

# Detailed tables

**KF1. Thinking ahead to when your youngest child age 2 to 5 is older, what would you like him/her to be when he/she grows up?**

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

Overlap formulae used. \* small base

	Total	GENDER		AGE				EDUCATION				GENDER OF CHILD	
		Male	Female	18-29	20-29	30-39	40+	<HS	HS	Post Sec	Univ Grad	Boy	Girl
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1096	260	836	302	301	604	190	79	232	546	239	571	525
	Weighted 1000	480	520	240	239	490	270	63*	202	491	244	538	462
Science (Net)	389 39%	201 42%	188 36%	76 32%	76 32%	197 40%	115 43%	28 44%	77 38%	168 34%	116 48%	200 37%	189 41%
A medical profession (doctor/nurse/dentist)	215	104	111	47	47	113	55	20	41	96	59	103	112
	22%	22%	21%	20%	19%	23%	20%	31% I	20%	20%	24%	19%	24%
An engineer	75 7%	40 8%	35 7%	7 3%	7 3%	38 8%	30 11%	1 2%	15 7%	34 7%	24 10%	62 12%	13 3%
A veterinarian	47 5%	22 5%	25 5%	12 5%	12 5%	23 5%	12 5%	5 9%	11 5%	23 5%	8 3%	11 2%	36 8%
												L K	
A scientist	34 3%	24 5%	10 2%	6 2%	6 2%	18 4%	10 4%	1 2%	5 3%	9 2%	18 8%	15 3%	20 4%
An astronaut	17 2%	11 2%	6 1%	4 2%	4 2%	5 1%	8 3%	0 -	5 2%	6 1%	7 3%	9 2%	9 2%
Anything they want to be/ their choice	216 22%	92 19%	124 24%	59 25%	59 25%	108 22%	49 18%	10 17%	45 22%	110 22%	51 21%	124 23%	91 20%
A business professional	80 8%	41 8%	40 8%	21 9%	21 9%	38 8%	22 8%	6 9%	11 6%	50 10%	13 5%	51 9%	30 6%

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		A	B	C	D	E	F	G	H	I	J	K	L
A performing artist (singer/dancer/actor)	59	26	33	13	13	25	21	6	9	30	14	15	44
	6%	5%	6%	5%	5%	5%	8%	9%	4%	6%	6%	3%	9% K
A builder/architect	47	28	19	11	11	20	16	2	8	24	13	40	6
	5%	6%	4%	4%	5%	4%	6%	3%	4%	5%	5%	7% L	1%
A teacher	38	9	29	11	11	16	11	3	4	25	6	7	31
	4%	2%	6% A	5%	5%	3%	4%	4%	2%	5%	3%	1%	7% K
A lawyer	37	19	18	8	8	14	15	1	11	16	9	14	23
	4%	4%	4%	3%	3%	3%	6%	2%	5%	3%	4%	3%	5%
A fire fighter	26	10	16	9	9	15	1	3	6	13	4	22	4
	3%	2%	3%	4% F	4% F	3%	1%	4%	3%	3%	1%	4% L	1%
An athlete	20	17	3	5	5	11	4	2	4	11	3	16	4
	2%	4% B	1%	2%	2%	2%	1%	3%	2%	2%	1%	3% L	1%
A musician	17	7	10	6	6	11	1	0	7	7	4	10	7
	2%	1%	2%	2%	2%	2%	0	-	3%	1%	1%	2%	2%
A police officer	13	5	8	6	6	7	1	0	5	8	1	10	4
	1%	1%	2%	2%	2%	1%	0	-	3%	2%	0	2%	1%
An accountant	9	5	4	1	1	8	0	0	2	5	2	2	7
	1%	1%	1%	1%	1%	2%	-	-	1%	1%	1%	0	2%
A writer	6	1	5	0	0	4	2	0	1	2	3	2	4
	1%	0	1%	-	-	1%	1%	-	0	0	1%	0	1%

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

	Total	GENDER		AGE				EDUCATION				GENDER OF CHILD	
		Male	Female	18-29	20-29	30-39	40+	<HS	HS	Post Sec	Univ Grad	Boy	Girl
		A	B	C	D	E	F	G	H	I	J	K	L
Parent (mommy/ daddy)	5 0	2 0	3 1%	3 1% E	3 1% E	0 -	1 1%	1 1%	0 -	3 1%	1 0	1 0	4 1%
Skilled tradesman	4 0	3 1%	1 0	0 0	0 0	2 0	2 1%	0 -	1 1%	2 0	0 0	4 1%	0 -
A builder/ work with machines	2 0	2 0	1 0	1 0	1 0	2 0	0 -	0 -	2 1%	1 0	0 -	2 0	0 -
A visual artist	2 0	0 -	2 0	1 0	1 0	1 0	1 0	1 1%	1 1%	0 -	0 -	2 0	0 -
Mechanic	1 0	0 -	1 0	1 0	1 0	0 0	0 -	0 -	1 0	0 0	0 -	1 0	0 -
A farmer	1 0	0 -	1 0	1 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -
A chef/ baker	1 0	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -
Other	16 2%	10 2%	7 1%	4 2%	4 2%	6 1%	7 2%	0 -	5 2%	10 2%	2 1%	9 2%	7 2%
(Dk/Ns)	12 1%	3 1%	9 2%	4 2%	4 2%	6 1%	1 1%	2 3%	1 1%	6 1%	3 1%	5 1%	7 1%

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

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1096	125	144	87	387	267	86	239	379	478
Weighted	1000	139*	96	66*	385	237	76*	211	323	466
Science (Net)	389 39%	49 35%	27 28%	23 35%	166 43%	97 41%	27 35%	75 36%	111 34%	203 44%
A medical profession (doctor/nurse/dentist)	215 22%	29 21%	10 11%	14 21%	96 25%	48 20%	18 24%	50 24%	65 20%	100 22%
An engineer	75 7%	14 10%	11 12%	5 8%	26 7%	13 5%	6 8%	6 3%	19 6%	50 11%
A veterinarian	47 5%	2 2%	1 1%	4 6%	20 5%	20 8%	0 -	9 4%	20 6%	19 4%
A scientist	34 3%	3 2%	5 5%	0 -	16 4%	8 4%	3 4%	5 2%	5 1%	25 5%
An astronaut	17 2%	1 1%	0 -	0 -	8 2%	8 3%	0 -	6 3%	3 1%	8 2%
Anything they want to be/ their choice	216 22%	35 25%	25 26%	10 16%	74 19%	52 22%	19 25%	35 17%	75 23%	106 23%

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		A	B	C	D	E	F	G	H	I
A business professional	80 8%	6 5%	12 12% A	7 10%	31 8%	21 9%	3 5%	18 8%	24 7%	39 8%
A performing artist (singer/dancer/actor)	59 6%	16 11% DF	9 9% D	6 10% D	14 4%	12 5%	2 2%	16 7%	16 5%	27 6%
A builder/architect	47 5%	4 3%	1 2%	4 5%	21 5%	10 4%	7 10% AB	8 4%	20 6%	18 4%
A teacher	38 4%	2 1%	5 5%	5 7% AE	21 5% E	3 1%	3 4%	5 3%	20 6% I	13 3%
A lawyer	37 4%	5 4%	4 4%	3 4%	15 4%	8 3%	3 3%	13 6%	11 3%	13 3%
A fire fighter	26 3%	2 2%	3 4%	2 2%	11 3%	6 3%	2 2%	9 4%	5 2%	11 2%
An athlete	20 2%	6 5%	1 1%	1 2%	8 2%	3 1%	1 1%	4 2%	10 3%	6 1%
A musician	17 2%	5 4%	0 0	0 -	5 1%	3 1%	4 5% D	4 2%	8 2%	6 1%
A police officer	13 1%	1 1%	0 -	0 1%	1 0	10 4% BD	1 1%	4 2%	3 1%	6 1%
An accountant	9 1%	0 -	0 -	1 2%	6 2%	2 1%	0 -	5 2% I	3 1%	1 0
A writer	6 1%	2 1%	1 1%	1 1%	1 0	1 0	1 1%	1 0	2 1%	3 1%

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		A	B	C	D	E	F	G	H	I
Parent (mommy/ daddy)	5 0	0 -	1 1%	0 -	2 1%	2 1%	0 -	2 1%	1 0	2 0
Skilled tradesman	4 0	0 -	4 4% ADE	0 -	0 -	0 -	0 -	0 -	2 1%	2 0
A builder/ work with machines	2 0	0 -	0 -	0 -	0 -	2 1%	0 -	1 0	2 0	0 -
A visual artist	2 0	0 -	0 -	1 1%	1 0	0 -	0 -	1 0	1 0	1 0
Mechanic	1 0	0 -	0 -	0 1%	0 -	1 0	0 -	1 0	0 0	0 -
A farmer	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -
A chef/ baker	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0
Other	16 2%	6 4% E	2 2%	2 3%	4 1%	1 0	2 3%	5 3%	5 2%	6 1%
(Dk/Ns)	12 1%	1 1%	2 2%	0 -	3 1%	4 2%	2 2%	5 2%	3 1%	4 1%

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## KF2. And, what do you think your youngest child age 2 to 5 wants to be when he/ she grows up?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/E/F - D/E/F - G/H/I/J - K/L  
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Base: All respondents Weighted	1096	260	836	302	301	604	190	79	232	546	239	571	525
	1000	480	520	240	239	490	270	63*	202	491	244	538	462
Science (Net)	221 22%	110 23%	111 21%	50 21%	49 21%	107 22%	63 23%	18 29%	43 21%	94 19%	65 27% I	98 18%	123 27% K
A medical profession (doctor/nurse/dentist)	94	44	50	18	18	50	26	9	20	35	29	30	64
	9%	9%	10%	8%	8%	10%	10%	14%	10%	7%	12%	6%	14% K
A veterinarian	53 5%	26 5%	27 5%	17 7%	16 7%	27 6%	9 3%	2 3%	11 6%	27 6%	12 5%	13 2%	39 9% K
An engineer	27 3%	14 3%	13 2%	9 4%	9 4%	13 3%	5 2%	3 4%	4 2%	13 3%	7 3%	21 4% L	6 1%
An astronaut	25 2%	11 2%	14 3%	1 0	1 0	10 2%	14 5% CD	1 2%	3 1%	11 2%	10 4%	16 3%	9 2%
A scientist	22 2%	14 3%	7 1%	5 2%	5 2%	7 2%	10 4%	3 5%	4 2%	7 1%	7 3%	17 3% L	4 1%
A performing artist (singer/dancer/actor)	132	48	84	31	31	62	39	10	29	71	22	25	107
	13%	10%	16% A	13%	13%	13%	15%	16%	14%	14%	9%	5%	23% K
A fire fighter	111	57	54	26	26	61	24	5	17	62	28	102	9
	11%	12%	10%	11%	11%	12%	9%	8%	8%	13%	11%	19% L	2%
A police officer	60	36	24	11	11	33	16	3	15	32	10	50	10
	6%	8%	5%	4%	4%	7%	6%	6%	7%	7%	4%	9% L	2%
A teacher	56	20	36	17	17	22	17	2	15	29	9	7	49
	6%	4%	7%	7%	7%	5%	6%	4%	8%	6%	4%	1% K	11% K

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		A	B	C	D	E	F	G	H	I	J	K	L
A builder/architect	47 5%	19 4%	28 5%	13 5%	13 5%	23 5%	12 4%	2 3%	8 4%	24 5%	13 5%	43 8%	4 1%
A musician	34 3%	19 4%	16 3%	12 5%	12 5%	16 3%	6 2%	1 2%	10 5%	15 3%	8 3%	18 3%	17 4%
Anything they want to be/ their choice	30 3%	15 3%	16 3%	9 4%	9 4%	14 3%	7 3%	1 1%	6 3%	16 3%	7 3%	19 4%	11 2%
A business professional	23 2%	12 3%	10 2%	8 3%	8 3%	10 2%	4 2%	4 6%	5 2%	8 2%	6 3%	10 2%	13 3%
An athlete	22 2%	10 2%	12 2%	5 2%	5 2%	15 3%	2 1%	1 1%	2 1%	15 3%	4 2%	19 3%	3 1%
A visual artist	19 2%	10 2%	9 2%	6 3%	6 3%	5 1%	7 3%	1 1%	7 3%	6 1%	6 2%	5 1%	14 3%
A driver	17 2%	9 2%	8 2%	3 1%	3 1%	11 2%	3 1%	2 3%	5 2%	8 2%	2 1%	17 3%	0 -
A farmer	13 1%	4 1%	9 2%	6 3%	6 3%	2 0	5 2%	1 2%	3 1%	8 2%	1 0	10 2%	3 1%
A lawyer	9 1%	4 1%	5 1%	1 0	1 0	6 1%	3 1%	0 -	1 0	5 1%	3 1%	3 0	6 1%
Parent (mommy/ daddy)	8 1%	3 1%	5 1%	2 1%	2 1%	3 1%	3 1%	1 2%	1 0	5 1%	1 0	4 1%	3 1%



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		A	B	C	D	E	F	G	H	I	J	K	L
Princess	7 1%	5 1%	3 1%	2 1%	2 1%	6 1%	0 -	0 -	2 1%	6 1%	0 -	0 -	7 2% K
Skilled tradesman	7 1%	5 1%	2 0	1 0	1 0	4 1%	2 1%	2 4% IJ	4 2% I	1 0	0 -	6 1%	1 0
Super hero	6 1%	3 1%	3 1%	1 0	1 0	5 1%	0 -	1 1%	0 -	3 1%	2 1%	5 1%	1 0
A builder/ work with machines	5 0	0 -	5 1%	1 1%	1 1%	3 1%	1 0	0 -	0 -	3 1%	2 1%	4 1%	1 0
A chef/ baker	4 0	0 -	4 1%	0 -	0 -	4 1%	0 -	0 -	1 0	2 0	1 0	2 0	2 0
A writer	3 0	2 0	1 0	1 0	1 0	2 0	0 -	0 -	0 -	0 -	3 1% I	0 -	3 1%
An accountant	3 0	2 0	1 0	0 -	0 -	2 0	1 0	0 -	1 0	2 0	0 -	1 0	2 0
Mechanic	2 0	0 -	2 0	1 0	1 0	1 0	0 -	0 -	1 0	1 0	0 -	2 0	0 -
Other	44 4%	26 5%	18 3%	8 3%	8 3%	19 4%	17 6%	0 1%	9 5%	19 4%	15 6%	31 6%	13 3%
(Dk/Ns)	118 12%	63 13%	55 11%	26 11%	26 11%	55 11%	37 14%	7 12%	21 10%	54 11%	36 15%	58 11%	60 13%

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A medical profession (doctor/nurse/dentist)	94 9%	9 7%	9 9%	9 14%	39 10%	23 10%	5 7%	17 8%	35 11%	42 9%
A veterinarian	53 5%	3 2%	2 2%	6 9% AB	21 6%	16 7%	4 5%	7 3%	18 5%	28 6%
An engineer	27 3%	2 1%	5 5%	2 3%	10 2%	7 3%	3 4%	7 3%	7 2%	13 3%
An astronaut	25 2%	3 2%	2 2%	1 1%	14 4%	5 2%	1 1%	2 1%	9 3%	14 3%
A scientist	22 2%	1 1%	0 -	1 1%	14 4%	6 3%	0 -	2 1%	8 2%	12 3%
A performing artist (singer/dancer/actor)	132 13%	20 14%	10 11%	12 18%	50 13%	27 11%	12 16%	35 16%	45 14%	52 11%
A fire fighter	111 11%	12 9%	13 14%	4 6%	43 11%	25 11%	13 17%	27 13%	31 10%	52 11%
A police officer	60 6%	15 11% D	5 5%	2 4%	16 4%	20 8%	2 3%	16 7%	13 4%	32 7%
A teacher	56 6%	4 3%	7 7%	5 7%	29 7%	8 3%	4 5%	12 6%	16 5%	28 6%

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A builder/architect	47 5%	3 2%	5 6%	3 4%	16 4%	13 5%	7 9%	8 4%	16 5%	23 5%
A musician	34 3%	9 7%	3 3%	1 2%	10 3%	8 3%	3 4%	8 4%	8 2%	18 4%
Anything they want to be/ their choice	30 3%	6 5%	1 1%	2 3%	5 1%	14 6% D	2 3%	6 3%	11 3%	13 3%
A business professional	23 2%	1 1%	3 3%	2 2%	9 2%	8 3%	1 1%	9 4% I	7 2%	6 1%
An athlete	22 2%	3 2%	1 1%	0 -	12 3%	5 2%	2 2%	4 2%	11 3%	7 1%
A visual artist	19 2%	2 2%	0 -	2 4%	7 2%	7 3%	0 -	3 2%	8 3%	7 2%
A driver	17 2%	4 3% E	2 2%	2 4% E	9 2%	1 0	0 -	1 1%	8 2%	8 2%
A farmer	13 1%	0 -	1 1%	1 1%	8 2%	3 1%	1 1%	7 3% I	4 1%	2 1%
A lawyer	9 1%	1 1%	0 -	2 3% E	5 1%	1 0	1 2%	3 2%	2 1%	3 1%
Parent (mommy/ daddy)	8 1%	3 2%	1 2%	0 -	1 0	1 0	1 1%	1 1%	1 0	6 1%
Princess	7 1%	0 -	2 2%	1 1%	3 1%	1 0	2 2%	2 1%	1 0	4 1%

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		A	B	C	D	E	F	G	H	I
Skilled tradesman	7 1%	1 1%	2 2%	0 -	3 1%	0 -	2 2% E	0 -	5 1%	2 1%
Super hero	6 1%	0 -	2 2% E	0 -	4 1%	0 -	0 -	0 -	1 0	5 1%
A builder/ work with machines	5 0	2 2%	0 0	0 -	1 0	1 1%	0 -	1 1%	1 0	3 1%
A chef/ baker	4 0	1 1%	0 -	0 1%	1 0	1 0	0 -	0 -	2 0	2 0
A writer	3 0	0 -	0 -	0 1%	2 0	1 0	0 -	0 -	0 -	3 1%
An accountant	3 0	0 -	0 -	0 -	1 0	2 1%	0 -	2 1%	0 -	1 0
Mechanic	2 0	0 -	0 -	1 1%	1 0	1 0	0 -	1 0	1 0	1 0
Other	44 4%	16 11% DE	4 4%	2 3%	13 3%	6 3%	3 4%	10 5%	14 4%	20 4%
(Dk/Ns)	118 12%	18 13%	15 15%	6 10%	41 11%	29 12%	9 12%	19 9%	41 13%	58 13%

# Detailed tables

## KF3. What types of books and/or television programs is your youngest child age 2-5 interested in?

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

	Total	GENDER		AGE				EDUCATION				GENDER OF CHILD	
		Male	Female	18-29	20-29	30-39	40+	<HS	HS	Post Sec	Univ Grad	Boy	Girl
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1096	260	836	302	301	604	190	79	232	546	239	571	525
	1000	480	520	240	239	490	270	63*	202	491	244	538	462
Characters and their adventures	665 66%	289 60%	376 72% A	156 65%	156 65%	327 67%	182 67%	37 58%	123 61%	327 67%	178 73% GH	349 65%	316 68%
Animals	665 66%	313 65%	352 68%	166 69%	166 69%	313 64%	186 69%	40 63%	120 59%	336 68% H	169 69% H	356 66%	309 67%
Trains, planes, cars and other forms of transportation	484	236	247	121	121	236	126	26	92	239	128	393	91
	48%	49%	48%	51%	51%	48%	47%	41%	46%	49%	52%	73% L	20%
Dinosaurs	399 40%	193 40%	207 40%	94 39%	94 39%	184 38%	122 45%	19 30%	79 39%	194 40%	107 44%	301 56% L	98 21%
Fairies and princesses	395 39%	174 36%	221 43%	107 45%	107 45%	185 38%	102 38%	29 45%	78 39%	196 40%	92 38%	44 8%	350 76% K
Superheroes	339 34%	146 30%	193 37% A	85 35%	85 35%	163 33%	92 34%	19 30%	71 35%	163 33%	86 35%	272 51% L	67 14%
Space, astronauts and rockets	197 20%	91 19%	106 20%	38 16%	38 16%	102 21%	58 21%	4 6%	31 15%	104 21% G	58 24% GH	159 29% L	39 8%
Learning/ teaching/ interactive	6 1%	0 -	6 1% A	1 0	1 0	4 1%	1 0	0 -	2 1%	3 1%	1 0	3 1%	3 1%
Specific station/ author/ studio mentions	6	4	1	1	1	2	2	0	2	1	2	2	4
	1%	1%	0	0	0	0	1%	-	1%	0	1%	0	1%
Everything/ all sorts/ their choice	5 0	3 1%	2 0	1 1%	1 1%	4 1%	0 -	0 -	1 1%	4 1%	0 -	3 1%	2 0

# Detailed tables

## KF3. What types of books and/or television programs is your youngest child age 2-5 interested in?

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

	Total	GENDER		AGE				EDUCATION				GENDER OF CHILD	
		Male	Female	18-29	20-29	30-39	40+	<HS	HS	Post Sec	Univ Grad	Boy	Girl
		A	B	C	D	E	F	G	H	I	J	K	L
Sports	5 0	4 1%	1 0	2 1%	2 1%	3 1%	0 -	0 -	0 -	4 1%	1 0	5 1%	0 -
Singing/ with music	3 0	1 0	2 0	1 1%	1 1%	1 0	1 0	0 -	0 0	1 0	2 1%	1 0	2 0
Fire fighters	3 0	2 1%	1 0	0 -	0 -	1 0	2 1%	0 -	0 -	3 1%	0 -	3 1%	0 -
Construction	3 0	2 1%	1 0	0 -	0 -	1 0	2 1%	0 -	0 -	2 1%	1 0	3 1%	0 -
Religion	3 0	2 0	1 0	0 -	0 -	2 0	1 0	0 -	1 0	0 -	2 1%	3 1%	0 -
Other	10 1%	6 1%	5 1%	3 1%	3 1%	3 1%	4 2%	1 1%	1 0	7 1%	2 1%	7 1%	3 1%
Nothing	1 0	0 -	1 0	1 0	1 0	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0
(Dk/Ns)	2 0	2 0	0 -	2 1% E	2 1% E	0 -	0 -	0 -	0 -	2 0	0 -	2 0	0 -

# Detailed tables

## KF3. What types of books and/or television programs is your youngest child age 2-5 interested in?

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

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1096	125	144	87	387	267	86	239	379	478
Weighted	1000	139*	96	66*	385	237	76*	211	323	466
Characters and their adventures	665 66%	107 76% EF	68 70% E	43 65% E	264 69% E	137 58% E	46 61% C	138 66% C	205 63% C	322 69% C
Animals	665 66%	95 68% CE	72 75% CE	40 60% CE	261 68% CE	146 62% CE	50 66% CE	143 68% CE	223 69% CE	299 64% CE
Trains, planes, cars and other forms of transportation	484 48%	70 50% CE	56 58% CE	24 36% CE	185 48% CE	108 46% CE	41 54% C	100 47% C	147 45% C	237 51% C
Dinosaurs	399 40%	58 42% CE	45 47% CE	22 34% CE	152 40% CE	88 37% CE	34 45% CE	77 36% CE	138 43% CE	185 40% CE
Fairies and princesses	395 39%	57 41% CE	38 40% CE	30 45% CE	159 41% CE	83 35% CE	27 36% CE	83 40% CE	128 40% CE	184 39% CE
Superheroes	339 34%	50 36% CE	38 39% CE	25 38% CE	120 31% CE	87 37% CE	20 26% CE	77 36% CE	103 32% CE	160 34% CE
Space, astronauts and rockets	197 20%	34 24% E	25 25% E	13 20% E	76 20% E	36 15% E	14 19% E	33 16% E	63 20% E	101 22% E
Learning/ teaching/ interactive	6 1%	0 - E	0 0 E	0 - E	5 1% E	1 0 E	0 - E	1 0 E	1 0 E	4 1% E
Specific station/ author/ studio mentions	6 1%	1 1%	0 0	0 -	4 1%	0 -	0 -	0 -	1 0	5 1%

# Detailed tables

## KF3. What types of books and/or television programs is your youngest child age 2-5 interested in?

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

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Everything/ all sorts/ their choice	5 0	1 1%	2 2% D	0 -	0 -	2 1%	0 -	1 1%	2 1%	1 0
Sports	5 0	0 -	0 -	0 -	2 1%	3 1%	0 -	2 1%	2 0	1 0
Singing/ with music	3 0	0 -	1 1%	0 1%	1 0	1 0	0 -	2 1%	0 0	1 0
Fire fighters	3 0	0 -	0 -	0 -	3 1%	0 -	0 -	0 -	0 -	3 1%
Construction	3 0	0 -	0 -	0 -	3 1%	0 -	0 -	0 -	0 -	3 1%
Religion	3 0	2 1%	0 -	1 1%	0 -	0 -	0 -	0 -	3 1%	0 -
Other	10 1%	0 -	1 1%	0 1%	5 1%	5 2%	0 -	3 1%	1 0	6 1%
Nothing	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
(Dk/Ns)	2 0	0 -	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	2 0



# Detailed tables

**KF4. In your opinion, what do you think is the best way for parents to encourage their children 2-5 years of age to be interested in science?**

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

Overlap formulae used. \* small base

	Total	GENDER		AGE				EDUCATION				GENDER OF CHILD	
		Male	Female	18-29	20-29	30-39	40+	<HS	HS	Post Sec	Univ Grad	Boy	Girl
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Valid respondents Weighted	1096	260	836	302	301	604	190	79	232	546	239	571	525
	1000	480	520	240	239	490	270	63*	202	491	244	538	462
By encouraging them to be curious, ask questions and find solutions	349	171	178	77	77	176	95	18	59	176	96	186	163
	35%	36%	34%	32%	32%	36%	35%	29%	29%	36%	39% H	35%	35%
By encouraging them to play and explore their environment both indoors and outside	332	131	201	84	84	167	81	22	62	175	73	170	162
	33%	27%	39% A	35%	35%	34%	30%	35%	31%	36%	30%	32%	35%
By going to museums and science centres	114	61	53	36	36	51	27	7	38	51	18	61	53
	11%	13%	10%	15%	15%	10%	10%	11%	19% IJ	10%	7%	11%	12%
By reading age-appropriate stories or magazines with scientific themes	84	56	28	14	14	33	36	5	19	32	27	47	37
	8%	12% B	5%	6%	6%	7%	13% CEDE	8%	9%	7%	11%	9%	8%
By spending time playing with science sets and games	59	25	34	16	16	29	14	4	11	26	18	33	26
	6%	5%	7%	7%	7%	6%	5%	7%	6%	5%	7%	6%	6%
By watching TV programs on scientific topics	52	33	20	10	10	29	14	6	12	23	12	36	16
	5%	7%	4%	4%	4%	6%	5%	10%	6%	5%	5%	7% L	3%
All of the above	5	0	5	2	2	2	1	0	1	4	0	3	2
	0	-	1%	1%	1%	0	0	-	0	1%	-	1%	0
Other	1	0	1	0	0	1	0	0	0	0	1	0	1
	0	-	0	-	-	0	-	-	-	-	0	-	0
(Dk/Ns)	5	3	1	1	1	1	2	1	0	4	0	3	2
	0	1%	0	1%	1%	0	1%	1%	-	1%	-	1%	0

# Detailed tables

**KF4. In your opinion, what do you think is the best way for parents to encourage their children 2-5 years of age to be interested in science?**

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

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1096	125	144	87	387	267	86	239	379	478
Weighted	1000	139*	96	66*	385	237	76*	211	323	466
By encouraging them to be curious, ask questions and find solutions	349	45	31	16	123	106	28	59	112	178
	35%	32%	32%	24%	32%	45% ABCD	37%	28%	35%	38% G
By encouraging them to play and explore their environment both indoors and outside	332	54	33	25	137	60	23	71	107	154
	33%	39% E	34%	38% E	36% E	25%	30%	34%	33%	33%
By going to museums and science centres	114	26	15	15	42	8	8	27	39	48
	11%	19% E	16% E	22% DE	11% E	3%	10% E	13%	12%	10%
By reading age-appropriate stories or magazines with scientific themes	84	5	8	4	39	25	3	19	29	35
	8%	4%	9%	6%	10%	11% A	4%	9%	9%	8%
By spending time playing with science sets and games	59	5	5	3	20	21	5	18	12	29
	6%	3%	5%	5%	5%	9%	7%	8% H	4%	6%
By watching TV programs on scientific topics	52	2	2	2	22	15	10	14	22	16
	5%	2%	2%	2%	6%	6%	13% ABCD	7%	7%	3%
All of the above	5	1	1	1	1	1	0	1	3	1
	0	1%	1%	2%	0	0	-	0	1%	0
Other	1	0	0	0	1	0	0	0	0	1
	0	-	-	-	0	-	-	-	-	0
(Dk/Ns)	5	1	1	0	0	3	0	1	0	3
	0	1%	1% D	-	-	1%	-	1%	-	1%

# Detailed tables

## KF5. And, thinking back to when you were in school, what kind of experience did you have with science?

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

Overlap formulae used. \* small base

Overlap format: used: - small base													
	Total	GENDER		AGE				EDUCATION				GENDER OF CHILD	
		Male	Female	18-29	20-29	30-39	40+	<HS	HS	Post Sec	Univ Grad	Boy	Girl
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L
	1096	260	836	302	301	604	190	79	232	546	239	571	525
	1000	480	520	240	239	490	270	63*	202	491	244	538	462
I performed well in science class and was enthusiastic about science	480	274	206	100	99	234	146	26	83	246	125	258	222
	48%	57% B	40%	42%	41%	48%	54% CD	41%	41%	50% H	51% H	48%	48%
I performed well in science class but was not enthusiastic about science	291	118	174	69	69	155	67	14	63	137	78	152	139
	29%	25%	33% A	29%	29%	32%	25%	22%	31%	28%	32%	28%	30%
I performed poorly in science class and was not enthusiastic about science	122	42	80	37	37	56	29	14	35	52	21	73	49
	12%	9%	15% A	16%	16%	11%	11%	23% IJ	17% IJ	11%	9%	14%	11%
I performed poorly in science class but was enthusiastic about science	106	47	60	34	34	44	28	10	22	55	19	54	52
	11%	10%	12%	14% E	14% E	9%	10%	15%	11%	11%	8%	10%	11%
Summary													
Performed well	771 77%	391 82% B	380 73%	169 70%	168 70%	389 79% CD	213 79%	39 62%	145 72%	383 78% G	203 83% GH	410 76%	361 78%
Performed poorly	229 23%	89 18%	140 27% A	71 30% E	71 30% E	101 21%	57 21%	24 38% IJ	57 28% J	107 22%	40 17%	128 24%	101 22%
Enthusiastic	586 59%	320 67% B	266 51%	134 56%	133 56%	279 57%	174 64%	35 56%	105 52%	302 61% H	145 59%	312 58%	274 59%
Not enthusiastic	414 41%	160 33%	254 49% A	106 44%	106 44%	211 43%	96 36%	28 44%	97 48% I	189 39%	99 41%	226 42%	188 41%

# Detailed tables

**KF5. And, thinking back to when you were in school, what kind of experience did you have with science?**

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

Overlap formulae used. \* small base

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1096	125	144	87	387	267	86	239	379	478
Weighted	1000	139*	96	66*	385	237	76*	211	323	466
I performed well in science class and was enthusiastic about science	480	58	44	30	190	118	40	93	141	245
	48%	41%	46%	45%	49%	50%	53%	44%	44%	53% H
I performed well in science class but was not enthusiastic about science	291	46	30	21	124	49	21	60	96	136
	29%	33% E	31% E	32%	32% E	21%	28%	28%	30%	29%
I performed poorly in science class and was not enthusiastic about science	122	15	13	12	40	36	6	34	45	42
	12%	11%	14%	18%	10%	15%	8%	16% I	14%	9%
I performed poorly in science class but was enthusiastic about science	106	20	9	4	30	35	8	23	41	42
	11%	15% D	10%	6%	8%	15% D	11%	11%	13%	9%
Summary										
Performed well	771 77%	104 75%	74 77%	51 76%	315 82% E	166 70%	61 81%	153 73%	237 73%	381 82% GH
Performed poorly	229 23%	36 25%	22 23%	16 24%	70 18%	71 30% D	14 19%	58 27% I	86 27% I	85 18%
Enthusiastic	586 59%	78 56%	53 55%	34 51%	220 57%	152 64%	48 64%	117 55%	182 56%	288 62%
Not enthusiastic	414 41%	61 44%	43 45%	33 49%	165 43%	85 36%	28 36%	94 45%	142 44%	178 38%

# Detailed tables

**KF6. Finally, how do you answer your child age 2-5 when he/ she asks 'Why?' about something you don't know the answer to?**

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

	Total	GENDER		AGE				EDUCATION				GENDER OF CHILD	
		Male	Female	18-29	20-29	30-39	40+	<HS	HS	Post Sec	Univ Grad	Boy	Girl
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1096	260	836	302	301	604	190	79	232	546	239	571	525
Weighted	1000	480	520	240	239	490	270	63*	202	491	244	538	462
I simply tell him/her I don't know	140 14%	69 14%	72 14%	47 19% F	47 20% F	69 14%	25 9%	11 18%	35 17%	59 12%	35 14%	77 14%	64 14%
I tell him/her I don't know the answer and try to find it out on my own	121 12%	67 14%	53 10%	21 9%	21 9%	66 13%	33 12%	3 5%	20 10%	67 14%	31 13%	75 14%	45 10%
I tell him/her I don't know the answer and we try to find it out together, using toys, books, and/or TV	645 64%	285 59%	359 69% A	157 65%	156 65%	303 62%	185 68%	44 69%	128 63%	324 66%	148 61%	333 62%	312 68%
I make up an answer	35 4%	22 5%	14 3%	7 3%	7 3%	17 3%	12 4%	4 6%	9 4%	15 3%	7 3%	20 4%	16 3%
I know the answer to everything	27 3%	21 4% B	7 1%	4 1%	4 1%	16 3%	8 3%	1 2%	3 2%	10 2%	13 5% I	19 4%	8 2%
None of the above	32 3%	17 3%	15 3%	5 2%	5 2%	19 4%	8 3%	0 -	8 4%	15 3%	9 4%	15 3%	17 4%

# Detailed tables

KF6. Finally, how do you answer your child age 2-5 when he/ she asks 'Why?' about something you don't know the answer to?

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

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1096	125	144	87	387	267	86	239	379	478
Weighted	1000	139*	96	66*	385	237	76*	211	323	466
I simply tell him/her I don't know	140 14%	16 12%	13 13%	19 29% ABDE	40 10%	40 17% D	12 16%	30 14%	55 17%	55 12%
I tell him/her I don't know the answer and try to find it out on my own	121 12%	7 5%	13 13% A	4 6%	50 13% A	33 14% A	14 19% AC	24 11%	36 11%	60 13%
I tell him/her I don't know the answer and we try to find it out together, using toys, books, and/or TV	645 64%	100 72% F	62 64%	41 61%	256 67% F	147 62%	40 52%	137 65%	206 64%	302 65%
I make up an answer	35 4%	7 5%	2 2%	0 1%	18 5%	4 2%	3 4%	11 5%	11 3%	13 3%
I know the answer to everything	27 3%	3 2%	1 1%	0 -	12 3%	9 4%	2 3%	4 2%	3 1%	20 4% H
None of the above	32 3%	6 5%	6 6% E	2 3%	9 2%	4 2%	5 6%	5 3%	12 4%	15 3%