

Canon Canada Wedding Poll

Detailed tables

1. Have you ever helped organize a wedding, either for yourself, for a relative or for a friend?

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

Overlap formulae used. * small base

		REGION						AGE			GENDER	
	Total	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	1000	132	97	68	379	247	77	298	415	261	452	548
Weighted Base	1000	132	97*	68*	379	247	77*	293	389	294	483	517
Yes	585 58%	79 60%	59 61%	41 60%	223 59%	135 55%	47 61%	132 45%	252 65% G	190 65% G	240 50%	345 67% J
No	414 41%	53 40%	37 39%	27 40%	156 41%	111 45%	30 39%	162 55% HI	136 35%	104 35%	243 50% K	171 33%
(DK/NS)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0

2. Now, please think back to your own experiences in organizing a wedding. I am going to read a short list of wedding items. After I read the list, please tell me which one item you would have most wanted to improve upon if you were ever to organize another wedding?

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

		REGION						AGE			GENDER	
	Total	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: Have helped organize a wedding												
Unweighted Base	588	81	61	41	223	134	48	138	270	167	228	360
Weighted Base	585	79*	59*	41*	223	135	47*	132	252	190	240	345
The wedding day photographs	177 30%	23 29%	23 39%	10 25%	67 30%	35 26%	19 41%	46 35%	75 30%	53 28%	63 26%	114 33%
The location of the wedding	123 21%	14 18%	9 15%	8 20%	44 20%	41 30% BDF	7 14%	26 20%	63 25% I	32 17%	70 29% K	52 15%
The wedding ceremony flowers and decorations	68 12%	4 6%	5 8%	5 11%	26 11%	24 17% A	5 12%	15 11%	29 11%	23 12%	32 13%	36 10%
The wedding cake	47 8%	6 7%	5 9%	3 7%	21 9%	7 5%	4 9%	19 14% HI	18 7%	7 4%	18 8%	28 8%
The bridesmaid dresses	36 6%	8 10% E	4 7%	3 6%	16 7%	4 3%	2 4%	8 6%	20 8%	8 4%	5 2%	31 9% J
The wedding dress	28 5%	6 7%	2 3%	3 7%	8 4%	8 6%	1 3%	6 4%	11 5%	11 6%	3 1%	24 7% J
None of these items	96 16%	17 22% E	9 15%	10 23% E	38 17%	14 10%	8 18%	10 8%	31 12%	52 27% GH	43 18%	53 15%
(DK/NS)	10 2%	1 1%	2 3%	0 -	4 2%	3 2%	0 -	2 2%	5 2%	3 2%	6 2%	5 1%

Canon Canada Wedding Poll

Detailed tables

3. For that wedding item, would use of a digital camera and photo printer have helped improve the planning of the wedding or the day itself, for example, by providing quick access to images of that item or sharing images with family or friends?

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: Mentioned something that could've been improved												
Unweighted Base	485	63	50	32	182	118	40	125	232	118	182	303
Weighted Base	479	61*	48*	31*	181	118	39*	120	216	134	192	287
Yes	328 68%	37 60%	34 71%	23 72%	128 71%	75 64%	31 79%	80 67%	149 69%	94 70%	124 65%	203 71%
No	146 30%	23 38%	14 29%	9 28%	50 28%	42 35%	8 21%	40 33%	63 29%	39 29%	65 34%	81 28%
(DK/NS)	5 1%	1 1%	0 -	0 -	3 2%	1 1%	0 -	0 -	4 2%	1 1%	3 2%	2 1%

3a. For the Wedding Dress, would use of a digital camera and photo printer have helped improve the planning of the wedding or the day itself, for example, by providing quick access to images of that item or sharing images with family or friends?

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						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: Mentioned that the WEDDING DRESS could've been improved												
Unweighted Base	29	6	2	3	9	8	1	7	13	9	3	26
Weighted Base	28*	6**	2**	3**	8**	8**	1**	6**	11**	11**	3**	24**
Yes	14 51%	3 57%	2 100%	1 52%	5 65%	3 32%	0 -	4 70%	7 61%	3 32%	2 60%	12 50%
No	12 44%	2 43%	0 -	1 48%	3 35%	4 54%	1 100%	2 30%	4 39%	6 57%	1 40%	11 45%
(DK/NS)	1 4%	0 -	0 -	0 -	0 -	1 14%	0 -	0 -	0 -	1 11%	0 -	1 5%

Canon Canada Wedding Poll

Detailed tables

3b. For the Bridesmaid Dresses, would use of a digital camera and photo printer have helped improve the planning of the wedding or the day itself, for example, by providing quick access to images of that item or sharing images with family or friends?

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						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: Mentioned that The BRIDESMAID DRESSES could've been improved												
Unweighted Base	38	8	5	3	16	4	2	9	21	7	5	33
Weighted Base	36*	8**	4**	3**	16**	4**	2**	8**	20**	8**	5**	31*
Yes	22 61%	3 44%	3 60%	2 72%	9 58%	3 78%	2 100%	5 59%	9 44%	8 100%	2 41%	20 64%
No	13 36%	4 56%	2 40%	1 28%	6 35%	1 22%	0 -	3 41%	10 51%	0 -	2 38%	11 36%
(DK/NS)	1 3%	0 -	0 -	0 -	1 7%	0 -	0 -	0 -	1 5%	0 -	1 21%	0 -

3c. For the Location of the Wedding, would use of a digital camera and photo printer have helped improve the planning of the wedding or the day itself, for example, by providing quick access to images of that item or sharing images with family or friends?

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						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: Mentioned that the LOCATION OF THE WEDDING could've been improved												
Unweighted Base	123	15	9	8	43	41	7	25	67	29	67	56
Weighted Base	123	14**	9**	8**	44*	41*	7**	26**	63*	32**	70*	52*
Yes	85 69%	10 69%	6 66%	7 80%	31 70%	26 64%	6 85%	19 73%	45 71%	20 63%	49 70%	36 68%
No	36 29%	5 31%	3 34%	2 20%	11 25%	15 36%	1 15%	7 27%	16 26%	12 37%	19 27%	17 32%
(DK/NS)	2 2%	0 -	0 -	0 -	2 5%	0 -	0 -	0 -	2 3%	0 -	2 3%	0 -

Canon Canada Wedding Poll

Detailed tables

3d. For the Wedding Cake, would use of a digital camera and photo printer have helped improve the planning of the wedding or the day itself, for example, by providing quick access to images of that item or sharing images with family or friends?

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						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: Mentioned that the WEDDING CAKE could've been improved												
Unweighted Base	49	6	5	3	23	7	5	21	19	6	17	32
Weighted Base	47*	6**	5**	3**	21**	7**	4**	19**	18**	7**	18**	28*
Yes	27 57%	1 24%	3 55%	2 68%	14 64%	4 57%	3 59%	10 55%	11 63%	5 68%	7 37%	20 70%
No	20 43%	4 76%	2 45%	1 32%	8 36%	3 43%	2 41%	8 45%	6 37%	2 32%	12 63%	9 30%

3e. For the Wedding Ceremony flowers and Decorations, would use of a digital camera and photo printer have helped improve the planning of the wedding or the day itself, for example, by providing quick access to images of that item or sharing images with family or friends?

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						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: Mentioned that the WEDDING CEREMONY FLOWERS AND DECORATIONS could've been improved												
Unweighted Base	68	4	5	5	25	23	6	15	31	20	30	38
Weighted Base	68*	4**	5**	5**	26**	24**	5**	15**	29*	23**	32**	36*
Yes	47 69%	4 82%	3 58%	4 80%	17 68%	14 61%	5 100%	11 74%	19 67%	16 70%	20 61%	28 76%
No	21 31%	1 18%	2 42%	1 20%	8 32%	9 39%	0 -	4 26%	9 33%	7 30%	13 39%	8 24%

3f. For the Wedding Day Photographs, would use of a digital camera and photo printer have helped improve the planning of the wedding or the day itself, for example, by providing quick access to images of that item or sharing images with family or friends?

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						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: The WEDDING DAY PHOTOGRAPHS could've been improved												
Unweighted Base	178	24	24	10	66	35	19	48	81	47	60	118
Weighted Base	177	23**	23**	10**	67*	35*	19**	46*	75*	53*	63*	114
Yes	133 75%	15 67%	18 79%	7 67%	52 78%	25 73%	15 79%	31 67%	58 77%	41 78%	45 71%	88 77%
No	43 24%	7 30%	5 21%	3 33%	15 22%	9 27%	4 21%	15 33%	16 22%	12 22%	18 29%	25 22%
(DK/NS)	1 0	1 4%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%