

Detailed Tables

If you won a \$25,000 contribution to an education fund, would you use it for yourself or give it to someone else ? Who would the beneficiary be...

Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1059	134	100	101	385	239	100	339	407	290	471	588
Weighted Base	1000	132	97*	68	379	247	77*	293	392	294	483	517
My Child or Children	372 37%	48 36%	37 38%	30 44%	136 36%	92 37%	29 37%	82 28%	195 50%	90 31%	173 36%	198 38%
Myself	265 27%	34 25%	22 23%	16 24%	89 24%	86 35% BDF	17 22%	149 51% HI	79 20% I	27 9%	140 29%	126 24%
Other relative or family member	214 21%	26 20%	27 28% E	15 22%	84 22%	40 16%	22 28% E	22 8%	64 16% G	126 43% GH	96 20%	118 23%
Husband/wife/partner/girlfriend/boyfriend	24 2%	4 3%	2 2%	2 2%	9 2%	5 2%	1 2%	9 3% I	12 3% I	2 1%	15 3%	9 2%
Brother/Sister	15 1%	1 1%	2 3%	1 1%	8 2%	2 1%	1 2%	11 4% HI	4 1%	0 -	9 2%	6 1%
Friend	13 1%	0 -	0 -	0 -	10 3%	1 1%	1 1%	4 1%	7 2%	2 1%	7 1%	6 1%
Charity	12 1%	2 2% E	1 1%	0 -	8 2% E	0 -	1 2% E	3 1%	5 1%	5 2%	7 1%	6 1%
Other	65 7%	15 11% BEF	3 4%	3 4%	30 8%	13 5%	2 2%	8 3%	21 5%	34 12% GH	28 6%	38 7%
Don't know/Refused	21 2%	2 2%	2 2%	2 3%	4 1%	8 3%	3 3%	5 2%	5 1%	8 3%	9 2%	11 2%

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If you won a \$25,000 contribution to an education fund, would you use it for yourself or give it to someone else ? Who would the beneficiary be...

Proportions/Mean: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1059	826	233	125	267	358	299	275	333	317
Weighted Base	1000	788	212	124	248	337	282	258	308	306
My Child or Children	372 37%	285 36%	86 41%	43 35%	93 37%	127 38%	106 37%	86 33%	105 34%	136 44%
Myself	265 27%	218 28%	47 22%	23 18%	79 32%	98 29%	65 23%	90 35%	80 26%	62 20%
Other relative or family member	214 21%	169 21%	45 21%	31 25%	51 21%	64 19%	65 23%	41 16%	85 27%	60 20%
Husband/wife/partner/girlfriend/boyfriend	24 2%	20 3%	4 2%	3 2%	3 1%	11 3%	7 2%	3 1%	9 3%	9 3%
Brother/Sister	15 1%	12 2%	2 1%	2 1%	3 1%	8 2%	3 1%	5 2%	5 2%	5 2%
Friend	13 1%	11 1%	1 0	1 1%	0 -	3 1%	9 3%	3 1%	4 1%	5 2%
Charity	12 1%	9 1%	3 1%	4 4%	1 0	3 1%	4 1%	8 3%	0 -	3 1%
Other	65 7%	44 6%	21 10%	13 11%	15 6%	16 5%	21 7%	18 7%	16 5%	23 7%
Don't know/Refused	21 2%	18 2%	2 1%	3 3%	3 1%	7 2%	4 1%	5 2%	4 1%	4 1%

Detailed Tables

What subject would you like to see this person major in ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: Excludes respondents who said Myself or Don't know/Refused												
Unweighted Base	751	98	73	74	291	141	74	161	324	257	319	432
Weighted Base	714	96*	72*	49*	286	153	57*	139	308	259	334	380
Whatever they want/ Anything/Doesn't matter	191	29	19	13	65	55	9	32	83	75	93	98
	27%	31% F	27%	27%	23%	36% DF	16%	23%	27%	29%	28%	26%
Medicine	89 13%	12 12%	5 7%	11 22% BDF	35 12%	22 15%	5 9%	19 14%	33 11%	37 14%	34 10%	56 15%
Science	84 12%	8 9%	13 18% E	6 13% E	40 14% E	5 3%	12 21% AE	19 14%	38 12%	26 10%	36 11%	48 13%
Business/Economics	35 5%	5 6%	4 5%	3 6%	15 5%	6 4%	3 5%	9 7%	15 5%	10 4%	21 6%	14 4%
Computer Science	31 4%	4 4%	3 4%	2 4%	19 7% E	2 2%	2 3%	6 4%	15 5%	11 4%	14 4%	17 4%
Humanities	30 4%	4 5%	3 4%	1 1%	15 5%	6 4%	2 3%	10 7% I	14 5%	6 2%	14 4%	16 4%
Engineering	29 4%	3 3%	4 6%	3 5%	9 3%	3 2%	6 11% ADE	4 3%	12 4%	13 5%	16 5%	13 3%
Fine Arts	26 4%	5 5%	1 1%	0 -	17 6% CE	2 1%	1 3%	3 2%	18 6% I	6 2%	15 4%	12 3%
Law	25 3%	3 4%	2 3%	1 3%	13 4%	3 2%	2 4%	6 4%	9 3%	9 3%	10 3%	15 4%
Education	22 3%	4 4%	2 2%	3 5%	8 3%	4 2%	2 3%	6 4%	11 4%	4 2%	7 2%	15 4%
Social Sciences	13 2%	0 -	0 -	0 -	8 3%	2 1%	3 4% A	3 2%	4 1%	7 3%	5 1%	9 2%
Trades	12 2%	2 2%	4 5% D	0 -	2 1%	4 3%	1 1%	2 1%	8 3%	2 1%	4 1%	8 2%
Communications	6 1%	0 -	1 2%	0 -	2 1%	2 2%	1 1%	0 -	2 1%	3 1%	1 0	4 1%

Detailed Tables

What subject would you like to see this person major in ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Other	55 8%	12 13%	6 8%	3 6%	19 7%	12 8%	3 5%	6 5%	24 8%	23 9%	30 9%	24 6%
None	2 0	0 -	1 1%	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 0	1 0
Don't know/Refused	64 9%	4 4%	6 8%	4 8%	20 7%	24 16% AD	6 11%	15 10%	23 7%	25 10%	33 10%	30 8%

Detailed Tables

What subject would you like to see this person major in ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
 * small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: Excludes respondents who said Myself or Don't know/Refused										
Unweighted Base	751	574	177	100	178	245	223	176	238	245
Weighted Base	714	551	163	98*	166	232	213	163	224	240
Whatever they want/ Anything/Doesn't matter	191 27%	154 28%	37 23%	31 32% E	47 28%	48 21%	63 30% E	45 27%	57 25%	62 26%
Medicine	89 13%	68 12%	22 13%	13 13%	22 13%	34 14%	20 9%	20 12%	35 15%	23 10%
Science	84 12%	62 11%	23 14%	5 5%	19 11%	26 11%	35 16% C	13 8%	28 12%	32 13%
Business/Economics	35 5%	30 5%	5 3%	6 6%	6 4%	15 6%	9 4%	8 5%	9 4%	15 6%
Computer Science	31 4%	23 4%	9 5%	6 6% F	6 4%	16 7% F	4 2%	10 6%	10 5%	7 3%
Humanities	30 4%	25 5%	5 3%	1 1%	6 4%	10 4%	14 6% C	9 6%	11 5%	7 3%
Engineering	29 4%	23 4%	5 3%	2 2%	5 3%	13 6%	9 4%	2 1%	11 5% G	14 6% G
Fine Arts	26 4%	19 3%	8 5%	2 2%	5 3%	13 6%	7 3%	6 3%	6 3%	12 5%
Law	25 3%	19 4%	5 3%	3 3%	8 5%	11 5%	4 2%	6 4%	7 3%	10 4%
Education	22 3%	18 3%	4 3%	5 5% F	7 4%	7 3%	3 1%	4 3%	6 3%	9 4%
Social Sciences	13 2%	10 2%	3 2%	2 2%	2 1%	7 3%	2 1%	4 3%	4 2%	4 2%

Detailed Tables

What subject would you like to see this person major in ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
 * small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Trades	12 2%	9 2%	3 2%	0 -	7 4% CE	2 1%	3 1%	4 2%	3 1%	4 2%
Communications	6 1%	6 1%	0 -	2 3%	1 1%	1 0	1 1%	1 1%	0 -	4 2% H
Other	55 8%	43 8%	11 7%	9 9%	12 7%	13 6%	19 9%	8 5%	23 10%	20 8%
None	2 0	2 0	0 -	2 2% E	0 -	0 -	0 -	0 -	0 -	0 -
Don't know/Refused	64 9%	41 7%	22 14% A	10 10%	13 8%	18 8%	22 10%	23 14% HI	15 7%	17 7%

Detailed Tables

If you could go back and re-do your college or university education, would you major in the same subject or choose something different, or would this be your first time attending a post-secondary institution ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1059	134	100	101	385	239	100	339	407	290	471	588
Weighted Base	1000	132	97*	68	379	247	77*	293	392	294	483	517
Same subject	367	48	27	23	136	108	25	111	144	104	184	183
	37%	37%	28%	34%	36%	44%	32%	38%	37%	35%	38%	35%
First time attending post-secondary institution	325	42	41	27	117	62	35	94	119	107	144	181
	33%	32%	43% DE	40% E	31%	25%	45% ADE	32%	30%	36%	30%	35%
Something different	290	42	26	17	120	68	16	82	126	76	146	144
	29%	31%	27%	26%	32% F	27%	21%	28%	32%	26%	30%	28%
Don't know/Refused	18	0	2	1	6	9	1	6	3	7	9	9
	2%	-	2%	1%	1%	4% A	1%	2%	1%	3%	2%	2%

If you could go back and re-do your college or university education, would you major in the same subject or choose something different, or would this be your first time attending a post-secondary institution ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All Respondents										
Unweighted Base	1059	826	233	125	267	358	299	275	333	317
Weighted Base	1000	788	212	124	248	337	282	258	308	306
Same subject	367	302	66	13	31	137	183	90	89	143
	37%	38% B	31%	11%	12%	41% CD	65% CDE	35%	29%	47% GH
First time attending post-secondary institution	325	236	90	95	180	45	3	108	115	65
	33%	30% A	42%	77% EF	73% EF	13% F	1% CD	42% I	37% I	21% G
Something different	290	237	53	13	31	152	94	56	103	96
	29%	30%	25%	10%	12%	45% CDF	33% CD	22% G	33% G	31% G
Don't know/Refused	18	13	4	3	6	4	2	3	2	2
	2%	2%	2%	3%	2%	1% A	1% A	1% A	1% A	1% A

Detailed Tables

If someone gave you \$25,000 to spend on your own education, what subject would you study ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1059	134	100	101	385	239	100	339	407	290	471	588
Weighted Base	1000	132	97*	68	379	247	77*	293	392	294	483	517
Humanities	125 12%	16 12%	7 8%	7 10%	57 15%	30 12%	8 10%	28 9%	48 12%	46 16% G	49 10%	75 15% J
Business/Economics	108 11%	15 12%	14 15%	9 13%	41 11%	20 8%	9 12%	41 14% I	46 12% I	18 6%	64 13% K	43 8%
Medicine	96 10%	13 10%	7 7%	7 10%	35 9%	28 11%	7 9%	38 13% I	38 10%	18 6%	18 4%	78 15% J
Computer Science	78 8%	10 7%	13 13% DE	5 8%	25 6%	16 6%	10 13% D	13 5%	36 9% G	27 9% G	42 9%	36 7%
Trades	73 7%	10 8%	5 5%	4 6%	24 6%	27 11% DF	3 3%	27 9%	31 8%	15 5%	50 10% K	23 4%
Science	62 6%	9 7%	6 6%	6 9%	21 6%	11 4%	9 12% DE	26 9% H	14 4%	20 7%	35 7%	27 5%
Social Sciences	55 6%	9 7%	5 5%	2 3%	24 6%	12 5%	3 4%	16 5%	20 5%	18 6%	26 5%	29 6%
Don't want to go back to school	49 5%	2 2%	4 4%	5 8% A	13 3%	20 8% AD	5 6%	5 2%	8 2%	36 12% GH	22 5%	27 5%
Fine Arts	43 4%	9 7% C	5 6%	1 1%	15 4%	7 3%	5 7% C	9 3%	19 5%	14 5%	15 3%	28 5%
Law	41 4%	6 4%	2 2%	4 5%	15 4%	11 5%	3 4%	17 6% I	16 4%	6 2%	18 4%	22 4%
Engineering	36 4%	3 2%	5 5%	1 2%	13 3%	10 4%	3 4%	14 5% I	18 5% I	3 1%	34 7% K	2 0
Education	28 3%	5 3%	3 3%	4 6% E	11 3%	4 2%	2 3%	8 3%	15 4%	4 1%	7 1%	21 4% J
Communications	14 1%	1 1%	1 1%	0 -	7 2%	5 2%	0 -	6 2%	4 1%	3 1%	6 1%	7 1%

Detailed Tables

If someone gave you \$25,000 to spend on your own education, what subject would you study ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Other	131 13%	17 13%	13 13%	10 14%	51 13%	32 13%	8 11%	36 12%	59 15%	36 12%	62 13%	69 13%
None	4 0	0 -	1 1%	0 -	2 1%	0 -	1 1%	0 -	1 0	3 1%	2 0	1 0
Don't know/Refused	60 6%	7 5%	4 5%	4 6%	27 7%	15 6%	2 3%	9 3%	19 5%	26 9% G	31 6%	29 6%

Detailed Tables

If someone gave you \$25,000 to spend on your own education, what subject would you study ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	REGION TYPE											
	TOTAL	Urban		Rural		EDUCATION				INCOME		
		A	B	C	D	E	F	G	H	I		
Base: All Respondents												
Unweighted Base	1059	826	233	125	267	358	299	275	333	317		
Weighted Base	1000	788	212	124	248	337	282	258	308	306		
Humanities	125 12%	103 13%	21 10%	14 12%	15 6%	42 12%	52 19%	32 12%	42 14%	34 11%		
Business/Economics	108 11%	88 11%	20 9%	9 7%	27 11%	43 13%	29 10%	21 8%	32 11%	45 15%		
Medicine	96 10%	75 10%	21 10%	6 5%	28 11%	39 12%	22 8%	23 9%	30 10%	31 10%		
Computer Science	78 8%	56 7%	22 10%	18 15%	16 7%	24 7%	19 7%	21 8%	26 9%	23 8%		
Trades	73 7%	59 7%	14 6%	10 8%	33 13%	24 7%	6 2%	25 10%	22 7%	17 6%		
Science	62 6%	54 7%	8 4%	7 6%	18 7%	17 5%	20 7%	17 7%	23 7%	17 6%		
Social Sciences	55 6%	47 6%	8 4%	5 4%	12 5%	23 7%	15 5%	17 7%	19 6%	17 6%		
Don't want to go back to school	49 5%	40 5%	9 4%	15 12%	11 4%	11 3%	11 4%	14 6%	10 3%	13 4%		
Fine Arts	43 4%	31 4%	12 5%	2 2%	4 2%	14 4%	22 8%	7 3%	12 4%	17 6%		
Law	41 4%	35 4%	6 3%	2 2%	11 4%	15 5%	12 4%	9 3%	14 5%	13 4%		
Engineering	36 4%	30 4%	6 3%	2 2%	6 2%	19 6%	8 3%	7 3%	10 3%	16 5%		
Education	28 3%	19 2%	9 4%	2 2%	7 3%	9 3%	10 3%	9 3%	7 2%	9 3%		
Communications	14 1%	13 2%	1 0	2 2%	3 1%	4 1%	3 1%	4 2%	2 1%	5 2%		

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If someone gave you \$25,000 to spend on your own education, what subject would you study ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Other	131 13%	92 12%	39 18%	16 13%	38 15%	35 10%	39 14%	32 13%	46 15%	35 11%
None	4 0	2 0	1 1%	1 1%	2 1%	0 -	0 -	1 1%	0 -	1 0
Don't know/Refused	60 6%	43 5%	17 8%	10 8%	18 7%	17 5%	13 5%	18 7%	12 4%	12 4%

Detailed Tables

Would you study this:

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: Respondents who specified a subject they would study												
Unweighted Base	952	126	92	86	349	208	91	323	382	230	424	528
Weighted Base	897	123	89*	58*	345	212	70*	280	369	232	435	462
For interest and fun	390 43%	53 43%	35 39%	21 37%	126 37%	128 60% ABCDF	27 39%	86 31%	140 38% G	158 68% GH	177 41%	213 46%
To allow you to change your line of work or career	291 32%	47 39% E	34 38% E	24 40% E	120 35% E	43 20% E	23 32% E	106 38% I	139 38% I	38 16% H	141 32%	150 32%
To help you in your current line of work	203 23%	22 18%	18 20%	13 23%	92 27% AE	40 19%	19 26%	86 31% HI	87 24% I	29 13%	108 25%	95 21%
Don't know/Refused	13 1%	2 1%	2 2%	0 -	6 2%	1 1%	2 2%	3 1%	3 1%	7 3% H	9 2%	4 1%

Would you study this:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I
 * small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: Respondents who specified a subject they would study										
Unweighted Base	952	744	208	101	238	331	276	244	308	295
Weighted Base	897	708	189	100*	221	311	259	227	286	284
For interest and fun	390 43%	303 43%	87 46%	44 44%	99 45% E	112 36%	133 51% E	95 42%	124 43%	120 42%
To allow you to change your line of work or career	291 32%	224 32%	68 36%	38 38% F	85 38% F	113 36% F	52 20%	86 38% I	99 35% I	74 26%
To help you in your current line of work	203 23%	173 24% B	30 16%	16 16%	32 15%	84 27% CD	71 27% CD	41 18%	58 20%	87 31% GH
Don't know/Refused	13 1%	9 1%	4 2%	2 2%	5 2%	3 1%	3 1%	5 2%	5 2%	2 1%

Detailed Tables

What would you expect to spend the majority of the \$25,000 donation on ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: Respondents who specified a subject they would study												
Unweighted Base	952	126	92	86	349	208	91	323	382	230	424	528
Weighted Base	897	123	89*	58*	345	212	70*	280	369	232	435	462
Tuition	541 60%	79 64%	51 57%	36 61%	232 67%	103 49%	41 59%	176 63%	245 66%	112 48%	247 57%	294 64%
Living expenses, such as food, clothing, entertainment	124 14%	21 17%	18 20%	8 13%	37 11%	30 14%	11 15%	39 14%	43 12%	37 16%	61 14%	62 14%
Accommodation (residence fees or rent)	100 11%	13 11%	9 11%	6 10%	21 6%	43 20%	8 12%	32 11%	36 10%	33 14%	58 13%	42 9%
Books	95 11%	6 5%	9 10%	7 12%	43 12%	23 11%	6 9%	28 10%	33 9%	31 13%	51 12%	45 10%
Transportation	29 3%	3 3%	2 2%	1 2%	11 3%	10 5%	2 3%	5 2%	9 2%	15 6%	14 3%	16 3%
Don't know/Refused	7 1%	1 1%	0 -	1 1%	1 0	3 1%	2 2%	0 -	2 1%	5 2%	4 1%	3 1%

Detailed Tables

What would you expect to spend the majority of the \$25,000 donation on ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: Respondents who specified a subject they would study										
Unweighted Base	952	744	208	101	238	331	276	244	308	295
Weighted Base	897	708	189	100*	221	311	259	227	286	284
Tuition	541 60%	438 62%	103 55%	47 47%	115 52%	203 65%	173 67%	113 50%	163 57%	203 72%
						CD	CD			GH
Living expenses, such as food, clothing, entertainment	124 14%	97 14%	26 14%	18 18%	36 16%	39 13%	30 11%	42 19%	46 16%	24 8%
								I	I	
Accommodation (residence fees or rent)	100 11%	75 11%	25 13%	16 16%	30 14%	30 10%	23 9%	34 15%	31 11%	27 9%
Books	95 11%	74 10%	21 11%	14 14%	27 12%	32 10%	21 8%	26 12%	38 13%	18 6%
								I	I	
Transportation	29 3%	19 3%	10 6%	4 4%	11 5%	7 2%	8 3%	10 4%	5 2%	10 4%
Don't know/Refused	7 1%	5 1%	2 1%	1 1%	1 1%	0 -	5 2% E	1 0	3 1%	2 1%

Detailed Tables

Which Canadian post-secondary institution would you attend ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All Respondents												
Unweighted Base	1059	134	100	101	385	239	100	339	407	290	471	588
Weighted Base	1000	132	97*	68	379	247	77*	293	392	294	483	517
University of Toronto (U of T)	62 6%	0 -	0 -	0 -	58 15% ABCEF	2 1%	1 2%	19 7%	26 7%	15 5%	28 6%	33 6%
UBC (Univ. of British Columbia)	38 4%	30 23% BCDEF	1 1%	2 2%	3 1%	2 1%	0 -	10 3%	15 4%	12 4%	19 4%	18 4%
Universite de Montreal	35 4%	0 -	0 -	0 -	0 -	35 14% ABCDF	0 -	10 4%	19 5%	5 2%	16 3%	20 4%
McGill University	30 3%	3 2%	1 1%	0 -	5 1%	22 9% ABCDF	0 -	9 3%	13 3%	9 3%	17 3%	14 3%
Queens University	30 3%	1 1%	0 -	1 1%	27 7% ABCEF	0 -	1 1%	9 3%	10 3%	9 3%	15 3%	16 3%
University of Alberta	21 2%	1 1%	19 19% ACDEF	0 -	1 0	0 -	0 -	5 2%	10 3%	6 2%	9 2%	12 2%
Universite Laval	18 2%	0 -	1 1% D	0 -	0 -	16 6% ABCDF	1 1% D	5 2%	8 2%	5 2%	9 2%	9 2%
Simon Fraser University	17 2%	16 12% BCDEF	1 1% D	0 -	0 -	0 -	0 -	2 1%	11 3%	4 1%	5 1%	12 2%
University of Manitoba	16 2%	0 -	0 -	15 23% ABDEF	0 -	0 -	1 1%	8 3%	6 1%	2 1%	10 2%	6 1%
York University	15 1%	0 -	0 -	0 -	14 4% AE	1 0	0 -	8 3%	4 1%	1 0	9 2%	6 1%
Ryerson University	14 1%	0 -	0 -	0 -	14 4% AE	0 -	0 -	7 2%	5 1%	2 1%	7 2%	6 1%
University of Saskatchewan	13 1%	0 -	0 -	13 20% ABDEF	0 -	0 -	0 -	3 1%	6 1%	4 1%	6 1%	8 2%
University of Quebec (UQAM)	13 1%	0 -	0 -	0 -	0 -	13 5% ABCDF	0 -	7 2%	5 1%	1 0	5 1%	8 2%

Detailed Tables

Which Canadian post-secondary institution would you attend ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
University of Guelph	13 1%	0 -	0 -	0 -	13 3% AE	0 -	0 -	6 2%	2 1%	5 2%	7 2%	6 1%
Dalhousie University	13 1%	0 -	0 -	0 -	3 1% AE	0 -	10 13%	3 1%	4 1%	6 2%	5 1%	7 1%
University of Western Ontario	12 1%	0 -	0 -	0 -	11 3% AE	1 1%	0 -	3 1%	5 1%	5 2%	6 1%	7 1%
McMaster University	11 1%	0 -	0 -	0 -	11 3% AE	0 -	0 -	3 1%	1 0	6 2% H	6 1%	6 1%
Foreign institutions	8 1%	1 1%	3 3% D	0 -	1 0	3 1%	0 -	3 1%	3 1%	1 0	6 1%	2 0
BCIT	7 1%	7 6% BCDEF	0 -	0 -	0 -	0 -	0 -	4 1% I	3 1%	0 -	7 2% K	0 -
Other	319 32%	41 31% E	43 44% ACE	18 26%	131 35% E	47 19%	39 50% ACDE	104 36% I	133 34% I	76 26%	140 29%	179 35%
None	2 0	0 -	0 -	1 1%	1 0	0 -	1 1%	0 -	0 -	2 1%	2 0	1 0
Don't know/Refused	292 29%	31 24%	28 29%	18 27%	86 23%	104 42% ABCD	24 31%	64 22%	102 26%	117 40% GH	150 31%	142 28%

Detailed Tables

Which Canadian post-secondary institution would you attend ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	REGION TYPE											
	TOTAL	Urban		Rural		EDUCATION				INCOME		
		A	B	C	D	E	F	G	H	I		
Base: All Respondents												
Unweighted Base	1059	826	233	125	267	358	299	275	333	317		
Weighted Base	1000	788	212	124	248	337	282	258	308	306		
University of Toronto (U of T)	62 6%	51 7%	10 5%	3 2%	10 4%	20 6%	27 10%	10 4%	10 3%	31 10%		
UBC (Univ. of British Columbia)	38 4%	33 4%	4 2%	1 1%	3 1%	12 4%	20 7%	6 2%	9 3%	18 6%		
Universite de Montreal	35 4%	31 4%	4 2%	5 4%	6 2%	12 3%	13 5%	12 4%	11 3%	9 3%		
McGill University	30 3%	27 3%	3 1%	1 1%	4 2%	14 4%	11 4%	7 3%	8 3%	15 5%		
Queens University	30 3%	26 3%	4 2%	1 1%	5 2%	8 2%	15 5%	5 2%	8 3%	16 5%		
University of Alberta	21 2%	17 2%	4 2%	1 1%	4 2%	9 3%	6 2%	3 1%	6 2%	6 2%		
Universite Laval	18 2%	14 2%	4 2%	0 -	4 2%	4 1%	10 3%	3 1%	5 1%	9 3%		
Simon Fraser University	17 2%	17 2%	0 -	1 1%	4 1%	8 2%	4 2%	1 0%	8 3%	5 2%		
University of Manitoba	16 2%	14 2%	2 1%	0 -	4 1%	8 2%	4 2%	3 1%	6 2%	6 2%		
York University	15 1%	13 2%	1 0%	1 1%	2 1%	5 2%	6 2%	2 1%	5 2%	6 2%		
Ryerson University	14 1%	14 2%	0 -	0 -	2 1%	7 2%	5 2%	3 1%	3 1%	6 2%		
University of Saskatchewan	13 1%	8 1%	6 3%	0 -	3 1%	4 1%	6 2%	3 1%	7 2%	3 1%		

Detailed Tables

Which Canadian post-secondary institution would you attend ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	REGION TYPE		EDUCATION				INCOME			
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
University of Quebec (UQAM)	13 1%	12 2%	1 0	0 -	3 1%	4 1%	6 2%	1 0	10 3%	2 1%
University of Guelph	13 1%	10 1%	3 1%	1 1%	3 1%	2 1%	7 2%	2 1%	7 2%	3 1%
Dalhousie University	13 1%	8 1%	4 2%	3 2%	3 1%	4 1%	4 1%	6 2%	3 1%	3 1%
University of Western Ontario	12 1%	10 1%	3 1%	1 1%	2 1%	7 2%	2 1%	2 1%	1 0	8 2%
McMaster University	11 1%	11 1%	1 0	1 1%	1 0	0 -	9 3%	3 1%	3 1%	4 1%
Foreign institutions	8 1%	8 1%	0 -	1 1%	1 0	3 1%	2 1%	2 1%	3 1%	1 0
BCIT	7 1%	6 1%	1 0	0 -	2 1%	3 1%	2 1%	1 0	3 1%	3 1%
Other	319 32%	239 30%	80 38%	35 28%	95 38%	125 37%	62 22%	89 34%	108 35%	93 30%
None	2 0	2 0	0 -	1 0	0 -	0 -	2 1%	0 -	1 0	2 0
Don't know/Refused	292 29%	215 27%	77 36%	66 53%	87 35%	77 23%	57 20%	95 37%	84 27%	58 19%