

q73. Which of the following property investments or secondary residences or vacation homes do you currently own?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
Vacation home	290 13%	188 12%	102 16% A	53 15%	32 15%	17 19% A			
Property held solely for the purpose of investment	230 10%	135 8%	95 15% A	40 11%	38 18% AC	18 19% AC			
Secondary residence	219 10%	154 10%	66 10%	35 10%	18 9%	13 14%			
Timeshare or interval ownership	174 8%	119 7%	55 8%	28 8%	15 7%	12 13% AD			
Other property	255 11%	177 11%	78 12%	41 12%	23 11%	13 15%			
Do not own	1377 61%	1011 64% BCE	366 56%	200 57%	122 58%	45 49%			

q78a. Did you intend to make a financial contribution to any charitable or local community organization in the next year?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
Yes	1683 75%	1140 72%	543 84%	283 81%	180 85%	80 87%			
No	293 13%	238 15%	55 8%	33 10%	14 7%	8 9%			
Don't know/not sure	232 10%	186 12%	46 7%	27 8%	15 7%	4 4%			
Not stated	33 1%	27 2%	6 1%	4 1%	1 1%	0 -			

q78b. Which of the following types of charities or organizations do you think you will contribute to in the next year?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E - F/G/H - I/J - K/L/M/N/O  
 \* small base

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All those who intend to make a financial contribution to a charitable organization	1782	650	1132	584	374	174			
Weighted	1683	1140	543	283	180	80			
Charities that fund healthcare, such as The Canadian Cancer Society, Heart & Stroke Foundation, etc	1451	969	482	248	161	73			
	86%	85%	89%	87%	89%	92%			
National charities that fund local community needs, such as The United Way, Easter Seals, Shriners, etc	913	591	322	156	113	52			
	54%	52%	59% A	55%	63% AC	65% AC			
Churches or religious organizations	893	592	301	157	98	45			
	53%	52%	55%	56%	55%	57%			
Specific funding drives for local hospitals or community organizations	834	527	307	147	110	49			
	50%	46%	57% A	52%	61% AC	61% A			
International aid, such as Unicef, child sponsorship, etc	468	304	164	86	51	27			
	28%	27%	30%	30%	29%	33%			
Youth groups such as Girl Guides, Air Cadets, etc	365	260	105	52	37	16			
	22%	23%	19%	19%	21%	20%			
Sports groups or organizations	251	175	76	36	25	15			
	15%	15%	14%	13%	14%	19%			
Charities that fund wildlife or animal causes, such as WWF, Canadian Wildlife Foundation, SPCA, etc.	113	79	34	16	10	8			
	7%	7%	6%	6%	6%	10%			
Charities that fund environmental and conservation groups, such as Western Canada Wilderness, etc.	43	25	18	9	8	1			
	3%	2%	3%	3%	4%	2%			
Charities that fund Universities or scholarships	32	19	13	6	5	1			
	2%	2%	2%	2%	3%	1%			
Art organizations	18	6	12	4	4	3			
	1%	1%	2% A	1%	2% A	4% A			
Charities that fund humanitarian groups	6	4	2	2	0	0			
	0	0	0	1%	-	-			

q78b. Which of the following types of charities or organizations do you think you will contribute to in the next year?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Political contributions	4 0	1 0	4 1%	2 1%	1 1%	0 -			
Other	22 1%	10 1%	12 2%	7 2%	2 1%	3 3%			
(DK/NS)	2 0	2 0	0 -	0 -	0 -	0 -			

Affluent Canadians - 2003 (60-3892-19)

Detailed tables

q78c. Do you intend to volunteer any of your time to any charity or local community organization in the next year?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
Yes	1058 47%	715 45%	343 53%	182 52%	113 54%	48 52%			
No	627 28%	466 29%	161 25%	86 25%	54 25%	22 24%			
Don't know/not sure	523 23%	384 24%	139 21%	76 22%	41 20%	21 23%			
Not stated	33 1%	25 2%	7 1%	4 1%	2 1%	1 1%			

q80a. Does anyone in your household own a business, either at home or at an outside location?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
YES (NET)	480 21%	324 20%	155 24%	77 22%	51 24%	28 31%			
- Yes, at home	329 15%	226 14%	103 16%	53 15%	35 17%	15 17%			
- Yes, at an outside location	151 7%	99 6%	52 8%	24 7%	16 7%	13 14%			
No one in the household does	1733 77%	1248 78%	485 75%	266 77%	156 74%	63 68%			
Not stated	29 1%	19 1%	10 2%	5 1%	4 2%	1 1%			

q81. Respondent's Age (Survey data)

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
LESS THAN 45 (NET)									
	538 24%	451 28% BCDE	87 13%	52 15% D	21 10%	14 15%			
- < 25	2 0	0	0	0	0	0			
- 25-34	66 3%	60 4% BCD	6 1%	3 1%	0	2 2% D			
- 35-44	471 21%	389 24% BCDE	82 13%	49 14%	21 10%	12 13%			
45-54	560 25%	433 27% BDE	127 20%	78 22% DE	36 17%	14 15%			
55-64	585 26%	384 24% AE	201 31%	110 32% AE	71 34% AE	19 21%			
65 or older	535 24%	310 19% AC	226 35%	103 30% A	78 37% AC	44 48% ABCD			
Refused	22 1%	13 1%	9 1%	4 1%	4 2%	1 1%			
<b>Summary</b>									
Mean	55.5	53.7	59.9 AC	58.6 A	61.4 AC	61.5 AC			
Std Dev	12.9	12.7	12.1	11.7	12.1	13.3			
Std Dev	0.3	0.4	0.3	0.4	0.6	0.9			
Median	54.2	52.3	59.5 A	57.5 AB	60.7 ABC	62.6 ABCD			

q82. Which of the following income categories does your annual household income fall into (before taxes)?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
Less than \$60,000	630 28%	481 30%	149 23%	105 30%	39 19%	4 5%			
		BDE	E	BDE	E				
\$60,000 to just under \$100,000	864 39%	623 39%	240 37%	135 39%	77 37%	28 30%			
		E							
\$100,000 to just under \$150,000	499 22%	345 22%	154 24%	67 19%	56 26%	31 34%			
			C		C	ABC			
\$150,000 to just under \$200,000	161 7%	107 7%	54 8%	28 8%	17 8%	10 10%			
\$200,000 to just under \$350,000	34 2%	10 1%	24 4%	6 2%	10 5%	8 8%			
			AC	A	AC	ABC			
\$350,000 or more	22 1%	4 0	18 3%	4 1%	5 2%	9 10%			
			AC	A	A	ABCD			
Not stated	31 1%	21 1%	10 2%	2 1%	6 3%	2 3%			
					C	C			



q88. What is your current occupation?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
Retired	827 37%	510 32%	318 49%	158 45%	108 51%	52 57%			
Professional (doctor, lawyer, engineer, architect, etc.)	346	260	85	49	28	9			
	15%	16%	13%	14%	13%	10%			
Business executive/senior manager	267 12%	187 12%	79 12%	37 11%	28 13%	15 16%			
Skilled labour (tradesman, truck driver, machine operator, etc.)	159 7%	131 8%	28 4%	21 6%	5 3%	1 1%			
Technical (computer programmer, data analyst, etc.)	109 5%	86 5%	23 3%	17 5%	4 2%	1 1%			
Student/Homemaker	77 3%	56 4%	21 3%	8 2%	9 4%	4 5%			
Teacher	76 3%	57 4%	19 3%	9 3%	6 3%	4 5%			
Retail	65 3%	54 3%	11 2%	9 3%	2 1%	1 1%			
Service (Bank Teller, Child Care, Restaurant)	55 2%	41 3%	15 2%	8 2%	5 2%	2 2%			
Clerical (Secretary)	41 2%	34 2%	7 1%	4 1%	3 1%	0 -			
Entrepreneur (Self Employed)	38 2%	30 2%	8 1%	5 1%	3 1%	0 1%			
Management	25 1%	20 1%	5 1%	4 1%	1 0	0 1%			
Sales	18 1%	15 1%	3 0	1 0	1 1%	0 -			
Primary Industries (Agriculture, Mining, Forestry, Hunting, Fishing)	16 1%	11 1%	5 1%	2 1%	2 1%	1 1%			

q88. What is your current occupation?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Unskilled Labour	15 1%	13 1%	2 0	2 0	0 0	0 -			
Government	12 1%	8 1%	3 1%	3 1%	0 0	0 -			
Commission/ Agency Sales (Real Estate/ Insurance/ Auto)	11 0	7 0	4 1%	4 1%	0 0	0 -			
Not working (disabled, medical leave)	8 0	8 0	0 0	0 0	0 -	0 -			
Police/ Military	5 0	5 0	1 0	1 0	0 -	0 -			
The Arts (Artist/ Musician/ Dancer/ Actor)	1 0	0 -	1 0	1 0	0 -	0 -			
Unemployed	0 0	0 -	0 0	0 -	0 0	0 -			
Other	53 2%	38 2%	14 2%	7 2%	6 3%	1 2%			
(DK/NS)	39 2%	32 2%	7 1%	4 1%	2 1%	1 1%			

q90. Do you currently own or rent your primary residence?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
Own	2079 93%	1468 92%	610 94%	323 93%	201 95%	87 95%			
Rent	133 6%	101 6%	32 5%	21 6%	7 3%	4 4%			
Not stated	30 1%	22 1%	8 1%	4 1%	2 1%	1 1%			

q91. What is the highest level of formal education you have completed?

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

	Total	ASSET SIZE							
		\$100K- \$249K	\$250K+	\$250K- \$499K	\$500K- 999K	\$1M+			
		A	B	C	D	E			
Base: All respondents	2241	892	1349	716	435	198			
Weighted	2241	1591	650	347	211	92			
Grade school or some high school	135 6%	93 6%	42 7%	25 7%	12 6%	5 5%			
Completed high school	409 18%	308 19%	101 15%	63 18%	28 13%	10 11%			
Technical, post-secondary/CEGEP	541 24%	430 27%	111 17%	67 19%	33 15%	12 13%			
Some university	307 14%	210 13%	98 15%	49 14%	39 18%	10 11%			
University undergraduate degree	455 20%	299 19%	156 24%	77 22%	54 26%	25 27%			
University graduate degree/Post graduate degree	385 17%	247 16%	137 21%	63 18%	44 21%	30 32%			
Not stated	9 0	5 0	5 1%	3 1%	1 1%	1 1%			