

8. When relaxing in the summer, what is your favourite activity to do?

	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
Read	278	35	38	10	93	80	22	62	89	127	58	220
	27%	26%	35%	14%	23%	31%	29%	27%	27%	26%	29%	26%
Swim	172	21	9	10	80	41	11	27	62	83	50	123
	16%	15%	8%	15%	20%	16%	14%	12%	19%	17%	25%	14%
Be on a motor boat, canoe, sailboat, etc.	126	21	9	12	47	29	8	33	29	64	31	94
	12%	15%	9%	17%	12%	11%	10%	14%	9%	13%	16%	11%
Land sports	105	11	8	11	42	24	8	17	34	54	17	87
	10%	8%	8%	16%	10%	9%	10%	7%	11%	11%	9%	10%
Play board games or cards	44	8	5	2	12	14	4	13	10	22	4	41
	4%	6%	5%	2%	3%	6%	6%	6%	3%	4%	2%	5%
Water sports	27	5	4	2	10	7	0	5	11	11	1	26
	3%	3%	3%	3%	2%	3%	-	2%	3%	2%	1%	3%
Other	295	38	34	22	118	59	24	71	89	135	36	259
	28%	27%	32%	33%	29%	23%	31%	31%	27%	27%	18%	30%
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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

17. When you go out on the water in a boat, how often do you wear a life jacket?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
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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
Always	657 63%	77 56%	82 77% ADE	43 63%	244 61%	160 62%	51 66%	136 60%	204 63%	317 64%	125 64%	532 63%
Sometimes	218 21%	37 27%	19 18%	16 23%	80 20%	49 19%	18 23%	46 20%	69 21%	103 21%	47 24%	172 20%
Rarely	103 10%	15 11%	4 3%	5 7%	45 11%	32 13%	3 3%	32 14%	23 7%	48 10%	17 9%	86 10%
Never	69 7%	9 7%	2 2%	5 7%	32 8% B	15 6%	6 8%	13 6%	28 9%	28 6%	7 4%	61 7%
Summary												
Top2Box (Always/Sometimes)	876 84%	114 83%	101 95% ADE	58 85%	324 81%	209 82%	69 89%	183 80%	273 84%	420 85%	172 87%	704 83%
Low2Box (Rarely/Never)	171 16%	24 17% B	5 5%	10 15%	77 19% B	47 18% B	9 11%	45 20%	50 16%	76 15%	25 13%	147 17%

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