

1. If you could see one Canadian concert tour this summer, which of the following would it be:

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1047	A	B	C	D	E	F	G	H	I	J	K
Weighted	1047	135	111	69	382	266	84	217	309	521	148	899
		138	107*	68*	401	255	77*	228	323	496	197	850
Simon and Garfunkle	172	16	18	13	62	44	19	41	37	94	22	150
	16%	12%	17%	19%	15%	17%	24%	18%	11%	19%	11%	18%
Michael Buble	161	26	8	15	61	34	16	30	55	76	33	128
	15%	19%	7%	22%	15%	13%	21%	13%	17%	15%	17%	15%
Lada Gaga	131	B	15	B	47	37	B	24	53	54	29	103
	13%	21	14%	8	12%	14%	4	11%	16%	11%	15%	12%
Sting	60	F	5	F	23	20	3	19	10	31	14	46
	6%	8	5%	1	6%	8%	3%	8%	3%	6%	7%	5%
Lilith Fair	43	13	7	0	13	6	4	9	15	18	12	31
	4%	9%	6%	1%	3%	2%	5%	4%	5%	4%	6%	4%
Justin Bieber	8	CDE	0	0	2	5	0	0	3	5	5	4
	1%	1%	-	-	1%	2%	-	-	1%	1%	2%	0
Other	218	20	16	17	106	41	18	44	60	113	50	167
	21%	14%	15%	25%	26%	16%	23%	19%	19%	23%	26%	20%
None	254	33	38	13	87	69	15	60	89	105	32	222
	24%	24%	35%	20%	22%	27%	19%	26%	28%	21%	16%	26%
			CDF									J

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