Global Media Detailed tables

1. Thinking back over the past year, how much did the economic recession affect you?

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

		REGION					HOUSEHOLD INCOME			HOUSEHOLD		
				01//140				4001/	\$30K -	****	10.1	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	<\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K
Base: All respondents	1038	197	87	81	382	210	81	183	287	568	106	932
Weighted	1038	137	106*	67*	398	253	77*	207	327	504	163*	875
A lot	188	29	30	5	83	28	14	53	59	76	31	157
	18%	21%	28%	7%	21%	11%	18%	26%	18%	15%	19%	18%
		CE	CE		CE			I				
Somewhat	486	67	51	30	177	120	41	102	150	234	84	402
	47%	49%	49%	44%	45%	47%	54%	49%	46%	46%	51%	46%
Not Really	272	35	16	22	112	70	16	38	92	141	29	243
	26%	26%	15%	33%	28%	28%	21%	19%	28%	28%	18%	28%
				В	В					G		
Not at all	92	6	9	11	25	36	6	13	26	53	20	73
	9%	5%	9%	17%	6%	14%	7%	6%	8%	11%	12%	8%
				AD		AD						