

A. Where are you spending Canada Day (July 1st) this year for Canada's 150th birthday?

	Total	ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD	
		GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	2003	923	459	464	204	225	549	102	379	332	544	540	518	1485
Weighted	2003	910	425	485	166	241	555	131	519	382	512	381	544	1459
Community event/festival	301	144	59	85	34	15	75	33	88	63	72	50	104	197
	15%	16%	14%	17%	20%	6%	14%	25%	17%	16%	14%	13%	19%	13%
		E	E	E	EE		EE	EFBEF*					M	
My backyard/home	945	439	195	245	82	75	289	60	238	195	240	163	218	726
	47%	48%	46%	50%	50%	31%	52%	46%	46%	51%	47%	43%	40%	50%
		E	E	E	EE		EE	EE*						L
Ottawa	139	20	10	11	4	100	12	4	35	13	37	37	42	98
	7%	2%	2%	2%	2%	41%	2%	3%	7%	3%	7%	10%	8%	7%
						ADFGBCDFG		*				I		
I won't be in the country	21	14	10	4	3	1	3	1	1	3	10	7	10	12
	1%	2%	2%	1%	2%	*	1%	1%	*	1%	2%	2%	2%	1%
								*			H	H		
Cottage I own	66	30	10	20	6	8	13	10	4	14	20	22	22	43
	3%	3%	2%	4%	3%	3%	2%	8%	1%	4%	4%	6%	4%	3%
								FBF*		H	H	H		
Cottage I rented	23	16	12	4	1	-	6	-	1	3	14	3	11	12
	1%	2%	3%	1%	*	-	1%	-	*	1%	3%	1%	2%	1%
								*			H			
Friend's/family's cottage	83	42	22	21	4	6	22	8	21	7	26	24	35	47
	4%	5%	5%	4%	2%	3%	4%	6%	4%	2%	5%	6%	7%	3%
								*				I	M	
At a friend or family member's home	271	141	70	71	20	24	79	8	96	56	52	44	75	197
	14%	15%	16%	15%	12%	10%	14%	6%	18%	15%	10%	11%	14%	13%
		G	G					*	JK					
Other	154	63	38	25	14	13	57	7	36	29	42	32	27	127
	8%	7%	9%	5%	8%	5%	10%	6%	7%	8%	8%	8%	5%	9%
							C	*						L

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/D/E/F/G, B/C/D/E/F/G, H/I/J/K, L/M, N/O, P/Q, R/S, T, U/V, W/X, Y/Z/a

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/D/E/F/G, B/C/D/E/F/G, H/I/J/K, L/M, N/O, P/Q, R/S, T, U/V, W/X, Y/Z/a

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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