Detailed Tables

I'd like to read you a number of statements and I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each. HAVING FUN WILL LEAD TO A MORE SUCCESSFUL OR HEALTHIER LIFESTYLE

_____

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

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Strongly agree	722	89	69	51	274	186	53	231	295	183	341	381
	72%	67%	71%	75%	72%	75%	68%	79%	75%	62%	71%	74%
								I	I			
Somewhat agree	224	34	25	15	81	48	21	52	80	89	116	108
	22%	26%	26%	22%	21%	19%	27%	18%	20%	30%	24%	21%
										GH		
Somewhat disagree	26	5	1	1	14	3	2	7	11	9	14	13
	3%	4%	1%	2%	4%	1%	2%	2%	3%	3%	3%	2%
Strongly disagree	23	4	1	1	8	7	2	3	9	9	11	12
	2%	3%	1%	1%	2%	3%	3%	1%	2%	3%	2%	2%
(DK/NS)	4	1	0	0	1	2	0	1	0	3	2	2
	0	1%	-	-	0	1%	-	0	-	1%	0	0
										H		
Summary												
Top2box (Strongly/Somewhat Agree)	946	123	94	66	356	234	74	283	375	273	457	490
	95%	93%	97%	97%	94%	95%	95%	96%	95%	93%	94%	95%
Low2box (Somewhat/Strongly Disagree)	50	9	3	2	22	10	4	10	20	18	25	25
	5%	7%	3%	3%	6%	4%	5%	3%	5%	6%	5%	5%

Detailed Tables

I'd like to read you a number of statements and I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each. HAVING FUN WILL LEAD TO A MORE SUCCESSFUL OR HEALTHIER LIFESTYLE

_____

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Strongly agree	722 72%	69 64%	163 72%	287 75% A	199 73%	149 69%	234 70%	274 77% EF
Somewhat agree	224 22%	28 26%	56 24%	81 21%	55 20%	51 23%	80 24%	66 19%
Somewhat disagree	26 3%	2 2%	5 2%	10 3%	9 3%	5 2%	8 2%	12 3%
Strongly disagree	23 2%	10 9% BCD	3 1%	5 1%	5 2%	8 4% G	10 3% G	2 1%
(DK/NS)	4 0	0 -	1 0	1 0	2 1%	3 1% FG	0 -	0 -
Summary								
Top2box (Strongly/Somewhat Agree)	946 95%	96 89%	218 96% A	368 96% A	255 94%	200 93%	314 94%	340 96%
Low2box (Somewhat/Strongly Disagree)	50 5%	12 11% BC	8 4%	15 4%	14 5%	13 6%	18 6%	14 4%

Detailed Tables

I'd like to read you a number of statements and I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each. I PERSONALLY HAVE ENOUGH FUN IN MY LIFE

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

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Strongly agree	399	43	31	16	162	121	26	139	137	113	194	205
	40%	32%	32%	24%	43%	49%	34%	47%	35%	38%	40%	40%
					AC	ABCF		HI				
Somewhat agree	403	68	40	36	139	97	24	114	154	132	196	207
	40%	51%	41%	53%	37%	39%	31%	39%	39%	45%	41%	40%
		DEF		DEF								
Somewhat disagree	111	12	17	9	43	16	14	21	58	30	54	58
	11%	9%	17%	14%	11%	6%	18%	7%	15%	10%	11%	11%
			E	E	E		AE		G			
Strongly disagree	87	9	9	6	35	14	13	19	46	19	40	47
	9%	7%	10%	9%	9%	6%	17%	6%	12%	7%	8%	9%
							ADE		GI			
Summary												
Top2box (Strongly/Somewhat Agree)	802	110	71	52	301	217	50	253	291	245	390	412
	80%	83%	73%	77%	79%	88%	65%	86%	74%	83%	81%	80%
		F			F	BCDF		H		H		
Low2box (Somewhat/Strongly Disagree)	198	22	26	16	78	30	27	40	104	49	93	105
	20%	17%	27%	23%	21%	12%	35%	14%	26%	17%	19%	20%
			E	E	E		ADE		GI			

Detailed Tables

I'd like to read you a number of statements and I would like you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each. I PERSONALLY HAVE ENOUGH FUN IN MY LIFE

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Strongly agree	399	42	91	149	111	82	135	139
	40%	39%	40%	39%	41%	38%	41%	39%
Somewhat agree	403	37	101	150	113	85	129	153
	40%	34%	44%	39%	42%	40%	39%	43%
Somewhat disagree	111	12	18	51	29	26	35	39
	11%	11%	8%	13%	11%	12%	11%	11%
				B				
Strongly disagree	87	16	17	35	18	22	33	23
	9%	15%	8%	9%	7%	10%	10%	7%
		BD						
Summary								
Top2box (Strongly/Somewhat Agree)	802	79	192	299	224	167	264	291
	80%	73%	85%	78%	83%	78%	79%	82%
			AC		A			
Low2box (Somewhat/Strongly Disagree)	198	29	35	85	47	48	68	63
	20%	27%	15%	22%	17%	22%	21%	18%
		BD		B				

Detailed Tables

Of the following whom do you have the most fun with? Would you say that it is...
_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
Overlap formulae used. * small base

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Family members	572	66	58	44	223	135	46	121	246	193	254	318
	57%	50%	59%	65%	59%	55%	59%	41%	62%	66%	53%	62%
				A					G	G		J
Friends of the same sex	197	29	15	15	82	44	12	80	69	46	92	105
	20%	22%	15%	22%	22%	18%	16%	27%	17%	16%	19%	20%
								HI				
Friends of the opposite sex	148	22	16	4	54	40	12	68	48	31	90	58
	15%	16%	16%	6%	14%	16%	16%	23%	12%	10%	19%	11%
		C	C		C	C	C	HI			K	
Work colleagues	66	12	7	4	16	21	6	22	30	13	38	28
	7%	9%	7%	7%	4%	8%	8%	7%	8%	4%	8%	5%
		D				D						
None	12	3	0	0	2	6	1	1	1	9	7	5
	1%	2%	-	-	1%	2%	1%	0	0	3%	1%	1%
										GH		
(DK/NS)	5	2	1	0	1	1	0	1	1	2	3	2
	0	1%	1%	-	0	0	-	0	0	1%	1%	0

Detailed Tables

Of the following whom do you have the most fun with? Would you say that it is...
_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Family members	572	59	121	224	161	114	182	210
	57%	55%	53%	58%	60%	53%	55%	59%
Friends of the same sex	197	16	50	69	61	38	66	77
	20%	14%	22%	18%	23%	18%	20%	22%
Friends of the opposite sex	148	14	36	66	31	41	59	38
	15%	13%	16%	17%	11%	19%	18%	11%
				D		G	G	
Work colleagues	66	14	15	23	14	18	19	26
	7%	13%	7%	6%	5%	8%	6%	7%
		CD						
None	12	4	3	2	2	3	4	3
	1%	4%	1%	1%	1%	1%	1%	1%
		CD						
(DK/NS)	5	1	2	0	2	1	2	0
	0	1%	1%	-	1%	1%	0	-
			C					

Detailed Tables

Which of the following would you, yourself have more fun doing?
_____

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

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Playing a board game with friends or family	328 33%	40 30%	36 37%	22 32%	122 32%	85 35%	23 30%	107 37% I	137 35% I	78 27%	155 32%	173 33%
Singing or dancing	260 26%	38 29%	22 23%	16 24%	99 26%	62 25%	22 28%	93 32% HI	95 24%	66 23%	100 21%	160 31% J
Painting, drawing, doodling or sculpting	145 14%	21 16%	17 18%	13 19%	45 12%	39 16%	10 13%	42 14%	64 16%	37 13%	64 13%	81 16%
Doing crosswords or word puzzles	98 10%	10 8%	9 9%	9 13% E	47 12% E	16 7%	7 9%	11 4%	31 8% G	54 18% GH	45 9%	53 10%
Answering trivia questions	83 8%	13 10%	4 4%	4 6%	38 10%	16 6%	8 11%	32 11% I	32 8%	18 6%	53 11% K	29 6%
None	82 8%	10 8%	9 9%	3 4%	29 8%	26 11%	6 8%	9 3%	34 9% G	37 13% G	63 13% K	19 4%
(DK/NS)	4 0	0 -	0 -	1 1% D	0 -	2 1%	1 1% D	0 -	2 0	2 1%	2 0	2 0

Detailed Tables

Which of the following would you, yourself have more fun doing?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Playing a board game with friends or family	328	33	61	140	92	63	109	121
	33%	31%	27%	36%	34%	29%	33%	34%
				B				
Singing or dancing	260	22	60	110	64	61	93	81
	26%	20%	26%	29%	24%	28%	28%	23%
Painting, drawing, doodling or sculpting	145	12	42	55	36	29	55	43
	14%	11%	19%	14%	13%	13%	17%	12%
Doing crosswords or word puzzles	98	17	25	32	25	36	26	29
	10%	15%	11%	8%	9%	16%	8%	8%
		C				FG		
Answering trivia questions	83	7	15	30	30	14	23	42
	8%	7%	7%	8%	11%	6%	7%	12%
								EF
None	82	17	22	18	23	13	23	35
	8%	16%	10%	5%	9%	6%	7%	10%
		CD	C		C			
(DK/NS)	4	0	2	1	1	0	2	2
	0	-	1%	0	0	-	0	0

Detailed Tables

If there were such a position, which of the following Canadians would you nominate as Canada's Minister of Fun?

_____

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

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Mike Myers	252	28	31	18	138	30	8	107	116	26	136	116
	25%	21%	32%	26%	37%	12%	10%	37%	29%	9%	28%	22%
		EF	EF	EF	ACEF			HI	I		K	
Jim Carrey	238	38	22	19	112	27	21	89	95	53	107	131
	24%	29%	23%	29%	29%	11%	27%	30%	24%	18%	22%	25%
		E	E	E	E		E	I				
Rick Mercer	160	33	25	14	48	10	30	36	60	63	85	76
	16%	25%	26%	21%	13%	4%	39%	12%	15%	21%	18%	15%
		DE	DE	DE	E		ABCDE			GH		
Yvon Deschamps	155	5	1	2	2	141	5	36	65	53	72	83
	16%	4%	1%	3%	0	57%	7%	12%	17%	18%	15%	16%
		D		D		ABCDF	BD					
Andrea Martin	47	8	3	4	22	7	2	7	19	21	16	31
	5%	6%	3%	6%	6%	3%	3%	2%	5%	7%	3%	6%
										G		
None	68	7	2	6	30	17	6	8	24	29	32	36
	7%	6%	2%	8%	8%	7%	7%	3%	6%	10%	7%	7%
									G	G		
(DK/NS)	79	14	12	6	28	15	5	10	17	50	34	45
	8%	10%	13%	8%	7%	6%	6%	3%	4%	17%	7%	9%
			E							GH		

Detailed Tables

If there were such a position, which of the following Canadians would you nominate as Canada's Minister of Fun?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Mike Myers	252	19	55	109	66	41	72	117
	25%	18%	24%	28%	24%	19%	22%	33%
				A				EF
Jim Carrey	238	24	63	102	49	47	87	81
	24%	23%	28%	27%	18%	22%	26%	23%
			D	D				
Rick Mercer	160	11	32	61	56	33	45	69
	16%	10%	14%	16%	21%	15%	14%	20%
					A			F
Yvon Deschamps	155	22	31	54	45	39	64	44
	16%	20%	14%	14%	17%	18%	19%	12%
							G	
Andrea Martin	47	8	7	18	14	15	19	9
	5%	7%	3%	5%	5%	7%	6%	3%
						G	G	
None	68	6	12	17	29	10	22	21
	7%	6%	5%	5%	11%	5%	7%	6%
					BC			
(DK/NS)	79	17	27	23	12	32	24	12
	8%	16%	12%	6%	5%	15%	7%	3%
		CD	CD			FG	G	

Detailed Tables

Thinking about the following Canadian cities, which one do you consider to be the most fun? Is it...

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

	Total	REGION						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1058	132	100	101	385	240	100	320	426	291	473	585
Weighted Base	1000	132	97*	68*	379	247	77*	293	395	294	483	517
Halifax	63	4	4	5	24	4	22	14	28	21	32	31
	6%	3%	4%	7%	6%	2%	28%	5%	7%	7%	7%	6%
				E	E		ABCDE					
Montreal	325	24	13	7	77	185	19	100	136	87	159	166
	32%	18%	14%	10%	20%	75%	25%	34%	34%	30%	33%	32%
					C	ABCDF	BC					
Toronto	222	5	10	4	173	13	17	76	77	62	100	122
	22%	4%	11%	6%	46%	5%	21%	26%	19%	21%	21%	24%
			A		ABCEF		ABCE	H				
Winnipeg	25	2	0	11	9	3	0	4	9	11	8	17
	3%	1%	-	16%	2%	1%	-	1%	2%	4%	2%	3%
				ABDEF								
Calgary	104	19	26	20	25	9	5	33	41	29	51	53
	10%	15%	27%	29%	7%	3%	6%	11%	10%	10%	11%	10%
		DE	ADEF	ADEF								
Edmonton	52	6	24	6	12	3	2	19	18	13	17	34
	5%	5%	24%	8%	3%	1%	2%	6%	5%	5%	4%	7%
		E	ACDEF	DE								J
Vancouver	175	69	17	11	50	21	6	42	71	60	98	77
	17%	52%	18%	17%	13%	9%	8%	14%	18%	20%	20%	15%
		BCDEF	EF	E							K	
None	27	4	1	3	5	8	6	3	12	8	16	11
	3%	3%	1%	5%	1%	3%	7%	1%	3%	3%	3%	2%
				D			BD					
(DK/NS)	9	0	1	2	4	1	1	3	4	2	3	6
	1%	-	1%	3%	1%	0	2%	1%	1%	1%	1%	1%
				AE								

Detailed Tables

Thinking about the following Canadian cities, which one do you consider to be the most fun? Is it...

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<$30K	$30K-$59K	$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1058	112	241	411	285	235	352	364
Weighted Base	1000	108	227	384	271	216	332	354
Halifax	63	3	14	26	19	12	21	24
	6%	3%	6%	7%	7%	6%	6%	7%
Montreal	325	32	60	126	102	64	109	127
	32%	30%	26%	33%	38%	30%	33%	36%
					B			
Toronto	222	26	59	74	61	49	75	77
	22%	24%	26%	19%	22%	23%	23%	22%
Winnipeg	25	7	7	6	4	9	6	5
	3%	6%	3%	2%	1%	4%	2%	1%
		CD				G		
Calgary	104	16	24	43	20	25	34	35
	10%	15%	11%	11%	7%	12%	10%	10%
		D						
Edmonton	52	7	13	21	10	14	20	13
	5%	6%	6%	5%	4%	6%	6%	4%
Vancouver	175	13	40	75	46	33	58	63
	17%	12%	18%	20%	17%	15%	17%	18%
None	27	3	4	11	8	5	6	9
	3%	3%	2%	3%	3%	2%	2%	3%
(DK/NS)	9	1	5	1	1	4	3	1
	1%	1%	2%	0	1%	2%	1%	0
			C					