



## ENVIROINICS OMNIBUS – VERITAS COMMUNICATIONS

February 8 - 12 2007

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**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

A1. How likely are you to change your current shopping habits to purchase more environmentally-friendly products and services, even if it means paying a higher price?  
BASE: Representative Adults  
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
4 - Very likely	281	14	75	112	20	26	35	124	157	17	54	52	56	100	47	136	19	47	11	12	215	67
	28%	18%	30%	29%	28%	27%	26%	25%	30%	19%	26%	32%	24%	34%	38%	27%	26%	27%	18%	27%	27%	29%
			B	B							J	J		JM	PRS							
Somewhat likely	478	40	98	188	29	47	76	215	263	49	107	71	121	121	47	259	31	77	34	14	382	96
	47%	51%	39%	49%	42%	48%	57%	44%	50%	53%	52%	43%	52%	41%	38%	52%	43%	44%	54%	32%	49%	42%
				C			CE			N	N				OT			T				
Not very likely	140	19	42	43	11	14	11	78	62	15	23	19	39	40	13	68	10	25	11	10	104	36
	14%	24%	17%	11%	16%	14%	8%	16%	12%	16%	11%	12%	16%	13%	10%	14%	14%	14%	17%	23%	13%	16%
		DG	G																			
1 - Not at all likely	98	4	27	39	10	9	10	62	36	11	17	19	19	27	16	34	12	21	4	6	73	25
	10%	5%	11%	10%	14%	9%	7%	13%	7%	12%	8%	12%	8%	9%	13%	7%	17%	12%	7%	13%	9%	11%
				B				I										P				
Don't know/Refused	16	1	7	2	-	2	3	11	5	-	3	3	-	10	1	3	-	7	3	2	9	6
	2%	2%	3%	1%		2%	2%	2%	1%		1%	2%		3%	1%	1%		4%	5%	5%	1%	3%
																		OP				
Likely (NET)	759	54	174	300	48	73	111	339	420	67	161	124	176	221	94	395	49	124	46	26	597	163
	75%	69%	69%	78%	70%	75%	83%	69%	80%	72%	79%	75%	75%	74%	76%	79%	69%	70%	72%	59%	76%	70%
				C			BCE		H						RT							
Not likely (NET)	238	23	69	82	20	23	21	140	98	26	40	39	58	67	29	102	22	46	15	16	176	62
	24%	29%	28%	21%	30%	23%	15%	29%	19%	28%	20%	23%	25%	22%	23%	20%	31%	26%	24%	37%	23%	27%
		G	G		G			I												P		
MEAN	2.9	2.8	2.9	3.0	2.8	2.9	3.0	2.8	3.0	2.8	3.0	3.0	2.9	3.0	3.0	3.0	2.8	2.9	2.9	2.8	3.0	2.9
									H					J								

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

A1. How likely are you to change your current shopping habits to purchase more environmentally-friendly products and services, even if it means paying a higher price?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013 100%	631 100%	382 100%	291 100%	173 100%	194 100%	67 100%	126 100%	320 100%	242 100%	271 100%	59 100%	99 100%	269 100%	567 100%	155 100%	192 100%	307 100%	198 100%	296 100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
4 - Very likely	281 28%	171 27%	110 29%	71 24%	45 26%	69 36%	11 17%	41 32%	75 24%	72 30%	90 33%	19 33%	20 20%	61 23%	175 31%	40 26%	57 29%	102 33%	47 24%	70 24%
Somewhat likely	478 47%	306 49%	171 45%	125 43%	92 53%	86 44%	43 64%	63 50%	147 46%	118 49%	128 47%	25 43%	51 52%	144 53%	250 44%	75 48%	85 44%	134 44%	106 54%	146 49%
Not very likely	140 14%	83 13%	57 15%	52 18%	23 13%	25 13%	5 8%	14 11%	52 16%	31 13%	31 11%	5 8%	17 17%	37 14%	83 15%	16 10%	23 12%	35 11%	33 17%	46 15%
1 - Not at all likely	98 10%	58 9%	40 10%	34 12%	13 8%	12 6%	8 12%	8 6%	37 12%	20 8%	23 8%	9 15%	8 8%	25 9%	49 9%	19 12%	25 13%	32 10%	11 5%	27 9%
Don't know/Refused	16 2%	12 2%	4 1%	8 3%	-	1 *	-	1 1%	9 3%	2 1%	-	1 1%	4 4%	2 1%	10 2%	4 3%	3 2%	5 2%	1 *	7 2%
Likely (NET)	759 75%	477 76%	282 74%	196 67%	137 79%	156 80%	54 81%	104 83%	223 70%	190 78%	217 80%	45 76%	71 71%	204 76%	425 75%	116 74%	141 74%	236 77%	154 78%	216 73%
Not likely (NET)	238 24%	142 22%	96 25%	87 30%	36 21%	37 19%	13 19%	21 17%	89 28%	51 21%	54 20%	14 23%	24 25%	63 23%	132 23%	36 23%	48 25%	66 22%	44 22%	73 25%
MEAN	2.9	3.0	2.9	2.8	3.0	3.1 D	2.9 D	3.1 D	2.8	3.0 I	3.0 I	2.9	2.9	2.9	3.0	2.9	2.9	3.0	3.0	2.9

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

A2. How likely are you to switch your business to banks, stores and other retail or service outlets that have demonstrated their commitment to the environment?  
BASE: Representative Adults  
BANNER 1

	Region					Gender				Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
4 - Very likely	270	15	73	101	20	19	42	109	161	19	59	43	55	93	44	130	17	45	14	13	202	68
	27%	19%	29%	26%	30%	20%	31%	22%	31%	20%	29%	26%	24%	31%	36%	26%	24%	25%	21%	31%	26%	29%
									H					M								
Somewhat likely	407	43	86	158	24	40	55	204	203	47	80	69	104	100	44	219	28	62	29	10	328	79
	40%	55%	34%	41%	35%	41%	41%	42%	39%	51%	39%	42%	44%	33%	36%	44%	39%	35%	46%	23%	42%	34%
		CDE								N			N			RT			T		V	
Not very likely	173	13	41	66	10	21	22	90	84	13	38	31	42	47	22	89	9	31	11	9	136	37
	17%	17%	16%	17%	15%	21%	17%	18%	16%	14%	19%	19%	18%	16%	18%	18%	12%	18%	17%	21%	17%	16%
1 - Not at all likely	132	6	40	46	12	15	13	75	57	12	25	19	27	43	10	51	18	30	7	9	94	38
	13%	7%	16%	12%	18%	15%	10%	15%	11%	13%	12%	12%	12%	14%	8%	10%	25%	17%	11%	21%	12%	17%
			B		B												OP	OP				
Don't know/Refused	30	1	10	12	1	3	2	12	19	2	2	3	6	15	3	11	-	8	3	2	21	9
	3%	2%	4%	3%	2%	3%	1%	2%	4%	2%	1%	2%	3%	5%	2%	2%		4%	5%	5%	3%	4%
														KL								
Likely (NET)	677	58	159	259	45	59	97	313	364	66	139	111	159	192	88	349	45	107	43	23	531	146
	67%	74%	64%	68%	65%	60%	72%	64%	70%	71%	68%	67%	68%	65%	71%	70%	63%	61%	67%	53%	68%	63%
														RT	R							
Not likely (NET)	306	19	81	112	23	36	35	165	141	25	63	51	69	90	33	140	27	61	18	18	230	75
	30%	24%	32%	29%	33%	36%	26%	34%	27%	27%	31%	31%	29%	30%	26%	28%	37%	35%	28%	42%	29%	33%
								I														
MEAN	2.8	2.9	2.8	2.8	2.8	2.7	3.0	2.7	2.9	2.8	2.9	2.8	2.8	2.9	3.0	2.9	2.6	2.7	2.8	2.7	2.8	2.8
									H						QR							

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

A2. How likely are you to switch your business to banks, stores and other retail or service outlets that have demonstrated their commitment to the environment?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
4 - Very likely	270	168	102	76	52	55	13	36	77	63	84	19	23	69	158	40	49	98	52	67
	27%	27%	27%	26%	30%	28%	20%	28%	24%	26%	31%	32%	23%	26%	28%	26%	25%	32%	26%	23%
																		T		
Somewhat likely	407	259	148	109	81	77	32	50	124	104	108	23	43	109	237	54	73	106	78	145
	40%	41%	39%	38%	47%	40%	48%	39%	39%	43%	40%	38%	43%	41%	42%	35%	38%	35%	39%	49%
																				QR
Not very likely	173	101	72	46	27	40	14	24	49	42	53	7	19	53	89	28	32	47	42	51
	17%	16%	19%	16%	16%	21%	21%	19%	15%	17%	20%	11%	19%	20%	16%	18%	17%	15%	21%	17%
1 - Not at all likely	132	84	48	48	12	17	6	17	59	25	23	9	10	32	68	26	31	43	22	31
	13%	13%	13%	17%	7%	9%	9%	13%	19%	10%	9%	16%	10%	12%	12%	17%	16%	14%	11%	10%
				EF					JK											
Don't know/Refused	30	19	12	11	1	5	1	1	11	8	3	2	4	5	14	8	8	13	5	3
	3%	3%	3%	4%	*	3%	2%	1%	4%	3%	1%	3%	4%	2%	2%	5%	4%	4%	3%	1%
				EH													T	T		
Likely (NET)	677	427	250	186	133	131	46	86	201	168	191	41	66	178	396	94	122	204	130	212
	67%	68%	65%	64%	77%	68%	68%	68%	63%	69%	71%	70%	66%	66%	70%	60%	63%	66%	65%	71%
					D										P					
Not likely (NET)	306	185	121	94	39	57	20	40	108	66	77	16	30	85	157	54	63	90	63	82
	30%	29%	32%	32%	23%	30%	30%	32%	34%	27%	28%	27%	30%	32%	28%	35%	33%	29%	32%	28%
				E																
MEAN	2.8	2.8	2.8	2.8	3.0	2.9	2.8	2.8	2.7	2.9	2.9	2.9	2.8	2.8	2.9	2.7	2.8	2.9	2.8	2.8
					D						I									

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

SEX. Gender.  
BASE: Representative Adults  
BANNER 1

	Region					Gender		Age Group					Employment				Language					
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Male	490	38	121	185	33	49	65	490	-	42	106	87	113	135	76	255	37	81	25	4	388	102
	48%	48%	48%	48%	48%	50%	48%	100%		45%	52%	52%	48%	45%	61%	51%	52%	46%	40%	10%	50%	44%
															RST	T	T	T	T			
Female	523	41	130	199	35	49	69	-	523	51	98	78	121	162	48	244	34	96	38	39	394	129
	52%	52%	52%	52%	52%	50%	52%		100%	55%	48%	48%	52%	55%	39%	49%	48%	54%	60%	60%	90%	56%
																		O	O	OPQRS		



**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

Table SEX Page 6  
February 8 - 12 2007

SEX. Gender.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Male	490	305	184	117	90	110	36	72	160	102	139	35	48	140	284	60	93	145	90	155
	48%	48%	48%	40%	52%	57%	54%	57%	50%	42%	51%	59%	49%	52%	50%	39%	48%	47%	45%	52%
					D	D		D			J	J		P	P					
Female	523	325	198	174	83	84	31	55	160	141	132	24	51	129	283	95	99	162	108	142
	52%	52%	52%	60%	48%	43%	46%	43%	50%	58%	49%	41%	51%	48%	50%	61%	52%	53%	55%	48%
				EPH						KL						NO				

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

REGION. Region.  
 BASE: Representative Adults  
 BANNER 1

	Region					Gender				Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Atlantic	78	78	-	-	-	-	-	38	41	8	14	14	19	24	7	42	7	12	5	4	76	2
	8%	100%						8%	8%	9%	7%	8%	8%	8%	6%	8%	9%	7%	7%	9%	10%	1%
																						V
Quebec	250	-	250	-	-	-	-	121	130	22	48	43	57	76	25	118	17	51	23	10	23	227
	25%		100%					25%	25%	24%	24%	26%	24%	26%	20%	24%	25%	29%	36%	24%	3%	98%
																						U
Ontario	384	-	-	384	-	-	-	185	199	38	76	65	84	112	51	186	34	62	17	17	382	2
	38%			100%				38%	38%	41%	37%	39%	36%	38%	41%	37%	48%	35%	27%	40%	49%	1%
																	S					V
Manitoba	34	-	-	-	34	-	-	17	17	3	6	4	10	11	6	14	2	8	3	-	34	-
	3%				50%			3%	3%	3%	3%	2%	4%	4%	5%	3%	2%	5%	5%		4%	
Saskatchewan	35	-	-	-	35	-	-	17	18	7	5	4	7	10	6	13	3	6	3	0	35	-
	3%				50%			3%	3%	7%	2%	3%	3%	3%	5%	3%	4%	3%	5%	1%	4%	
Alberta	98	-	-	-	-	98	-	49	49	8	24	17	23	24	13	56	5	14	5	3	98	-
	10%					100%		10%	9%	9%	12%	10%	10%	8%	10%	11%	7%	8%	8%	7%	13%	
BC	134	-	-	-	-	-	134	65	69	7	31	18	34	40	17	71	4	23	7	9	134	-
	13%						100%	13%	13%	8%	15%	11%	15%	14%	13%	14%	5%	13%	11%	20%	17%	
																Q		Q				Q

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

REGION. Region.  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Atlantic	78	19	59	31	13	13	4	7	31	19	17	5	5	20	43	13	14	20	21	22
	8%	3%	16%	11%	7%	7%	6%	5%	10%	8%	6%	8%	5%	8%	8%	9%	7%	7%	11%	7%
				B																
Quebec	250	166	84	97	53	41	19	13	91	55	61	14	25	70	133	43	63	76	45	65
	25%	26%	22%	33%	31%	21%	29%	10%	28%	23%	22%	23%	25%	26%	23%	28%	33%	25%	23%	22%
				FH	H	H	H										ST			
Ontario	384	273	110	89	66	74	26	58	111	88	109	25	42	89	228	57	65	115	73	121
	38%	43%	29%	31%	38%	38%	39%	46%	35%	36%	40%	43%	42%	33%	40%	37%	34%	38%	37%	41%
				C				D												
Manitoba	34	16	18	12	6	6	1	7	14	6	10	0	3	12	18	4	8	12	9	5
	3%	3%	5%	4%	3%	3%	2%	5%	4%	3%	4%	1%	3%	4%	3%	3%	4%	4%	4%	2%
									L											
Saskatchewan	35	20	15	11	5	6	1	2	11	7	4	3	7	9	16	6	6	10	7	8
	3%	3%	4%	4%	3%	3%	2%	2%	3%	3%	1%	5%	7%	3%	3%	4%	3%	3%	4%	3%
Alberta	98	57	41	24	8	22	9	22	37	27	24	4	5	31	54	12	14	30	17	36
	10%	9%	11%	8%	5%	11%	13%	17%	12%	11%	9%	7%	5%	11%	10%	8%	7%	10%	9%	12%
						E		DE												
BC	134	79	55	27	22	32	6	19	25	40	46	8	12	38	76	20	23	44	26	39
	13%	13%	14%	9%	13%	17%	9%	15%	8%	17%	17%	14%	12%	14%	13%	13%	12%	14%	13%	13%
						D				I	I									

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

EDUC. Education.  
BASE: Representative Adults  
BANNER 1

	Region					Gender				Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Current Student	99	5	25	42	10	5	12	48	51	57	30	4	3	3	5	22	9	-	62	-	75	24
	10%	6%	10%	11%	15%	6%	9%	10%	10%	61%	15%	3%	1%	1%	4%	4%	13%		97%		10%	10%
					F					KLMN	LMN								OPQ			
Public/Elementary	20	2	9	3	2	3	1	10	10	-	-	-	2	18	2	2	0	13	-	1	11	9
	2%	2%	4%	1%	3%	3%	1%	2%	2%				1%	6%	2%	*%	1%	7%		2%	1%	4%
			D											M				OPQ				
Some High School	110	15	36	35	5	10	8	63	46	9	19	12	15	54	12	39	16	36	-	6	75	35
	11%	19%	14%	9%	8%	11%	6%	13%	9%	10%	9%	7%	7%	18%	9%	8%	22%	20%		13%	10%	15%
		DEG	G											KLM			P	OP				U
Graduated High School	190	15	45	73	17	24	16	86	104	16	25	31	59	59	21	97	19	37	1	11	147	43
	19%	19%	18%	19%	24%	24%	12%	18%	20%	17%	12%	19%	25%	20%	17%	19%	26%	21%	2%	26%	19%	19%
				G	G								K		S	S	S	S		S		
Some Vocational/ Technical/College/CEGEP	59	6	17	15	3	6	12	19	39	1	8	11	17	19	7	33	3	8	-	3	42	16
	6%	7%	7%	4%	5%	6%	9%	4%	8%	1%	4%	7%	7%	6%	6%	7%	5%	5%		7%	5%	7%
									H			J	J	J								
Completed Vocational/ Technical/College/CEGEP	184	14	37	73	10	21	28	82	101	2	50	36	54	40	23	116	11	23	-	10	154	30
	18%	18%	15%	19%	15%	21%	21%	17%	19%	2%	24%	22%	23%	14%	19%	23%	16%	13%		23%	20%	13%
										JN	JN	JN	JN	J	R					V		
Some University	46	6	5	17	4	3	11	26	20	2	6	6	10	21	12	19	1	11	1	2	42	4
	5%	7%	2%	4%	6%	3%	8%	5%	4%	2%	3%	4%	4%	7%	10%	4%	2%	6%	2%	6%	5%	2%
														J	PQS							V
Completed University	225	12	55	92	10	21	35	114	112	5	59	49	48	63	31	135	11	35	-	6	173	52
	22%	15%	22%	24%	15%	22%	26%	23%	21%	5%	29%	30%	20%	21%	25%	27%	16%	20%		14%	22%	23%
				E						J	JMN	J	J	J	QT							
Post Graduate	59	5	14	25	4	4	8	35	24	-	6	15	22	15	11	37	1	8	-	1	48	11
	6%	6%	5%	7%	5%	4%	6%	7%	5%		3%	9%	10%	5%	9%	7%	1%	4%		2%	6%	5%
											K	KN		QT	QT							
Refused	21	1	5	8	3	1	3	6	15	2	1	1	3	5	-	-	-	5	-	4	15	6
	2%	2%	2%	2%	4%	1%	2%	1%	3%	2%	1%	*%	1%	2%				3%		8%	2%	2%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

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February 8 - 12 2007

EDUC. Education.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Current Student	99	73	27	40	12	21	4	5	-	-	-	-	99	78	20	1	6	17	30	47
	10%	12%	7%	14%	7%	11%	6%	4%					100%	29%	3%	1%	3%	6%	15%	16%
		C		EGH		H								OP	P				QR	QR
Public/Elementary	20	8	13	14	1	2	-	1	20	-	-	-	-	2	10	7	7	9	2	1
	2%	1%	3%	5%	*%	1%		1%	6%					1%	2%	5%	4%	3%	1%	*%
				EFH												N	T	T		
Some High School	110	52	58	61	18	9	-	6	110	-	-	-	-	23	56	30	34	31	18	27
	11%	8%	15%	21%	11%	5%		4%	34%					9%	10%	19%	18%	10%	9%	9%
		B	B	EFH	F											NO	RST			
Graduated High School	190	99	91	78	37	31	8	12	190	-	-	-	-	42	112	37	40	58	37	54
	19%	16%	24%	27%	21%	16%	12%	10%	59%					15%	20%	24%	21%	19%	19%	18%
		B	B	FGH	H															
Some Vocational/ Technical/College/CEGEP	59	32	26	17	14	10	4	8	-	59	-	-	-	9	37	12	10	27	10	10
	6%	5%	7%	6%	8%	5%	5%	6%		24%				4%	6%	7%	5%	9%	5%	4%
																		T		
Completed Vocational/ Technical/College/CEGEP	184	107	77	37	31	56	14	19	-	184	-	-	-	39	114	29	37	49	36	63
	18%	17%	20%	13%	18%	29%	22%	15%		76%				15%	20%	19%	19%	16%	18%	21%
						DEH														
Some University	46	24	22	7	7	8	2	8	-	-	46	-	-	7	28	11	12	21	7	6
	5%	4%	6%	3%	4%	4%	4%	6%			17%			3%	5%	7%	6%	7%	4%	2%
																	T	T		
Completed University	225	174	51	30	44	43	25	52	-	-	225	-	-	55	147	17	35	77	44	66
	22%	28%	13%	10%	25%	22%	38%	41%			83%			21%	26%	11%	18%	25%	22%	22%
		C			D	D	DF	DEF						P	P					
Post Graduate	59	53	6	5	9	13	9	16	-	-	-	59	-	12	39	8	7	15	15	20
	6%	8%	1%	2%	5%	7%	14%	12%				100%		4%	7%	5%	4%	5%	7%	7%
		C			D	D	D	D												
Refused	21	9	12	1	1	1	-	-	-	-	-	-	-	-	5	4	4	2	-	3
	2%	1%	3%	*%	1%	*%									1%	2%	2%	1%		1%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

AGE\_COL. Age group.  
 BASE: Representative Adults  
 BANNER 1

	Region					Gender		Age Group					Employment				Language					
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
18-24	93	8	22	38	9	8	7	42	51	93	-	-	-	-	3	34	16	-	37	-	74	19
	9%	10%	9%	10%	13%	9%	6%	9%	10%	100%					2%	7%	22%		58%		10%	8%
																O	OP		OPQ			
25-34	204	14	48	76	11	24	31	106	98	-	204	-	-	-	21	132	21	1	20	7	162	42
	20%	18%	19%	20%	16%	24%	23%	22%	19%		100%				17%	26%	29%	1%	32%	16%	21%	18%
															R	OR	R		R	R		
35-44	165	14	43	65	8	17	18	87	78	-	-	165	-	-	22	114	12	1	3	9	126	39
	16%	17%	17%	17%	12%	17%	13%	18%	15%			100%			18%	23%	17%	1%	5%	20%	16%	17%
															RS	RS	R		RS	RS		
45-54	234	19	57	84	17	23	34	113	121	-	-	-	234	-	41	146	16	6	2	14	178	56
	23%	24%	23%	22%	25%	24%	25%	23%	23%				100%		33%	29%	23%	3%	3%	33%	23%	24%
															RS	RS	RS		RS	RS		
55+	297	24	76	112	22	24	40	135	162	-	-	-	-	297	35	72	6	165	-	13	226	71
	29%	30%	30%	29%	31%	25%	30%	28%	31%					100%	29%	14%	9%	94%		29%	29%	31%
															PQ			OPQT		Q		
Don't Know/No Response	19	-	4	9	2	1	3	7	12	-	-	-	-	-	2	2	-	3	1	1	15	4
	2%		2%	2%	3%	1%	2%	1%	2%						1%	*		2%	2%	2%	2%	2%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

AGE\_COL. Age group.  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
18-24	93	70	23	35	11	21	-	6	25	3	7	-	57	76	11	4	3	15	30	44
	9%	11%	6%	12%	6%	11%		4%	8%	1%	2%		57%	28%	2%	3%	2%	5%	15%	15%
		C		EH		H			JK				IJK	OP				Q	QR	QR
25-34	204	122	82	67	40	37	12	21	43	58	65	6	30	91	106	5	28	54	49	73
	20%	19%	22%	23%	23%	19%	18%	16%	14%	24%	24%	10%	31%	34%	19%	3%	15%	18%	25%	25%
					D	D	D	D	M	M	IM	M	IL	OP	P			Q	QR	QR
35-44	165	113	52	26	33	38	14	36	43	47	55	15	4	35	121	9	13	28	45	77
	16%	18%	14%	9%	19%	20%	20%	28%	14%	19%	20%	25%	4%	13%	21%	5%	7%	9%	23%	26%
					D	D	D	D	M	M	IM	M	IL	P	NP			QR	QR	QR
45-54	234	141	93	57	31	54	27	41	76	72	58	22	3	35	150	47	42	68	43	79
	23%	22%	24%	19%	18%	28%	40%	32%	24%	30%	21%	38%	3%	13%	26%	30%	22%	22%	21%	27%
					DE	DE	DE	DE	M	M	M	IKM		IL	N	N				
55+	297	173	125	104	58	42	15	24	131	59	84	15	3	29	174	89	105	139	30	20
	29%	27%	33%	36%	33%	22%	22%	19%	41%	24%	31%	25%	4%	11%	31%	58%	55%	45%	15%	7%
				FGH	FH				JKLM	M	M	M			N	NO	RST	ST	T	T
Don't Know/No Response	19	12	7	2	1	1	-	-	2	3	3	1	1	2	5	1	1	4	2	3
	2%	2%	2%	1%	1%	*			*	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM4. What is your marital status?  
BASE: Representative Adults  
BANNER 1

	Region					Gender		Age Group					Employment				Language					
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Single (never married)	269	20	70	89	21	31	38	140	129	76	91	35	35	29	27	139	30	16	50	-	208	61
	27%	26%	28%	23%	30%	31%	28%	29%	25%	82%	45%	21%	15%	10%	22%	28%	42%	9%	79%		27%	26%
										KLMN	LMN	N			R	R	OR		OPQR			
Married/Living common law	567	43	133	228	34	54	76	284	283	11	106	121	150	174	83	300	29	95	13	39	446	121
	56%	55%	53%	59%	49%	55%	56%	58%	54%	12%	52%	73%	64%	59%	67%	60%	41%	54%	21%	90%	57%	53%
										J	JKMN	JK	J	QRS	QS	S	S		OPQRS			
Separated	34	3	9	13	2	2	4	18	16	2	-	4	17	10	5	17	6	6	-	-	24	10
	3%	4%	4%	4%	3%	2%	3%	4%	3%	3%		2%	7%	3%	4%	3%	9%	3%			3%	4%
												LN										
Divorced	73	6	17	27	5	8	10	35	38	2	2	5	28	36	5	35	6	20	-	2	56	17
	7%	7%	7%	7%	8%	8%	7%	7%	7%	2%	1%	3%	12%	12%	4%	7%	9%	11%		6%	7%	7%
												JKL	JKL					O				
Widowed	48	4	16	17	3	2	6	7	41	-	3	-	2	43	-	6	-	39	-	2	32	16
	5%	5%	7%	4%	5%	2%	4%	1%	8%		1%		1%	15%		1%		22%		4%	4%	7%
									H					KM				PT				
REFUSED	22	2	4	9	4	2	1	6	16	2	1	1	3	5	3	3	-	1	-	-	17	5
	2%	2%	2%	2%	6%	2%	1%	1%	3%	2%	*%	*%	1%	2%	3%	1%		1%			2%	2%
									H													

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM4. What is your marital status?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Single (never married)	269	185	83	101	44	51	10	19	67	49	63	12	78	269	-	-	75	51	69	72
	27%	29%	22%	35%	25%	26%	15%	15%	21%	20%	23%	20%	79%	100%			39%	17%	35%	24%
		C		GH	H	H							IJKL				RT		RT	R
Married/Living common law	567	341	226	100	112	128	51	102	179	150	175	39	20	-	567	-	9	231	113	213
	56%	54%	59%	34%	64%	66%	76%	81%	56%	62%	64%	66%	20%		100%		5%	75%	57%	72%
					D	D	D	DEF	M	M	IM	M						QS	Q	QS
Separated	34	24	10	23	3	2	1	2	17	11	5	1	-	-	-	34	16	7	6	5
	3%	4%	3%	8%	2%	1%	1%	2%	5%	4%	2%	2%				22%	8%	2%	3%	2%
				EFGH					K								RST			
Divorced	73	37	36	38	10	8	5	1	31	20	15	6	1	-	-	73	49	11	8	5
	7%	6%	9%	13%	6%	4%	7%	1%	10%	8%	6%	11%	1%			47%	26%	4%	4%	2%
				EFH	H				M	M	M	M					RST			
Widowed	48	30	18	27	4	5	-	1	26	10	8	-	-	-	-	48	41	5	1	-
	5%	5%	5%	9%	2%	2%		1%	8%	4%	3%					31%	22%	2%	1%	
				EFH					K								RS			
REFUSED	22	14	8	1	-	-	-	1	1	2	5	1	-	-	-	-	1	2	2	2
	2%	2%	2%	*%				1%	*%	1%	2%	1%					1%	1%	1%	1%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

February 8 - 12 2007

DEM5. How many people live in the household?  
 BASE: Representative Adults  
 BANNER 1

	Region						Gender		Age Group					Employment				Language				
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
One	192	14	63	65	14	14	23	93	99	3	28	13	42	105	20	72	14	74	2	5	132	60
	19%	17%	25%	17%	20%	15%	17%	19%	19%	3%	14%	8%	18%	35%	16%	14%	19%	42%	3%	12%	17%	26%
			DF								J		JL	JKLM	S	S	S	OPQST				U
Two	307	20	76	115	22	30	44	145	162	15	54	28	68	139	46	137	21	80	9	10	238	70
	30%	26%	30%	30%	31%	31%	33%	30%	31%	16%	27%	17%	29%	47%	37%	27%	30%	46%	14%	23%	30%	30%
													JL	JKLM	S	S		PQST				
Three	198	21	45	73	16	17	26	90	108	30	49	45	43	30	15	119	11	12	27	12	157	41
	20%	27%	18%	19%	23%	17%	19%	18%	21%	32%	24%	27%	18%	10%	12%	24%	15%	7%		42%	27%	20%
										MN	N	MN	N			OR			OPQR		R	
Four	170	11	44	66	8	24	18	96	75	26	40	47	43	14	20	103	15	6	14	9	133	38
	17%	14%	18%	17%	12%	24%	13%	20%	14%	28%	20%	28%	18%	5%	16%	21%	20%	3%	21%	21%	17%	16%
						EG		I		N	N	MN	N		R	R	R		R	R		
Five or more	126	11	21	55	5	12	22	59	67	18	33	30	37	6	23	68	11	3	12	7	106	20
	12%	14%	9%	14%	8%	12%	16%	12%	13%	19%	16%	18%	16%	2%	18%	14%	15%	1%	19%	17%	14%	9%
				C						N	N	N	N		R	R	R		R	R		V
REFUSED	19	2	1	9	4	1	2	7	12	2	-	2	3	4	1	0	-	2	-	-	17	2
	2%	2%	1%	2%	6%	1%	2%	1%	2%	2%		1%	1%	1%	1%	0%		1%			2%	1%
			*	C	C											*						

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM5. How many people live in the household?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
One	192	115	77	103	34	22	5	3	81	47	48	7	6	75	9	107	192	-	-	-
	19%	18%	20%	36%	20%	11%	8%	2%	25%	19%	18%	12%	6%	28%	2%	69%	100%			
				EFGH	FGH	H			KLM	M	M			O		NO				
Two	307	180	127	84	60	65	21	36	98	76	98	15	17	51	231	23	-	307	-	-
	30%	29%	33%	29%	35%	34%	32%	28%	31%	31%	36%	26%	17%	19%	41%	15%		100%		
									M	M	M				NP					
Three	198	119	79	54	35	43	14	19	57	45	51	15	30	69	113	15	-	-	198	-
	20%	19%	21%	19%	20%	22%	21%	15%	18%	19%	19%	25%	30%	26%	20%	9%			100%	
														P	P					
Four	170	124	46	28	22	38	15	39	41	46	46	8	27	39	127	3	-	-	-	170
	17%	20%	12%	10%	13%	20%	23%	31%	13%	19%	17%	14%	28%	15%	22%	2%				57%
		C				D	D	DE					I	P	NP					
Five or more	126	82	45	22	22	25	11	30	40	27	26	12	19	32	86	7	-	-	-	126
	12%	13%	12%	7%	13%	13%	16%	24%	13%	11%	9%	20%	19%	12%	15%	4%				43%
								DEF						P	P					
REFUSED	19	11	8	-	-	-	-	-	2	1	3	2	-	2	2	1	-	-	-	-
	2%	2%	2%						1%	1%	1%	3%		1%	1%	1%				

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM6. Are there any children 17 or younger living in the household?  
BASE: Representative Adults  
BANNER 1

	Region					Gender				Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Children under 6 yrs in household	140	15	32	44	12	17	21	69	71	4	68	52	12	4	17	94	7	1	8	11	111	29
	14%	19%	13%	11%	17%	17%	16%	14%	14%	5%	33%	32%	5%	1%	14%	19%	9%	1%	12%	24%	14%	12%
											JMN	JMN	N		R	QR	R		R	R		
Children 6-12 yrs in household	153	15	28	65	7	17	21	76	77	5	40	62	41	4	16	107	13	-	6	8	128	26
	15%	19%	11%	17%	10%	17%	16%	16%	15%	6%	19%	38%	18%	1%	13%	21%	18%		10%	19%	16%	11%
											JN	JKMN	JN			OS					V	
Children 13-17 yrs in household	151	15	32	66	7	13	19	72	79	21	13	39	62	13	21	83	18	6	14	8	124	27
	15%	19%	13%	17%	10%	13%	14%	15%	15%	22%	6%	24%	26%	4%	17%	17%	25%	3%	21%	18%	16%	12%
										KN		KN	KN		R	R	R		R	R		
NO CHILDREN 17 OR YOUNGER AT HOME	650	43	173	241	44	60	90	317	334	67	112	50	140	277	83	281	41	167	43	24	488	162
	64%	54%	69%	63%	64%	62%	67%	65%	64%	72%	55%	30%	60%	93%	67%	56%	58%	95%	67%	55%	62%	70%
			B							KL	L		L	JKLM	P			OPQST				U
REFUSED	25	3	2	12	4	1	3	11	14	4	-	3	4	4	2	2	2	2	-	-	22	3
	2%	3%	1%	3%	6%	1%	2%	2%	3%	4%		2%	2%	1%	1%	1%	3%	1%			3%	1%
					CF																	

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM6. Are there any children 17 or younger living in the household?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Children under 6 yrs in household	140	76	65	39	28	21	7	29	47	33	40	8	12	23	112	4	-	3	43	94
	14%	12%	17%	14%	16%	11%	10%	23%	15%	14%	15%	13%	12%	9%	20%	2%		1%	22%	32%
			B					FG						P	NP			R	RS	
Children 6-12 yrs in household	153	102	52	32	30	31	18	26	43	51	32	15	12	23	117	13	-	7	36	111
	15%	16%	14%	11%	17%	16%	27%	20%	14%	21%	12%	26%	12%	9%	21%	8%		2%	18%	37%
							D	D		IK		IKM			NP			R	RS	
Children 13-17 yrs in household	151	104	48	29	21	40	16	26	38	41	37	14	21	31	105	14	-	6	35	111
	15%	16%	13%	10%	12%	20%	24%	21%	12%	17%	14%	23%	21%	12%	18%	9%		2%	18%	37%
						D	D	D				I			NP			R	RS	
NO CHILDREN 17 OR YOUNGER AT HOME	650	401	249	213	114	122	36	63	222	148	177	28	68	207	306	134	192	292	92	75
	64%	64%	65%	73%	66%	63%	53%	50%	69%	61%	65%	47%	69%	77%	54%	86%	100%	95%	46%	25%
				FGH	H	H			L		L		L	O		NO	RST	ST	T	
REFUSED	25	16	10	2	-	-	1	1	4	2	4	2	-	2	5	3	-	-	-	6
	2%	2%	3%	1%			1%	1%	1%	1%	2%	3%		1%	1%	2%				2%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM8. Which of the following best describes your current job status?  
 BASE: Representative Adults  
 BANNER 1

	Region					Gender				Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Working on your own business within your home	59	4	15	20	7	4	9	35	24	1	11	8	19	20	59	-	-	-	-	-	45	13
	6%	5%	6%	5%	10%	4%	7%	7%	5%	1%	5%	5%	8%	7%	48%						6%	6%
													J	J								
Working on your own business outside of your home	65	3	9	31	5	9	8	40	25	2	11	14	22	16	65	-	-	-	-	-	57	8
	6%	4%	4%	8%	7%	9%	6%	8%	5%	2%	5%	8%	9%	5%	52%						7%	3%
				C				I				J	J								V	
Working on an employer's business full-time	407	31	93	157	21	48	55	221	186	22	105	105	119	54	-	407	-	-	-	-	323	84
	40%	40%	37%	41%	31%	49%	41%	45%	35%	24%	51%	63%	51%	18%		81%					41%	36%
				CE				I			JN	JMN	JN									
Working on an employer's business part-time	93	10	25	29	6	8	15	34	59	11	28	9	27	19	-	93	-	-	-	-	68	25
	9%	13%	10%	7%	8%	8%	12%	7%	11%	12%	14%	5%	11%	6%		19%					9%	11%
				H				H			LN	LN	LN									
Currently unemployed	71	7	17	34	5	5	4	37	34	16	21	12	16	6	-	-	71	-	-	-	57	15
	7%	8%	7%	9%	7%	5%	3%	8%	7%	17%	10%	7%	7%	2%			100%				7%	6%
				G				N		N	N	N	N									
Student	64	5	23	17	7	5	7	25	38	37	20	3	2	-	-	-	-	-	64	-	42	22
	6%	6%	9%	5%	10%	5%	5%	5%	7%	40%	10%	2%	1%						100%		5%	10%
				D						KLM	LM											
Retired	176	12	51	62	14	14	23	81	96	-	1	1	6	165	-	-	-	176	-	-	128	48
	17%	15%	20%	16%	20%	15%	17%	16%	18%		1%	1%	2%	56%				100%			16%	21%
														KLM								
Homemaker	44	4	10	17	0	3	9	4	39	-	7	9	14	13	-	-	-	-	-	44	32	11
	4%	5%	4%	4%	1%	3%	7%	1%	7%		4%	5%	6%	4%						100%	4%	5%
				E			E		H													
Don't Know/No Response	34	3	5	17	4	2	4	11	23	3	1	5	9	6	-	-	-	-	-	-	29	5
	3%	3%	2%	4%	6%	2%	3%	2%	4%	4%	1%	3%	4%	2%							4%	2%
													K									

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM8. Which of the following best describes your current job status?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Working on your own business within your home	59 6%	37 6%	22 6%	9 3%	11 7%	16 8%	4 6%	10 8%	14 4%	14 6%	21 8%	6 9%	5 5%	11 4%	42 7%	7 4%	11 6%	22 7%	7 3%	19 6%
Working on your own business outside of your home	65 6%	44 7%	21 5%	13 5%	11 6%	14 7%	5 8%	15 12%	21 7%	17 7%	22 8%	5 8%	-	17 6%	41 7%	4 2%	9 5%	23 8%	8 4%	24 8%
Working on an employer's business full-time	407 40%	274 43%	133 35%	68 23%	75 44%	102 53%	38 57%	76 60%	102 32%	124 51%	137 51%	31 53%	12 12%	105 39%	261 46%	38 25%	53 28%	116 38%	97 49%	139 47%
Working on an employer's business part-time	93 9%	56 9%	37 10%	42 14%	15 9%	13 7%	4 6%	6 5%	36 11%	24 10%	16 6%	6 11%	11 11%	34 13%	39 7%	19 12%	19 10%	21 7%	22 11%	32 11%
Currently unemployed	71 7%	43 7%	28 7%	34 12%	13 7%	12 6%	5 7%	1 1%	35 11%	15 6%	12 5%	1 1%	9 9%	30 11%	29 5%	13 8%	14 7%	21 7%	11 6%	25 9%
Student	64 6%	42 7%	22 6%	32 11%	5 3%	10 5%	-	4 3%	1 *	-	1 *	-	62 62%	50 19%	13 2%	-	2 1%	9 3%	27 13%	26 9%
Retired	176 17%	96 15%	81 21%	73 25%	35 20%	22 11%	6 10%	8 6%	86 27%	32 13%	46 17%	8 13%	-	16 6%	95 17%	64 41%	74 38%	80 26%	12 6%	8 3%
Homemaker	44 4%	18 3%	26 7%	14 5%	4 2%	4 2%	3 5%	5 4%	18 6%	13 5%	8 3%	1 1%	-	-	39 7%	4 3%	5 3%	10 3%	12 6%	17 6%
Don't Know/No Response	34 3%	22 4%	12 3%	7 3%	3 2%	1 1%	1 1%	1 1%	7 2%	4 2%	7 2%	2 3%	2 2%	6 2%	8 1%	7 4%	5 3%	4 1%	3 2%	7 2%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DM14D. Do you have access to the internet at work, at home, at both or neither?  
 BASE: Representative Adults  
 BANNER 1

	Region					Gender				Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Has Internet - NET	794	60	169	317	51	82	115	390	404	80	179	148	205	175	108	459	48	86	56	29	639	155
	78%	77%	68%	83%	74%	84%	86%	80%	77%	86%	88%	90%	88%	59%	87%	92%	67%	49%	89%	67%	82%	67%
				C		C	CE			N	N	N	N		QRT	QRT	R		QRT	R	V	
Work	39	1	8	19	1	6	3	10	29	3	5	9	9	14	1	36	1	2	-	-	31	8
	4%	2%	3%	5%	2%	6%	2%	2%	6%	3%	2%	5%	4%	5%	1%	7%	1%	1%			4%	4%
									H							OQR						
Home	345	31	82	135	23	30	43	165	180	49	56	52	75	109	42	120	41	84	31	23	268	77
	34%	40%	33%	35%	34%	31%	32%	34%	34%	53%	28%	32%	32%	37%	34%	24%	57%	48%	49%	52%	34%	33%
										KLMN							OP	OP	P	OP		
Both	410	28	79	162	26	46	69	216	195	28	118	87	121	52	66	303	6	-	25	7	340	70
	41%	35%	32%	42%	38%	47%	52%	44%	37%	30%	58%	53%	52%	18%	53%	61%	8%		40%	15%	43%	30%
				C		C	BC	I			JN	JN	JN		QT	QST			QT		V	
Neither	198	16	80	57	15	14	17	90	108	11	24	14	25	117	15	40	24	88	7	12	124	74
	20%	20%	32%	15%	22%	14%	12%	18%	21%	12%	12%	9%	11%	39%	12%	8%	33%	50%	11%	28%	16%	32%
			BDFG											JKLM			OPS	OPQST		OP		U
Don't Know/No Response	21	2	1	10	3	2	2	9	12	2	1	3	4	5	1	1	-	2	-	2	19	2
	2%	3%	1%	3%	5%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	1%		1%		5%	2%	1%
				C																		

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DM14D. Do you have access to the internet at work, at home, at both or neither?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Has Internet - NET	794	517	277	168	154	179	63	125	192	211	244	55	89	226	477	86	112	240	179	262
	78%	82%	73%	58%	89%	93%	94%	99%	60%	87%	90%	93%	90%	84%	84%	55%	58%	78%	91%	88%
		C			D	D	D	DEF		I	I	I	I	P	P			Q	QR	QR
Work	39	25	14	13	6	9	5	1	13	17	8	1	1	19	10	10	14	18	5	2
	4%	4%	4%	5%	4%	5%	7%	1%	4%	7%	3%	2%	1%	7%	2%	6%	7%	6%	3%	1%
				H		H			M	LM				O		O	ST	T		
Home	345	208	137	102	68	67	23	32	127	79	77	14	44	101	198	45	49	112	77	106
	34%	33%	36%	35%	39%	35%	35%	26%	40%	33%	28%	24%	44%	38%	35%	29%	26%	37%	39%	36%
					H				KL				KL				Q	Q	Q	Q
Both	410	284	127	53	80	103	35	92	52	115	159	40	45	105	270	31	49	109	98	154
	41%	45%	33%	18%	46%	53%	52%	73%	16%	47%	59%	67%	45%	39%	48%	20%	25%	36%	49%	52%
		C			D	D	D	DEFG		I	IJ	IJM	I	P	P			Q	QR	QR
Neither	198	104	94	120	19	13	4	1	124	31	23	4	10	42	81	69	78	64	19	31
	20%	16%	25%	41%	11%	7%	6%	1%	39%	13%	8%	7%	10%	16%	14%	44%	41%	21%	9%	10%
			B	EFGH	H	H			JKLM						NO	NO	RST	ST		
Don't Know/No Response	21	10	11	2	-	1	-	-	4	1	4	-	-	1	8	1	1	3	-	3
	2%	2%	3%	1%		1%			1%	1%	1%			*	1%	1%	1%	1%		1%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM15. What was your total household income for 2006?  
 BASE: Representative Adults  
 BANNER 1

	Region					Gender		Age Group					Employment				Language					
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Under \$40,000 (NET)	291	31	97	89	23	24	27	117	174	35	67	26	57	104	22	109	34	73	32	14	196	95
	29%	40%	39%	23%	33%	25%	20%	24%	33%	37%	33%	16%	24%	35%	18%	22%	47%	41%	50%	31%	25%	41%
		DFG	DFG						H	L	L		L	LM			OP	OP	OP			U
Under \$20,000	98	10	36	26	8	9	8	42	56	14	18	4	22	40	5	26	20	28	13	2	61	37
	10%	13%	14%	7%	12%	9%	6%	9%	11%	15%	9%	2%	9%	13%	4%	5%	27%	16%	20%	4%	8%	16%
			DG							L	L		L	L			OPT	OPT	OPT			U
\$20,000 - \$30,000	112	11	39	30	11	8	12	45	68	12	31	12	13	42	7	48	10	30	9	6	73	39
	11%	15%	16%	8%	16%	8%	9%	9%	13%	13%	15%	8%	6%	14%	6%	10%	14%	17%	15%	14%	9%	17%
			DF								M			LM				OP				U
\$30,000 - \$40,000	81	9	22	32	4	7	8	31	50	9	17	10	22	22	10	35	4	15	10	6	62	19
	8%	12%	9%	8%	5%	7%	6%	6%	10%	10%	8%	6%	9%	7%	8%	7%	6%	8%	15%	13%	8%	8%
Over \$40,000 (NET)	560	36	127	224	34	60	79	307	253	37	110	120	152	139	87	329	31	72	19	16	452	108
	55%	46%	51%	58%	50%	62%	59%	63%	48%	40%	54%	72%	65%	47%	70%	66%	43%	41%	30%	37%	58%	47%
						B		I				JKN	JN		QRST	QRST						V
\$40,000 - \$50,000	98	8	29	37	6	6	12	54	44	2	24	17	15	37	9	55	8	23	2	1	72	26
	10%	10%	12%	10%	9%	6%	9%	11%	8%	3%	12%	10%	7%	13%	7%	11%	11%	13%	3%	2%	9%	11%
										J	J			JM		ST		ST				
\$50,000 - \$60,000	75	5	24	29	4	2	10	36	39	8	16	15	15	20	13	36	5	12	3	3	56	19
	7%	7%	10%	8%	6%	3%	7%	7%	8%	9%	8%	9%	7%	7%	11%	7%	7%	7%	4%	7%	7%	8%
			F	F																		
\$60,000 - \$70,000	133	7	31	53	5	14	23	76	57	11	25	25	38	34	23	73	10	16	7	2	107	26
	13%	9%	12%	14%	8%	14%	17%	15%	11%	12%	12%	15%	16%	11%	19%	15%	14%	9%	11%	5%	14%	11%
															RT	RT						
\$70,000 - \$80,000	60	6	11	21	6	8	9	34	27	10	13	13	16	9	7	41	2	5	3	2	52	9
	6%	7%	4%	5%	9%	8%	7%	7%	5%	11%	6%	8%	7%	3%	5%	8%	3%	3%	5%	3%	7%	4%
											N	N				R						
\$80,000 - \$100,000	67	4	19	26	3	9	6	36	31	-	12	14	27	15	9	42	5	6	-	3	49	18
	7%	5%	8%	7%	4%	9%	5%	7%	6%		6%	8%	11%	5%	8%	8%	7%	4%		8%	6%	8%
													N			R						
\$100,000 - \$120,000	46	2	5	13	5	9	11	23	23	3	16	13	11	3	4	33	-	2	4	3	41	5
	5%	3%	2%	4%	7%	9%	8%	5%	4%	3%	8%	8%	5%	1%	3%	7%		1%	6%	6%	5%	2%
						C	C				N	N	N			R						V
\$120,000 & Over	81	4	8	44	4	13	8	49	32	3	4	23	30	21	21	49	1	6	-	3	76	5
	8%	5%	3%	12%	6%	13%	6%	10%	6%	3%	2%	14%	13%	7%	17%	10%	1%	4%		6%	10%	2%
				C		C		I				JKN	JKN	K	QRT	QR						V
Refused	162	11	27	71	12	13	28	65	97	21	27	19	25	54	14	61	7	32	13	14	134	28
	16%	14%	11%	19%	17%	14%	21%	13%	18%	22%	13%	12%	11%	18%	12%	12%	10%	18%	20%	31%	17%	12%
				C			C		H					LM						OPQ		

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

DEM15. What was your total household income for 2006?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Under \$40,000 (NET)	291	154	137	291	-	-	-	-	153	55	37	5	40	101	100	89	103	84	54	50
	29%	24%	36%	100%					17%	23%	14%	8%	40%	37%	18%	57%	54%	27%	27%	17%
			B						JKL	KL			JKL	O		NO	RST	T	T	
Under \$20,000	98	58	40	98	-	-	-	-	56	14	11	2	16	39	18	40	42	28	21	6
	10%	9%	10%	34%					17%	6%	4%	4%	16%	15%	3%	26%	22%	9%	10%	2%
									JKL				JKL	O		NO	RST	T	T	
\$20,000 - \$30,000	112	53	60	112	-	-	-	-	57	25	15	2	12	31	48	32	39	30	22	22
	11%	8%	16%	39%					18%	10%	5%	4%	12%	12%	8%	20%	20%	10%	11%	7%
			B						JKL							NO	RST			
\$30,000 - \$40,000	81	43	38	81	-	-	-	-	40	16	12	-	12	30	34	17	22	26	11	22
	8%	7%	10%	28%					13%	7%	4%		12%	11%	6%	11%	11%	8%	6%	7%
									JK					O						
Over \$40,000 (NET)	560	373	188	-	173	194	67	126	124	156	190	47	41	125	393	41	64	182	111	203
	55%	59%	49%		100%	100%	100%	100%	39%	64%	70%	80%	41%	47%	69%	26%	33%	59%	56%	68%
		C								IM	IM	IJM		P	NP		Q	Q	QRS	
\$40,000 - \$50,000	98	60	38	-	98	-	-	-	35	30	24	5	5	19	67	12	20	41	15	22
	10%	9%	10%		57%				11%	12%	9%	9%	5%	7%	12%	8%	11%	13%	7%	7%
										M				N			ST			
\$50,000 - \$60,000	75	46	29	-	75	-	-	-	21	15	27	4	7	25	45	6	14	19	20	23
	7%	7%	8%		43%				7%	6%	10%	6%	7%	9%	8%	4%	7%	6%	10%	8%
														P	P					
\$60,000 - \$70,000	133	86	47	-	-	133	-	-	31	43	33	9	16	29	92	12	13	48	27	45
	13%	14%	12%			69%			10%	18%	12%	16%	16%	11%	16%	8%	7%	16%	14%	15%
										I					P		Q	Q	Q	
\$70,000 - \$80,000	60	35	25	-	-	60	-	-	11	23	18	4	5	22	36	3	9	17	17	18
	6%	6%	7%			31%			3%	10%	7%	7%	5%	8%	6%	2%	5%	6%	8%	6%
										I				P	P					
\$80,000 - \$100,000	67	53	14	-	-	-	67	-	8	18	28	9	4	10	51	6	5	21	14	26
	7%	8%	4%				100%		3%	7%	10%	16%	4%	4%	9%	4%	3%	7%	7%	9%
		C								I	IM	IM			NP		Q	Q	Q	Q
\$100,000 - \$120,000	46	31	14	-	-	-	-	46	10	9	19	4	3	10	34	2	2	12	4	28
	5%	5%	4%					36%	3%	4%	7%	7%	3%	4%	6%	1%	1%	4%	2%	9%
										I				P			Q	Q	QRS	
\$120,000 & Over	81	61	20	-	-	-	-	81	9	18	41	12	2	10	68	2	1	24	15	41
	8%	10%	5%					64%	3%	7%	15%	19%	2%	4%	12%	1%	*	8%	7%	14%
		C								I	IJM	IJM			NP		Q	Q	QRS	
Refused	162	104	57	-	-	-	-	-	43	32	44	7	18	43	74	26	24	41	33	44
	16%	17%	15%						13%	13%	16%	12%	19%	16%	13%	17%	13%	13%	17%	15%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

PROV. Province.  
BASE: Representative Adults  
BANNER 1

	Region					Gender				Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
Newfoundland	18	18	-	-	-	-	-	9	8	1	2	4	5	5	1	10	2	3	-	1	18	-
	2%	22%						2%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%		3%	2%	
PEI	3	3	-	-	-	-	-	2	1	-	-	-	-	3	1	2	-	0	-	-	3	-
	*%	4%						*%	*%					1%	1%	*%		*%			*%	
Nova Scotia	33	33	-	-	-	-	-	16	17	5	7	5	8	8	2	17	3	5	2	3	33	-
	3%	42%						3%	3%	5%	3%	3%	3%	3%	2%	3%	5%	3%	4%	6%	4%	
New Brunswick	25	25	-	-	-	-	-	11	14	2	5	5	6	7	3	13	1	4	2	-	23	2
	2%	31%						2%	3%	2%	2%	3%	3%	2%	2%	3%	2%	2%	4%		3%	1%
																						V
Quebec	250	-	250	-	-	-	-	121	130	22	48	43	57	76	25	118	17	51	23	10	23	227
	25%		100%					25%	25%	24%	24%	26%	24%	26%	20%	24%	25%	29%	36%	24%	3%	98%
																						U
Ontario	384	-	-	384	-	-	-	185	199	38	76	65	84	112	51	186	34	62	17	17	382	2
	38%			100%				38%	38%	41%	37%	39%	36%	38%	41%	37%	48%	35%	27%	40%	49%	1%
																	s					V
Manitoba	34	-	-	-	34	-	-	17	17	3	6	4	10	11	6	14	2	8	3	-	34	-
	3%				50%			3%	3%	3%	3%	2%	4%	4%	5%	3%	2%	5%	5%		4%	
Saskatchewan	35	-	-	-	35	-	-	17	18	7	5	4	7	10	6	13	3	6	3	0	35	-
	3%				50%			3%	3%	7%	2%	3%	3%	3%	5%	3%	4%	3%	5%	1%	4%	
Alberta	98	-	-	-	-	98	-	49	49	8	24	17	23	24	13	56	5	14	5	3	98	-
	10%				100%			10%	9%	9%	12%	10%	10%	8%	10%	11%	7%	8%	8%	7%	13%	
British Columbia	134	-	-	-	-	-	134	65	69	7	31	18	34	40	17	71	4	23	7	9	134	-
	13%						100%	13%	13%	8%	15%	11%	15%	14%	13%	14%	5%	13%	11%	20%	17%	
																Q		Q		Q		



**ENVIROINICS OMNIBUS – VERITAS COMMUNICATIONS**

Table PROV Page 26

February 8 - 12 2007

PROV. Province.  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
Newfoundland	18 2%	9 1%	9 2%	6 2%	3 2%	3 2%	1 1%	3 2%	8 2%	3 1%	5 2%	2 4%	-	4 1%	12 2%	1 1%	1 1%	5 2%	4 2%	6 2%
PEI	3 *%	-	3 1%	2 1%	0 *%	-	-	1 *%	2 1%	0 *%	0 *%	1 1%	-	1 *%	2 *%	0 *%	2 1%	2 1%	-	-
Nova Scotia	33 3%	7 1%	26 7% B	11 4% H	8 5% H	7 4%	1 2%	1 1%	13 4%	12 5%	5 2%	1 2%	2 2%	9 4%	16 3%	8 5%	7 3%	6 2%	10 5%	11 4%
New Brunswick	25 2%	3 1%	21 6% B	12 4%	2 1%	3 1%	2 2%	2 2%	9 3%	4 2%	7 3%	1 1%	2 2%	6 2%	14 2%	4 2%	4 2%	8 2%	6 3%	5 2%
Quebec	250 25%	166 26%	84 22%	97 33% FH	53 31% H	41 21% H	19 29% H	13 10%	91 28%	55 23%	61 22%	14 23%	25 25%	70 26%	133 23%	43 28%	63 33% ST	76 25%	45 23%	65 22%
Ontario	384 38%	273 43% C	110 29%	89 31%	66 38%	74 38%	26 39%	58 46% D	111 35%	88 36%	109 40%	25 43%	42 42%	89 33%	228 40%	57 37%	65 34%	115 38%	73 37%	121 41%
Manitoba	34 3%	16 3%	18 5%	12 4%	6 3%	6 3%	1 2%	7 5%	14 4% L	6 3%	10 4%	0 1%	3 3%	12 4%	18 3%	4 3%	8 4%	12 4%	9 4%	5 2%
Saskatchewan	35 3%	20 3%	15 4%	11 4%	5 3%	6 3%	1 2%	2 2%	11 3%	7 3%	4 1%	3 5%	7 7%	9 3%	16 3%	6 4%	6 3%	10 3%	7 4%	8 3%
Alberta	98 10%	57 9%	41 11%	24 8%	8 5%	22 11% E	9 13%	22 17% DE	37 12%	27 11%	24 9%	4 7%	5 5%	31 11%	54 10%	12 8%	14 7%	30 10%	17 9%	36 12%
British Columbia	134 13%	79 13%	55 14%	27 9%	22 13%	32 17% D	6 9%	19 15% D	25 8%	40 17% I	46 17% I	8 14%	12 12%	38 14%	76 13%	20 13%	23 12%	44 14%	26 13%	39 13%

**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

LANGU. Language.  
 BASE: Representative Adults  
 BANNER 1

	Region					Gender		Age Group					Employment				Language					
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,013	78	250	384	69	98	134	490	523	93	204	165	234	297	124	500	71	176	64	44	782	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	101	251	328	104	101	128	506	507	61	124	172	242	395	132	469	59	233	43	42	780	233
English	782	76	23	382	69	98	134	388	394	74	162	126	178	226	103	391	57	128	42	32	782	-
	77%	98%	9%	100%	100%	100%	100%	79%	75%	80%	79%	76%	76%	76%	83%	78%	79%	73%	66%	74%	100%	
		C		C	C	C	C							RS								
French	231	2	227	2	-	-	-	102	129	19	42	39	56	71	21	108	15	48	22	11	-	231
	23%	2%	91%	*%				21%	25%	20%	21%	24%	24%	24%	17%	22%	21%	27%	34%	26%		100%
			BD															O	O			



**ENVIRONICS OMNIBUS – VERITAS COMMUNICATIONS**

Table LANGU Page 28

February 8 - 12 2007

LANGU. Language.  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,013	631	382	291	173	194	67	126	320	242	271	59	99	269	567	155	192	307	198	296
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,013	603	410	294	172	192	68	126	350	238	275	63	66	221	587	181	219	330	183	260
English	782	484	298	196	128	159	49	117	233	196	215	48	75	208	446	112	132	238	157	238
	77%	77%	78%	67%	74%	82%	72%	92%	73%	81%	79%	82%	76%	77%	79%	72%	69%	77%	79%	80%
					D			DEFG			I						Q	Q	Q	
French	231	147	84	95	45	35	18	10	88	46	56	11	24	61	121	44	60	70	41	58
	23%	23%	22%	33%	26%	18%	28%	8%	27%	19%	21%	18%	24%	23%	21%	28%	31%	23%	21%	20%
				FH	H	H	H		J								RST			