

# Detailed tables

## Are you 'comfortable in your skin'?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MB	ON	QUE	Atl	Male	Female	18-34	35-49	50+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	504	67	41	46	175	129	46	0	504	0	504	0
	447	61*	45*	29*	168	112	32*	-.**	447	-.**	447	-.**
Weighted												
Yes	412	54	43	25	155	106	28	0	412	0	412	0
	92%	88%	95%	87%	93%	95%	89%	-	92%	-	92%	-
No	32	7	2	4	10	6	3	0	32	0	32	0
	7%	12%	5%	13%	6%	5%	11%	-	7%	-	7%	-
(DK/NS)												
	3	0	0	0	3	0	0	0	3	0	3	0
	1%	-	-	-	2%	-	-	-	1%	-	1%	-

## Are you 'comfortable in your skin'?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	504	25	115	203	158	94	151	206
	447	22**	101	180	141	82*	133	186
Weighted								
Yes	412	18	91	167	133	72	125	176
	92%	80%	90%	93%	95%	88%	94%	95%
No	32	4	8	12	8	9	8	10
	7%	20%	8%	7%	5%	11%	6%	5%
(DK/NS)								
	3	0	2	1	0	1	0	0
	1%	-	2%	1%	-	1%	-	-

# Detailed tables

## What does being 'comfortable in your skin' mean to you? FIRST MENTION

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MB	ON	QUE	Atl	Male	Female	18-34	35-49	50+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	504	67	41	46	175	129	46	0	504	0	504	0
Weighted	447	61*	45*	29*	168	112	32*	-**	447	-**	447	-**
Being comfortable about how you feel on the inside	68	8	8	6	22	20	4	0	68	0	68	0
	15%	13%	17%	20%	13%	18%	13%	-	15%	-	15%	-
Being comfortable how you look on the outside	16	3	2	1	6	3	1	0	16	0	16	0
	4%	4%	5%	4%	3%	2%	4%	-	4%	-	4%	-
Being happy with who you are -- inside and out	320	48	27	21	125	78	23	0	320	0	320	0
	72%	78% B	59%	72%	74% B	70%	72%	-	72%	-	72%	-
Not wanting to change anything about yourself	35	1	8	1	12	10	3	0	35	0	35	0
	8%	1%	17% A	4%	7%	9%	9%	-	8%	-	8%	-
None	4	0	1	0	2	1	0	0	4	0	4	0
	1%	-	2%	-	1%	1%	-	-	1%	-	1%	-
(DK/NS)	4	2	0	0	1	1	1	0	4	0	4	0
	1%	3%	-	-	1%	1%	2%	-	1%	-	1%	-

# Detailed tables

## What does being 'comfortable in your skin' mean to you? FIRST MENTION

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

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	504	25	115	203	158	94	151	206
Weighted	447	22**	101	180	141	82*	133	186
Being comfortable about how you feel on the inside	68	4	18	25	21	17	18	25
	15%	16%	18%	14%	15%	20%	13%	13%
Being comfortable how you look on the outside	16	1	6	7	3	3	8	3
	4%	5%	5%	4%	2%	4%	6% G	1%
Being happy with who you are -- inside and out	320	13	69	128	107	50	94	145
	72%	58%	68%	71%	76%	61%	71%	78% E
Not wanting to change anything about yourself	35	3	6	18	8	9	10	12
	8%	13%	6%	10%	5%	11%	8%	6%
None	4	1	1	0	2	1	2	1
	1%	4%	1%	-	1%	1%	1%	1%
(DK/NS)	4	1	1	2	1	3	1	0
	1%	3%	1%	1%	1%	3% G	1%	-

# Detailed tables

What does being 'comfortable in your skin' mean to you? 1b. What else does being 'comfortable in your skin' mean to you? TOTAL MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MB	ON	QUE	Atl	Male	Female	18-34	35-49	50+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	504	67	41	46	175	129	46	0	504	0	504	0
Weighted	447	61*	45*	29*	168	112	32*	-**	447	-**	447	-**
Being comfortable about how you feel on the inside	263	27	23	19	103	71	19	0	263	0	263	0
	59%	45%	51%	67% A	61% A	64% A	61%	-	59%	-	59%	-
Being comfortable how you look on the outside	75	11	7	3	35	15	5	0	75	0	75	0
	17%	18%	15%	9%	21%	13%	15%	-	17%	-	17%	-
Being happy with who you are -- inside and out	400	54	39	27	153	98	28	0	400	0	400	0
	89%	88%	85%	93%	91%	88%	89%	-	89%	-	89%	-
Not wanting to change anything about yourself	157	23	19	9	58	36	12	0	157	0	157	0
	35%	37%	41%	33%	34%	32%	39%	-	35%	-	35%	-
None	4	0	1	0	2	1	0	0	4	0	4	0
	1%	-	2%	-	1%	1%	-	-	1%	-	1%	-
(DK/NS)	4	2	0	0	1	1	1	0	4	0	4	0
	1%	3%	-	-	1%	1%	2%	-	1%	-	1%	-

# Detailed tables

What does being 'comfortable in your skin' mean to you? 1b. What else does being 'comfortable in your skin' mean to you? TOTAL MENTIONS

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

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	504	25	115	203	158	94	151	206
Weighted	447	22**	101	180	141	82*	133	186
Being comfortable about how you feel on the inside	263	13	64	91	94	41	78	123
	59%	60%	64% C	50%	67% C	50%	59%	66% E
Being comfortable how you look on the outside	75	7	14	29	26	16	25	26
	17%	29%	14%	16%	18%	20%	19%	14%
Being happy with who you are -- inside and out	400	16	90	164	127	71	117	175
	89%	71%	89%	91%	90%	87%	88%	94% EF
Not wanting to change anything about yourself	157	6	33	75	41	32	45	58
	35%	29%	32%	42% D	29%	39%	34%	31%
None	4	1	1	0	2	1	2	1
	1%	4%	1%	-	1%	1%	1%	1%
(DK/NS)	4	1	1	2	1	3	1	0
	1%	3%	1%	1%	1%	3% G	1%	-

# Detailed tables

**What types of non-verbal communication or body language do people use to express being comfortable inside and out? FIRST MENTION**

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

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MB	ON	PQ	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	553	58	60	52	195	131	57	0	553	0	553	0
Weighted	477	58*	48*	33*	176	127	35*	-.**	477	-.**	477	-.**
Calm and assured use of hands	174 36%	26 45%	16 33%	12 35%	69 39%	40 31%	11 32%	0 -	174 36%	0 -	174 36%	0 -
Physical emotion (e.g. hugging, patting on the back, etc.)	236 49%	23 40%	28 58% A	15 46%	80 46%	75 59% ADF	15 42%	0 -	236 49%	0 -	236 49%	0 -
Standing erect	46 10%	7 12%	3 7%	4 12%	14 8%	10 8%	8 23% BDE	0 -	46 10%	0 -	46 10%	0 -
None	8 2%	2 3%	0 -	1 4%	2 1%	2 2%	1 2%	0 -	8 2%	0 -	8 2%	0 -
(DK/NS)	14 3%	0 -	1 2%	1 4%	10 6% E	1 1%	1 2%	0 -	14 3%	0 -	14 3%	0 -

# Detailed tables

**What types of non-verbal communication or body language do people use to express being comfortable inside and out? FIRST MENTION**

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

Overlap formulae used. \* small base

		EDUCATION				INCOME		
	Total	<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	553	40	134	224	150	113	169	210
Weighted	477	35*	118	190	130	98	144	183
Calm and assured use of hands	174 36%	10 29%	41 35%	73 38%	49 38%	40 41%	43 30%	71 39%
Physical emotion (e.g. hugging, patting on the back, etc.)	236 49%	20 58%	59 50%	90 47%	65 50%	45 46%	77 53%	90 49%
Standing erect	46 10%	3 10%	11 9%	20 11%	12 9%	7 7%	20 14%	15 8%
None	8 2%	0 -	4 3%	2 1%	1 1%	2 2%	3 2%	2 1%
(DK/NS)	14 3%	1 3%	3 2%	6 3%	3 3%	4 4%	2 2%	4 2%

# Detailed tables

**What types of non-verbal communication or body language do people use to express being comfortable inside and out? 4b. What other types of non-verbal communication or body language do people use to express being comfortable inside and out? TOTAL MENTIONS**

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

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MB	ON	PQ	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	553	58	60	52	195	131	57	0	553	0	553	0
Weighted	477	58*	48*	33*	176	127	35*	-**	477	-**	477	-**
Calm and assured use of hands	396	47	44	26	149	100	30	0	396	0	396	0
	83%	81%	92% E	79%	85%	79%	84%	-	83%	-	83%	-
Physical emotion (e.g. hugging, patting on the back, etc.)	384	43	41	24	139	113	24	0	384	0	384	0
	80%	74%	85% F	73%	79%	89% ACDF	68%	-	80%	-	80%	-
Standing erect	123	15	10	10	40	35	14	0	123	0	123	0
	26%	26%	20%	29%	23%	27%	40% BD	-	26%	-	26%	-
None	8	2	0	1	2	2	1	0	8	0	8	0
	2%	3%	-	4%	1%	2%	2%	-	2%	-	2%	-
(DK/NS)	14	0	1	1	10	1	1	0	14	0	14	0
	3%	-	2%	4%	6% E	1%	2%	-	3%	-	3%	-



# Detailed tables

**What types of non-verbal communication or body language do people use to express being comfortable inside and out? 4b. What other types of non-verbal communication or body language do people use to express being comfortable inside and out? TOTAL MENTIONS**

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

Overlap formulae used. \* small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	553	40	134	224	150	113	169	210
Weighted	477	35*	118	190	130	98	144	183
Calm and assured use of hands	396 83%	24 70%	100 85% A	161 84% A	109 84%	77 79%	121 84%	159 87%
Physical emotion (e.g. hugging, patting on the back, etc.)	384 80%	31 88%	92 78%	153 80%	105 81%	76 78%	117 81%	150 82%
Standing erect	123 26%	10 29%	31 27%	49 26%	32 24%	26 27%	38 26%	47 26%
None	8 2%	0 -	4 3%	2 1%	1 1%	2 2%	3 2%	2 1%
(DK/NS)	14 3%	1 3%	3 2%	6 3%	3 3%	4 4%	2 2%	4 2%

# Detailed tables

*What body language do you use to demonstrate that you are connecting with others?*

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

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MB	ON	PQ	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	455	53*	52*	44*	128	126	52*	-.**	455	-.**	455	-.**
Weighted	455	53*	52*	44*	128	126	52*	-.**	455	-.**	455	-.**
Handshake	205 45%	20 38%	21 40%	16 36%	48 38%	79 63% ABCDF	21 40%	0 -	205 45%	0 -	205 45%	0 -
A hug	186 41%	26 49%	25 48%	19 43%	55 43%	42 33%	19 37%	0 -	186 41%	0 -	186 41%	0 -
Pat on the shoulder	124 27%	18 34% E	18 35% E	20 45% DEF	35 27% E	20 16%	13 25%	0 -	124 27%	0 -	124 27%	0 -
Arms stretched out	53 12%	8 15%	4 8%	5 11%	15 12%	17 13%	4 8%	0 -	53 12%	0 -	53 12%	0 -
None	31 7%	7 13% BE	0 -	6 14% BE	14 11% BE	2 2%	2 4%	0 -	31 7%	0 -	31 7%	0 -

# Detailed tables

*What body language do you use to demonstrate that you are connecting with others?*

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

Overlap formulae used. \* small base

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	455	39*	118	172	124	97*	143	156
Weighted	455	39*	118	172	124	97*	143	156
Handshake	205 45%	16 41%	51 43%	78 45%	59 48%	45 46%	60 42%	71 46%
A hug	186 41%	19 49%	48 41%	70 41%	49 40%	39 40%	59 41%	65 42%
Pat on the shoulder	124 27%	9 23%	27 23%	50 29%	38 31%	32 33%	31 22%	48 31%
Arms stretched out	53 12%	4 10%	12 10%	21 12%	16 13%	14 14%	13 9%	23 15%
None	31 7%	1 3%	8 7%	12 7%	9 7%	4 4%	15 10% G	7 4%

# Detailed tables

Which high-profile Canadian do you feel most projects being 'comfortable in her skin'?

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

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MB	ON	QUE	Atl	Male	Female	18-34	35-49	50+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	504	67	41	46	175	129	46	0	504	0	504	0
Weighted	447	61*	45*	29*	168	112	32*	-**	447	-**	447	-**
Adrienne Clarkson	101 22%	12 19%	13 29% E	9 33% E	44 26% E	12 11%	10 30% E	0 -	101 22%	0 -	101 22%	0 -
Jann Arden	81 18%	17 28% EF	10 22% E	4 13% E	44 26% EF	3 2%	3 9%	0 -	81 18%	0 -	81 18%	0 -
Sarah McLaughlan	67 15%	12 19%	6 12%	2 7%	27 16%	15 13%	6 20%	0 -	67 15%	0 -	67 15%	0 -
Vicki Gabereau	50 11%	8 13% E	7 15% E	6 22% E	21 13% E	1 1%	7 22% E	0 -	50 11%	0 -	50 11%	0 -
• Iise Marquis	44 10%	0 -	0 -	0 -	0 -	44 40% ABCDEF	0 -	0 -	44 10%	0 -	44 10%	0 -
Chantal Kreviazuk	13 3%	4 6%	0 -	1 4%	7 4%	2 2%	0 -	0 -	13 3%	0 -	13 3%	0 -
None	47 10%	5 7%	7 15%	4 13%	11 6%	19 17% D	2 7%	0 -	47 10%	0 -	47 10%	0 -
(DK/NS)	44 10%	4 6%	3 7%	3 9%	14 9%	16 15%	4 13%	0 -	44 10%	0 -	44 10%	0 -

# Detailed tables

Which high-profile Canadian do you feel most projects being 'comfortable in her skin'?

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

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	Total	EDUCATION				INCOME		
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		A	B	C	D	E	F	G
Base: All respondents	504	25	115	203	158	94	151	206
Weighted	447	22**	101	180	141	82*	133	186
Adrienne Clarkson	101 22%	2 7%	18 17%	44 24%	36 26%	11 13%	29 22%	54 29% E
Jann Arden	81 18%	5 21%	14 14%	39 21%	23 16%	8 10%	21 16%	43 23% E
Sarah McLaughlan	67 15%	3 12%	18 18%	26 14%	20 14%	17 20%	18 13%	27 14%
Vicki Gabereau	50 11%	4 18%	12 12%	22 12%	13 9%	12 15%	15 11%	19 10%
• Iise Marquis	44 10%	3 16%	14 14%	16 9%	11 8%	11 14% G	20 15% G	11 6%
Chantal Kreviazuk	13 3%	1 4%	6 6%	4 2%	3 2%	3 3%	3 3%	7 4%
None	47 10%	2 9%	10 10%	17 10%	17 12%	9 11%	18 13% G	11 6%
(DK/NS)	44 10%	3 14%	10 10%	13 7%	18 12%	11 14%	10 8%	14 8%