	1 1%	1 1%	3 2%	2 1%	4 2%	1 1%	2 1%	-	7 1%	2 3%	2 1%	7 2%	1 *	6 2%	2 1%	-
2	8 1%	4 1%	4 1%	2 1%	5 1%	1 1%	1 1%	-	2 1%	4 2%	3 1%	3 2%	1 *	-	7 1%	1 1%	-	8 2%	-	7 3%	1 *	-
1	1 *	-	1 *	-	1 *	-	-	-	-	1 1%	-	-	1 *	-	1 *	-	-	1 *	-	1 *	-	-
0 Very poor	1 *	-	1 *	-	1 *	-	-	1 1%	-	-	-	-	-	-	1 *	-	-	1 *	-	1 *	-	-
Not stated	4 1%	1 *	3 1%	3 1%	-	1 1%	1 1%	1 1%	1 1%	1 1%	1 *	-	2 1%	-	4 1%	-	3 1%	1 *	1 *	3 1%	-	-
MEAN	8.33	8.28	8.39	8.10	8.19	8.88	8.56	8.55	8.31	8.07	8.25	8.32	8.32	8.50	8.40	7.61	8.70	8.07	8.75	7.68	8.57	.00
STD. DEV.	1.77	1.72	1.82	1.65	1.93	1.47	1.80	1.66	1.74	1.89	1.75	1.81	1.72	1.58	1.73	2.03	1.43	1.94	1.41	2.04	1.61	.00
STD. ERR.	.065	.089	.094	.109	.105	.109	.200	.124	.135	.147	.120	.147	.113	.310	.066	.248	.081	.093	.089	.129	.102	.000

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

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sion-al	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
TOTAL	753	377	376	235	336	182	82	180	167	167	214	151	233	26	686	67	315	438	250	253	250	-
UK																						
Visited	204 27%	107 28%	97 26%	61 26%	87 26%	56 31%	24 29%	47 26%	43 26%	44 26%	60 28%	33 22%	71 30%	4 15%	183 27%	21 31%	132 42%	72 16%	67 27%	53 21%	84 34%	-
Not visited	549 73%	270 72%	279 74%	174 74%	249 74%	126 69%	58 71%	133 74%	124 74%	123 74%	154 72%	118 78%	162 70%	22 85%	503 73%	46 69%	183 58%	366 84%	183 73%	200 79%	166 66%	-
FRENCH																						
Visited	274 36%	137 36%	137 36%	86 37%	113 34%	75 41%	29 35%	68 38%	56 34%	61 37%	77 36%	53 35%	92 39%	10 38%	249 36%	25 37%	178 57%	96 22%	79 32%	85 34%	110 44%	-
Not visited	479 64%	240 64%	239 64%	149 63%	223 66%	107 59%	53 65%	112 62%	111 66%	106 63%	137 64%	98 65%	141 61%	16 62%	437 64%	42 63%	137 43%	342 78%	171 68%	168 66%	140 56%	-
CANADIAN																						
Visited	315 42%	149 40%	166 44%	90 38%	129 38%	96 53%	39 48%	80 44%	65 39%	64 38%	86 40%	60 40%	104 45%	13 50%	287 42%	28 42%	315 100%	-	100 40%	83 33%	132 53%	-
Not visited	438 58%	228 60%	210 56%	145 62%	207 62%	86 47%	43 52%	100 56%	102 61%	103 62%	128 60%	91 60%	129 55%	13 50%	399 58%	39 58%	-	438 100%	150 60%	170 67%	118 47%	-
ITALIAN																						
Visited	186 25%	95 25%	91 24%	62 26%	72 21%	52 29%	24 29%	41 23%	43 26%	38 23%	57 27%	32 21%	64 27%	8 31%	165 24%	21 31%	125 40%	61 14%	51 20%	52 21%	83 33%	-
Not visited	567 75%	282 75%	285 76%	173 74%	264 79%	130 71%	58 71%	139 77%	124 74%	129 77%	157 73%	119 79%	169 73%	18 69%	521 76%	46 69%	190 60%	377 86%	199 80%	201 79%	167 67%	-

Q7. OPINION OF THE U.K. PAVILION

Base: Respondents who have visited pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Female	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-e-maker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	204 100%	107 100%	97 100%	61 100%	87 100%	56 100%	24 100%	47 100%	43 100%	44 100%	60 100%	33 100%	71 100%	4 100%	183 100%	21 100%	132 100%	72 100%	67 100%	53 100%	84 100%	-
OVERALL IMPRESSION OF THE U.K. PAVILION																						
10 Really excellent	9 4%	4 4%	5 5%	3 5%	5 6%	1 2%	2 8%	2 4%	2 5%	1 2%	3 5%	1 3%	2 3%	1 25%	8 4%	1 5%	5 4%	4 6%	2 3%	3 6%	4 5%	-
9	19 9%	9 8%	10 10%	5 8%	6 7%	8 14%	3 13%	6 13%	1 2%	5 11%	5 8%	2 6%	8 11%	-	19 10%	-	12 9%	7 10%	7 10%	8 15%	4 5%	-
8	42 21%	25 23%	17 18%	16 26%	15 17%	11 20%	5 21%	8 17%	11 26%	10 23%	13 22%	5 15%	14 20%	1 25%	38 21%	4 19%	27 20%	15 21%	18 27%	7 13%	17 20%	-
7	51 25%	26 24%	25 26%	17 28%	20 23%	14 25%	5 21%	9 19%	11 26%	9 20%	18 30%	7 21%	18 25%	-	43 23%	8 38%	32 24%	19 26%	15 22%	15 28%	21 25%	-
6	30 15%	13 12%	17 18%	10 16%	13 15%	7 13%	4 17%	6 13%	6 14%	8 18%	5 8%	11 33%	9 13%	1 25%	26 14%	4 19%	20 15%	10 14%	9 13%	11 21%	10 12%	-
5	32 16%	21 20%	11 11%	6 10%	16 18%	10 18%	3 13%	9 19%	7 16%	7 16%	11 18%	4 12%	11 15%	-	29 16%	3 14%	21 16%	11 15%	10 15%	5 9%	17 20%	-
4	13 6%	6 6%	7 7%	3 5%	8 9%	2 4%	-	4 9%	4 9%	3 7%	2 3%	3 9%	6 8%	-	12 7%	1 5%	9 7%	4 6%	5 7%	2 4%	6 7%	-
3	3 1%	2 2%	1 1%	-	3 3%	-	1 4%	1 2%	1 2%	-	1 2%	-	1 1%	1 25%	3 2%	-	2 2%	1 1%	-	1 2%	2 2%	-
2	4 2%	1 1%	3 3%	1 2%	1 1%	2 4%	1 4%	1 2%	-	1 2%	2 3%	-	1 1%	-	4 2%	-	3 2%	1 1%	-	1 2%	3 4%	-
1	1 *	-	1 1%	-	-	1 2%	-	1 2%	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	1 1%	-	-	-
0 Very poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	6.69	6.71	6.66	6.98	6.49	6.66	6.92	6.47	6.60	6.70	6.75	6.52	6.61	6.75	6.68	6.71	6.61	6.83	6.82	6.92	6.43	.00
STD. DEV.	1.77	1.67	1.89	1.58	1.82	1.89	2.00	2.04	1.64	1.69	1.79	1.46	1.84	2.59	1.82	1.35	1.81	1.71	1.70	1.73	1.84	.00
STD. ERR.	.124	.162	.192	.202	.195	.253	.408	.298	.249	.255	.231	.254	.218	!!!!	.134	.294	.157	.202	.208	.238	.201	.000



Q7. OPINION OF THE FRENCH PAVILION

Base: Respondents who have visited pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sional	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
TOTAL	274	137	137	86	113	75	29	68	56	61	77	53	92	10	249	25	178	96	79	85	110	-
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
OVERALL IMPRESSION OF THE FRENCH PAVILION																						
10 Really excellent	12 4%	6 4%	6 4%	3 3%	4 4%	5 7%	1 3%	6 9%	1 2%	2 3%	1 1%	3 6%	7 8%	-	12 5%	-	5 3%	7 7%	6 8%	2 2%	4 4%	-
9	10 4%	4 3%	6 4%	3 3%	6 5%	1 1%	-	2 3%	2 2%	2 3%	4 5%	2 4%	4 4%	-	10 4%	-	4 2%	6 6%	2 3%	4 5%	4 4%	-
8	56 20%	23 17%	33 24%	15 17%	21 19%	20 27%	13 45%	14 21%	10 18%	11 18%	11 14%	12 23%	17 18%	6 60%	51 20%	5 20%	40 22%	16 17%	18 23%	14 16%	24 22%	-
7	69 25%	37 27%	32 23%	21 24%	30 27%	18 24%	5 17%	17 25%	14 25%	15 25%	25 32%	9 17%	19 21%	2 20%	65 26%	4 16%	49 28%	20 21%	24 30%	22 26%	23 21%	-
6	48 18%	27 20%	21 15%	21 24%	18 16%	9 12%	5 17%	9 13%	11 20%	11 18%	15 19%	7 13%	19 21%	1 10%	42 17%	6 24%	33 19%	15 16%	15 19%	16 19%	17 15%	-
5	50 18%	23 17%	27 20%	18 21%	19 17%	13 17%	2 7%	11 16%	12 21%	13 21%	12 16%	12 23%	19 21%	1 10%	43 17%	7 28%	32 18%	18 19%	8 10%	17 20%	25 23%	-
4	20 7%	12 9%	8 6%	5 6%	10 9%	5 7%	1 3%	6 9%	4 7%	7 11%	9 12%	4 8%	6 7%	-	19 8%	1 4%	12 7%	8 8%	5 6%	6 7%	9 8%	-
3	6 2%	4 3%	2 1%	-	2 2%	4 5%	2 7%	1 1%	2 4%	-	-	2 4%	-	-	5 2%	1 4%	2 1%	4 4%	1 1%	3 4%	2 2%	-
2	1 *	-	1 1%	-	1 1%	-	-	-	-	-	-	1 2%	-	-	-	1 4%	-	1 1%	-	-	1 1%	-
1	2 1%	1 1%	1 1%	-	2 2%	-	-	2 3%	-	-	-	1 2%	1 1%	-	2 1%	-	1 1%	1 1%	-	1 1%	1 1%	-
0 Very poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	6.50	6.40	6.60	6.51	6.42	6.61	6.86	6.57	6.32	6.39	6.43	6.30	6.62	7.30	6.56	5.92	6.53	6.45	6.87	6.32	6.37	.00
STD. DEV.	1.66	1.65	1.68	1.42	1.78	1.75	1.64	1.96	1.53	1.53	1.43	1.99	1.72	1.00	1.66	1.58	1.50	1.94	1.55	1.66	1.72	.00
STD. ERR.	.101	.141	.143	.153	.168	.203	.305	.238	.204	.196	.163	.273	.179	.318	.106	.316	.112	.198	.174	.180	.164	.000

Q7. OPINION OF THE CANADIAN PAVILION

Base: Respondents who have visited pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	315 100%	149 100%	166 100%	90 100%	129 100%	96 100%	39 100%	80 100%	65 100%	64 100%	86 100%	60 100%	104 100%	13 100%	287 100%	28 100%	315 100%	-	100 100%	83 100%	132 100%	-
OVERALL IMPRESSION OF THE CANADIAN PAVILION																						
10 Really excellent	67 21%	24 16%	43 26%	22 24%	27 21%	18 19%	7 18%	24 30%	8 12%	19 30%	16 19%	14 23%	21 20%	2 15%	64 22%	3 11%	67 21%	-	20 20%	18 22%	29 22%	-
9	81 26%	44 30%	37 22%	23 26%	30 23%	28 29%	12 31%	18 23%	19 29%	13 20%	20 23%	15 25%	31 30%	2 15%	73 25%	8 29%	81 26%	-	26 26%	22 27%	33 25%	-
8	85 27%	42 28%	43 26%	24 27%	33 26%	28 29%	10 26%	16 20%	26 40%	20 31%	27 31%	16 27%	26 25%	4 31%	81 28%	4 14%	85 27%	-	25 25%	25 30%	35 27%	-
7	41 13%	18 12%	23 14%	10 11%	21 16%	10 10%	3 8%	12 15%	7 11%	8 13%	13 15%	7 12%	13 13%	3 23%	35 12%	6 21%	41 13%	-	18 18%	6 7%	17 13%	-
6	15 5%	8 5%	7 4%	4 4%	6 5%	5 5%	1 3%	4 5%	3 5%	1 2%	4 5%	3 5%	4 4%	-	12 4%	3 11%	15 5%	-	4 4%	2 2%	9 7%	-
5	14 4%	8 5%	6 4%	2 2%	9 7%	3 3%	3 8%	3 4%	-	1 2%	4 5%	3 5%	3 3%	1 8%	10 3%	4 14%	14 4%	-	4 4%	7 8%	3 2%	-
4	7 2%	2 1%	5 3%	3 3%	1 1%	3 3%	1 3%	2 3%	-	2 3%	2 2%	1 2%	4 4%	-	7 2%	-	7 2%	-	2 2%	3 4%	2 2%	-
3	2 1%	2 1%	-	1 1%	1 1%	-	-	-	2 3%	-	-	1 2%	1 1%	-	2 1%	-	2 1%	-	-	-	2 2%	-
2	1 *	-	1 1%	-	-	1 1%	1 3%	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	1 1%	-
1	1 *	-	1 1%	-	1 1%	-	1 3%	-	-	-	-	-	-	1 8%	1 *	-	1 *	-	-	-	1 1%	-
0 Very poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1 *	1 1%	-	1 1%	-	-	-	1 1%	-	-	-	-	1 1%	-	1 *	-	1 *	-	1 1%	-	-	-
MEAN	8.16	8.11	8.21	8.29	8.06	8.18	7.87	8.37	8.18	8.47	8.13	8.20	8.21	7.46	8.21	7.64	8.16	.00	8.20	8.18	8.12	.00
STD. DEV.	1.61	1.53	1.69	1.58	1.66	1.58	2.14	1.56	1.36	1.43	1.45	1.62	1.58	2.27	1.61	1.62	1.61	.00	1.44	1.62	1.73	.00
STD. ERR.	.091	.125	.131	.168	.146	.162	.343	.176	.168	.178	.157	.210	.156	.631	.095	.305	.091	.000	.145	.178	.151	.000

Q7. OPINION OF THE ITALIAN PAVILION

Base: Respondents who have visited pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																						TOTAL
TOTAL	186	95	91	62	72	52	24	41	43	38	57	32	64	8	165	21	125	61	51	52	83	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
OVERALL IMPRESSION OF THE ITALIAN PAVILION																						
10 Really excellent	13	10	3	4	5	4	3	3	2	1	1	2	7	-	11	2	8	5	4	4	5	-
	7%	11%	3%	6%	7%	8%	13%	7%	5%	3%	2%	6%	11%	-	7%	10%	6%	8%	8%	8%	6%	-
9	24	8	16	6	11	7	1	6	8	6	5	6	9	1	22	2	16	8	7	8	9	-
	13%	8%	18%	10%	15%	13%	4%	15%	19%	16%	9%	19%	14%	13%	13%	10%	13%	13%	14%	15%	11%	-
8	39	23	16	12	14	13	4	8	7	8	11	7	10	4	32	7	29	10	9	11	19	-
	21%	24%	18%	19%	19%	25%	17%	20%	16%	21%	19%	22%	16%	50%	19%	33%	23%	16%	18%	21%	23%	-
7	49	25	24	16	18	15	8	8	10	13	21	9	10	2	42	7	29	20	15	16	18	-
	26%	26%	26%	26%	25%	29%	33%	20%	23%	34%	37%	28%	16%	25%	25%	33%	23%	33%	29%	31%	22%	-
6	26	15	11	14	11	1	4	6	9	2	5	2	17	-	24	2	18	8	7	6	13	-
	14%	16%	12%	23%	15%	2%	17%	15%	21%	5%	9%	6%	27%	-	15%	10%	14%	13%	14%	12%	16%	-
5	24	10	14	6	9	9	3	8	5	5	8	3	10	-	23	1	18	6	6	5	13	-
	13%	11%	15%	10%	13%	17%	13%	20%	12%	13%	14%	9%	16%	-	14%	5%	14%	10%	12%	10%	16%	-
4	6	2	4	4	-	2	-	2	-	2	3	2	1	-	6	-	2	4	1	2	4	-
	3%	2%	4%	6%	-	4%	-	5%	-	5%	5%	6%	2%	-	4%	-	2%	7%	2%	2%	5%	-
3	3	1	2	-	2	1	-	-	2	-	3	-	-	-	3	-	3	-	2	1	-	-
	2%	1%	2%	-	3%	2%	-	-	5%	-	5%	-	-	-	2%	-	2%	-	4%	2%	-	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	2	1	1	-	2	-	1	-	-	1	-	1	-	1	2	-	2	-	-	-	2	-
	1%	1%	1%	-	3%	-	4%	-	-	3%	-	3%	-	13%	1%	-	2%	-	-	-	2%	-
0 Very poor	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.05	7.19	6.91	6.97	7.03	7.19	6.96	7.02	7.05	6.97	6.68	7.16	7.14	7.00	6.98	7.62	7.01	7.15	7.10	7.31	6.87	.00
STD. DEV.	1.72	1.68	1.76	1.55	1.89	1.69	1.94	1.70	1.68	1.78	1.62	1.94	1.66	2.35	1.76	1.24	1.78	1.60	1.70	1.57	1.82	.00
STD. ERR.	.126	.173	.184	.196	.223	.235	.397	.265	.256	.288	.214	.342	.208	.829	.137	.271	.159	.205	.238	.217	.200	.000

Q8. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<u>U.K.</u>																						
ALL ANSWERING	748 100%	373 100%	375 100%	235 100%	333 100%	180 100%	79 100%	179 100%	167 100%	167 100%	213 100%	150 100%	232 100%	26 100%	682 100%	66 100%	313 100%	435 100%	248 100%	253 100%	247 100%	-
First	(4) 384 51%	197 53%	187 50%	123 52%	171 51%	90 50%	48 61%	85 47%	79 47%	99 59%	115 54%	81 54%	116 50%	12 46%	351 51%	33 50%	165 53%	219 50%	127 51%	128 51%	129 52%	-
Second	(3) 197 26%	101 27%	96 26%	58 25%	84 25%	55 31%	22 28%	48 27%	51 31%	35 21%	56 26%	36 24%	50 22%	10 38%	180 26%	17 26%	71 23%	126 29%	65 26%	68 27%	64 26%	-
Third	(2) 101 14%	47 13%	54 14%	28 12%	50 15%	23 13%	6 8%	31 17%	23 14%	19 11%	24 11%	22 15%	33 14%	4 15%	91 13%	10 15%	50 16%	51 12%	30 12%	37 15%	34 14%	-
Fourth	(1) 66 9%	28 8%	38 10%	26 11%	28 8%	12 7%	3 4%	15 8%	14 8%	14 8%	18 8%	11 7%	33 14%	-	60 9%	6 9%	27 9%	39 9%	26 10%	20 8%	20 8%	-
MEAN	3.20	3.25	3.15	3.18	3.20	3.24	3.46	3.13	3.17	3.31	3.26	3.25	3.07	3.31	3.21	3.17	3.19	3.21	3.18	3.20	3.22	.00
STD. DEV.	.98	.95	1.01	1.03	.98	.92	.80	.99	.96	.98	.96	.96	1.10	.74	.98	1.00	1.00	.97	1.01	.97	.97	.00
STD. ERR.	.036	.049	.052	.067	.054	.068	.090	.074	.074	.075	.066	.079	.072	.144	.038	.123	.056	.046	.064	.061	.062	.000
<u>FRANCE</u>																						
ALL ANSWERING	748 100%	373 100%	375 100%	235 100%	333 100%	180 100%	79 100%	179 100%	167 100%	167 100%	213 100%	150 100%	232 100%	26 100%	682 100%	66 100%	313 100%	435 100%	248 100%	253 100%	247 100%	-
First	(4) 92 12%	45 12%	47 13%	33 14%	38 11%	21 12%	11 14%	28 16%	21 13%	20 12%	30 14%	11 7%	30 13%	1 4%	86 13%	6 9%	42 13%	50 11%	24 10%	37 15%	31 13%	-
Second	(3) 220 29%	129 35%	91 24%	79 34%	96 29%	45 25%	15 19%	45 25%	59 27%	35 21%	64 30%	51 34%	70 30%	6 23%	196 29%	24 36%	94 30%	126 29%	57 23%	85 34%	78 32%	-
Third	(2) 276 37%	128 34%	148 39%	81 34%	127 38%	68 38%	29 37%	71 40%	61 37%	61 37%	82 38%	57 38%	83 36%	11 42%	252 37%	24 36%	109 35%	167 38%	109 44%	78 31%	89 36%	-
Fourth	(1) 160 21%	71 19%	89 24%	42 18%	72 22%	46 26%	24 30%	35 20%	40 24%	27 16%	37 17%	31 21%	49 21%	8 31%	148 22%	12 18%	68 22%	92 21%	58 23%	53 21%	49 20%	-
MEAN	2.33	2.40	2.26	2.44	2.30	2.23	2.16	2.37	2.28	2.43	2.41	2.28	2.35	2.00	2.32	2.36	2.35	2.31	2.19	2.42	2.37	.00
STD. DEV.	.95	.93	.96	.94	.93	.96	1.02	.97	.97	.90	.94	.88	.96	.85	.95	.89	.97	.93	.90	.98	.94	.00
STD. ERR.	.035	.048	.049	.061	.051	.072	.115	.073	.075	.070	.064	.071	.063	.166	.036	.109	.055	.045	.057	.062	.060	.000

Q8. RANKING OF COUNTRIES FOR OVERALL INDUSTRIAL DEVELOPMENT

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
		Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
<u>CANADA</u>																							
ALL ANSWERING	748 100%	373 100%	375 100%	235 100%	333 100%	180 100%	79 100%	179 100%	167 100%	167 100%	213 100%	150 100%	232 100%	26 100%	682 100%	66 100%	313 100%	435 100%	248 100%	253 100%	247 100%	-	
First	(4) 181 24%	87 23%	94 25%	47 20%	89 27%	45 25%	14 18%	44 25%	44 26%	30 18%	47 22%	35 23%	55 24%	11 42%	163 24%	18 27%	66 21%	115 26%	70 28%	58 23%	53 21%	-	
Second	(3) 223 30%	88 24%	135 36%	76 32%	96 29%	51 28%	23 29%	59 33%	48 29%	51 31%	64 30%	48 32%	70 30%	7 27%	203 30%	20 30%	103 33%	120 28%	83 33%	69 27%	71 29%	-	
Third	(2) 164 22%	89 24%	75 20%	59 25%	68 28%	37 21%	23 29%	33 18%	33 20%	39 23%	49 23%	31 21%	50 22%	4 15%	148 22%	16 24%	69 22%	95 22%	49 20%	61 24%	54 22%	-	
Fourth	(1) 180 24%	109 29%	71 19%	53 23%	80 24%	47 26%	19 24%	43 24%	42 25%	47 28%	53 25%	36 24%	57 25%	4 15%	168 25%	12 18%	75 24%	105 24%	46 19%	65 26%	69 28%	-	
MEAN	2.54	2.41	2.67	2.50	2.58	2.52	2.41	2.58	2.56	2.38	2.49	2.55	2.53	2.96	2.53	2.67	2.51	2.56	2.71	2.47	2.44	.00	
STD. DEV.	1.10	1.14	1.05	1.05	1.12	1.13	1.04	1.11	1.13	1.08	1.09	1.10	1.10	1.11	1.11	1.07	1.12	1.07	1.12	1.07	1.11	1.11	.00
STD. ERR.	.040	.059	.054	.069	.062	.084	.117	.083	.088	.084	.075	.090	.073	.218	.042	.132	.061	.054	.068	.070	.071	.000	
<u>ITALY</u>																							
ALL ANSWERING	748 100%	373 100%	375 100%	235 100%	333 100%	180 100%	79 100%	179 100%	167 100%	167 100%	213 100%	150 100%	232 100%	26 100%	682 100%	66 100%	313 100%	435 100%	248 100%	253 100%	247 100%	-	
First	(4) 91 12%	44 12%	47 13%	32 14%	35 11%	24 13%	6 8%	22 12%	23 14%	18 11%	21 10%	23 15%	31 13%	2 8%	82 12%	9 14%	40 13%	51 12%	27 11%	30 12%	34 14%	-	
Second	(3) 108 14%	55 15%	53 14%	22 9%	57 17%	29 16%	19 24%	27 15%	23 14%	22 13%	29 14%	15 10%	42 18%	3 12%	103 15%	5 8%	45 14%	63 14%	43 17%	31 12%	34 14%	-	
Third	(2) 207 28%	109 29%	98 26%	67 29%	88 26%	52 29%	21 27%	44 25%	50 30%	48 29%	58 27%	40 27%	66 28%	7 27%	191 28%	16 24%	85 27%	122 28%	60 24%	77 30%	70 28%	-	
Fourth	(1) 342 46%	165 44%	177 47%	114 49%	153 46%	75 42%	33 42%	86 48%	71 43%	79 47%	105 49%	72 48%	93 40%	14 54%	306 45%	36 55%	143 46%	199 46%	118 48%	115 45%	109 44%	-	
MEAN	1.93	1.94	1.92	1.88	1.92	2.01	1.97	1.92	1.99	1.87	1.84	1.93	2.05	1.73	1.94	1.80	1.94	1.92	1.92	1.91	1.97	.00	
STD. DEV.	1.04	1.03	1.05	1.06	1.02	1.06	.99	1.06	1.06	1.01	1.00	1.09	1.06	.96	1.04	1.07	1.05	1.03	1.04	1.02	1.06	.00	
STD. ERR.	.038	.053	.054	.069	.056	.079	.111	.079	.082	.078	.069	.089	.069	.189	.040	.132	.060	.050	.066	.064	.068	.000	

Q8. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
<u>U.K.</u>																							
ALL ANSWERING	751 100%	375 100%	376 100%	235 100%	336 100%	180 100%	80 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	684 100%	67 100%	314 100%	437 100%	250 100%	253 100%	248 100%	-	
First	(4) 500 67%	261 70%	239 64%	132 56%	231 69%	137 76%	54 68%	111 62%	128 77%	117 70%	148 69%	103 68%	143 61%	17 65%	459 67%	41 61%	196 62%	304 70%	177 71%	175 69%	148 60%	-	
Second	(3) 144 19%	62 17%	82 22%	53 23%	63 19%	28 16%	17 21%	42 23%	17 10%	30 18%	34 16%	33 22%	51 22%	6 23%	127 19%	17 25%	63 20%	81 19%	41 16%	49 19%	54 22%	-	
Third	(2) 65 9%	33 9%	32 9%	31 13%	24 7%	10 6%	5 6%	15 8%	13 8%	13 8%	20 9%	9 6%	20 9%	1 4%	60 9%	5 7%	31 10%	34 8%	22 9%	16 6%	27 11%	-	
Fourth	(1) 42 6%	19 5%	23 6%	19 8%	18 5%	5 3%	4 5%	12 7%	9 5%	7 4%	12 6%	6 4%	19 8%	2 8%	38 6%	4 6%	24 8%	18 4%	10 4%	13 5%	19 8%	-	
MEAN	3.47	3.51	3.43	3.27	3.51	3.65	3.51	3.40	3.58	3.54	3.49	3.54	3.36	3.46	3.47	3.42	3.37	3.54	3.54	3.53	3.33	.00	
STD. DEV.	.87	.86	.89	.97	.85	.71	.83	.90	.85	.81	.88	.78	.95	.90	.87	.87	.94	.81	.82	.83	.95	.00	
STD. ERR.	.032	.044	.046	.064	.046	.053	.092	.067	.066	.063	.060	.064	.062	.177	.033	.107	.053	.039	.052	.052	.060	.000	
<u>FRANCE</u>																							
ALL ANSWERING	751 100%	375 100%	376 100%	235 100%	336 100%	180 100%	80 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	684 100%	67 100%	314 100%	437 100%	250 100%	253 100%	248 100%	-	
First	(4) 49 7%	20 5%	29 8%	26 11%	18 5%	5 3%	3 4%	15 8%	9 5%	13 8%	16 7%	11 7%	17 7%	-	46 7%	3 4%	15 5%	34 8%	10 4%	18 7%	21 8%	-	
Second	(3) 199 26%	94 25%	105 28%	62 26%	101 30%	36 20%	21 26%	34 19%	52 31%	51 31%	74 35%	38 25%	47 20%	7 27%	182 27%	17 25%	79 25%	120 27%	75 30%	69 27%	55 22%	-	
Third	(2) 317 42%	157 42%	160 43%	103 43%	133 40%	84 47%	28 35%	88 49%	62 37%	66 40%	88 41%	65 43%	104 45%	10 38%	282 41%	35 52%	141 45%	176 40%	107 43%	109 43%	101 41%	-	
Fourth	(1) 186 25%	104 28%	82 22%	47 20%	84 25%	55 31%	28 35%	43 24%	44 26%	37 22%	36 17%	37 25%	65 28%	9 35%	174 25%	12 18%	79 25%	107 24%	58 23%	57 23%	71 29%	-	
MEAN	2.15	2.08	2.22	2.29	2.16	1.95	1.99	2.12	2.16	2.24	2.33	2.15	2.07	1.92	2.15	2.16	2.10	2.19	2.15	2.19	2.10	.00	
STD. DEV.	.87	.86	.87	.91	.86	.79	.88	.87	.88	.89	.84	.88	.88	.80	.88	.77	.83	.89	.82	.87	.92	.00	
STD. ERR.	.032	.044	.045	.059	.047	.059	.098	.065	.068	.069	.058	.071	.058	.156	.034	.094	.047	.043	.052	.054	.058	.000	

Q8. RANKING OF COUNTRIES FOR ACHIEVEMENTS IN HIGH TECHNOLOGY

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-e-ma-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<u>CANADA</u>																						
ALL ANSWERING	751 100%	375 100%	376 100%	235 100%	336 100%	180 100%	80 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	684 100%	67 100%	314 100%	437 100%	250 100%	253 100%	248 100%	-
First	(4) 135 18%	65 17%	70 19%	51 22%	59 18%	25 14%	18 23%	36 20%	17 10%	21 13%	32 15%	27 18%	47 20%	4 15%	117 17%	18 27%	74 24%	61 14%	42 17%	40 16%	53 21%	-
Second	(3) 280 37%	157 42%	123 33%	81 34%	116 35%	83 46%	26 33%	69 38%	74 44%	60 36%	65 30%	55 36%	104 45%	8 31%	257 38%	23 34%	126 40%	154 35%	96 38%	94 37%	90 36%	-
Third	(2) 143 19%	64 17%	79 21%	44 19%	67 20%	32 18%	21 26%	29 16%	36 22%	36 22%	37 17%	29 19%	44 19%	10 38%	137 20%	6 9%	47 15%	96 22%	40 16%	58 23%	45 18%	-
Fourth	(1) 193 26%	89 24%	104 28%	59 25%	94 28%	40 22%	15 19%	46 26%	40 24%	50 30%	80 37%	40 26%	38 16%	4 15%	173 25%	20 30%	67 21%	126 29%	72 29%	61 24%	60 24%	-
MEAN	2.48	2.53	2.42	2.53	2.42	2.52	2.59	2.53	2.41	2.31	2.23	2.46	2.69	2.46	2.46	2.58	2.66	2.34	2.43	2.45	2.55	.00
STD. DEV.	1.06	1.04	1.08	1.09	1.08	.99	1.04	1.08	.96	1.03	1.11	1.07	.97	.95	1.05	1.18	1.06	1.04	1.08	1.02	1.08	.00
STD. ERR.	.039	.054	.056	.071	.059	.074	.116	.081	.075	.080	.076	.087	.064	.186	.040	.144	.060	.050	.068	.064	.068	.000
<u>ITALY</u>																						
ALL ANSWERING	751 100%	375 100%	376 100%	235 100%	336 100%	180 100%	80 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	684 100%	67 100%	314 100%	437 100%	250 100%	253 100%	248 100%	-
First	(4) 67 9%	29 8%	38 10%	26 11%	28 8%	13 7%	5 6%	18 10%	13 8%	16 10%	18 8%	10 7%	26 11%	5 19%	62 9%	5 7%	29 9%	38 9%	21 8%	20 8%	26 10%	-
Second	(3) 128 17%	62 17%	66 18%	39 17%	56 17%	33 18%	16 20%	35 19%	24 14%	26 16%	41 19%	25 17%	31 13%	5 19%	118 17%	10 15%	46 15%	82 19%	38 15%	41 16%	49 20%	-
Third	(2) 226 30%	121 32%	105 28%	60 26%	112 33%	54 30%	26 33%	48 27%	56 34%	52 31%	69 32%	48 32%	65 28%	5 19%	205 30%	21 31%	95 30%	131 30%	81 32%	70 28%	75 30%	-
Fourth	(1) 330 44%	163 43%	167 44%	110 47%	140 42%	80 44%	33 41%	79 44%	74 44%	73 44%	86 40%	68 45%	111 48%	11 42%	299 44%	31 46%	144 46%	186 43%	110 44%	122 48%	98 40%	-
MEAN	1.91	1.89	1.93	1.92	1.92	1.88	1.91	1.96	1.86	1.91	1.96	1.85	1.88	2.15	1.92	1.84	1.87	1.94	1.88	1.84	2.01	.00
STD. DEV.	.98	.95	1.01	1.04	.96	.95	.93	1.02	.94	.99	.97	.93	1.02	1.19	.98	.95	.98	.98	.96	.97	1.01	.00
STD. ERR.	.036	.049	.052	.068	.052	.071	.104	.076	.073	.076	.066	.076	.067	.233	.038	.116	.055	.047	.061	.061	.064	.000

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

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																				100%	100%	100%	100%
<u>U.K.</u>																							
ALL ANSWERING	746 100%	373 100%	373 100%	233 100%	331 100%	182 100%	82 100%	177 100%	167 100%	166 100%	212 100%	148 100%	231 100%	26 100%	681 100%	65 100%	313 100%	433 100%	247 100%	253 100%	246 100%	-	
First	(4) 293 39%	158 42%	135 36%	79 34%	124 37%	90 49%	44 54%	56 32%	64 38%	70 42%	81 38%	61 41%	79 34%	12 46%	269 40%	24 37%	113 36%	180 42%	92 37%	111 44%	90 37%	-	
Second	(3) 250 34%	127 34%	123 33%	85 36%	108 33%	57 31%	26 32%	71 40%	56 34%	50 30%	64 30%	50 34%	81 35%	7 27%	228 33%	22 34%	101 32%	149 34%	75 30%	82 32%	93 38%	-	
Third	(2) 120 16%	52 14%	68 18%	39 17%	58 18%	23 13%	7 9%	31 18%	25 15%	31 19%	43 20%	24 16%	37 16%	3 12%	107 16%	13 20%	62 20%	58 13%	48 19%	35 14%	37 15%	-	
Fourth	(1) 83 11%	36 10%	47 13%	30 13%	41 12%	12 7%	5 6%	19 11%	22 13%	15 9%	24 11%	13 9%	34 15%	4 15%	77 11%	6 9%	37 12%	46 11%	32 13%	25 10%	26 11%	-	
MEAN	3.01	3.09	2.93	2.91	2.95	3.24	3.33	2.93	2.97	3.05	2.95	3.07	2.89	3.04	3.01	2.98	2.93	3.07	2.92	3.10	3.00	.00	
STD. DEV.	1.00	.97	1.02	1.01	1.02	.91	.88	.96	1.03	.99	1.02	.96	1.04	1.11	1.00	.98	1.01	.99	1.04	.98	.97	.00	
STD. ERR.	.037	.050	.053	.066	.056	.068	.097	.072	.080	.077	.070	.079	.068	.218	.038	.121	.057	.047	.066	.062	.062	.000	
<u>FRANCE</u>																							
ALL ANSWERING	746 100%	373 100%	373 100%	233 100%	331 100%	182 100%	82 100%	177 100%	167 100%	166 100%	212 100%	148 100%	231 100%	26 100%	681 100%	65 100%	313 100%	433 100%	247 100%	253 100%	246 100%	-	
First	(4) 196 26%	101 27%	95 25%	63 27%	95 29%	38 21%	17 21%	59 33%	44 26%	45 27%	52 25%	49 33%	64 28%	7 27%	182 27%	14 22%	84 27%	112 26%	58 23%	72 28%	66 27%	-	
Second	(3) 219 29%	116 31%	103 28%	68 29%	97 29%	54 30%	25 30%	40 23%	49 29%	56 34%	79 37%	30 20%	65 28%	5 19%	201 30%	18 28%	88 28%	131 30%	71 29%	80 32%	68 28%	-	
Third	(2) 212 28%	101 27%	111 30%	58 25%	92 28%	62 34%	27 33%	48 27%	43 26%	48 29%	51 24%	42 28%	62 27%	11 42%	193 28%	19 29%	88 28%	124 29%	75 30%	65 26%	72 29%	-	
Fourth	(1) 119 16%	55 15%	64 17%	44 19%	47 14%	28 15%	13 16%	30 17%	31 19%	17 10%	30 14%	27 18%	40 17%	3 12%	105 15%	14 22%	53 17%	66 15%	43 17%	36 14%	40 16%	-	
MEAN	2.66	2.71	2.61	2.64	2.73	2.56	2.56	2.72	2.63	2.78	2.72	2.68	2.66	2.62	2.68	2.49	2.65	2.67	2.58	2.74	2.65	.00	
STD. DEV.	1.03	1.02	1.05	1.07	1.03	.99	1.00	1.10	1.07	.96	.99	1.12	1.06	1.02	1.03	1.06	1.05	1.02	1.03	1.02	1.05	.00	
STD. ERR.	.038	.053	.054	.070	.057	.073	.110	.083	.083	.075	.068	.092	.070	.201	.040	.132	.059	.049	.066	.064	.067	.000	



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

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<b>CANADA</b>																						
ALL ANSWERING	746 100%	373 100%	373 100%	233 100%	331 100%	182 100%	82 100%	177 100%	167 100%	166 100%	212 100%	148 100%	231 100%	26 100%	681 100%	65 100%	313 100%	433 100%	247 100%	253 100%	246 100%	-
First	(4) 144 19%	52 14%	92 25%	51 22%	60 18%	33 18%	14 17%	41 23%	29 17%	25 15%	41 19%	19 13%	47 20%	6 23%	131 19%	13 20%	64 20%	80 18%	56 23%	36 14%	52 21%	-
Second	(3) 182 24%	78 21%	104 28%	57 24%	80 24%	45 25%	20 24%	39 22%	43 26%	33 20%	46 22%	41 28%	57 25%	10 38%	164 24%	18 28%	84 27%	98 23%	70 28%	66 26%	46 19%	-
Third	(2) 245 33%	128 34%	117 31%	75 32%	117 35%	53 29%	26 32%	57 32%	65 39%	46 28%	77 36%	52 35%	74 32%	5 19%	223 33%	22 34%	97 31%	148 34%	73 30%	90 36%	82 33%	-
Fourth	(1) 175 23%	115 31%	60 16%	50 21%	74 22%	51 28%	22 27%	40 23%	30 18%	62 37%	48 23%	36 24%	53 23%	5 19%	163 24%	12 18%	68 22%	107 25%	48 19%	61 24%	66 27%	-
MEAN	2.40	2.18	2.61	2.47	2.38	2.33	2.32	2.46	2.43	2.13	2.38	2.29	2.42	2.65	2.39	2.49	2.46	2.35	2.54	2.30	2.34	.00
STD. DEV.	1.05	1.02	1.03	1.06	1.02	1.07	1.05	1.08	.98	1.08	1.04	.98	1.06	1.06	1.05	1.02	1.05	1.05	1.05	.99	1.09	.00
STD. ERR.	.038	.053	.053	.069	.056	.080	.116	.081	.076	.084	.071	.080	.069	.207	.040	.126	.059	.050	.067	.062	.070	.000
<b>ITALY</b>																						
ALL ANSWERING	746 100%	373 100%	373 100%	233 100%	331 100%	182 100%	82 100%	177 100%	167 100%	166 100%	212 100%	148 100%	231 100%	26 100%	681 100%	65 100%	313 100%	433 100%	247 100%	253 100%	246 100%	-
First	(4) 113 15%	62 17%	51 14%	40 17%	52 16%	21 12%	7 9%	21 12%	30 18%	26 16%	38 18%	19 13%	41 18%	1 4%	99 15%	14 22%	52 17%	61 14%	41 17%	34 13%	38 15%	-
Second	(3) 95 13%	52 14%	43 12%	23 10%	46 14%	26 14%	11 13%	27 15%	19 11%	27 16%	23 11%	27 18%	28 12%	4 15%	88 13%	7 11%	40 13%	55 13%	31 13%	25 10%	39 16%	-
Third	(2) 169 23%	92 25%	77 21%	61 26%	64 19%	44 24%	22 27%	41 23%	34 20%	41 25%	41 19%	30 20%	58 25%	7 27%	158 23%	11 17%	66 21%	103 24%	51 21%	63 25%	55 22%	-
Fourth	(1) 369 49%	167 45%	202 54%	109 47%	169 51%	91 50%	42 51%	88 50%	84 50%	72 43%	110 52%	72 49%	104 45%	14 54%	336 49%	33 51%	155 50%	214 49%	124 50%	131 52%	114 46%	-
MEAN	1.94	2.02	1.85	1.97	1.94	1.87	1.79	1.89	1.97	2.04	1.95	1.95	2.03	1.69	1.93	2.03	1.96	1.91	1.96	1.85	2.00	.00
STD. DEV.	1.11	1.12	1.09	1.12	1.13	1.05	.98	1.06	1.16	1.11	1.16	1.09	1.13	.88	1.10	1.22	1.14	1.09	1.14	1.07	1.12	.00
STD. ERR.	.041	.058	.056	.073	.062	.078	.108	.080	.090	.086	.080	.090	.075	.173	.042	.152	.064	.052	.072	.067	.071	.000

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

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Female	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Professional	White-collar	Blue-collar	Homemaker	Resident	Visitor	Visited	Not Visited	1	2	3	4
<u>U.K.</u>																						
ALL ANSWERING	742 100%	371 100%	371 100%	233 100%	331 100%	178 100%	78 100%	176 100%	166 100%	166 100%	212 100%	148 100%	231 100%	25 100%	676 100%	66 100%	311 100%	431 100%	242 100%	253 100%	247 100%	-
First	(4) 129 17%	74 20%	55 15%	39 17%	56 17%	34 19%	18 23%	24 14%	30 18%	29 17%	34 16%	21 14%	41 18%	5 20%	117 17%	12 18%	41 13%	88 20%	43 18%	46 18%	40 16%	-
Second	(3) 229 31%	106 29%	123 33%	77 33%	93 28%	59 33%	26 33%	57 32%	50 30%	49 30%	52 25%	51 34%	75 32%	10 40%	211 31%	18 27%	99 32%	130 30%	81 33%	66 26%	82 33%	-
Third	(2) 172 23%	84 23%	88 24%	57 24%	73 22%	42 24%	17 22%	39 22%	35 21%	38 23%	54 25%	35 24%	51 22%	7 28%	151 22%	21 32%	69 22%	103 24%	48 20%	62 25%	62 25%	-
Fourth	(1) 212 29%	107 29%	105 28%	60 26%	109 33%	43 24%	17 22%	56 32%	51 31%	50 30%	72 34%	41 28%	64 28%	3 12%	197 29%	15 23%	102 33%	110 26%	70 29%	79 31%	63 26%	-
MEAN	2.37	2.40	2.35	2.41	2.29	2.47	2.58	2.28	2.36	2.34	2.23	2.35	2.40	2.68	2.37	2.41	2.25	2.45	2.40	2.31	2.40	.00
STD. DEV.	1.07	1.10	1.04	1.05	1.10	1.06	1.08	1.06	1.10	1.09	1.09	1.04	1.07	.95	1.08	1.04	1.05	1.08	1.09	1.10	1.04	.00
STD. ERR.	.039	.057	.054	.069	.060	.079	.122	.080	.085	.084	.075	.085	.071	.189	.041	.128	.060	.052	.070	.069	.066	.000
<u>FRANCE</u>																						
ALL ANSWERING	742 100%	371 100%	371 100%	233 100%	331 100%	178 100%	78 100%	176 100%	166 100%	166 100%	212 100%	148 100%	231 100%	25 100%	676 100%	66 100%	311 100%	431 100%	242 100%	253 100%	247 100%	-
First	(4) 111 15%	66 18%	45 12%	37 16%	52 16%	22 12%	10 13%	24 14%	26 16%	30 18%	34 16%	30 20%	32 14%	5 20%	99 15%	12 18%	43 14%	68 16%	37 15%	41 16%	33 13%	-
Second	(3) 233 31%	124 33%	109 29%	72 31%	107 32%	54 30%	24 31%	52 30%	48 29%	52 31%	77 36%	47 32%	67 29%	8 32%	207 31%	26 39%	92 30%	141 33%	76 31%	79 31%	78 32%	-
Third	(2) 238 32%	111 30%	127 34%	78 33%	104 31%	56 31%	28 36%	55 31%	52 31%	54 33%	60 28%	41 28%	75 32%	7 28%	221 33%	17 26%	99 32%	139 32%	78 32%	89 35%	71 29%	-
Fourth	(1) 160 22%	70 19%	90 24%	46 20%	68 21%	46 26%	16 21%	45 26%	40 24%	30 18%	41 19%	30 20%	57 25%	5 20%	149 22%	11 17%	77 25%	83 19%	51 21%	44 17%	65 26%	-
MEAN	2.40	2.50	2.29	2.43	2.43	2.29	2.36	2.31	2.36	2.49	2.49	2.52	2.32	2.52	2.38	2.59	2.32	2.45	2.41	2.46	2.32	.00
STD. DEV.	.99	.99	.97	.98	.99	.99	.95	1.00	1.02	.99	.98	1.03	1.00	1.05	.99	.98	1.00	.97	.99	.96	1.01	.00
STD. ERR.	.036	.052	.050	.064	.054	.074	.108	.076	.079	.077	.067	.085	.066	.209	.038	.120	.057	.047	.063	.060	.064	.000

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

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
		Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																							100%
<u>CANADA</u>																							
ALL ANSWERING	742 100%	371 100%	371 100%	233 100%	331 100%	178 100%	78 100%	176 100%	166 100%	166 100%	212 100%	148 100%	231 100%	25 100%	676 100%	66 100%	311 100%	431 100%	242 100%	253 100%	247 100%	-	
First	(4) 40%	299 33%	178 48%	105 45%	116 35%	78 44%	33 42%	83 47%	65 39%	52 31%	77 36%	60 41%	97 42%	11 44%	276 41%	23 35%	148 48%	151 35%	101 42%	82 32%	116 47%	-	
Second	(3) 19%	144 19%	66 18%	78 21%	35 15%	74 22%	35 20%	15 19%	39 22%	38 23%	27 16%	43 20%	23 16%	41 18%	5 20%	132 20%	12 18%	59 19%	85 20%	42 17%	54 21%	48 19%	-
Third	(2) 21%	153 21%	89 24%	64 17%	51 22%	74 22%	28 16%	16 21%	36 20%	31 19%	40 24%	42 20%	36 24%	53 23%	5 20%	141 21%	12 18%	64 21%	89 21%	62 26%	52 21%	39 16%	-
Fourth	(1) 20%	146 20%	95 26%	51 14%	42 18%	67 20%	37 21%	14 18%	18 10%	32 19%	47 28%	50 24%	29 20%	40 17%	4 16%	127 19%	19 29%	40 13%	106 25%	37 15%	65 26%	44 18%	-
MEAN	2.80	2.57	3.03	2.87	2.72	2.87	2.86	3.06	2.82	2.51	2.69	2.77	2.84	2.92	2.82	2.59	3.01	2.65	2.86	2.60	2.96	.00	
STD. DEV.	1.17	1.19	1.10	1.17	1.14	1.19	1.16	1.04	1.15	1.20	1.19	1.18	1.15	1.15	1.16	1.24	1.10	1.19	1.13	1.19	1.16	.00	
STD. ERR.	.043	.062	.057	.077	.063	.089	.131	.079	.089	.094	.082	.097	.076	.230	.045	.153	.062	.057	.072	.075	.074	.000	
<u>ITALY</u>																							
ALL ANSWERING	742 100%	371 100%	371 100%	233 100%	331 100%	178 100%	78 100%	176 100%	166 100%	166 100%	212 100%	148 100%	231 100%	25 100%	676 100%	66 100%	311 100%	431 100%	242 100%	253 100%	247 100%	-	
First	(4) 27%	203 30%	93 25%	52 22%	107 32%	44 25%	17 22%	45 26%	45 27%	55 33%	67 32%	37 25%	61 26%	4 16%	184 27%	19 29%	79 25%	124 29%	61 25%	84 33%	58 23%	-	
Second	(3) 18%	136 18%	75 20%	61 16%	49 21%	57 17%	30 17%	13 17%	28 16%	30 18%	38 23%	40 19%	27 18%	48 21%	2 8%	126 19%	10 15%	61 20%	75 17%	43 18%	54 21%	39 16%	-
Third	(2) 24%	179 24%	87 23%	92 25%	47 20%	80 24%	52 29%	17 22%	46 26%	48 29%	34 20%	56 26%	36 24%	52 23%	6 24%	163 24%	16 24%	79 25%	100 23%	54 22%	50 20%	75 30%	-
Fourth	(1) 30%	224 30%	99 27%	125 34%	85 36%	87 26%	52 29%	31 40%	57 32%	43 26%	39 23%	49 23%	48 32%	70 30%	13 52%	203 30%	21 32%	92 30%	132 31%	84 35%	65 26%	75 30%	-
MEAN	2.43	2.53	2.33	2.29	2.56	2.37	2.21	2.35	2.46	2.66	2.59	2.36	2.43	1.88	2.43	2.41	2.41	2.44	2.33	2.62	2.32	.00	
STD. DEV.	1.18	1.17	1.18	1.18	1.19	1.15	1.19	1.18	1.15	1.17	1.16	1.18	1.18	1.13	1.18	1.21	1.16	1.20	1.19	1.19	1.14	.00	
STD. ERR.	.043	.061	.061	.077	.066	.086	.135	.089	.089	.091	.080	.097	.077	.226	.045	.150	.066	.058	.077	.075	.073	.000	

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

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<u>U.K.</u>																						
ALL ANSWERING	752 100%	377 100%	375 100%	235 100%	336 100%	181 100%	81 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	25 100%	685 100%	67 100%	314 100%	438 100%	250 100%	253 100%	249 100%	-
First	(4) 189 25%	83 22%	106 28%	55 23%	74 22%	60 33%	27 33%	39 22%	46 28%	36 22%	49 23%	38 25%	59 25%	8 32%	174 25%	15 22%	77 25%	112 26%	60 24%	65 26%	64 26%	-
Second	(3) 190 25%	101 27%	89 24%	46 20%	93 28%	51 28%	23 28%	48 27%	41 25%	43 26%	45 21%	44 29%	58 25%	9 36%	177 26%	13 19%	82 26%	108 25%	68 27%	67 26%	55 22%	-
Third	(2) 177 24%	97 26%	80 21%	58 25%	79 24%	40 22%	17 21%	44 24%	41 25%	45 27%	57 27%	34 23%	51 22%	5 20%	160 23%	17 25%	73 23%	104 24%	57 23%	66 26%	54 22%	-
Fourth	(1) 196 26%	96 25%	100 27%	76 32%	90 27%	30 17%	14 17%	49 27%	39 23%	43 26%	63 29%	35 23%	65 28%	3 12%	174 25%	22 33%	82 26%	114 26%	65 26%	55 22%	76 31%	-
MEAN	2.49	2.45	2.54	2.34	2.45	2.78	2.78	2.43	2.56	2.43	2.37	2.56	2.48	2.88	2.51	2.31	2.49	2.50	2.49	2.56	2.43	.00
STD. DEV.	1.13	1.10	1.16	1.16	1.11	1.08	1.10	1.11	1.13	1.09	1.13	1.10	1.15	1.01	1.13	1.16	1.13	1.13	1.12	1.10	1.17	.00
STD. ERR.	.041	.056	.060	.076	.060	.081	.122	.083	.087	.085	.078	.090	.075	.203	.043	.141	.064	.054	.071	.069	.074	.000
<u>FRANCE</u>																						
ALL ANSWERING	752 100%	377 100%	375 100%	235 100%	336 100%	181 100%	81 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	25 100%	685 100%	67 100%	314 100%	438 100%	250 100%	253 100%	249 100%	-
First	(4) 111 15%	42 11%	69 18%	45 19%	52 15%	14 8%	11 14%	21 12%	20 12%	28 17%	38 18%	22 15%	26 11%	4 16%	99 14%	12 18%	36 11%	75 17%	39 16%	44 17%	28 11%	-
Second	(3) 214 28%	113 30%	101 27%	71 30%	101 30%	42 23%	27 33%	54 30%	43 26%	53 32%	66 31%	39 26%	73 31%	6 24%	194 28%	20 30%	91 29%	123 28%	61 24%	68 27%	85 34%	-
Third	(2) 233 31%	115 31%	118 31%	69 29%	102 30%	62 34%	26 32%	63 35%	52 31%	40 24%	53 25%	47 31%	81 35%	8 32%	214 31%	19 28%	100 32%	133 30%	77 31%	80 32%	76 31%	-
Fourth	(1) 194 26%	107 28%	87 23%	50 21%	81 24%	63 35%	17 21%	42 23%	52 31%	46 28%	57 27%	43 28%	53 23%	7 28%	178 26%	16 24%	87 28%	107 24%	73 29%	61 24%	60 24%	-
MEAN	2.32	2.24	2.41	2.47	2.37	2.04	2.40	2.30	2.19	2.38	2.40	2.26	2.31	2.28	2.31	2.42	2.24	2.38	2.26	2.38	2.33	.00
STD. DEV.	1.02	.99	1.04	1.03	1.01	.94	.97	.96	1.01	1.06	1.06	1.03	.95	1.06	1.01	1.05	.98	1.03	1.05	1.03	.96	.00
STD. ERR.	.037	.051	.054	.067	.055	.070	.108	.071	.078	.082	.073	.084	.062	.212	.039	.128	.056	.049	.066	.065	.061	.000

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

Base: Respondents Ranking Countries

	TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
		Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4
<b>CANADA</b>																						
ALL ANSWERING	752	377	375	235	336	181	81	180	167	167	214	151	233	25	685	67	314	438	250	253	249	-
First	(4) 365	208	157	111	164	90	37	104	82	78	93	72	127	11	339	26	167	198	118	116	131	-
Second	(3) 178	80	98	53	76	49	17	39	41	36	45	39	56	5	158	20	78	100	56	62	60	-
Third	(2) 116	51	65	43	56	17	10	18	29	34	49	20	30	5	104	12	37	79	45	35	36	-
Fourth	(1) 93	38	55	28	40	25	17	19	15	19	27	20	20	4	84	9	32	61	31	40	22	-
MEAN	3.08	3.21	2.95	3.05	3.08	3.13	2.91	3.27	3.14	3.04	2.95	3.08	3.24	2.92	3.10	2.94	3.21	2.99	3.04	3.00	3.20	.00
STD. DEV.	1.06	1.02	1.09	1.06	1.06	1.06	1.20	1.02	1.01	1.06	1.08	1.07	.98	1.15	1.06	1.06	1.01	1.09	1.07	1.11	.99	.00
STD. ERR.	.039	.053	.056	.069	.058	.079	.133	.076	.078	.082	.074	.087	.064	.230	.041	.129	.057	.052	.068	.070	.063	.000
<b>ITALY</b>																						
ALL ANSWERING	752	377	375	235	336	181	81	180	167	167	214	151	233	25	685	67	314	438	250	253	249	-
First	(4) 87	44	43	24	46	17	6	16	19	25	34	19	21	2	73	14	34	53	33	28	26	-
Second	(3) 170	83	87	65	66	39	14	39	42	35	58	29	46	5	156	14	63	107	65	56	49	-
Third	(2) 226	114	112	65	99	62	28	55	45	48	55	50	71	7	207	19	104	122	71	72	83	-
Fourth	(1) 269	136	133	81	125	63	33	70	61	59	67	53	95	11	249	20	113	156	81	97	91	-
MEAN	2.10	2.09	2.11	2.14	2.10	2.06	1.91	2.01	2.11	2.16	2.28	2.09	1.97	1.92	2.08	2.33	2.06	2.13	2.20	2.06	2.04	.00
STD. DEV.	1.02	1.02	1.02	1.01	1.05	.97	.94	.98	1.03	1.07	1.07	1.02	.98	1.00	1.01	1.12	1.00	1.03	1.04	1.02	.99	.00
STD. ERR.	.037	.053	.053	.066	.057	.072	.104	.073	.080	.083	.073	.083	.064	.199	.038	.137	.056	.049	.066	.064	.063	.000

RATING OF CANADA FOR HIGH LEVEL OF TECHNOLOGY

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
TOTAL	753	377	376	235	336	182	82	180	167	167	214	151	233	26	686	67	315	438	250	253	250	-
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-
10	156	82	74	27	79	50	20	47	30	36	40	27	52	4	146	10	76	80	67	42	47	-
	21%	22%	20%	11%	24%	27%	24%	26%	18%	22%	19%	18%	22%	15%	21%	15%	24%	18%	27%	17%	19%	-
9	131	72	59	39	58	34	8	30	37	32	41	30	35	2	122	9	65	66	48	44	39	-
	17%	19%	16%	17%	17%	19%	10%	17%	22%	19%	19%	20%	15%	8%	18%	13%	21%	15%	19%	17%	16%	-
8	225	110	115	79	96	50	32	49	53	45	66	36	75	13	206	19	98	127	70	79	76	-
	30%	29%	31%	34%	29%	27%	39%	27%	32%	27%	31%	24%	32%	50%	30%	28%	31%	29%	28%	31%	30%	-
7	115	55	60	41	51	23	10	25	22	28	34	25	35	1	102	13	35	80	35	40	40	-
	15%	15%	16%	17%	15%	13%	12%	14%	13%	17%	16%	17%	15%	4%	15%	19%	11%	18%	14%	16%	16%	-
6	45	24	21	21	17	7	6	9	11	13	18	11	9	1	42	3	16	29	13	20	12	-
	6%	6%	6%	9%	5%	4%	7%	5%	7%	8%	8%	7%	4%	4%	6%	4%	5%	7%	5%	8%	5%	-
5	47	21	26	13	26	8	1	13	8	7	8	14	18	1	40	7	12	35	8	20	19	-
	6%	6%	7%	6%	8%	4%	1%	7%	5%	4%	4%	9%	8%	4%	6%	10%	4%	8%	3%	8%	8%	-
4	15	6	9	7	3	5	4	3	-	2	3	3	4	2	10	5	7	8	4	4	7	-
	2%	2%	2%	3%	1%	3%	5%	2%	-	1%	1%	2%	2%	8%	1%	7%	2%	2%	2%	2%	3%	-
3	11	3	8	5	2	4	1	3	2	3	3	2	3	1	11	-	5	6	2	2	7	-
	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	4%	2%	-	2%	1%	1%	1%	3%	-
2	5	2	3	2	3	-	-	-	4	-	-	1	2	1	5	-	1	4	1	2	2	-
	1%	1%	1%	1%	1%	-	-	-	2%	-	-	1%	1%	4%	1%	-	*	1%	*	1%	1%	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	1	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-	-	-
	*	*	-	*	-	-	-	1%	-	-	-	1%	-	-	*	-	-	*	*	-	-	-
Not stated	2	1	1	-	1	1	-	-	-	1	1	-	-	-	1	1	-	2	1	-	1	-
	*	*	*	-	*	1%	-	-	-	1%	*	1%	-	-	*	1%	-	*	*	-	*	-
MEAN	7.93	8.03	7.82	7.57	8.04	8.18	8.02	8.04	7.97	8.04	8.00	7.73	7.95	7.42	7.96	7.53	8.17	7.75	8.23	7.80	7.75	.00
STD. DEV.	1.72	1.67	1.77	1.75	1.67	1.72	1.65	1.80	1.72	1.61	1.54	1.87	1.72	2.16	1.72	1.76	1.64	1.76	1.65	1.65	1.83	.00
STD. ERR.	.063	.086	.091	.114	.091	.128	.182	.134	.133	.125	.105	.153	.113	.423	.066	.217	.092	.085	.105	.104	.116	.000

RATING OF CANADA FOR MANY TYPES OF LEISURE ACTIVITIES

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
10	273 36%	126 33%	147 39%	63 27%	132 39%	78 43%	27 33%	69 38%	64 38%	59 35%	79 37%	48 32%	94 40%	7 27%	252 37%	21 31%	128 41%	145 33%	92 37%	81 32%	100 40%	-
9	122 16%	68 18%	54 14%	43 18%	44 13%	35 19%	17 21%	32 18%	23 14%	26 16%	28 13%	25 17%	39 17%	9 35%	108 16%	14 21%	55 17%	67 15%	40 16%	41 16%	41 16%	-
8	147 20%	69 18%	78 21%	48 20%	69 21%	30 16%	15 18%	34 19%	30 18%	38 23%	48 22%	31 21%	37 16%	4 15%	135 20%	12 18%	60 19%	87 20%	43 17%	59 23%	45 18%	-
7	89 12%	48 13%	41 11%	36 15%	37 11%	16 9%	12 15%	16 9%	24 14%	10 10%	25 12%	25 17%	26 11%	1 4%	81 12%	8 12%	40 13%	49 11%	30 12%	31 12%	28 11%	-
6	43 6%	22 6%	21 6%	18 8%	14 4%	11 6%	3 4%	8 4%	10 6%	7 4%	12 6%	8 5%	12 5%	3 12%	35 5%	8 12%	13 4%	30 7%	19 8%	16 6%	8 3%	-
5	35 5%	24 6%	11 3%	12 5%	19 6%	4 2%	3 4%	10 6%	8 5%	7 4%	12 6%	6 4%	11 5%	1 4%	32 5%	3 4%	6 2%	29 7%	12 5%	7 3%	16 6%	-
4	11 1%	3 1%	8 2%	6 3%	3 1%	2 1%	3 4%	3 2%	2 1%	2 1%	2 1%	2 1%	3 1%	-	11 2%	-	3 1%	8 2%	3 1%	4 2%	4 2%	-
3	19 3%	9 2%	10 3%	5 2%	13 4%	1 1%	1 1%	5 3%	4 2%	6 4%	5 2%	4 3%	6 3%	1 4%	19 3%	-	6 2%	13 3%	6 2%	8 3%	5 2%	-
2	6 1%	3 1%	3 1%	2 1%	3 1%	1 1%	1 1%	1 1%	1 1%	3 2%	2 1%	-	2 1%	-	6 1%	-	2 1%	4 1%	2 1%	4 2%	-	-
1	3 *	2 1%	1 *	1 *	-	2 1%	-	1 1%	-	-	-	-	1 *	-	2 *	1 1%	-	3 1%	-	1 *	2 1%	-
0	3 *	2 1%	1 *	1 *	2 1%	-	-	1 1%	-	2 1%	1 *	1 1%	1 *	-	3 *	-	1 *	2 *	2 1%	1 *	-	-
Not stated	2 *	1 *	1 *	-	-	2 1%	-	-	1 1%	1 1%	-	1 1%	1 *	-	2 *	-	1 *	1 *	1 *	-	1 *	-
MEAN	8.22	8.14	8.31	7.94	8.22	8.60	8.26	8.28	8.30	8.13	8.22	8.17	8.32	8.31	8.22	8.24	8.53	8.01	8.20	8.09	8.38	.00
STD. DEV.	1.99	2.02	1.95	1.98	2.06	1.78	1.86	2.05	1.86	2.18	1.95	1.87	2.02	1.81	2.01	1.78	1.75	2.11	2.02	2.03	1.90	.00
STD. ERR.	.072	.104	.101	.129	.113	.133	.205	.153	.144	.169	.133	.152	.133	.354	.077	.218	.099	.101	.128	.128	.120	.000

RATING OF CANADA FOR AN EXCITING COUNTRY

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
10	29 4%	14 4%	15 4%	7 3%	11 3%	11 6%	2 2%	7 4%	8 5%	7 4%	6 3%	5 3%	13 6%	1 4%	27 4%	2 3%	10 3%	19 4%	9 4%	8 3%	12 5%	-
9	43 6%	15 4%	28 7%	15 6%	19 6%	9 5%	8 10%	10 6%	7 4%	7 4%	9 4%	9 6%	12 5%	4 15%	37 5%	6 9%	18 6%	25 6%	17 7%	11 4%	15 6%	-
8	158 21%	68 18%	90 24%	38 16%	75 22%	45 25%	20 24%	40 22%	35 21%	32 19%	33 15%	28 19%	60 26%	7 27%	149 22%	9 13%	83 26%	75 17%	62 25%	46 18%	50 20%	-
7	163 22%	84 22%	79 21%	58 25%	72 21%	33 18%	15 18%	41 23%	36 22%	38 23%	53 25%	38 25%	45 19%	7 27%	146 21%	17 25%	68 22%	95 22%	54 22%	56 22%	53 21%	-
6	122 16%	69 18%	53 14%	44 19%	50 15%	28 15%	11 13%	32 18%	25 15%	29 17%	32 15%	24 16%	39 17%	3 12%	111 16%	11 16%	48 15%	74 17%	46 18%	45 18%	31 12%	-
5	170 23%	91 24%	79 21%	57 24%	73 22%	40 22%	18 22%	38 21%	37 22%	42 25%	65 30%	34 23%	41 18%	3 12%	154 22%	16 24%	69 22%	101 23%	48 19%	57 23%	65 26%	-
4	31 4%	14 4%	17 5%	8 3%	18 5%	5 3%	3 4%	6 3%	10 6%	4 2%	5 2%	8 5%	12 5%	-	27 4%	4 6%	6 2%	25 6%	8 3%	15 6%	8 3%	-
3	22 3%	14 4%	8 2%	5 2%	13 4%	4 2%	2 2%	3 2%	6 4%	4 2%	9 4%	3 2%	8 3%	-	20 3%	2 3%	9 3%	13 3%	2 1%	11 4%	9 4%	-
2	6 1%	4 1%	2 1%	2 1%	2 1%	2 1%	-	1 1%	3 2%	1 1%	-	1 1%	2 1%	-	6 1%	-	3 1%	3 1%	1 *	1 *	4 2%	-
1	3 *	1 *	2 1%	-	2 1%	1 1%	1 1%	1 1%	-	1 1%	1 *	-	1 *	1 4%	3 *	-	-	3 1%	-	2 1%	1 *	-
0	3 *	1 *	2 1%	1 *	1 *	1 1%	-	1 1%	-	1 1%	1 *	-	-	-	3 *	-	-	3 1%	2 1%	1 *	-	-
Not stated	3 *	2 1%	1 *	-	-	3 2%	2 2%	-	-	1 1%	-	1 1%	-	-	3 *	-	1 *	2 *	1 *	-	2 1%	-
MEAN	6.49	6.35	6.63	6.45	6.45	6.63	6.65	6.58	6.43	6.45	6.27	6.52	6.65	7.12	6.49	6.46	6.66	6.37	6.72	6.29	6.47	.00
STD. DEV.	1.73	1.69	1.76	1.62	1.75	1.82	1.74	1.68	1.76	1.70	1.64	1.60	1.76	1.82	1.74	1.63	1.60	1.80	1.63	1.74	1.79	.00
STD. ERR.	.063	.087	.091	.106	.096	.136	.194	.126	.136	.132	.112	.130	.116	.357	.067	.199	.091	.086	.103	.109	.114	.000



RATING OF CANADA FOR MAKES HIGH QUALITY PRODUCTS

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
10	119 16%	64 17%	55 15%	32 14%	47 14%	40 22%	21 26%	26 14%	26 16%	20 12%	28 13%	20 13%	41 18%	2 8%	110 16%	9 13%	55 17%	64 15%	38 15%	39 15%	42 17%	-
9	129 17%	66 18%	63 17%	40 17%	57 17%	32 18%	16 20%	32 18%	23 14%	31 19%	43 20%	29 19%	30 13%	8 31%	117 17%	12 18%	53 17%	76 17%	47 19%	40 16%	42 17%	-
8	156 21%	82 22%	74 20%	41 17%	76 23%	39 21%	13 16%	41 23%	38 23%	38 23%	40 19%	36 24%	49 21%	4 15%	145 21%	11 16%	69 22%	87 20%	47 19%	61 24%	48 19%	-
7	102 14%	50 13%	52 14%	32 14%	54 16%	16 9%	7 9%	26 14%	23 14%	28 17%	30 14%	17 11%	39 17%	2 8%	95 14%	7 10%	43 14%	59 13%	33 13%	27 11%	42 17%	-
6	86 11%	44 12%	42 11%	33 14%	32 10%	21 12%	10 12%	17 9%	26 16%	10 6%	28 13%	14 9%	19 8%	4 15%	75 11%	11 16%	34 11%	52 12%	29 12%	30 12%	27 11%	-
5	70 9%	38 10%	32 9%	24 10%	32 10%	14 8%	5 6%	20 11%	13 8%	19 11%	18 8%	16 11%	24 10%	1 4%	62 9%	8 12%	25 8%	45 10%	22 9%	26 10%	22 9%	-
4	35 5%	14 4%	21 6%	15 6%	12 4%	8 4%	4 5%	9 5%	6 4%	9 5%	10 5%	8 5%	10 4%	3 12%	31 5%	4 6%	15 5%	20 5%	18 7%	10 4%	7 3%	-
3	30 4%	8 2%	22 6%	11 5%	11 3%	8 4%	3 4%	5 3%	5 3%	7 4%	8 4%	7 5%	11 5%	1 4%	27 4%	3 4%	15 5%	15 3%	8 3%	12 5%	10 4%	-
2	14 2%	5 1%	9 2%	3 1%	9 3%	2 1%	1 1%	3 2%	5 3%	1 1%	4 2%	3 2%	6 3%	1 4%	12 2%	2 3%	4 1%	10 2%	5 2%	4 2%	5 2%	-
1	6 1%	3 1%	3 1%	2 1%	3 1%	1 1%	1 1%	-	1 1%	2 1%	2 1%	-	3 1%	-	6 1%	-	1 *	5 1%	1 *	2 1%	3 1%	-
0	5 1%	2 1%	3 1%	2 1%	3 1%	-	1 1%	1 1%	1 1%	1 1%	3 1%	-	1 *	-	5 1%	-	1 *	4 1%	1 *	2 1%	2 1%	-
Not stated	1 *	1 *	-	-	-	1 1%	-	-	-	1 1%	-	1 1%	-	-	1 *	-	-	1 *	1 *	-	-	-
MEAN	7.24	7.41	7.06	7.03	7.21	7.56	7.56	7.32	7.20	7.20	7.14	7.27	7.15	7.08	7.26	7.01	7.37	7.14	7.23	7.21	7.28	.00
STD.	2.21	2.09	2.32	2.24	2.21	2.15	2.39	2.07	2.17	2.15	2.27	2.10	2.29	2.28	2.21	2.19	2.13	2.26	2.18	2.22	2.24	.00
STD. ERR.	.081	.108	.119	.146	.121	.160	.264	.154	.168	.167	.155	.172	.150	.447	.085	.268	.120	.108	.138	.140	.141	.000

RATING OF CANADA FOR A COUNTRY YOU KNOW A LOT ABOUT

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
TOTAL	753	377	376	235	336	182	82	180	167	167	214	151	233	26	686	67	315	438	250	253	250	-
10	20	10	10	2	10	8	2	7	5	4	1	5	8	2	20	-	12	8	9	5	6	-
9	22	13	9	4	8	10	8	5	2	4	6	3	5	2	20	2	9	13	7	6	9	-
8	65	22	43	17	26	22	11	14	11	18	17	9	24	5	62	3	32	33	13	18	34	-
7	95	50	45	21	54	20	10	28	17	24	29	17	34	3	86	9	45	50	35	29	31	-
6	92	40	52	31	29	32	13	27	20	13	27	15	21	3	83	9	46	46	30	32	30	-
5	134	60	74	50	55	29	8	32	37	27	32	33	50	1	126	8	52	82	42	45	47	-
4	99	59	40	38	45	16	5	16	24	28	40	17	25	4	85	14	37	62	36	40	23	-
3	102	55	47	38	51	13	11	26	22	19	31	21	31	2	92	10	34	68	41	36	25	-
2	68	42	26	21	34	13	5	14	15	17	15	18	20	3	59	9	23	45	22	25	21	-
1	19	6	13	3	10	6	2	2	7	5	7	6	3	-	19	-	8	11	5	5	9	-
0	36	19	17	10	14	12	7	9	7	7	9	6	12	1	33	3	17	19	9	12	15	-
Not stated	1	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	1	1	-	-	-
MEAN	4.87	4.72	5.02	4.62	4.82	5.29	5.28	5.09	4.66	4.87	4.74	4.64	5.01	5.77	4.90	4.52	5.12	4.69	4.85	4.71	5.05	.00
STD. DEV.	2.37	2.36	2.37	2.09	2.39	2.62	2.78	2.39	2.28	2.39	2.21	2.36	2.39	2.76	2.39	2.13	2.45	2.30	2.31	2.27	2.52	.00
STD. ERR.	.086	.122	.122	.137	.130	.195	.307	.178	.176	.186	.151	.192	.157	.542	.091	.260	.138	.110	.146	.143	.160	.000

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

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sional	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
10	22 3%	12 3%	10 3%	5 2%	9 3%	8 4%	4 5%	6 3%	3 2%	4 2%	7 3%	4 3%	7 3%	-	17 2%	5 7%	15 5%	7 2%	13 5%	4 2%	5 2%	-
9	19 3%	8 2%	11 3%	5 2%	7 2%	7 4%	5 6%	6 3%	1 1%	3 2%	4 2%	5 3%	2 1%	3 12%	18 3%	1 1%	11 3%	8 2%	4 2%	7 3%	8 3%	-
8	76 10%	31 8%	45 12%	16 7%	31 9%	29 16%	5 6%	19 11%	20 12%	15 9%	23 11%	12 8%	27 12%	-	69 10%	7 10%	37 12%	39 9%	25 10%	26 10%	25 10%	-
7	116 15%	58 15%	58 15%	31 13%	54 16%	31 17%	12 15%	23 13%	29 17%	29 17%	34 16%	19 13%	32 14%	9 35%	108 16%	8 12%	61 19%	55 13%	31 12%	37 15%	48 19%	-
6	139 18%	79 21%	60 16%	47 20%	62 18%	30 16%	16 20%	28 16%	40 24%	37 22%	46 21%	33 22%	38 16%	4 15%	133 19%	6 9%	54 17%	85 19%	42 17%	54 21%	43 17%	-
5	187 25%	90 24%	97 26%	52 22%	94 28%	41 23%	17 21%	53 29%	41 25%	38 23%	51 24%	37 25%	67 29%	3 12%	170 25%	17 25%	80 25%	107 24%	66 26%	56 22%	65 26%	-
4	79 10%	41 11%	38 10%	35 15%	33 10%	11 6%	5 6%	18 10%	12 7%	18 11%	24 11%	13 9%	24 10%	1 4%	65 9%	14 21%	27 9%	52 12%	26 10%	33 13%	20 8%	-
3	57 8%	29 8%	28 7%	19 8%	28 8%	10 5%	7 9%	14 8%	10 6%	10 6%	13 6%	17 11%	18 8%	1 4%	51 7%	6 9%	18 6%	39 9%	26 10%	18 7%	13 5%	-
2	39 5%	20 5%	19 5%	20 9%	14 4%	5 3%	5 6%	7 4%	9 5%	10 6%	8 4%	9 6%	13 6%	2 8%	36 5%	3 4%	5 2%	34 8%	12 5%	13 5%	14 6%	-
1	9 1%	5 1%	4 1%	4 2%	2 1%	3 2%	1 1%	4 2%	1 1%	2 1%	3 1%	1 1%	4 2%	1 4%	9 1%	-	4 1%	5 1%	3 1%	2 1%	4 2%	-
0	10 1%	4 1%	6 2%	1 *	2 1%	7 4%	5 6%	2 1%	1 1%	1 1%	1 *	1 1%	1 *	2 8%	10 1%	-	3 1%	7 2%	2 1%	3 1%	5 2%	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	5.52	5.48	5.55	5.20	5.56	5.85	5.39	5.51	5.65	5.54	5.67	5.42	5.45	5.42	5.51	5.55	5.94	5.21	5.50	5.49	5.57	.00
STD. DEV.	1.99	1.96	2.03	1.95	1.85	2.25	2.47	2.03	1.79	1.89	1.88	1.95	1.94	2.63	1.99	2.08	1.94	1.98	2.06	1.91	2.02	.00
STD. ERR.	.073	.101	.105	.127	.101	.167	.273	.152	.138	.146	.129	.159	.127	.515	.076	.255	.109	.094	.130	.120	.128	.000

RATING OF CANADA FOR A COUNTRY VERY LIKE THE UNITED STATES

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
10	41 5%	16 4%	25 7%	9 4%	13 4%	19 10%	4 5%	14 8%	8 5%	8 5%	11 5%	9 6%	14 6%	2 8%	39 6%	2 3%	28 9%	13 3%	15 6%	9 4%	17 7%	-
9	71 9%	38 10%	33 9%	19 8%	34 10%	18 10%	7 9%	15 8%	16 10%	15 9%	26 12%	10 7%	22 9%	1 4%	63 9%	8 12%	34 11%	37 8%	30 12%	19 8%	22 9%	-
8	228 30%	109 29%	119 32%	50 21%	110 33%	68 37%	25 30%	50 28%	56 34%	59 35%	68 32%	46 30%	63 27%	12 46%	210 31%	18 27%	107 34%	121 28%	77 31%	70 28%	81 32%	-
7	174 23%	95 25%	79 21%	81 34%	63 19%	30 16%	16 20%	39 22%	39 23%	38 23%	46 21%	40 26%	51 22%	4 15%	155 23%	19 28%	68 22%	106 24%	55 22%	66 26%	53 21%	-
6	112 15%	59 16%	53 14%	43 18%	49 15%	20 11%	9 11%	34 19%	24 14%	22 13%	33 15%	22 15%	38 16%	3 12%	102 15%	10 15%	38 12%	74 17%	35 14%	45 18%	32 13%	-
5	101 13%	49 13%	52 14%	26 11%	56 17%	19 10%	16 20%	22 12%	21 13%	22 13%	24 11%	20 13%	36 15%	3 12%	94 14%	7 10%	33 10%	68 16%	33 13%	32 13%	36 14%	-
4	10 1%	5 1%	5 1%	3 1%	6 2%	1 1%	-	4 2%	2 1%	1 1%	4 2%	2 1%	3 1%	-	9 1%	1 1%	2 1%	8 2%	2 1%	3 1%	5 2%	-
3	8 1%	3 1%	5 1%	2 1%	4 1%	2 1%	1 1%	-	1 1%	2 1%	1 1%	1 1%	4 2%	-	7 1%	1 1%	1 1%	7 2%	-	7 3%	1 1%	-
2	1 *	1 *	-	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	1 *	-	-	1 *	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	2 *	1 *	1 *	1 *	-	1 1%	1 1%	-	-	-	-	-	1 4%	1 4%	1 1%	1 1%	1 1%	1 1%	-	-	2 1%	-
Not stated	5 1%	1 *	4 1%	1 *	-	4 2%	3 4%	2 1%	-	-	-	1 1%	1 1%	-	5 1%	-	2 1%	3 1%	3 1%	1 *	1 *	-
MEAN	7.13	7.10	7.16	6.98	7.05	7.48	6.99	7.18	7.22	7.22	7.24	7.14	7.03	7.15	7.14	7.03	7.42	6.92	7.30	6.94	7.16	.00
STD. DEV.	1.52	1.48	1.56	1.41	1.52	1.61	1.71	1.48	1.40	1.42	1.48	1.42	1.61	1.97	1.51	1.65	1.52	1.49	1.42	1.50	1.62	.00
STD. ERR.	.056	.076	.081	.092	.083	.120	.192	.111	.108	.110	.101	.116	.106	.387	.058	.202	.086	.071	.090	.094	.103	.000

RATING OF CANADA FOR HAS A LOT OF MANUFACTURING

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
10	172 23%	81 21%	91 24%	38 16%	75 22%	59 32%	18 22%	47 26%	34 20%	33 20%	45 21%	26 17%	64 27%	3 12%	159 23%	13 19%	97 31%	75 17%	64 26%	49 19%	59 24%	-
9	169 22%	79 21%	90 24%	55 23%	69 21%	45 25%	14 17%	37 21%	38 23%	47 28%	56 26%	33 22%	43 18%	8 31%	153 22%	16 24%	76 24%	93 21%	48 19%	63 25%	58 23%	-
8	192 25%	100 27%	92 24%	59 25%	91 27%	42 23%	25 30%	51 28%	48 29%	33 20%	53 25%	41 27%	63 27%	6 23%	175 26%	17 25%	77 24%	115 26%	67 27%	60 24%	65 26%	-
7	122 16%	62 16%	60 16%	50 21%	58 17%	14 8%	13 16%	33 18%	27 16%	32 19%	28 13%	30 20%	41 18%	4 15%	116 17%	6 9%	35 11%	87 20%	44 18%	49 19%	29 12%	-
6	35 5%	20 5%	15 4%	11 5%	17 5%	7 4%	2 2%	3 2%	10 6%	7 4%	14 7%	10 7%	5 2%	1 4%	29 4%	6 9%	15 5%	20 5%	9 4%	11 4%	15 6%	-
5	45 6%	24 6%	21 6%	16 7%	20 6%	9 5%	6 7%	7 4%	10 6%	9 5%	12 6%	9 6%	12 5%	2 8%	40 6%	5 7%	13 4%	32 7%	13 5%	16 6%	16 6%	-
4	12 2%	7 2%	5 1%	4 2%	5 1%	3 2%	2 2%	1 1%	-	6 4%	4 2%	1 1%	4 2%	1 4%	10 1%	2 3%	2 1%	10 2%	4 2%	2 1%	6 2%	-
3	5 1%	3 1%	2 1%	2 1%	1*	2 1%	1 1%	1 1%	-	-	2 1%	1 1%	1*	1 4%	3*	2 3%	-	5 1%	1*	3 1%	1*	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	1*	1*	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	1*	-	-	1*	-	-	1*	-
MEAN	8.15	8.06	8.24	7.94	8.13	8.48	8.02	8.34	8.17	8.10	8.13	7.99	8.27	7.73	8.18	7.87	8.50	7.90	8.22	8.08	8.16	.00
STD. DEV.	1.56	1.59	1.52	1.54	1.52	1.60	1.65	1.40	1.40	1.58	1.59	1.48	1.53	1.85	1.53	1.84	1.42	1.61	1.52	1.55	1.61	.00
STD. ERR.	.057	.082	.079	.101	.083	.119	.183	.105	.108	.122	.109	.121	.100	.362	.058	.225	.080	.077	.096	.097	.102	.000

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

Base: All Respondents

	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
10	161 21%	74 20%	87 23%	47 20%	68 20%	46 25%	23 28%	33 18%	37 22%	35 21%	46 21%	28 19%	51 22%	2 8%	150 22%	11 16%	83 26%	78 18%	61 24%	48 19%	52 21%	-
9	158 21%	72 19%	86 23%	54 23%	67 20%	37 20%	17 21%	46 26%	29 17%	36 22%	38 18%	27 18%	62 27%	8 31%	149 22%	9 13%	79 25%	79 18%	51 20%	56 22%	51 20%	-
8	225 30%	115 31%	110 29%	60 26%	103 31%	62 34%	23 28%	49 27%	56 34%	50 30%	69 32%	54 36%	53 23%	10 38%	203 30%	22 33%	93 30%	132 30%	74 30%	74 29%	77 31%	-
7	104 14%	58 15%	46 12%	38 16%	50 15%	16 9%	9 11%	28 16%	24 14%	23 14%	34 16%	22 15%	34 15%	2 8%	94 14%	10 15%	34 11%	70 16%	38 15%	31 12%	35 14%	-
6	53 7%	29 8%	24 6%	19 8%	23 7%	11 6%	7 9%	13 7%	9 5%	14 8%	14 7%	8 5%	18 8%	1 4%	47 7%	6 9%	16 5%	37 8%	16 6%	24 9%	13 5%	-
5	29 4%	16 4%	13 3%	8 3%	14 4%	7 4%	3 4%	7 4%	6 4%	3 2%	6 3%	7 5%	6 3%	2 8%	22 3%	7 10%	5 2%	24 5%	5 2%	11 4%	13 5%	-
4	19 3%	10 3%	9 2%	9 4%	7 2%	3 2%	-	3 2%	6 4%	4 2%	5 2%	5 3%	7 3%	1 4%	17 2%	2 3%	4 1%	15 3%	5 2%	6 2%	8 3%	-
3	4 1%	3 1%	1 *	-	4 1%	-	-	1 1%	-	2 1%	2 1%	-	2 1%	-	4 1%	-	1 *	3 1%	-	3 1%	1 *	-
2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	8.12	8.00	8.23	8.05	8.05	8.32	8.38	8.11	8.11	8.12	8.09	8.03	8.16	7.92	8.16	7.70	8.45	7.87	8.27	8.00	8.07	.00
STD. DEV.	1.54	1.57	1.50	1.56	1.56	1.44	1.41	1.48	1.52	1.54	1.52	1.50	1.58	1.49	1.52	1.63	1.36	1.61	1.42	1.60	1.57	.00
STD. ERR.	.056	.081	.077	.102	.085	.106	.156	.110	.118	.119	.104	.122	.104	.293	.058	.200	.076	.077	.090	.101	.099	.000

RATING OF CANADA FOR A VERY CLOSE FRIEND OF AUSTRALIA

Base: All Respondents

	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
TOTAL	753	377	376	235	336	182	82	180	167	167	214	151	233	26	686	67	315	438	250	253	250	-
10	41	20	21	5	20	16	7	9	7	7	13	3	13	2	35	6	20	21	18	9	14	-
9	72	32	40	25	30	17	12	13	18	15	17	9	31	4	69	3	37	35	35	20	17	-
8	218	103	115	67	94	57	19	57	51	46	65	45	66	8	201	17	102	116	76	70	72	-
7	209	117	92	75	94	40	24	54	51	47	63	47	63	5	192	17	84	125	65	75	69	-
6	100	50	50	32	42	26	12	24	15	24	27	31	20	4	88	12	40	60	29	44	27	-
5	84	40	44	20	44	20	10	17	19	18	18	13	32	2	75	9	25	59	21	28	35	-
4	18	10	8	6	9	3	1	2	5	6	10	2	3	1	16	2	4	14	6	3	9	-
3	4	2	2	3	1	-	-	2	-	2	-	1	3	-	4	-	1	3	-	1	3	-
2	3	1	2	-	1	2	1	-	1	-	-	-	-	-	2	1	1	2	-	1	2	-
1	3	2	1	2	-	1	-	1	-	2	1	-	2	-	3	-	1	2	-	1	2	-
0	1	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	7.14	7.11	7.17	7.08	7.12	7.26	7.29	7.14	7.21	6.99	7.18	7.03	7.21	7.42	7.16	7.00	7.38	6.97	7.44	7.02	6.96	.00
STD. DEV.	1.53	1.49	1.56	1.46	1.52	1.62	1.61	1.52	1.43	1.60	1.48	1.22	1.60	1.53	1.52	1.62	1.43	1.58	1.41	1.46	1.66	.00
STD. ERR.	.056	.077	.081	.095	.083	.120	.177	.113	.111	.124	.101	.100	.105	.300	.058	.198	.080	.075	.089	.092	.105	.000

Q10. WHY DID YOU NOT VISIT THE CANADIAN PAVILION?

Base: Respondents who did NOT visit the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
TOTAL	438	228	210	145	207	86	43	100	102	103	128	91	129	13	399	39	-	438	150	170	118	-
Net: Logistics	381	199	182	123	179	79	36	87	86	94	108	80	112	12	345	36	-	381	118	158	105	-
Queues too long/too many people/long wait	298	153	145	101	137	60	31	65	65	77	87	65	84	7	268	30	-	298	83	134	81	-
No time/insufficient time	99	57	42	27	50	22	8	24	23	22	25	17	33	5	90	9	-	99	40	27	32	-
Too wet	32	17	15	7	21	4	2	9	7	8	5	11	9	1	29	3	-	32	-	32	-	-
Too tired	7	2	5	3	-	3	3	-	1	1	1	2	1	1	6	1	-	7	2	3	2	-
Difficult to find/not clearly marked	1	-	1	-	-	1	-	-	-	-	-	1	-	-	1	3	-	1	-	1	-	-
Net: Seeing Others First	209	111	98	73	92	44	24	50	44	54	59	44	65	6	197	12	-	209	88	70	51	-
Intend to go on a later visit	169	89	80	59	73	37	17	45	32	47	45	36	57	3	161	8	-	169	70	59	40	-
Not got around to it yet/overall look today	43	24	19	17	21	5	6	6	11	11	14	8	7	9	40	3	-	43	16	13	14	-
Have a pass/3 day/season/taking my time	19	10	9	9	5	5	2	6	6	1	6	5	5	-	18	1	-	19	15	3	1	-
Wanted to see other pavilions first	5	3	2	3	2	-	2	-	2	-	2	-	1	-	4	1	-	5	1	3	1	-
Not in that area today/started at other end	16	5	11	4	8	4	-	6	7	1	5	5	4	-	16	-	-	16	7	4	5	-
Brought children/not their choice	7	3	4	-	7	-	-	3	1	2	4	1	2	-	7	-	-	7	5	1	1	-
Not interested/others better	6	3	3	3	2	1	2	2	1	1	3	-	2	-	6	-	-	6	3	3	-	-
Not highly ranked in press	1	1	-	-	1	-	-	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-



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

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
TOTAL	315	149	166	90	129	96	39	80	65	64	86	60	104	13	287	28	315	-	100	83	132	-
Net: Audio-Visual	184	69	115	54	77	53	21	39	39	42	57	35	55	8	169	15	184	-	52	49	83	-
Films/videos	140	50	90	44	54	42	18	30	31	27	39	24	48	8	126	14	140	-	39	34	67	-
Second film good/great	32	14	18	8	19	5	1	9	6	9	14	10	5	-	29	3	32	-	6	13	13	-
Theatre/large screen/4 screens	18	7	11	5	7	6	3	5	3	3	6	3	4	1	17	1	18	-	6	5	7	-
Photography	8	3	5	2	4	2	1	1	1	3	2	-	4	-	8	-	8	-	3	1	4	-
Music	7	2	5	2	4	1	-	2	1	3	5	-	2	-	6	1	7	-	4	1	2	-
Net: Focus on Canada	135	62	73	39	56	40	17	37	34	24	37	26	48	5	127	8	135	-	40	32	63	-
Scenery/beautiful/magnificent	60	30	30	13	26	21	9	17	14	12	13	12	21	3	58	2	60	-	12	12	36	-
Gave good insight/maximum coverage of Canada	46	22	24	15	14	17	5	12	11	7	13	10	19	-	43	3	46	-	11	16	19	-
Showed Canadian lifestyle	23	7	16	9	9	5	5	6	5	5	5	4	9	2	21	2	23	-	8	8	7	-
Feeling of pride in Canada/happy country/nice place to live	13	7	6	3	7	3	1	6	3	2	5	2	5	-	12	1	13	-	5	3	5	-
Country appealed to me/made me want to visit Canada	13	8	5	5	8	-	-	4	4	4	7	3	2	-	12	1	13	-	7	2	4	-
Other physical features of Canada	8	1	7	2	4	2	1	1	1	3	5	1	1	1	7	1	8	-	3	3	2	-
Net: Sports/Fitness	114	47	67	37	43	34	18	27	29	23	25	18	45	4	109	5	114	-	30	36	48	-
Fitness section/test of skills/reactions/fitness	49	22	27	19	18	12	4	11	12	11	12	6	21	1	46	3	49	-	9	15	25	-
Leisure/sporting activities	47	19	28	10	17	20	10	9	13	8	9	10	17	2	44	3	47	-	11	16	20	-
Sporting equipment/range/variety	31	13	18	12	12	7	5	9	7	8	6	5	12	1	31	-	31	-	11	10	10	-
Net: Comments re General Presentation	106	52	54	20	46	40	11	33	23	18	24	16	40	4	97	9	106	-	37	27	42	-
Overall presentation/well presented/good format	66	31	35	9	30	27	8	24	15	9	15	10	25	1	61	5	66	-	23	15	28	-

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

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Australian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
<b>TOTAL</b>	315 100%	149 100%	166 100%	90 100%	129 100%	96 100%	39 100%	80 100%	65 100%	64 100%	86 100%	60 100%	104 100%	13 100%	287 100%	28 100%	315 100%	-	100 100%	83 100%	132 100%	-
Layout/setup	24 8%	16 11%	8 5%	8 9%	9 7%	7 7%	2 5%	8 10%	4 6%	4 6%	8 9%	4 7%	6 6%	-	23 8%	1 4%	24 8%	-	5 5%	10 12%	9 7%	-
Good atmosphere	10 3%	4 3%	6 4%	2 2%	4 3%	4 4%	1 3%	1 1%	3 5%	4 6%	1 1%	1 2%	3 3%	3 23%	9 3%	1 4%	10 3%	-	4 4%	3 4%	3 2%	-
Light/bright/colourful	8 3%	4 3%	4 2%	1 1%	4 3%	3 3%	-	-	2 3%	2 3%	1 1%	3 5%	3 3%	-	7 2%	1 4%	8 3%	-	1 1%	3 4%	4 3%	-
Easy to watch/relaxing	4 1%	1 1%	3 2%	1 1%	1 1%	2 2%	1 3%	2 3%	1 2%	-	1 1%	1 2%	1 1%	-	4 1%	-	4 1%	-	2 2%	1 1%	1 1%	-
Other presentation aspects	12 4%	5 3%	7 4%	2 2%	7 5%	3 3%	1 3%	3 4%	3 5%	2 3%	2 2%	3 5%	5 5%	-	9 3%	3 11%	12 4%	-	3 3%	4 4%	6 5%	-
Net: General Positive Comments re General Content	88 28%	36 24%	52 31%	24 27%	33 26%	31 32%	10 26%	30 38%	19 29%	12 19%	17 20%	12 20%	32 31%	6 46%	79 28%	9 32%	88 28%	-	34 34%	21 25%	33 25%	-
Good/enjoyable/liked everything/something for everyone	31 10%	12 8%	19 11%	5 6%	15 12%	11 11%	4 10%	8 10%	7 11%	6 9%	6 7%	5 8%	11 11%	2 15%	27 9%	4 14%	31 10%	-	14 14%	5 6%	12 9%	-
Interesting	26 8%	8 5%	18 11%	11 12%	8 6%	7 7%	4 10%	7 9%	5 8%	2 3%	6 7%	-	11 11%	3 23%	21 7%	5 18%	26 8%	-	8 8%	5 6%	13 10%	-
Informative	24 8%	11 7%	13 8%	5 6%	12 9%	7 7%	2 5%	8 10%	4 6%	4 6%	6 7%	3 5%	7 7%	2 15%	22 8%	2 7%	24 8%	-	8 8%	8 10%	8 6%	-
Held attention/not boring/too long/drawn out	12 4%	5 3%	7 4%	3 3%	6 5%	3 3%	-	5 6%	3 5%	2 3%	4 5%	4 7%	1 1%	-	11 4%	1 4%	12 4%	-	6 6%	3 4%	3 2%	-
Exciting/feeling of action on the go	11 3%	7 5%	4 2%	3 3%	1 1%	7 7%	1 3%	6 8%	3 5%	-	1 1%	1 2%	4 4%	1 8%	10 3%	1 4%	11 3%	-	5 5%	4 5%	2 2%	-
Net: Entertainment	82 26%	37 25%	45 27%	24 27%	40 31%	18 19%	9 23%	23 29%	17 26%	14 22%	27 31%	17 28%	27 26%	2 15%	73 25%	9 32%	82 26%	-	21 21%	24 29%	37 28%	-
Comedy/humour/fun	59 19%	27 18%	32 19%	15 17%	31 24%	13 14%	4 10%	19 24%	13 20%	12 19%	17 20%	13 22%	22 21%	2 15%	53 18%	6 21%	59 19%	-	14 14%	16 19%	29 22%	-
Outside entertainment/kept informed/while in queue	18 6%	8 5%	10 6%	5 6%	9 7%	4 4%	5 13%	1 1%	5 8%	1 2%	7 8%	3 5%	3 3%	1 8%	15 5%	3 11%	18 6%	-	7 7%	5 6%	6 5%	-
Entertaining	13 4%	4 3%	9 5%	4 4%	7 5%	2 2%	1 3%	4 5%	2 3%	4 6%	6 7%	3 5%	4 4%	-	13 5%	-	13 4%	-	3 3%	5 6%	5 4%	-
Friendly staff	46 15%	22 15%	24 14%	14 16%	17 13%	15 16%	4 10%	10 13%	10 15%	10 16%	9 10%	12 20%	15 14%	2 15%	38 13%	8 29%	46 15%	-	18 18%	7 8%	21 16%	-
Net: Technology Excluding Sports & Fitness Equipment	29 9%	16 11%	13 8%	12 13%	9 7%	8 8%	6 15%	8 8%	8 12%	9 9%	6 7%	10 17%	5 5%	2 15%	29 10%	-	29 9%	-	7 7%	10 12%	12 9%	-
Technology/industry	23 7%	14 9%	9 5%	9 10%	8 6%	6 6%	5 13%	5 6%	7 11%	5 8%	5 6%	6 10%	4 4%	2 15%	23 8%	-	23 7%	-	5 5%	7 8%	11 8%	-
Computer/computer game	6 2%	2 1%	4 2%	3 3%	1 1%	2 2%	1 3%	1 1%	1 2%	1 2%	1 1%	4 7%	1 1%	-	6 2%	-	6 2%	-	2 2%	3 4%	1 1%	-

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

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
TOTAL	315 100%	149 100%	166 100%	90 100%	129 100%	96 100%	39 100%	80 100%	65 100%	64 100%	86 100%	60 100%	104 100%	13 100%	287 100%	28 100%	315 100%	-	100 100%	83 100%	132 100%	-
Net: Physical Aspects of Pavilion	25 8%	9 6%	16 10%	6 7%	9 7%	10 10%	5 13%	6 8%	5 8%	3 5%	11 13%	1 2%	6 6%	-	24 8%	1 4%	25 8%	-	12 12%	5 6%	8 6%	-
Comfortable/good seating/could sit down	19 6%	6 4%	13 8%	5 6%	7 5%	7 7%	3 8%	3 4%	4 6%	3 5%	8 9%	1 2%	5 5%	-	18 6%	1 4%	19 6%	-	9 9%	5 6%	5 4%	-
Efficiency of entry	10 3%	5 3%	5 3%	1 1%	4 3%	5 5%	2 5%	3 4%	1 2%	-	5 6%	-	3 3%	-	9 3%	1 4%	10 3%	-	6 6%	-	4 3%	-
Participation/touch and do area good	25 8%	10 7%	15 9%	11 12%	12 9%	2 2%	2 5%	3 4%	9 14%	7 11%	7 8%	7 12%	7 7%	1 8%	24 8%	1 4%	25 8%	-	6 6%	9 11%	10 8%	-
Specifics relating to content	22 7%	9 6%	13 8%	7 8%	3 2%	12 13%	3 8%	8 10%	5 8%	3 5%	2 2%	2 3%	11 11%	2 15%	22 8%	-	22 7%	-	5 5%	7 8%	10 8%	-
Displays good/excellent	17 5%	11 7%	6 4%	3 3%	7 5%	7 7%	2 5%	6 8%	2 3%	5 8%	5 6%	4 7%	4 4%	-	16 6%	1 4%	17 5%	-	7 7%	3 4%	7 5%	-
Bilingual/multicultural	13 4%	5 3%	8 5%	3 3%	6 5%	4 4%	2 5%	4 5%	1 2%	2 3%	5 6%	2 3%	3 3%	1 8%	12 4%	1 4%	13 4%	-	3 3%	4 5%	6 5%	-
Other mentions	10 3%	5 3%	5 3%	4 4%	3 2%	3 3%	1 3%	4 5%	-	2 3%	3 3%	1 2%	5 5%	1 8%	9 3%	1 4%	10 3%	-	7 7%	2 2%	1 1%	-
Don't remember/visit too rushed/too many seen	10 3%	5 3%	5 3%	5 6%	3 2%	2 2%	-	4 5%	1 2%	1 2%	2 2%	3 5%	4 4%	-	8 3%	2 7%	10 3%	-	6 6%	1 1%	3 2%	-
Nothing stood out	6 2%	1 1%	5 3%	3 3%	1 1%	2 2%	1 3%	1 1%	-	2 3%	1 1%	2 2%	3 3%	1 8%	6 2%	-	6 2%	-	-	4 5%	2 2%	-
Net: Technology Including Sports & Fitness Equipment	95 30%	40 27%	55 33%	35 39%	35 27%	25 26%	13 33%	24 30%	24 37%	20 31%	18 21%	20 33%	34 33%	4 31%	92 32%	3 11%	95 30%	-	24 24%	30 36%	41 31%	-
Fitness section/test of skills/reactions/fitness	49 16%	22 15%	27 16%	19 21%	18 14%	12 13%	4 10%	11 14%	12 18%	11 17%	12 14%	6 10%	21 20%	1 8%	46 16%	3 11%	49 16%	-	9 9%	15 18%	25 19%	-
Sporting equipment/range/variety	31 10%	13 9%	18 11%	12 13%	12 9%	7 7%	5 13%	9 11%	7 11%	8 13%	6 7%	5 8%	12 12%	1 8%	31 11%	-	31 10%	-	11 11%	10 12%	10 8%	-
Technology/industry	23 7%	14 9%	9 5%	9 10%	8 6%	6 6%	5 13%	5 6%	7 11%	5 8%	5 6%	6 10%	4 4%	2 15%	23 8%	-	23 7%	-	5 5%	7 8%	11 8%	-
Computer/computer game	6 2%	2 1%	4 2%	3 3%	1 1%	2 2%	1 3%	1 1%	1 2%	1 2%	1 1%	4 7%	1 1%	-	6 2%	-	6 2%	-	2 2%	3 4%	1 1%	-

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

Base: Respondents who visited the Canadian Pavilion

	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sional	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
																			100%	100%	100%	100%
TOTAL	315	149	166	90	129	96	39	80	65	64	86	60	104	13	287	28	315	-	100	83	132	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-
Net: Presentation	52	23	29	10	29	13	6	17	7	10	13	12	20	1	45	7	52	-	13	15	24	-
	17%	15%	17%	11%	22%	14%	15%	21%	11%	16%	15%	20%	19%	8%	16%	25%	17%	-	13%	18%	18%	-
Propaganda/hard sell	28	11	17	5	17	6	3	8	6	4	8	6	12	1	24	4	28	-	9	8	11	-
	9%	7%	10%	6%	13%	6%	8%	10%	9%	6%	9%	10%	12%	8%	8%	14%	9%	-	9%	10%	8%	-
First part/too bright/music too loud/photos/too long/ordinary	16	4	12	2	9	5	2	7	1	2	1	4	8	-	14	2	16	-	4	3	9	-
	5%	3%	7%	2%	7%	5%	5%	9%	2%	3%	1%	7%	8%	-	5%	7%	5%	-	4%	4%	7%	-
Slides slow/boring	10	7	3	5	3	2	1	4	-	2	4	1	3	-	8	2	10	-	-	4	6	-
	3%	5%	2%	6%	3%	2%	3%	5%	-	3%	5%	2%	3%	-	3%	7%	3%	-	-	5%	5%	-
Specific presentation/display features	4	3	1	-	4	-	1	-	1	2	2	1	1	-	4	-	4	-	-	3	1	-
	1%	2%	1%	-	3%	-	3%	-	2%	3%	2%	2%	1%	-	1%	-	1%	-	-	4%	1%	-
Long queues/long wait to enter	41	20	21	14	14	13	4	10	8	14	11	8	12	2	41	-	41	-	10	19	12	-
	13%	13%	13%	16%	11%	14%	10%	13%	12%	22%	13%	13%	12%	15%	14%	-	13%	-	10%	23%	9%	-
Net: Pavilion	24	12	12	9	11	4	3	4	5	7	6	4	9	-	22	2	24	-	10	7	7	-
	8%	8%	7%	10%	9%	4%	8%	5%	8%	11%	7%	7%	9%	-	8%	7%	8%	-	10%	8%	5%	-
Poor/inadequate seating	18	7	11	8	7	3	3	2	3	5	4	2	8	-	16	2	18	-	6	7	5	-
	6%	5%	7%	9%	5%	3%	8%	3%	5%	8%	5%	3%	8%	-	6%	7%	6%	-	6%	8%	4%	-
Specific pavilion features	6	5	1	1	4	1	-	2	2	2	2	2	1	-	6	-	6	-	4	-	2	-
	2%	3%	1%	1%	3%	1%	-	3%	3%	3%	2%	3%	1%	-	2%	-	2%	-	4%	-	2%	-
Crowded/congested/queues inside	10	6	4	5	5	-	-	2	2	3	4	2	3	-	8	2	10	-	-	5	5	-
	3%	4%	2%	6%	4%	-	-	3%	3%	5%	5%	3%	3%	-	3%	7%	3%	-	-	6%	4%	-
Not interested in high technology/boring	5	4	1	2	2	1	-	-	1	2	-	2	3	-	5	-	5	-	2	2	1	-
	2%	3%	1%	2%	2%	1%	-	-	2%	3%	-	3%	3%	-	2%	-	2%	-	2%	2%	1%	-
B.C. exhibit closed	4	2	2	-	4	-	-	3	-	-	2	-	2	-	3	1	4	-	3	-	1	-
	1%	1%	1%	-	3%	-	-	4%	-	-	2%	-	2%	-	1%	4%	1%	-	3%	-	1%	-
Technology not displayed/not enough	1	1	-	-	-	1	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-
	*	1%	-	-	-	1%	3%	-	-	-	-	-	-	-	*	-	*	-	1%	-	-	-
Other criticisms regarding informational content	12	6	6	-	7	5	1	1	4	1	5	2	2	-	10	2	12	-	4	3	5	-
	4%	4%	4%	-	5%	5%	3%	1%	6%	2%	6%	3%	2%	-	3%	7%	4%	-	4%	4%	4%	-
Other mentions	9	8	1	3	4	2	-	2	-	1	6	1	1	-	4	5	9	-	4	-	5	-
	3%	5%	1%	3%	3%	2%	-	3%	-	2%	7%	2%	1%	-	1%	18%	3%	-	4%	-	4%	-
Nothing	172	78	94	51	63	58	24	42	44	32	46	35	54	10	162	10	172	-	56	38	78	-
	55%	52%	57%	57%	49%	60%	62%	53%	68%	50%	53%	58%	52%	77%	56%	36%	55%	-	56%	46%	59%	-

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

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited		1	2	3	4
TOTAL	315	149	166	90	129	96	39	80	65	64	86	60	104	13	287	28	315	-	100	83	132	-
Net: Geography of Canada	103	49	54	31	42	30	13	23	17	23	27	16	38	4	91	12	103	-	30	40	33	-
Scenery/beautiful	49	18	31	17	19	13	8	11	8	14	12	5	19	2	45	4	49	-	10	19	20	-
Varied/diverse country/ everything to offer tourists	34	20	14	8	16	10	2	9	5	9	10	8	11	-	28	6	34	-	10	14	10	-
Everything about Canada/geography/ landscape/culture/ natural attractions	20	9	11	6	7	7	3	4	3	4	3	3	7	2	18	2	20	-	9	9	2	-
Big/vast country	16	7	9	2	9	5	2	3	3	4	6	3	6	1	15	1	16	-	5	5	6	-
Net: "Atmosphere" of Canada	86	39	47	30	31	25	8	25	20	13	17	19	27	5	79	7	86	-	26	24	36	-
People/friendly/warm/ pleasant	41	13	28	11	15	15	5	10	8	9	11	7	10	4	37	4	41	-	13	12	16	-
Nice country/like it/ like to visit it	32	14	18	15	9	8	4	11	7	5	5	6	12	3	30	2	32	-	10	9	13	-
Lifestyle/easygoing/ diverse	24	15	9	8	9	7	-	6	7	6	4	7	9	-	23	1	24	-	7	6	11	-
Sporting activities/ achievements/leisure activities/good skiing	62	31	31	28	20	14	10	18	10	9	10	14	24	1	55	7	62	-	14	24	24	-
Net: Culture	45	19	26	13	16	16	4	12	9	13	11	11	15	3	44	1	45	-	11	14	20	-
Bilingual/French/ English spoken	25	10	15	7	8	10	2	5	4	9	5	6	9	2	24	1	25	-	5	11	9	-
Multicultural/many different races	23	9	14	6	8	9	3	7	5	4	7	5	7	2	23	-	23	-	7	4	12	-
Net: Technology	32	20	12	10	15	8	1	4	10	9	12	5	10	-	31	1	32	-	9	12	11	-
High technological involvement/ achievement/development	24	13	11	7	10	7	1	4	7	5	8	3	9	-	24	-	24	-	6	10	8	-
Underwater/diving equipment/technology	9	7	2	2	6	1	-	-	3	5	4	3	1	-	8	1	9	-	3	3	3	-
Similar to Australia/ Australians	26	12	14	8	12	6	3	12	6	3	7	4	11	1	26	-	26	-	6	13	7	-
Net: Climate	19	5	14	4	8	7	4	6	3	2	5	4	7	1	18	1	19	-	7	5	7	-

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

Base: Respondents who visited the Canadian Pavilion

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18-29	30-49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		100%	100%	100%	100%	100%
TOTAL	315	149	166	90	129	96	39	80	65	64	86	60	104	13	287	28	315	-	100	83	132	-
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	-
Varied climate/not as cold as thought	11	3	8	2	3	6	3	3	1	2	3	3	3	1	11	-	11	-	4	2	5	-
	3%	2%	5%	2%	2%	6%	8%	4%	2%	3%	3%	5%	3%	8%	4%	-	3%	-	4%	2%	4%	-
Cold climate/mainly	8	2	6	2	5	1	1	3	2	-	2	1	4	-	7	1	8	-	3	3	2	-
	3%	1%	4%	2%	4%	1%	3%	4%	3%	-	2%	2%	4%	-	2%	4%	3%	-	3%	4%	2%	-
Not heavily populated/unpopulated/untamed areas	6	2	4	1	3	2	2	3	-	1	1	2	1	6	-	6	-	3	-	3	-	
	2%	1%	2%	1%	2%	2%	5%	4%	-	2%	1%	2%	8%	2%	-	2%	-	3%	-	2%	-	
A nation on the go/full of energy/think Big	6	2	4	1	2	3	-	1	2	1	4	1	-	-	4	2	6	-	3	2	1	-
	2%	1%	2%	1%	2%	3%	-	1%	3%	2%	5%	2%	-	-	1%	7%	2%	-	3%	2%	1%	-
Unlike Americans	4	1	3	3	1	-	1	-	1	2	-	3	1	-	4	-	4	-	2	-	2	-
	1%	1%	2%	3%	1%	-	3%	-	2%	3%	-	5%	1%	-	1%	-	1%	-	2%	-	2%	-
Other mentions	23	9	14	8	9	6	5	3	5	7	7	4	6	3	22	1	23	-	7	7	9	-
	7%	6%	8%	9%	7%	6%	13%	4%	8%	11%	8%	7%	6%	23%	8%	4%	7%	-	7%	8%	7%	-
Nothing	56	26	30	13	26	17	8	17	10	11	22	8	16	2	48	8	56	-	21	9	26	-
	18%	17%	18%	14%	20%	18%	21%	21%	15%	17%	26%	13%	15%	15%	17%	29%	18%	-	21%	11%	20%	-
Don't know	2	1	1	-	1	1	-	-	-	1	2	-	-	-	2	-	2	-	-	1	1	-
	1%	1%	1%	-	1%	1%	-	-	-	2%	2%	-	-	-	1%	-	1%	-	-	1%	1%	-

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 to \$29,999	\$30,000 to \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
																		250	253	250	-	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
AGE																						
18 - 29	235 31%	117 31%	118 31%	235 100%	-	-	20 24%	52 29%	44 26%	56 34%	64 30%	49 32%	89 38%	6 23%	208 30%	27 40%	90 29%	145 33%	77 31%	86 34%	72 29%	-
30 - 39	176 23%	94 25%	82 22%	-	176 52%	-	8 10%	50 28%	51 31%	34 20%	62 29%	45 30%	58 25%	2 8%	161 23%	15 22%	72 23%	104 24%	60 24%	55 22%	61 24%	-
40 - 49	160 21%	85 23%	75 20%	-	160 48%	-	2 2%	37 21%	42 25%	56 34%	68 32%	33 22%	48 21%	3 12%	147 21%	13 19%	57 18%	103 24%	58 23%	63 25%	39 16%	-
50 - 59	83 11%	34 9%	49 13%	-	-	83 46%	11 13%	19 11%	19 11%	13 8%	16 7%	17 11%	27 12%	4 15%	76 11%	7 10%	42 13%	41 9%	27 11%	25 10%	31 12%	-
60 & over	99 13%	47 12%	52 14%	-	-	99 54%	41 50%	22 12%	11 7%	8 5%	4 2%	7 5%	11 5%	11 42%	94 14%	5 7%	54 17%	45 10%	28 11%	24 9%	47 19%	-
SEX																						
Male	377 50%	377 100%	-	117 50%	179 53%	81 45%	31 38%	85 47%	93 56%	97 58%	109 51%	73 48%	134 58%	2 8%	337 49%	40 60%	149 47%	228 52%	125 50%	125 49%	127 51%	-
Female	376 50%	-	376 100%	118 50%	157 47%	101 55%	51 62%	95 53%	74 44%	70 42%	105 49%	78 52%	99 42%	24 92%	349 51%	27 40%	166 53%	210 48%	125 50%	128 51%	123 49%	-
RESIDENT/VISITOR																						
Live in Australia	686 91%	337 89%	349 93%	208 89%	308 92%	170 93%	82 100%	180 100%	167 100%	167 100%	186 87%	139 92%	221 95%	25 96%	686 100%	-	287 91%	399 91%	231 92%	230 91%	225 90%	-
Just visiting	67 9%	40 11%	27 7%	27 11%	28 8%	12 7%	-	-	-	-	28 13%	12 8%	12 5%	1 4%	-	67 100%	28 9%	39 9%	19 8%	23 9%	25 10%	-

CLASSIFICATION DATA

Base: All Respondents

	Sex		Age				Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave			
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	\$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	Wave				
																		1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
<b>EDUCATION</b>																						
Primary school	35 5%	16 4%	19 5%	1 *	8 2%	26 14%	12 15%	7 4%	5 3%	3 2%	6 3%	1 1%	14 6%	4 15%	33 5%	2 3%	27 9%	8 2%	12 5%	2 1%	21 8%	-
Some secondary	203 27%	82 22%	121 32%	45 19%	85 25%	73 40%	38 46%	63 35%	39 23%	25 15%	27 13%	37 25%	85 36%	9 35%	195 28%	8 12%	85 27%	118 27%	58 23%	58 23%	87 35%	-
Completed secondary	219 29%	107 28%	112 30%	94 40%	89 26%	36 20%	13 16%	58 32%	53 32%	44 26%	40 19%	56 37%	78 33%	9 35%	199 29%	20 30%	90 29%	129 29%	71 28%	78 31%	70 28%	-
Trade school	26 3%	22 6%	4 1%	6 3%	14 4%	6 3%	2 2%	9 5%	7 4%	6 4%	2 1%	3 2%	16 7%	-	24 3%	2 3%	9 3%	17 4%	11 4%	3 1%	12 5%	-
Technical college	74 10%	39 10%	35 9%	21 9%	32 10%	21 12%	5 6%	17 9%	18 11%	19 11%	21 10%	18 12%	23 10%	2 8%	68 10%	6 9%	30 10%	44 10%	31 12%	26 10%	17 7%	-
Some university	72 10%	37 10%	35 9%	38 16%	28 8%	6 3%	8 10%	10 6%	11 7%	27 16%	30 14%	16 11%	11 5%	4 4%	60 9%	12 18%	27 9%	45 10%	24 10%	29 11%	19 8%	-
Completed university	73 10%	46 12%	27 7%	17 7%	48 14%	8 4%	1 1%	9 5%	19 11%	28 17%	48 22%	15 10%	4 2%	1 4%	64 9%	9 13%	25 8%	48 11%	28 11%	34 13%	11 4%	-
Post graduate degree	44 6%	27 7%	17 5%	11 5%	29 9%	4 2%	1 1%	6 3%	14 8%	14 8%	36 17%	4 3%	2 1%	-	36 5%	8 12%	18 6%	26 6%	13 5%	22 9%	9 4%	-
Other	7 1%	1 *	6 2%	2 1%	3 1%	2 1%	2 2%	1 1%	1 1%	1 1%	4 2%	1 1%	-	-	7 1%	-	4 1%	3 1%	2 1%	4 1%	4 2%	-
<b>INCOME</b>																						
Base: Australian Residents	686 100%	337 100%	349 100%	208 100%	308 100%	170 100%	82 100%	180 100%	167 100%	167 100%	186 100%	139 100%	221 100%	25 100%	686 100%	-	287 100%	399 100%	231 100%	230 100%	225 100%	-
Up to \$9,999	40 6%	15 4%	25 7%	9 4%	5 2%	26 15%	40 49%	-	-	-	1 1%	2 1%	4 2%	10 40%	40 6%	-	18 6%	22 6%	8 3%	7 3%	25 11%	-
\$10,000 - \$14,999	42 6%	16 5%	26 7%	11 5%	5 2%	26 15%	42 51%	-	-	-	1 1%	3 4%	9 4%	4 16%	42 6%	-	21 7%	21 5%	16 7%	11 5%	15 7%	-
\$15,000 - \$24,999	104 15%	43 13%	61 17%	33 16%	44 14%	27 16%	-	104 58%	-	-	12 6%	28 20%	44 20%	1 4%	104 15%	-	46 16%	58 15%	45 19%	24 10%	35 16%	-
\$25,000 - \$29,999	76 11%	42 12%	34 10%	19 9%	43 14%	14 8%	-	76 42%	-	-	11 6%	18 13%	38 17%	1 4%	76 11%	-	34 12%	42 11%	18 8%	28 12%	30 13%	-
\$30,000 - \$39,999	86 13%	45 13%	41 12%	19 9%	43 14%	24 14%	-	-	86 51%	-	31 17%	15 11%	24 11%	3 12%	86 13%	-	31 11%	55 14%	27 12%	29 13%	30 13%	-
\$40,000 - \$49,999	81 12%	48 14%	33 9%	25 12%	50 16%	6 4%	-	-	81 49%	-	28 15%	21 15%	28 13%	2 8%	81 12%	-	34 12%	47 12%	30 13%	28 12%	23 10%	-
\$50,000 and over	167 24%	97 29%	70 20%	56 27%	90 29%	21 12%	-	-	-	167 100%	80 43%	36 26%	43 19%	2 8%	167 24%	-	64 22%	103 26%	53 23%	72 31%	42 19%	-
Don't know	55 8%	13 4%	42 12%	28 13%	14 5%	13 8%	-	-	-	-	15 8%	11 8%	19 9%	1 4%	55 8%	-	31 11%	24 6%	18 8%	21 9%	16 7%	-
Refused	35 5%	18 5%	17 5%	8 4%	14 5%	13 8%	-	-	-	-	7 4%	4 3%	12 5%	1 4%	35 5%	-	8 3%	27 7%	16 7%	10 4%	9 4%	-



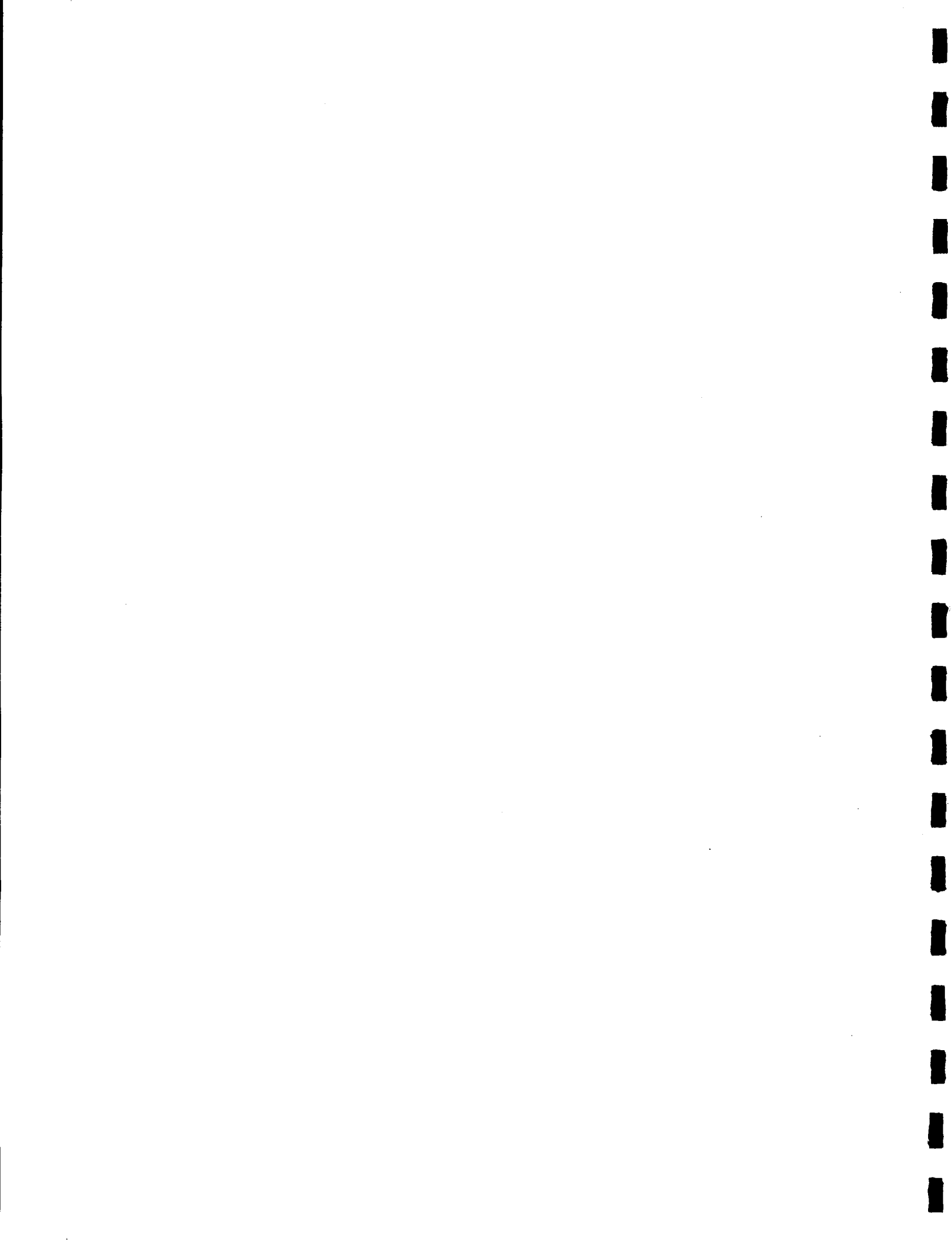
CLASSIFICATION DATA

Base: All Respondents

TOTAL	Sex		Age			Income				Occupation of Head of Household				Austral-ian		Canadian Pavilion		Wave				
	Male	Fem-ale	18 - 29	30 - 49	50 & Over	Up to \$14,999	\$15,000 - \$29,999	\$30,000 - \$49,999	\$50,000 & Over	Pro-fes-sio-nal	Wh-ite Col-lar	Blue Col-lar	Hom-ema-ker	Res-ident	Vis-itor	Vis-ited	Not Vis-ited	1	2	3	4	
TOTAL	753 100%	377 100%	376 100%	235 100%	336 100%	182 100%	82 100%	180 100%	167 100%	167 100%	214 100%	151 100%	233 100%	26 100%	686 100%	67 100%	315 100%	438 100%	250 100%	253 100%	250 100%	-
OCCUPATION OF HOUSEHOLD HEAD																						
Professional	214 28%	109 29%	105 28%	64 27%	130 39%	20 11%	2 2%	23 13%	59 35%	80 48%	214 100%	-	-	-	186 27%	28 42%	86 27%	128 29%	88 35%	74 29%	52 21%	-
White collar	151 20%	73 19%	78 21%	49 21%	78 23%	24 13%	6 7%	46 26%	36 22%	36 22%	-	151 100%	-	-	139 20%	12 18%	60 19%	91 21%	50 20%	56 22%	45 18%	-
Blue collar	233 31%	134 36%	99 26%	89 38%	106 32%	38 21%	13 16%	82 46%	52 31%	43 26%	-	-	233 100%	-	221 32%	12 18%	104 33%	129 29%	71 28%	77 30%	85 34%	-
Homemaker	26 3%	2 1%	24 6%	6 3%	5 1%	15 8%	14 17%	2 1%	5 3%	2 1%	-	-	-	26 100%	25 4%	1 1%	13 4%	13 3%	5 2%	6 2%	15 6%	-
Unemployed	8 1%	5 1%	3 1%	5 2%	2 1%	1 1%	3 4%	2 1%	1 1%	-	-	-	-	-	8 1%	-	2 1%	6 1%	1 *	3 1%	4 2%	-
Pensioned/retired	106 14%	48 13%	58 15%	11 5%	12 4%	83 46%	38 46%	23 13%	12 7%	5 3%	-	-	-	-	95 14%	11 16%	46 15%	60 14%	31 12%	31 12%	44 18%	-
Student	13 2%	5 1%	8 2%	10 4%	3 1%	-	6 7%	2 1%	2 1%	-	-	-	-	-	10 1%	3 4%	4 1%	9 2%	2 1%	6 2%	5 2%	-
Not stated	2 *	1 *	1 *	1 *	-	1 1%	-	-	-	1 1%	-	-	-	-	2 *	-	-	2 *	2 1%	-	-	-

**METHODOLOGICAL DETAILS**





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

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

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

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

The tally of contacts follows:

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



With respect to questionnaire administration, note that there were four versions of the questionnaire, rotating the order of questions 3 through 6, with the order in question 7 reflecting the same rotation.

- . card B listing the countries was in four versions;
- . question 9 involved a second version, with complete reversal of the order of the scales.



**QUESTIONNAIRE**



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



1

We're also asking people more detailed questions about different countries. In your case I'd like to ask some questions about Canada. Again, even if you feel you don't know very much about Canada, it's just your impression that counts. First of all, on a scale of 10 to 0, where ten refers to a country that is a very close friend of Australia and 0 refers to a country that is not a friend of Australia at all, where would you place Canada?  
 READ STATEMENTS IN ORDER LISTED

10 9 8 7 6 5 4 3 2 1 0

A FRIEND NOT A FRIEND

If 10 refers to a country where you would like to take a holiday and 0 refers to a country where you would not like to take a holiday (where would you place Canada)

10 9 8 7 6 5 4 3 2 1 0

LIKE TO HOLIDAY NOT LIKE TO HOLIDAY

And 10 refers to a country that has a lot of manufacturing and 0 refers to a country that has little manufacturing (where would you place Canada)

10 9 8 7 6 5 4 3 2 1 0

A LOT A LITTLE

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)

10 9 8 7 6 5 4 3 2 1 0

VERY LIKE NOT AT ALL LIKE

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)

10 9 8 7 6 5 4 3 2 1 0

IMPORTANT NOT IMPORTANT

Q.NO.	QUESTION	ANSWER	COL.#	NEXT Q.
	10 refers to a country you feel you know a lot about, 0 to a country you feel you know nothing about (where would you place Canada)			
	<p style="text-align: center;">10    9    8    7    6    5    4    3    2    1    0</p> <p>A LOT <span style="float: right;">NOTHING</span></p>			
	10 refers to a country that makes high quality products, 0 to a country that makes low quality products (where would you place Canada)?			
	<p style="text-align: center;">10    9    8    7    6    5    4    3    2    1    0</p> <p>HIGH QUALITY <span style="float: right;">LOW QUALITY</span></p>			
	And 10 refers to an exciting country, 0 to a boring country (where would you place Canada?)			
	<p style="text-align: center;">10    9    8    7    6    5    4    3    2    1    0</p> <p>EXCITING <span style="float: right;">BORING</span></p>			
	10 refers to a country with many types of leisure activity and 0 refers to a country with just a few types of leisure activities, (where would you place Canada)			
	<p style="text-align: center;">10    9    8    7    6    5    4    3    2    1    0</p> <p>MANY TYPES <span style="float: right;">FEW</span></p>			
	And 10 refers to a country that has a very high level of technology and 0 refers to a country that has a very low level of technology (where would you place Canada)			
	<p style="text-align: center;">10    9    8    7    6    5    4    3    2    1    0</p> <p>HIGH LEVEL TECHNOLOGY <span style="float: right;">LOW LEVEL</span></p>			SKIP NOTE
SKIP NOTE	<p>CHECK Q.'S 3-6</p> <ul style="list-style-type: none"> <li>o IF CANADIAN PAVILION <u>NOT</u> VISITED ASK Q.10</li> <li>o IF CANADIAN PAVILION VISITED SKIP TO Q.11</li> </ul>			

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

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

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

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DOCS  
CA1 EA523 88E88 ENG  
v. 1  
Expo '88 : Brisbane : evaluation o  
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