1. Which summer blockbuster movie are you looking forward to seeing most?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	J	K
Base: All respondents	1047	135	111	69	382	266	84	217	309	521	148	899
Weighted	1047	138	107*	68*	401	255	77*	228	323	496	197	850
	127	10	8	5	50	46	8	30	43	55	48	80
The Twilight Saga: Eclipse	12%	7%	8%	8%	13%	18%	10%	13%	13%	11%	24%	9%
						AB					K	
	90	16	6	6	31	30	1	27	17	46	23	67
Toy Story 3	9%	12%	6%	9%	8%	12%	1%	12%	5%	9%	12%	8%
		F		F	F	F		Н				
	85	10	3	9	41	15	7	10	27	48	22	63
The A-Team	8%	8%	3%	14%	10%	6%	9%	5%	8%	10%	11%	7%
				BE	В					G		
	84	8	7	6	41	14	7	18	33	33	13	70
The Karate Kid	8%	6%	7%	9%	10%	6%	9%	8%	10%	7%	7%	8%
	44	5	5	6	11	13	4	7	12	25	5	39
Eat, Pray, Love	4%	4%	5%	9%	3%	5%	6%	3%	4%	5%	3%	5%
				D								
	616	89	77	36	226	137	51	136	192	289	85	532
I'm not looking forward to any of these	59%	64%	72%	53%	56%	54%	66%	60%	59%	58%	43%	63%
			CDE									J

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

2. Which summer blockbuster movie so far were you most disappointed with?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	1	J	К
Base: All respondents	1047	135	111	69	382	266	84	217	309	521	148	899
Weighted	1047	138	107*	68*	401	255	77*	228	323	496	197	850
	866	119	94	60	334	192	67	186	260	420	150	716
I haven't seen any of these movies	83%	86%	88%	89%	83%	75%	86%	82%	80%	85%	77%	84%
		E	E	E	E							J
	57	4	4	3	21	23	2	5	18	33	10	47
Sex and the City 2	5%	3%	4%	4%	5%	9%	2%	2%	6%	7%	5%	6%
						Α				G		
	24	4	2	0	11	6	0	7	9	8	3	21
Robin Hood	2%	3%	2%	-	3%	2%	-	3%	3%	2%	2%	2%
		_			_				_		_	_
Prince of Persia: The Sands of Time	14	3	0	0	7	4	1	3	7	4	6	9
Prince of Persia: The Sands of Time	1%	2%	-	-	2%	1%	1%	1%	2%	1%	3%	1%
Shrek Forever After	9	1	3	0	3	3	0	2	4	3	1	8
	1%	1%	3%	1%	1%	1%	-	1%	1%	1%	1%	1%
	76	7	4	4	25	28	8	24	26	27	26	50
I wasn't disappointed by any of these movies	7%	5%	3%	6%	6%	11%	11%	10%	8%	5%	13%	6%
	1 70	370	370	070	070		1170	1076	070	370		U70
						В		I			K	

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

2. (Rebased) Which summer blockbuster movie so far were you most disappointed with?

	REGION							DUSEHOLD INCO	HOUSEHOLD COMPOSITION		
Total	вс	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
	Α	В	С	D	E	F	G	Н	1	J	К
159	19	10	7	54	59	10	35	48	76	34	125
181	19**	13**	8**	67*	63*	11**	42**	63*	76*	46**	135*
57	4	4	3	21	23	2	5	18	33	10	47
32%	21%	32%	37%	32%	37%	17%	13%	29%	44%	22%	35%
24	4	2	0	11	6	0	7	9	8	3	21
13%	22%	19%	-	17%	10%	-	17%	13%	11%	6%	16%
14	3	0	0	7	4	1	3	7	4	6	9
8%	15%	-	-	10%	6%	6%	8%	11%	5%	12%	6%
9	1	3	0	3	3	0	2	4	3	1	8
5%	5%	21%	6%	4%	4%	-	6%	6%	5%	3%	6%
76	7	4	4	25	28	8	24	26	27	26	50
42%	37%	28%	57%	38%	43%	77%	57%	40%	36%	57%	37%
	159 181 57 32% 24 13% 14 8% 9 5%	A 159 19 181 19** 57 4 32% 21% 24 4 13% 22% 14 3 8% 15% 9 1 5% 5%	A B 159	Total BC AB SK/MB A B C 159 19 10 7 181 19** 13** 8** 57 4 4 3 32% 21% 32% 37% 24 4 2 0 13% 22% 19% - 14 3 0 0 8% 15% - - 9 1 3 0 5% 5% 21% 6% 76 7 4 4 4	Total BC AB SK/MB Ontario A B C D 159 19 10 7 54 181 19** 13** 8** 67* 57 4 4 3 21 32% 21% 32% 37% 32% 24 4 2 0 11 13% 22% 19% - 17% 14 3 0 0 7 8% 15% - - 10% 9 1 3 0 3 5% 5% 21% 6% 4% 76 7 4 4 25	Total BC AB SK/MB Ontario Quebec A B C D E 159 19 10 7 54 59 181 19*** 13*** 8*** 67* 63* 57 4 4 3 21 23 32% 21% 32% 37% 32% 37% 24 4 2 0 11 6 13% 22% 19% - 17% 10% 14 3 0 0 7 4 8% 15% - - 10% 6% 9 1 3 0 3 3 5% 5% 21% 6% 4% 4% 76 7 4 4 25 28	Total BC AB SK/MB Ontario Quebec Atlantic A B C D E F 159 19 10 7 54 59 10 181 19** 13** 8** 67* 63* 11** 57 4 4 3 21 23 2 32% 21% 32% 37% 32% 37% 17% 24 4 2 0 11 6 0 13% 22% 19% - 17% 10% - 14 3 0 0 7 4 1 8% 15% - - 10% 6% 6% 9 1 3 0 3 3 0 5% 5% 21% 6% 4% 4% - 76 7 4 4 25 28 8 <td>Total BC AB SK/MB Ontario Quebec Atlantic <\$30K A B C D E F G 159 19 10 7 54 59 10 35 181 19*** 13*** 8*** 67* 63* 11*** 42*** 57 4 4 3 21 23 2 5 32% 21% 32% 37% 32% 37% 17% 13% 24 4 2 0 11 6 0 7 13% 22% 19% - 17% 10% - 17% 14 3 0 0 7 4 1 3 8% 15% - - 10% 6% 6% 8% 9 1 3 0 3 3 0 2 5% 5% 21%</td> <td>Total BC AB SK/MB Ontario Quebec Atlantic <\$30K \$30K - <\$60K A B C D E F G H 159 19 10 7 54 59 10 35 48 181 19** 13** 8** 67* 63* 11** 42** 63* 57 4 4 3 21 23 2 5 18 32% 21% 32% 37% 32% 37% 17% 13% 29% 24 4 2 0 11 6 0 7 9 13% 22% 19% - 17% 10% - 17% 13% 4 4 3 0 7 4 1 3 7 13% 22% 19% - 17% 10% 6% 6% 8% 11%</td> <td>Total BC AB SK/MB Ontario Quebec Atlantic -<\$30K \$30K - <\$60K \$60K+ A B C D E F G H I 159 19 10 7 54 59 10 35 48 76 181 19** 13** 8** 67* 63* 11** 42** 63* 76* 57 4 4 3 21 23 2 5 18 33 32% 21% 32% 37% 17% 13% 29% 44% 24 4 2 0 11 6 0 7 9 8 13% 22% 19% - 17% 10% - 17% 13% 11% 4 3 0 7 4 1 3 7 4 8% 15% - - 10%</td> <td>Total BC AB SK/MB Ontario Quebec Atlantic < \$30K \$30K - <\$60K \$60K+ Kids A B C D E F G H I J 159 19 10 7 54 59 10 35 48 76 34 181 19** 13** 8** 67* 63* 11** 42** 63* 76* 46** 57 4 4 3 21 23 2 5 18 33 10 32% 21% 32% 37% 32% 37% 17% 13% 29% 44% 22% 24 4 2 0 11 6 0 7 9 8 3 13% 22% 19% - 17% 10% - 17% 13% 11% 6% <tr< td=""></tr<></td>	Total BC AB SK/MB Ontario Quebec Atlantic <\$30K A B C D E F G 159 19 10 7 54 59 10 35 181 19*** 13*** 8*** 67* 63* 11*** 42*** 57 4 4 3 21 23 2 5 32% 21% 32% 37% 32% 37% 17% 13% 24 4 2 0 11 6 0 7 13% 22% 19% - 17% 10% - 17% 14 3 0 0 7 4 1 3 8% 15% - - 10% 6% 6% 8% 9 1 3 0 3 3 0 2 5% 5% 21%	Total BC AB SK/MB Ontario Quebec Atlantic <\$30K \$30K - <\$60K A B C D E F G H 159 19 10 7 54 59 10 35 48 181 19** 13** 8** 67* 63* 11** 42** 63* 57 4 4 3 21 23 2 5 18 32% 21% 32% 37% 32% 37% 17% 13% 29% 24 4 2 0 11 6 0 7 9 13% 22% 19% - 17% 10% - 17% 13% 4 4 3 0 7 4 1 3 7 13% 22% 19% - 17% 10% 6% 6% 8% 11%	Total BC AB SK/MB Ontario Quebec Atlantic -<\$30K \$30K - <\$60K \$60K+ A B C D E F G H I 159 19 10 7 54 59 10 35 48 76 181 19** 13** 8** 67* 63* 11** 42** 63* 76* 57 4 4 3 21 23 2 5 18 33 32% 21% 32% 37% 17% 13% 29% 44% 24 4 2 0 11 6 0 7 9 8 13% 22% 19% - 17% 10% - 17% 13% 11% 4 3 0 7 4 1 3 7 4 8% 15% - - 10%	Total BC AB SK/MB Ontario Quebec Atlantic < \$30K \$30K - <\$60K \$60K+ Kids A B C D E F G H I J 159 19 10 7 54 59 10 35 48 76 34 181 19** 13** 8** 67* 63* 11** 42** 63* 76* 46** 57 4 4 3 21 23 2 5 18 33 10 32% 21% 32% 37% 32% 37% 17% 13% 29% 44% 22% 24 4 2 0 11 6 0 7 9 8 3 13% 22% 19% - 17% 10% - 17% 13% 11% 6% <tr< td=""></tr<>

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