

1. [Rebased] Where in Canada would your story take place? It could be as specific as a city or a particular place you're fond of, or something more general.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	876	119	115	53	325	191	73	224	274	378	145	731
Weighted	873	115	86	55*	338	218	61*	228	273	373	153	720
City (NET)	335	45	22	21	149	84	15	80	112	143	58	277
	38%	39%	25%	38%	44%	38%	25%	35%	41%	38%	38%	38%
Montréal		B			BF	B						
	54	1	1	3	8	42	0	18	19	18	10	44
Toronto	6%	1%	1%	5%	2%	19%	-	8%	7%	5%	7%	6%
						ABCD						
Ottawa/ Sussex	49	2	0	3	41	2	0	10	23	17	10	39
	6%	2%	1%	5%	12%	1%	-	4%	8%	4%	7%	5%
Vancouver					ABEF							
	38	2	0	0	32	3	1	11	7	20	11	27
Niagara Falls	4%	2%	-	-	9%	2%	2%	5%	3%	5%	7%	4%
					ABCE							
Québec City	37	20	1	0	10	6	1	11	12	14	5	32
	4%	17%	1%	-	3%	3%	2%	5%	4%	4%	3%	4%
Victoria		BCDEF										
	22	0	0	0	20	3	0	4	8	11	3	19
Winnipeg	3%	-	-	-	6%	1%	-	2%	3%	3%	2%	3%
					ABE							
Halifax	21	0	0	0	3	17	0	6	5	9	2	19
	2%	-	-	-	1%	8%	-	3%	2%	2%	1%	3%
Banff National Park						ABDF						
	13	9	3	0	1	0	0	4	3	6	1	12
Calgary	1%	8%	3%	-	0	-	-	2%	1%	2%	1%	2%
		DEF	DE									
Hamilton	11	1	0	9	2	0	0	1	8	2	2	10
	1%	1%	-	17%	0	-	-	1%	3%	1%	1%	1%
Muskoka				ABDEF					I			
	9	0	0	0	4	1	4	1	1	6	1	7
Montréal	1%	-	-	-	1%	0	7%	1%	1%	2%	1%	1%
							ABCDE					
Toronto	8	0	3	1	1	3		0	2	5	3	5
	1%	-	3%	2%	0	1%	-	-	1%	1%	2%	1%
Ottawa/ Sussex			AD									
	7	0	7	0	0	0	0	1	1	5	1	6
Vancouver	1%	-	9%	-	-	-	-	1%	1%	1%	1%	1%
			ACDEF									
Niagara Falls	7	0	0	0	7	0	0	1	3	3	3	4
	1%	-	1%	-	2%	-	-	1%	1%	1%	2%	1%
Québec City												
	6	0	0	0	6	0	0	1	3	3	0	6
Victoria	1%	-	-	-	2%	-	-	0	1%	1%	-	1%
Winnipeg	5	0	0	0	0	5	0	1	1	3	0	5

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	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Gaspé	1%	-	-	-	-	2%	-	1%	0	1%	-	1%
Okanagan Valley						D						
	5	3	2	0	0	0	0	0	4	1	2	2
	1%	2%	2%	-	-	-	-	-	1%	0	2%	0
Burnaby		DE	DE									
	5	3	0	0	2	0	0	2	1	1	0	5
	1%	2%	-	-	1%	-	-	1%	0	0	-	1%
Cape Breton Island		E										
	4	1	0	0	0	0	3	1	1	2	0	4
	0	1%	-	-	-	-	5%	0	0	1%	-	1%
St. John's							BDE					
	3	0	0	0	0	0	3	1	1	2	0	3
	0	-	-	-	-	-	5%	0	0	1%	-	0
Kelowna							ABDE					
	3	2	0	1	0	0	0	0	2	1	0	3
	0	2%	-	2%	-	-	-	-	1%	0	-	0
Regina		D		DE								
	3	0	0	3	0	0	0	2	1	0	0	3
	0	-	-	5%	-	-	-	1%	1%	-	-	0
Kingston				ABDE								
	3	0	0	0	3	0	0	1	0	2	1	2
	0	-	-	-	1%	-	-	0	-	1%	1%	0
Edmonton												
	3	0	3	0	0	0	0	1	0	2	0	3
	0	-	3%	-	-	-	-	0	-	0	-	0
Brandtford			DE									
	3	0	0	0	3	0	0	1	1	1	0	3
	0	-	-	-	1%	-	-	0	0	0	-	0
Bowmanville												
	2	0	0	0	2	0	0	2	0	1	0	2
	0	-	-	-	1%	-	-	1%	-	0	-	0
Mont Tremblant												
	2	0	0	0	1	1	0	0	1	1	1	1
	0	-	-	-	0	0	-	-	0	0	1%	0
Whitehorse												
	2	1	1	0	0	0	0	1	1	0	0	2
	0	1%	2%	-	-	-	-	1%	0	-	-	0
Kamloops			DE									
	2	2	0	0	0	0	0	1	0	1	0	2
	0	2%	-	-	-	-	-	1%	-	0	-	0
Windsor		D										
	2	0	0	0	2	0	0	1	0	1	0	2
	0	-	-	-	1%	-	-	1%	-	0	-	0
Saskatoon												
	2	0	0	1	1	0	0	0	1	1	1	1
	0	-	-	1%	0	-	-	-	0	0	0	0

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Killarney	2	0	0	0	2	0	0	0	1	1	0	2
	0	-	-	-	1%	-	-	-	0	0	-	0
Miramichi	2	0	0	0	0	0	2	1	0	1	0	2
	0	-	-	-	-	-	3%	0	-	0	-	0
							DE					
Kingston	2	0	0	0	2	0	0	0	0	2	1	1
	0	-	-	-	1%	-	-	-	-	0	1%	0
Prince George	2	2	0	0	0	0	0	1	1	0	0	2
	0	1%	-	-	-	-	-	0	0	-	-	0
		D										
Chicoutimi	1	0	0	0	0	1	0	0	1	1	1	1
	0	-	-	-	-	1%	-	-	0	0	0	0
Wawa	1	0	0	0	1	0	0	0	0	1	1	0
	0	-	-	-	0	-	-	-	-	0	1%	-
											K	
Province and Territories (NET)	157	20	14	12	52	45	14	48	33	75	33	123
	18%	17%	16%	21%	16%	21%	23%	21%	12%	20%	22%	17%
								H		H		
Québec	51	0	0	0	7	44	0	17	13	21	13	38
	6%	-	-	-	2%	20%	-	7%	5%	6%	8%	5%
						ABCDF						
Ontario	26	0	0	2	24	0	0	11	7	8	9	17
	3%	-	-	3%	7%	-	-	5%	2%	2%	6%	2%
				E	ABEF							
British Columbia	22	16	3	2	1	0	0	5	6	11	6	16
	2%	14%	3%	3%	0	-	1%	2%	2%	3%	4%	2%
		BCDEF	DE	E								
Newfoundland/ NL	13	1	1	0	9	0	3	8	1	4	0	13
	2%	1%	1%	-	3%	-	5%	3%	0	1%	-	2%
					E		E	H				
Prince Edward Island	12	1	2	0	6	0	4	3	1	9	3	10
	1%	1%	2%	-	2%	-	7%	1%	0	2%	2%	1%
			E				ADE			H		
Saskatchewan	10	1	2	5	1	0	0	1	2	7	1	10
	1%	1%	2%	9%	0	-	1%	1%	1%	2%	0	1%
			E	ADEF								
Nova Scotia	10	1	2	1	2	0	4	2	1	7	2	8
	1%	1%	2%	2%	1%	-	7%	1%	0	2%	1%	1%
			E				ADE					
Alberta	5	0	4	0	1	0	0	2	0	3	1	4
	1%	-	5%	-	0	-	-	1%	-	1%	1%	1%
			ADE									
New Brunswick	4	0	0	0	1	1	2	1	2	2	0	4
	0	-	-	-	0	1%	3%	0	1%	0	0	1%

1. [Rebased] Where in Canada would your story take place? It could be as specific as a city or a particular place you're fond of, or something more general.

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	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
							D					
Manitoba	4	0	0	2	1	0	0	0	2	2	1	3
	0	-	1%	4%	0	-	-	-	1%	0	1%	0
				DE								
Yukon	3	0	0	0	2	0	1	0	1	2	0	3
	0	-	-	-	1%	-	1%	-	0	1%	-	0
Location (NET)	105	7	11	4	39	32	12	24	37	45	11	94
	12%	6%	13%	7%	12%	15%	20%	10%	14%	12%	7%	13%
						A	A					
A/my village	20	2	2	3	7	7	0	5	8	7	4	17
	2%	2%	2%	5%	2%	3%	-	2%	3%	2%	2%	2%
Forest/ national park (unspecified)	13	1	3	1	3	3	3	4	5	5	3	10
	2%	1%	3%	1%	1%	1%	5%	2%	2%	1%	2%	1%
							D					
By a river	9	0	1	0	2	3	3	2	5	1	0	9
	1%	-	1%	-	1%	1%	4%	1%	2%	0	-	1%
							AD		I			
By a lake	8	1	2	0	2	2	2	1	3	5	1	7
	1%	1%	2%	-	1%	1%	3%	0	1%	1%	1%	1%
Cottage	8	1	0	0	5	0	2	2	1	5	0	8
	1%	1%	1%	-	2%	-	3%	1%	0	1%	-	1%
							E					
Beach	8	2	0	0	4	2	0	1	4	3	2	6
	1%	2%	-	-	1%	1%	-	0	1%	1%	1%	1%
St. Laurent River	7	0	0	0	2	5	0	1	5	1	1	6
	1%	-	-	-	1%	2%	-	1%	2%	0	1%	1%
Parliament Hill	6	0	0	0	6	0	0	1	1	3	0	6
	1%	-	-	-	2%	-	-	1%	1%	1%	-	1%
Acadie	6	0	0	0	2	1	2	0	2	4	0	6
	1%	-	-	-	1%	1%	4%	-	1%	1%	-	1%
							AD					
Home/ back yard	6	1	2	0	1	1	1	1	2	3	1	5
	1%	1%	2%	-	0	0	1%	0	1%	1%	0	1%
Park	5	0	0	0	3	2	0	3	2	0	2	4
	1%	-	-	-	1%	1%	-	1%	1%	-	1%	0
								I				
Outdoors	5	0	2	1	1	1	0	1	2	2	1	3
	1%	-	2%	1%	0	0	-	0	1%	1%	1%	0
			D									
	4	0	1	0	0	3	0	2	1	1	0	4

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	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Plains of Abraham	0	-	1%	-	-	1%	-	1%	0	0	-	1%
						D						
By the ocean	3	1	0	0	1	0	2	2	1	1	0	3
	0	1%	-	-	0	-	3%	1%	0	0	-	0
							DE					
Algonquin Provincial Park	3	0	0	0	3	0	0	0	1	3	0	3
	0	-	-	-	1%	-	-	-	0	1%	-	0
Trois- Rivières	3	0	0	0	0	3	0	0	1	2	0	3
	0	-	-	-	-	1%	-	-	0	0	-	0
CN Tower	2	0	0	0	1	2	0	1	2	0	0	2
	0	-	-	-	0	1%	-	0	1%	-	-	0
By the mountains	2	1	0	0	0	0	0	1	0	0	0	2
	0	1%	1%	-	-	-	-	1%	-	0	-	0
Region (NET)	49	6	18	6	13	4	1	9	15	24	12	37
	6%	5%	21%	11%	4%	2%	2%	4%	6%	6%	8%	5%
			ADEF	DEF								
The mountains/ Rocky mountains	29	3	15	4	5	2	0	4	10	15	8	21
	3%	2%	18%	7%	1%	1%	-	2%	4%	4%	5%	3%
			ADEF	DEF								
East Coast	8	2	0	0	5	0	1	2	2	3	1	7
	1%	2%	-	-	1%	-	2%	1%	1%	1%	0	1%
West Coast	6	1	3	0	1	1	0	3	1	2	1	5
	1%	1%	4%	-	0	0	-	1%	0	1%	1%	1%
			DE									
North/ northern Canada/ Arctic	4	1	0	0	3	1	0	1	1	2	2	3
	1%	1%	-	-	1%	1%	-	0	0	1%	1%	0
Prairies	2	0	0	2	1	0	0	0	2	1	1	2
	0	-	-	3%	0	-	-	-	1%	0	0	0
				DE								
Country (NET)	16	2	0	3	6	5	0	5	2	9	3	13
	2%	2%	-	6%	2%	2%	1%	2%	1%	2%	2%	2%
				B								
Canada	12	2	0	3	4	3	0	5	2	5	1	11
	1%	1%	-	6%	1%	1%	1%	2%	1%	1%	1%	2%
				BD								
Overseas	4	1	0	0	2	2	0	0	0	4	2	3
	0	1%	-	-	1%	1%	-	-	-	1%	1%	0
Other	264	41	28	14	107	52	21	78	89	97	44	219
	30%	36%	33%	25%	32%	24%	35%	34%	33%	26%	29%	30%
		E										

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	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids

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

2. [Rebased: Total Mention] Who would be the main characters in your story?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	821	109	111	47	308	178	68	218	255	348	137	684
Weighted	815	106*	83*	49*	321	200	56*	223	253	339	143	672
Others (NET)	337	52	35	23	149	57	21	97	107	133	58	279
	41%	49%	42%	47%	47%	28%	37%	44%	42%	39%	41%	41%
Myself		E	E	E	E							
	139	24	15	5	65	22	9	36	51	52	26	113
	17%	22%	18%	11%	20%	11%	16%	16%	20%	15%	18%	17%
Friends		E										
	41	4	6	5	17	5	3	10	16	15	9	31
	5%	4%	7%	11%	5%	2%	6%	5%	6%	4%	6%	5%
Native americans/ First Nations		E										
	30	5	2	3	13	6	1	6	14	9	6	24
	4%	5%	2%	6%	4%	3%	2%	3%	5%	3%	4%	4%
Average civilian/ population												
	27	1	2	4	11	8	1	9	6	11	2	25
	3%	1%	2%	7%	3%	4%	2%	4%	2%	3%	1%	4%
Girl/ boy/ young person												
	14	1	0	2	9	1	0	7	3	4	3	11
	2%	1%	-	4%	3%	1%	1%	3%	1%	1%	2%	2%
Unknown/ fictional character												
	14	0	0	4	7	0	3	7	5	3	1	13
	2%	-	1%	7%	2%	-	5%	3%	2%	1%	1%	2%
Canadian				ABE			AE					
	14	2	1	1	10	0	0	1	3	10	1	13
	2%	2%	1%	1%	3%	-	-	0	1%	3%	1%	2%
Soldier				E						G		
	12	2	0	2	8	0	0	5	3	4	1	10
	1%	2%	-	3%	3%	-	-	2%	1%	1%	1%	2%
Teacher				E								
	11	2	0	0	5	2	2	5	0	6	3	8
	1%	2%	-	-	2%	1%	3%	2%	-	2%	2%	1%
Immigrants								H		H		
	11	3	1	0	7	0	0	3	3	5	0	11
	1%	3%	1%	-	2%	-	-	2%	1%	1%	-	2%
People I knew/ know		E										
	11	2	0	2	4	0	3	5	1	5	2	9
	1%	2%	1%	3%	1%	-	5%	2%	0	2%	1%	1%
Doctor				E								
	9	0	2	0	3	3	1	3	3	2	1	8
	1%	-	2%	-	1%	1%	3%	1%	1%	1%	0	1%
Politician (unspecified)												
	8	0	0	0	4	1	2	2	3	3	0	8
	1%	-	-	-	1%	1%	4%	1%	1%	1%	-	1%
				A								
	8	1	0	1	2	2	0	1	3	4	3	5

2. [Rebased: Total Mention] Who would be the main characters in your story?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Female/ lady/ woman	1%	1%	1%	2%	1%	1%	-	0	1%	1%	2%	1%
Tourists	7	0	1	0	3	3	0	2	1	4	1	6
	1%	-	1%	-	1%	2%	-	1%	0	1%	1%	1%
Farmer	7	1	1	0	3	1	1	4	1	2	1	6
	1%	1%	1%	-	1%	1%	3%	2%	1%	1%	1%	1%
Boyfriend/ girlfriend	6	1	2	0	2	0	2	1	2	3	1	6
	1%	1%	2%	-	1%	-	3%	1%	1%	1%	0	1%
			E				E					
Police/ mountie/ RCMP	6	1	2	0	2	1	0	0	3	3	0	6
	1%	1%	3%	-	1%	1%	-	-	1%	1%	-	1%
Ancestors (unspecified)	6	3	0	0	0	3	0	1	2	3	0	6
	1%	3%	-	-	-	1%	-	1%	1%	1%	-	1%
		D										
Neighbors	6	0	2	1	2	0	1	2	2	1	1	5
	1%	-	2%	1%	1%	-	2%	1%	1%	0	0	1%
			E									
Government	5	2	0	1	1	1	0	0	3	2	1	5
	1%	2%	1%	3%	0	1%	-	0	1%	1%	0	1%
				D								
Older women/ male/ character	5	0	0	1	2	2	0	1	1	4	2	3
	1%	-	-	1%	1%	1%	-	0	0	1%	1%	0
Fisherman	5	3	0	0	1	0	0	1	1	3	0	5
	1%	3%	-	-	0	-	1%	0	0	1%	-	1%
		DE										
Miner	5	3	1	0	1	0	0	1	2	2	1	3
	1%	3%	1%	-	0	-	-	0	1%	1%	1%	1%
		DE										
Merchant	4	1	1	1	1	1	0	1	1	3	0	4
	1%	1%	1%	1%	0	0	-	0	0	1%	-	1%
Male/ man	4	1	0	1	1	1	0	1	1	2	1	3
	1%	1%	1%	2%	0	0	-	1%	0	0	1%	0
Railway workers	4	2	1	0	1	0	0	1	0	3	0	4
	0	2%	1%	-	0	-	-	0	-	1%	-	1%
Employer/ employee/ colleagues	3	0	0	1	2	0	1	1	0	3	0	3
	0	-	-	1%	1%	-	1%	0	-	1%	-	0
Logger	3	1	0	0	1	1	0	0	1	2	0	3
	0	1%	-	-	0	0	-	-	0	1%	-	0

2. [Rebased: Total Mention] Who would be the main characters in your story?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Family (NET)	232	32	30	14	103	43	11	63	75	94	54	177
	28%	30%	36%	28%	32%	21%	20%	28%	30%	28%	38%	26%
			EF		E						K	
Family	61	8	9	5	22	12	6	14	24	23	13	49
	8%	7%	11%	10%	7%	6%	10%	6%	9%	7%	9%	7%
Spouse/ wife/ husband	54	10	7	5	23	6	3	7	18	29	13	42
	7%	9%	9%	10%	7%	3%	5%	3%	7%	9%	9%	6%
		E	E	E						G		
Children/ son/ daughter	54	7	6	1	22	16	3	13	19	21	21	33
	7%	6%	7%	2%	7%	8%	5%	6%	8%	6%	15%	5%
											K	
Mother	36	6	3	3	19	5	0	9	10	17	7	29
	4%	5%	4%	6%	6%	2%	-	4%	4%	5%	5%	4%
Father	34	7	3	3	14	5	2	11	13	10	4	30
	4%	6%	3%	6%	4%	3%	3%	5%	5%	3%	3%	4%
Sibling/ brother/ sister	30	6	3	1	16	3	1	13	9	8	4	26
	4%	5%	4%	3%	5%	2%	1%	6%	3%	2%	3%	4%
Grandparents/ grandmother/ grandfather	22	3	3	1	10	5	0	2	9	11	5	18
	3%	2%	4%	3%	3%	2%	-	1%	3%	3%	3%	3%
Parents	16	3	2	1	4	6	0	11	2	3	0	16
	2%	3%	3%	1%	1%	3%	-	5%	1%	1%	-	2%
								HI				
Grandchildren/ grandson/ granddaughter	12	1	3	0	8	0	1	2	2	8	0	12
	1%	1%	3%	-	2%	-	2%	1%	1%	2%	-	2%
			E		E							
Aunt/ uncle	6	0	1	2	2	1	0	2	1	2	1	4
	1%	-	1%	4%	1%	0	-	1%	0	1%	1%	1%
Nephew/ niece	5	1	1	0	2	0	0	1	1	2	1	4
	1%	1%	1%	-	1%	-	-	1%	0	1%	1%	1%
Daughter/ son in law	3	0	1	0	2	0	0	1	0	2	0	3
	0	-	1%	-	1%	-	-	0	-	1%	-	0
Great grandparents	2	0	0	0	1	0	0	0	0	2	0	2
	0	-	1%	-	0	-	-	-	-	1%	-	0
Famous personalities	156	10	12	8	41	82	3	42	49	65	29	127
	19%	10%	15%	16%	13%	41%	5%	19%	20%	19%	20%	19%
						ABCDF						
First colonizers/ settlers/ explorers (unspecified)	31	0	3	2	14	12	0	7	9	15	9	22

2. [Rebased: Total Mention] Who would be the main characters in your story?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
First colonizers/ settlers/ explorers (unspecified)	4%	-	3%	4%	4%	6%	-	3%	4%	4%	6%	3%
					A	A						
Jacques Cartier	24	0	0	0	0	24	0	6	8	10	4	20
	3%	-	-	-	-	12%	-	3%	3%	3%	3%	3%
						ABCDF						
Pierre Trudeau	24	4	1	0	8	9	2	6	8	10	3	21
	3%	4%	2%	-	2%	5%	3%	3%	3%	3%	2%	3%
Rene Levesque	18	0	0	0	1	18	0	7	7	5	3	16
	2%	-	-	-	0	9%	-	3%	3%	1%	2%	2%
						ABCDF						
John A. Macdonald	17	3	4	0	8	1	0	4	7	5	3	13
	2%	3%	5%	-	2%	1%	-	2%	3%	2%	2%	2%
			E									
Samuel de Champlain	15	0	0	0	4	10	0	5	4	5	2	13
	2%	-	-	-	1%	5%	-	2%	2%	2%	1%	2%
						ABD						
Stephen Harper	7	0	0	0	5	3	0	1	4	2	1	6
	1%	-	-	-	1%	1%	-	1%	2%	1%	1%	1%
Famous/ recognized character of Canada (unspecified)	7	2	1	0	2	1	1	1	3	4	1	6
	1%	2%	2%	-	1%	1%	1%	0	1%	1%	1%	1%
Louis Riel	7	0	1	3	1	2	0	1	4	2	1	6
	1%	-	1%	5%	0	1%	-	0	2%	1%	1%	1%
				AD								
Prime Minister	7	1	0	1	3	2	0	2	2	3	1	6
	1%	1%	-	2%	1%	1%	-	1%	1%	1%	1%	1%
Wayne Gretzky	6	2	2	2	0	0	0	2	0	5	2	4
	1%	2%	3%	4%	-	-	-	1%	-	1%	1%	1%
		D	DE	DE								
The Queen	5	1	0	0	1	3	0	4	1	1	0	5
	1%	1%	-	-	0	1%	-	2%	0	0	-	1%
Louis- Joseph Papineau	5	0	0	0	2	3	0	1	1	3	0	5
	1%	-	-	-	0	2%	-	0	0	1%	-	1%
Jean Chretien	3	1	0	0	0	2	0	2	1	1	0	3
	0	1%	-	-	-	1%	1%	1%	0	0	-	1%
Christopher Colombus	3	0	0	0	0	3	0	1	1	1	2	1
	0	-	-	-	-	2%	-	1%	0	0	1%	0
						D						
Jacques Parizeau	3	0	0	0	0	3	0	0	1	2	0	3
	0	-	-	-	-	1%	-	-	0	1%	-	0

2. [Rebased: Total Mention] Who would be the main characters in your story?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
						D						
Celine Dion	2	0	0	0	0	2	0	0	1	1	0	2
	0	-	-	-	-	1%	-	-	1%	0	-	0
Robert Bourassa	2	0	0	0	0	2	0	1	1	1	0	2
	0	-	-	-	-	1%	-	0	0	0	-	0
Animals (NET)	22	0	3	2	9	5	3	5	7	10	2	20
	3%	-	3%	4%	3%	2%	6%	2%	3%	3%	1%	3%
							A					
Cat/ dot/ pet	12	0	0	1	9	0	2	2	6	4	2	10
	1%	-	-	2%	3%	-	3%	1%	2%	1%	1%	1%
				E	E		E					
Animals	6	0	2	1	1	1	2	2	0	4	0	6
	1%	-	2%	1%	0	1%	3%	1%	0	1%	-	1%
							D					
Wolf	4	0	1	0	0	4	0	2	1	2	0	4
	1%	-	1%	-	-	2%	-	1%	0	1%	-	1%
						D						
Other	406	49	40	21	163	100	33	117	127	162	68	338
	50%	46%	48%	43%	51%	50%	60%	53%	50%	48%	48%	50%

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

3_1. [Start] In what time period would your story take place?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
Start												
0	44	9	4	6	16	7	3	18	12	13	10	33
	4%	7%	4%	9%	4%	3%	4%	7%	4%	3%	6%	4%
				E				I				
Pre-1900 (Net)	265	28	28	20	101	71	17	75	82	109	47	218
	26%	21%	27%	31%	26%	29%	23%	27%	26%	26%	26%	26%
Pre-Confederation	215	17	20	16	83	65	16	66	56	93	37	178
	21%	13%	19%	24%	21%	26%	21%	24%	18%	22%	20%	22%
					A	A						
1867-1899	50	11	8	5	18	7	1	9	26	15	11	39
	5%	8%	8%	7%	5%	3%	2%	3%	8%	4%	6%	5%
		E	E						GI			
1900-1913	75	11	8	2	25	26	4	15	31	29	6	69
	7%	8%	8%	2%	6%	11%	5%	5%	10%	7%	3%	8%
												J
1914-1918	3	0	0	1	1	2	0	0	2	1	2	1
	0	-	-	1%	0	1%	-	-	1%	0	1%	0
1919-1938	26	3	4	3	5	9	0	6	11	9	4	22
	3%	3%	4%	5%	1%	4%	1%	2%	3%	2%	2%	3%
1939-1944	20	3	3	0	7	3	3	11	6	3	2	18
	2%	2%	3%	-	2%	1%	5%	4%	2%	1%	1%	2%
								I				
1945-1949	13	2	1	1	6	3	0	6	4	3	2	10
	1%	1%	1%	1%	2%	1%	-	2%	1%	1%	1%	1%
1950's	47	2	7	2	18	16	2	15	12	19	4	43
	5%	1%	6%	3%	5%	6%	3%	6%	4%	5%	2%	5%
			A			A						
1960's	66	10	8	4	25	13	6	19	21	26	3	64
	7%	8%	8%	6%	6%	5%	7%	7%	7%	6%	1%	8%
												J
1970's	51	7	6	2	20	12	4	15	12	24	13	38
	5%	5%	6%	3%	5%	5%	6%	5%	4%	6%	7%	5%
1980's	51	10	6	4	15	10	5	17	13	21	16	35
	5%	7%	6%	7%	4%	4%	7%	6%	4%	5%	9%	4%
											K	
1990's	47	10	5	1	16	12	3	16	15	16	9	38
	5%	8%	5%	2%	4%	5%	3%	6%	5%	4%	5%	5%

3_1. [Start] In what time period would your story take place?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
2000-2011	302	38	24	20	131	63	27	61	90	152	65	237
	30%	28%	23%	31%	34%	25%	36%	22%	29%	36%	36%	29%
					BE		B			G		

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

3_2. [End] In what time period would your story take place?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
End												
0	39	8	4	5	14	7	2	18	13	8	10	29
	4%	6%	4%	7%	4%	3%	3%	6%	4%	2%	5%	4%
								I				
Pre-1900 (Net)	167	21	16	17	61	33	19	51	46	71	33	135
	17%	16%	16%	26%	16%	14%	25%	19%	15%	17%	18%	16%
				E			DE					
Pre-Confederation	139	15	11	12	55	28	17	44	32	63	29	110
	14%	12%	11%	18%	14%	11%	23%	16%	10%	15%	16%	13%
							ABE					
1867-1899	29	6	4	5	6	6	2	7	14	8	4	25
	3%	4%	4%	8%	2%	2%	3%	3%	4%	2%	2%	3%
				DE								
1900-1913	42	4	5	3	15	15	0	7	12	23	7	36
	4%	3%	5%	4%	4%	6%	-	3%	4%	5%	4%	4%
			F			F						
1919-1938	19	3	4	1	5	6	0	2	13	4	4	14
	2%	2%	4%	1%	1%	2%	-	1%	4%	1%	2%	2%
									GI			
1939-1944	7	0	1	0	3	2	1	1	3	2	1	6
	1%	-	1%	-	1%	1%	1%	0	1%	1%	1%	1%
1945-1949	10	1	1	1	3	3	1	3	5	2	0	10
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%
1950's	33	6	5	3	15	5	0	7	8	18	5	29
	3%	5%	5%	4%	4%	2%	-	3%	3%	4%	3%	3%
			F									
1960's	21	2	2	1	9	6	1	5	10	6	2	19
	2%	1%	2%	1%	2%	3%	1%	2%	3%	1%	1%	2%
1970's	38	6	7	0	11	13	2	16	10	12	5	34
	4%	5%	7%	-	3%	5%	2%	6%	3%	3%	3%	4%
			C									
1980's	40	2	3	4	19	9	4	11	15	15	7	33
	4%	1%	3%	6%	5%	3%	5%	4%	5%	3%	4%	4%
1990's	40	6	5	3	12	11	2	19	10	12	8	32
	4%	4%	5%	5%	3%	5%	3%	7%	3%	3%	4%	4%
								I				
2000-2011	553	74	50	28	220	137	44	134	165	253	102	451
	55%	56%	49%	43%	57%	56%	59%	49%	53%	60%	56%	55%
										G		

3_2. [End] In what time period would your story take place?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids

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

4. [Rebased] What kind of story would this be? It could be historic, adventure, war, political, comedy, nature/landscape, mystery, travel, or anything you want it to be. What would your story be about?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	864	114	120	52	313	190	75	226	265	373	144	720
Weighted	856	110	90	53*	324	216	62*	230	262	364	151	705
History	198	24	25	14	70	55	10	53	57	88	36	162
	23%	22%	28%	26%	21%	26%	16%	23%	22%	24%	23%	23%
Adventure	158	19	18	15	71	20	16	33	57	68	44	114
	18%	17%	20%	28%	22%	9%	25%	14%	22%	19%	29%	16%
Life/ real life	E	E	E	E	E	E	E				K	
	106	11	14	9	40	22	10	35	31	40	14	92
Comedy	12%	10%	15%	17%	12%	10%	15%	15%	12%	11%	9%	13%
	88	15	9	7	36	15	6	19	23	46	23	65
Nature/ landscape	10%	14%	10%	12%	11%	7%	10%	8%	9%	13%	15%	9%
	86	7	8	2	45	16	8	16	26	44	18	68
Travel	10%	6%	9%	5%	14%	8%	12%	7%	10%	12%	12%	10%
	E				E							
Political	67	10	7	5	25	16	4	15	20	32	8	59
	8%	9%	8%	10%	8%	7%	7%	6%	8%	9%	6%	8%
Family/ friends/ relationships	54	2	4	6	21	18	4	17	19	19	7	47
	6%	2%	5%	11%	6%	8%	6%	7%	7%	5%	5%	7%
Mystery	A	A			A							
	45	7	5	3	21	6	2	13	13	20	8	37
(Formation of) Canada/ Canadian history/ life	5%	7%	5%	6%	7%	3%	4%	6%	5%	5%	5%	5%
	41	6	7	4	12	8	4	14	11	17	12	28
Romance	5%	6%	7%	7%	4%	4%	7%	6%	4%	5%	8%	4%
	K											
War	39	3	3	3	19	10	0	14	13	12	3	36
	5%	3%	4%	6%	6%	5%	1%	6%	5%	3%	2%	5%
Fiction												
	39	3	5	0	18	13	0	7	9	24	7	32
Biography	5%	3%	6%	-	5%	6%	-	3%	3%	6%	4%	5%
	F											
History	34	1	6	2	21	4	0	10	6	18	9	25
	4%	1%	7%	3%	6%	2%	1%	5%	2%	5%	6%	4%
Adventure			AE		AE							
	22	3	3	1	11	3	1	4	10	7	5	17
Life/ real life	3%	3%	4%	2%	3%	1%	2%	2%	4%	2%	3%	2%
Comedy	19	2	2	0	11	3	1	6	5	8	1	18
	2%	2%	2%	-	3%	2%	2%	3%	2%	2%	1%	3%
Nature/ landscape												
	18	4	1	0	10	4	0	7	6	5	4	14

4. [Rebased] What kind of story would this be? It could be historic, adventure, war, political, comedy, nature/landscape, mystery, travel, or anything you want it to be. What would your story be about?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Drama	2%	3%	1%	-	3%	2%	-	3%	2%	1%	3%	2%
	11	1	2	1	6	0	0	4	3	5	1	11
Documentary	1%	1%	3%	2%	2%	-	-	2%	1%	1%	0	1%
			E	E								
	11	0	0	0	0	11	0	4	1	6	1	10
Quebec/ independence/ history	1%	-	-	-	-	5%	-	2%	0	2%	0	1%
						ABD						
	10	2	1	1	5	1	0	2	4	4	1	9
Immigrants/ coming to a new country	1%	1%	1%	2%	1%	1%	-	1%	2%	1%	0	1%
	9	1	0	0	5	0	3	0	4	5	5	4
Sports	1%	1%	-	-	2%	-	5%	-	2%	1%	3%	1%
							BE				K	
	8	0	1	2	3	1	1	4	2	2	0	8
Spiritual/ religious	1%	-	1%	3%	1%	1%	2%	2%	1%	0	-	1%
	7	1	0	0	3	1	1	2	2	3	2	5
Health	1%	1%	1%	-	1%	0	2%	1%	1%	1%	1%	1%
	4	0	0	0	0	4	0	0	2	2	0	4
Diversity	0	-	-	-	-	2%	-	-	1%	1%	-	1%
						D						
	3	1	0	0	0	2	0	2	1	0	0	3
Educational/ based on facts	0	1%	-	-	-	1%	-	1%	0	-	-	0
	207	23	21	6	67	80	9	62	67	78	31	176
Other	24%	21%	24%	12%	21%	37%	14%	27%	26%	21%	21%	25%
						ABCDF						
	8	0	1	1	4	0	1	5	1	3	0	8
Everything/ all of the above/ anything	1%	-	2%	2%	1%	-	2%	2%	0	1%	-	1%
				E			E					

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

5. [Rebased: Total Mention] What impression would you want to leave on the reader at the end of your book? Would they be entertained or educated, happy or sad, satisfied or wanting more? How would the reader describe your book?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	864	116	118	52	314	191	73	227	268	369	144	720
Weighted	855	112	89	54*	324	217	61*	230	266	359	152	704
Educated/ informative/ knowledgeable/ enlightened	266	36	29	21	99	62	20	72	84	111	44	222
	31%	32%	33%	38%	30%	29%	32%	31%	31%	31%	29%	32%
Happy	192	28	16	8	78	42	20	63	49	79	32	160
	22%	25%	18%	15%	24%	19%	32%	27%	19%	22%	21%	23%
							BCE	H				
Entertained	187	42	26	21	74	10	15	43	56	88	47	140
	22%	38%	30%	39%	23%	4%	24%	19%	21%	25%	31%	20%
		DE	E	DE	E		E				K	
Wanting more	83	9	13	2	31	20	8	26	22	35	13	69
	10%	8%	14%	4%	10%	9%	13%	11%	8%	10%	9%	10%
Sad	56	6	9	3	21	11	7	20	19	17	5	51
	7%	5%	10%	6%	6%	5%	11%	9%	7%	5%	3%	7%
History/historical	52	5	4	2	21	19	1	11	23	18	10	42
	6%	4%	5%	4%	6%	9%	2%	5%	9%	5%	7%	6%
Satisfied	49	7	3	2	25	9	2	15	13	21	5	44
	6%	6%	3%	4%	8%	4%	4%	6%	5%	6%	3%	6%
Fun/ funny/ comical	47	8	2	2	17	15	2	14	14	19	8	39
	6%	8%	2%	4%	5%	7%	4%	6%	5%	5%	5%	6%
Distraction	40	1	0	0	3	36	0	10	15	14	5	35
	5%	1%	-	-	1%	17%	-	4%	6%	4%	3%	5%
						ABCDF						
(Canada/province/country is) beautiful/a great place/the best	29	3	3	0	18	4	1	5	8	16	3	25
	3%	3%	3%	-	5%	2%	2%	2%	3%	5%	2%	4%
					E							
Good/well written book or story(line)	26	5	0	4	6	5	5	6	7	12	7	19
	3%	4%	1%	7%	2%	2%	8%	3%	3%	3%	4%	3%
				BD			BDE					
Life/lifestyle/life story	25	4	4	2	8	7	1	9	8	7	1	25
	3%	4%	4%	4%	2%	3%	2%	4%	3%	2%	0	3%
Interesting	21	1	5	3	6	5	1	5	5	11	4	17
	2%	1%	5%	5%	2%	3%	2%	2%	2%	3%	2%	2%
			A									
Motivated (to visit/travel and learn more)	18	1	2	0	9	7	0	5	4	10	4	14
	2%	1%	2%	-	3%	3%	-	2%	1%	3%	3%	2%

5. [Rebased: Total Mention] What impression would you want to leave on the reader at the end of your book? Would they be entertained or educated, happy or sad, satisfied or wanting more? How would the reader describe your book?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Hope/ never give up/ optimistic	18	2	2	0	10	4	0	3	3	12	2	16
	2%	2%	3%	-	3%	2%	-	1%	1%	3%	1%	2%
Humanity/ values/ importance of love	17	0	1	1	10	4	0	1	4	12	4	13
	2%	-	2%	2%	3%	2%	-	0	1%	3%	2%	2%
										G		
Exciting/captivating	16	1	3	2	5	2	3	3	5	9	5	11
	2%	1%	3%	4%	1%	1%	6%	1%	2%	2%	3%	2%
							ADE					
Conscious of/respect/protect the environment (planet/animals)	16	1	1	2	6	6	0	4	8	4	5	11
	2%	1%	1%	3%	2%	3%	-	2%	3%	1%	3%	2%
Thought provoking/stimulating	16	5	3	0	6	2	0	5	7	4	2	13
	2%	5%	3%	-	2%	1%	-	2%	3%	1%	1%	2%
		E										
Inspired	13	2	2	1	5	0	2	3	4	6	1	12
	2%	2%	3%	2%	2%	-	4%	1%	1%	2%	0	2%
			E	E			E					
Facts/reality/truth	13	1	2	0	3	4	2	4	1	7	3	9
	1%	1%	2%	-	1%	2%	3%	2%	1%	2%	2%	1%
Proud	12	3	0	2	2	4	1	3	4	5	1	11
	1%	3%	1%	3%	1%	2%	1%	1%	2%	1%	1%	2%
Understanding/wanting to know more	12	2	1	2	1	5	1	2	6	4	2	10
	1%	2%	1%	4%	0	2%	1%	1%	2%	1%	1%	1%
				D		D						
Reflect	12	0	0	0	2	9	0	2	3	6	5	6
	1%	-	-	-	1%	4%	-	1%	1%	2%	4%	1%
						ABD					K	
Curious/intrigued	10	3	0	2	4	0	1	3	3	4	3	8
	1%	3%	1%	3%	1%	-	2%	1%	1%	1%	2%	1%
		E		E								
Adventure/adventurous	10	1	1	0	8	0	0	1	1	8	1	9
	1%	1%	1%	-	3%	-	-	0	0	2%	1%	1%
					E							
Equality/diversity/(different) classes	9	1	0	0	3	5	0	1	6	3	2	7
	1%	1%	-	-	1%	2%	-	0	2%	1%	2%	1%
Religion/religious/mystical	9	1	0	0	5	3	0	5	2	2	1	8
	1%	1%	-	-	2%	1%	-	2%	1%	1%	0	1%
Life is short (or long)/enjoy life	9	0	1	0	4	2	1	1	4	4	0	9
	1%	-	1%	-	1%	1%	2%	0	1%	1%	-	1%

5. [Rebased: Total Mention] What impression would you want to leave on the reader at the end of your book? Would they be entertained or educated, happy or sad, satisfied or wanting more? How would the reader describe your book?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Fiction/fantasy	8	1	2	0	3	3	0	1	4	3	1	7
	1%	1%	2%	-	1%	1%	-	1%	2%	1%	1%	1%
Heart warming/ feel good	8	1	1	1	5	0	0	1	1	7	1	7
	1%	1%	1%	1%	2%	-	-	0	0	2%	0	1%
Moved/touched	8	0	1	1	0	6	0	2	2	3	3	4
	1%	-	1%	1%	-	3%	1%	1%	1%	1%	2%	1%
						D						
Patriotic	7	0	2	1	1	3	0	2	1	4	0	7
	1%	-	2%	2%	0	1%	-	1%	0	1%	-	1%
Surprised/shocked	7	1	0	0	3	4	0	0	4	4	2	5
	1%	1%	-	-	1%	2%	-	-	1%	1%	1%	1%
Mystery/suspense	6	1	2	0	4	0	0	1	2	3	1	5
	1%	1%	2%	-	1%	-	1%	0	1%	1%	1%	1%
Relatable	6	0	2	0	3	0	0	1	1	4	0	6
	1%	-	3%	-	1%	-	-	0	0	1%	-	1%
			E									
Boring/dull/lousy	6	1	1	1	2	1	0	2	1	2	0	6
	1%	1%	1%	2%	1%	0	-	1%	1%	1%	-	1%
Love/romance	5	1	0	0	4	1	0	2	0	3	2	4
	1%	1%	-	-	1%	1%	-	1%	-	1%	1%	0
Nostalgic	5	0	0	1	4	0	0	1	1	3	0	5
	1%	-	-	1%	1%	-	-	0	0	1%	-	1%
Food/health/exercise	5	0	0	0	3	1	1	2	2	1	4	1
	1%	-	-	-	1%	1%	1%	1%	1%	0	2%	0
											K	
Immigrants (policies)	4	2	0	1	2	0	0	2	1	1	0	4
	0	1%	-	1%	1%	-	-	1%	0	0	-	1%
Nature/landscape	4	0	0	0	3	0	1	0	2	3	0	4
	0	-	-	-	1%	-	2%	-	1%	1%	-	1%
							E					
Dreaming/dreamer	4	0	0	0	1	3	0	1	1	2	2	2
	0	-	-	-	0	1%	-	1%	0	0	1%	0
Appreciation	3	1	0	1	1	1	0	1	2	0	0	3
	0	1%	-	1%	0	0	-	1%	1%	-	-	0
Support/teamwork (to succeed/overcome a problem)	3	0	1	0	0	0	2	2	0	1	0	3

5. [Rebased: Total Mention] What impression would you want to leave on the reader at the end of your book? Would they be entertained or educated, happy or sad, satisfied or wanting more? How would the reader describe your book?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Support/teamwork (to succeed/overcome a problem)	0	-	2%	-	-	-	3%	1%	-	0	-	0
			D				DE					
Impress	3	1	0	0	0	2	0	0	1	2	0	3
	0	1%	-	-	-	1%	-	-	0	1%	-	0
Essential/useful	3	0	0	0	0	3	0	2	0	1	3	0
	0	-	-	-	-	1%	-	1%	-	0	2%	-
All of the above											K	
	2	1	0	1	0	0	0	1	1	0	0	2
	0	1%	1%	2%	-	-	-	1%	0	-	0	0
Scared/fearful/uncertain				DE								
	2	0	0	1	0	1	0	2	1	0	1	1
	0	-	1%	1%	-	1%	-	1%	0	-	1%	0
Other	210	27	23	13	79	52	15	76	63	71	32	178
	25%	24%	26%	25%	24%	24%	25%	33%	24%	20%	21%	25%
Nothing								HI				
	1	0	0	0	1	0	0	1	0	0	0	1
	0	-	-	-	0	-	-	0	-	-	-	0

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

6. [Rebased] Where would you want to read your new book for the very first time once it had been printed and bound in a final copy?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	848	116	117	51	301	191	72	220	261	367	144	704
Weighted	840	112	89	52*	310	217	59*	222	259	359	152	688
Home	369	50	47	24	148	79	21	101	107	160	72	297
	44%	45%	53%	45%	48%	36%	35%	46%	42%	45%	47%	43%
Outdoors			EF		E							
	67	10	8	2	26	17	4	14	19	34	12	55
	8%	9%	9%	3%	9%	8%	6%	6%	7%	9%	8%	8%
By the water (lake, river, waterfall, etc.)	47	3	3	1	18	18	3	11	14	22	7	40
	6%	3%	3%	1%	6%	8%	5%	5%	5%	6%	5%	6%
	41	3	4	0	10	21	4	15	8	19	9	32
Library	5%	2%	4%	-	3%	10%	7%	7%	3%	5%	6%	5%
						ACD						
On a beach	31	8	2	1	12	3	4	1	11	19	6	25
	4%	7%	2%	2%	4%	2%	7%	1%	4%	5%	4%	4%
		E					E		G	G		
	29	3	3	4	7	12	1	6	15	7	0	29
In the park	3%	2%	3%	8%	2%	5%	2%	3%	6%	2%	-	4%
				D					I			J
School	23	5	2	4	4	5	4	11	7	6	6	17
	3%	4%	2%	8%	1%	2%	6%	5%	3%	2%	4%	2%
				D			D	I				
	20	7	3	0	6	2	2	1	7	12	2	18
Book store	2%	6%	3%	-	2%	1%	4%	1%	3%	3%	2%	3%
		DE								G		
Cabin/ cottage	16	1	1	2	11	1	0	3	1	12	5	11
	2%	1%	1%	3%	3%	1%	-	1%	0	3%	3%	2%
				E						H		
	14	1	1	3	2	6	0	4	3	7	3	11
Anywhere/ everywhere	2%	1%	2%	5%	1%	3%	-	2%	1%	2%	2%	2%
				D								
Online/ internet	13	2	1	2	6	1	1	6	2	6	4	10
	2%	2%	1%	3%	2%	1%	2%	3%	1%	2%	2%	1%
	11	1	0	0	10	0	1	6	1	4	2	10
Coffee shop/ cafe	1%	1%	-	-	3%	-	1%	3%	0	1%	1%	1%
					E			H				
Montréal	6	0	0	0	0	6	0	3	3	0	0	6
	1%	-	-	-	-	3%	-	1%	1%	-	-	1%
						D		I				
	5	1	0	1	3	0	1	1	1	4	1	4
Newspaper	1%	1%	-	2%	1%	-	1%	0	0	1%	0	1%
				E								
	202	26	21	11	70	57	17	53	77	73	33	169

6. [Rebased] Where would you want to read your new book for the very first time once it had been printed and bound in a final copy?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Other	24%	24%	24%	20%	23%	26%	28%	24%	30%	20%	22%	25%
									I			

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

7_1. [It is important that students read Canadian literature in school] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
It is important that students read Canadian literature in school												
Strongly agree	551	84	54	28	229	114	41	157	168	226	96	454
	55%	63%	53%	43%	59%	46%	55%	58%	54%	53%	53%	55%
		CE			CE							
Somewhat agree	406	44	44	31	142	115	30	101	129	175	76	330
	40%	33%	43%	47%	37%	47%	40%	37%	42%	41%	42%	40%
						AD						
Somewhat disagree	38	3	4	3	11	12	4	11	9	18	9	29
	4%	2%	4%	5%	3%	5%	5%	4%	3%	4%	5%	3%
Strongly disagree	15	3	0	3	4	5	0	3	4	7	1	13
	1%	2%	-	5%	1%	2%	-	1%	1%	2%	1%	2%
				BD								
Summary												
Top2Box (Agree)	956	127	99	59	371	229	71	259	297	401	172	784
	95%	96%	96%	90%	96%	93%	95%	95%	96%	94%	94%	95%
					C							
Low2Box (Disagree)	53	6	4	7	15	17	4	15	13	25	10	42
	5%	4%	4%	10%	4%	7%	5%	5%	4%	6%	6%	5%
				D								

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

7_2. [Canadian literature is among the best in the world] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
Canadian literature is among the best in the world												
Strongly agree	227	33	21	13	101	41	19	70	72	85	45	183
	23%	25%	20%	20%	26%	17%	26%	26%	23%	20%	25%	22%
					E							
Somewhat agree	541	70	61	33	194	140	42	140	165	237	95	446
	54%	53%	60%	50%	50%	57%	56%	51%	53%	56%	52%	54%
Somewhat disagree	209	23	19	17	77	60	13	53	67	89	40	168
	21%	17%	19%	25%	20%	24%	17%	19%	22%	21%	22%	20%
Strongly disagree	32	7	2	3	14	5	0	11	6	15	3	29
	3%	6%	2%	5%	4%	2%	1%	4%	2%	4%	2%	4%
Summary												
Top2Box (Agree)	768	103	82	46	295	181	61	210	237	322	140	629
	76%	77%	80%	70%	76%	73%	82%	77%	76%	76%	76%	76%
Low2Box (Disagree)	241	30	21	20	91	65	13	64	73	104	43	198
	24%	23%	20%	30%	24%	27%	18%	23%	24%	24%	24%	24%

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

7_3. [I read Canadian literature on a regular basis] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
I read Canadian literature on a regular basis												
Strongly agree	124	16	12	5	51	29	10	29	43	52	21	103
	12%	12%	11%	8%	13%	12%	14%	11%	14%	12%	12%	12%
Somewhat agree	403	59	41	16	168	86	34	112	119	172	73	331
	40%	44%	40%	25%	43%	35%	45%	41%	38%	40%	40%	40%
		C			C		C					
Somewhat disagree	346	44	39	27	120	96	19	95	95	155	64	282
	34%	33%	38%	42%	31%	39%	26%	35%	31%	36%	35%	34%
						F						
Strongly disagree	136	15	11	17	47	35	11	37	53	46	25	111
	13%	11%	11%	25%	12%	14%	15%	14%	17%	11%	14%	13%
				ABDE					I			
Summary												
Top2Box (Agree)	527	74	53	22	219	115	44	141	162	224	94	434
	52%	56%	51%	33%	57%	47%	59%	52%	52%	53%	51%	52%
		C	C		CE		C					
Low2Box (Disagree)	482	59	50	44	168	131	30	132	148	201	89	393
	48%	44%	49%	67%	43%	53%	41%	48%	48%	47%	49%	48%
				ABDF		D						

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

7_4. [Canadian literature should be mandatory in all high school curricula across Canada] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
Canadian literature should be mandatory in all high school curricula across Canada												
Strongly agree	488	72	46	23	220	88	39	132	146	211	81	408
	48%	54%	45%	35%	57%	36%	52%	48%	47%	50%	44%	49%
		CE			BCE		E					
Somewhat agree	413	46	45	32	138	124	27	108	129	176	85	328
	41%	35%	44%	49%	36%	50%	37%	40%	42%	41%	47%	40%
						ADF						
Somewhat disagree	77	9	9	7	19	25	7	23	25	28	15	62
	8%	7%	9%	11%	5%	10%	10%	8%	8%	7%	8%	8%
						D						
Strongly disagree	30	5	2	4	9	9	1	10	10	11	2	28
	3%	4%	2%	5%	2%	4%	2%	4%	3%	2%	1%	3%
Summary												
Top2Box (Agree)	902	119	91	55	358	212	66	240	275	387	166	736
	89%	89%	89%	84%	93%	86%	89%	88%	89%	91%	91%	89%
					CE							
Low2Box (Disagree)	107	14	12	11	28	34	9	33	35	39	17	91
	11%	11%	11%	16%	7%	14%	11%	12%	11%	9%	9%	11%
				D		D						

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

7. [Top2Box (Agree) Summary] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
Top2Box (Agree) Summary												
It is important that students read Canadian literature in school	956	127	99	59	371	229	71	259	297	401	172	784
	95%	96%	96%	90%	96%	93%	95%	95%	96%	94%	94%	95%
					C							
Canadian literature should be mandatory in all high school curricula across Canada	902	119	91	55	358	212	66	240	275	387	166	736
	89%	89%	89%	84%	93%	86%	89%	88%	89%	91%	91%	89%
					CE							
Canadian literature is among the best in the world	768	103	82	46	295	181	61	210	237	322	140	629
	76%	77%	80%	70%	76%	73%	82%	77%	76%	76%	76%	76%
I read Canadian literature on a regular basis	527	74	53	22	219	115	44	141	162	224	94	434
	52%	56%	51%	33%	57%	47%	59%	52%	52%	53%	51%	52%
		C	C		CE		C					

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

7. [Low2Box (Disagree) Summary] To what extent do you agree or disagree with the following statements:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
Low2Box (Disagree) Summary												
I read Canadian literature on a regular basis	482	59	50	44	168	131	30	132	148	201	89	393
	48%	44%	49%	67%	43%	53%	41%	48%	48%	47%	49%	48%
				ABDF		D						
Canadian literature is among the best in the world	241	30	21	20	91	65	13	64	73	104	43	198
	24%	23%	20%	30%	24%	27%	18%	23%	24%	24%	24%	24%
Canadian literature should be mandatory in all high school curricula across Canada	107	14	12	11	28	34	9	33	35	39	17	91
	11%	11%	11%	16%	7%	14%	11%	12%	11%	9%	9%	11%
				D		D						
It is important that students read Canadian literature in school	53	6	4	7	15	17	4	15	13	25	10	42
	5%	4%	4%	10%	4%	7%	5%	5%	4%	6%	6%	5%
				D								

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

8. If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1009	136	136	65	367	217	88	268	309	432	170	839
Weighted	1009	133	103	66*	386	246	75*	273	310	426	182	827
Pierre Burton	65	16	13	2	30	1	2	13	17	34	2	63
	6%	12%	13%	4%	8%	0	3%	5%	6%	8%	1%	8%
Farley Mowat		EF	EF	E	E		E					J
	62	14	10	5	28	1	4	14	14	33	16	46
Margaret Atwood	6%	10%	10%	7%	7%	0	6%	5%	5%	8%	9%	6%
		E	E	E	E		E					
Michel Tremblay	55	4	6	5	31	6	4	7	20	29	6	49
	5%	3%	6%	8%	8%	2%	5%	2%	6%	7%	3%	6%
Robert Munsch				E	E				G	G		
	24	0	0	0	0	24	0	10	7	6	4	20
Marie Laberge	2%	-	-	-	-	10%	-	4%	2%	2%	2%	2%
						ABCDF						
Yann Martel	19	1	0	0	15	0	3	3	6	9	5	14
	2%	1%	-	-	4%	-	4%	1%	2%	2%	3%	2%
Mordecai Rickler					BE		BE					
	17	0	0	0	2	15	0	3	8	6	2	14
David Suzuki	2%	-	-	-	0	6%	-	1%	2%	1%	1%	2%
						ABDF						
Lucy Maude Montgomery	9	0	0	0	1	7	1	2	0	7	2	7
	1%	-	-	-	0	3%	2%	1%	-	2%	1%	1%
Pierre Trudeau						D				H		
	8	0	2	0	5	1	1	2	4	2	1	7
Anne Robillard	1%	-	2%	-	1%	0	2%	1%	1%	0	0	1%
Christine Brouillette	8	1	1	0	5	0	0	0	3	4	2	6
	1%	1%	1%	-	1%	-	-	0	1%	1%	1%	1%
Leonard Cohen												
	8	1	2	1	1	0	2	3	1	4	4	4
Christine Brouillette	1%	1%	2%	2%	0	-	3%	1%	0	1%	2%	0
				E			DE				K	
Christine Brouillette	6	3	1	1	1	0	0	2	1	2	1	5
	1%	2%	1%	1%	0	-	-	1%	0	1%	0	1%
Christine Brouillette		DE										
	5	0	0	0	2	4	0	0	4	2	3	2
Christine Brouillette	1%	-	-	-	0	1%	-	-	1%	0	2%	0
											K	
Christine Brouillette	5	0	0	0	4	0	1	2	2	1	2	3
	0	-	-	-	1%	-	1%	1%	1%	0	1%	0
Christine Brouillette												
	5	0	0	0	0	5	0	1	1	3	2	2
Christine Brouillette	0	-	-	-	-	2%	-	0	0	1%	1%	0
						D						
Christine Brouillette	5	0	0	0	0	5	0	1	0	3	3	2

8. If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Fred Pellerin	0	-	-	-	-	2%	-	0	-	1%	1%	0
						D					K	
Gabrielle Roy	4	0	0	0	4	1	0	0	4	0	0	4
	0	-	-	-	1%	0	-	-	1%	-	-	1%
									I			
Elvis Gratton	4	0	0	0	0	4	0	0	2	2	2	2
	0	-	-	-	-	2%	-	-	1%	0	1%	0
						D						
William Shatner	4	1	1	0	2	0	1	2	1	2	0	4
	0	1%	1%	-	0	-	1%	1%	0	0	-	1%
Margaret Lawrence	4	0	1	0	3	0	0	2	0	2	1	3
	0	-	1%	-	1%	-	-	1%	-	0	0	0
Patrick Senecal	4	0	0	0	0	4	0	0	0	4	4	0
	0	-	-	-	-	2%	-	-	-	1%	2%	-
						D					K	
Stuart McLean	4	3	0	0	1	0	0	1	2	1	1	3
	0	2%	-	-	0	-	-	0	1%	0	0	0
		E										
Timothy Findley	4	0	0	2	2	0	0	0	2	2	4	0
	0	-	-	3%	0	-	-	-	1%	0	2%	-
				E							K	
Michael Ondaatje	4	0	1	0	3	0	0	0	3	1	1	3
	0	-	1%	-	1%	-	-	-	1%	0	1%	0
W.O. Mitchell	3	0	2	0	1	0	0	0	3	1	0	3
	0	-	2%	-	0	-	-	-	1%	0	-	0
			E									
Anne Robillard	3	0	0	0	0	3	0	0	1	2	2	1
	0	-	-	-	-	1%	-	-	0	1%	1%	0
						D					K	
Malcolm Gladwell	3	0	0	0	3	0	0	0	0	3	0	3
	0	-	-	-	1%	-	-	-	-	1%	-	0
Robert Sawyer	3	0	0	2	2	0	0	0	2	1	0	3
	0	-	-	2%	0	-	-	-	1%	0	-	0
				E								
Alice Munro	3	1	1	0	1	0	1	1	2	1	0	3
	0	1%	1%	-	0	-	1%	0	1%	0	-	0
Gilles Vigneault	3	0	0	0	0	3	0	1	1	0	0	3
	0	-	-	-	-	1%	-	0	0	-	-	0
Denis Monette	3	0	0	0	0	3	0	1	0	1	0	3
	0	-	-	-	-	1%	-	0	-	0	-	0

8. If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Michel David	2	0	0	0	0	2	0	1	1	0	0	2
	0	-	-	-	-	1%	-	0	0	-	-	0
Timothy Findlay	2	2	1	0	0	0	0	2	0	1	1	2
	0	1%	1%	-	-	-	-	1%	-	0	0	0
		D										
Pierre Falardeau	2	0	0	0	0	2	0	1	1	0	0	2
	0	-	-	-	-	1%	-	0	0	-	-	0
Arlette Cousture	2	0	0	0	1	1	0	0	2	1	0	2
	0	-	-	-	0	1%	-	-	1%	0	-	0
Raphaelle Germain	2	0	0	0	0	2	0	1	1	0	0	2
	0	-	-	-	-	1%	-	0	0	-	-	0
Don Cherry	2	0	1	0	1	0	0	1	0	2	1	2
	0	-	1%	-	0	-	-	0	-	0	0	0
Janette Bertrand	2	0	0	0	0	2	0	1	0	1	1	1
	0	-	-	-	-	1%	-	0	-	0	0	0
Stephen Leacock	2	1	0	0	1	0	0	2	0	0	0	2
	0	1%	-	-	0	-	-	1%	-	-	-	0
Louise Penny	1	0	0	1	0	1	0	1	0	1	0	1
	0	-	-	1%	-	0	-	0	-	0	-	0
Bugs Bunny	1	1	0	0	0	0	0	1	1	0	0	1
	0	1%	-	-	-	-	-	0	0	-	-	0
Other	254	31	19	10	95	81	18	94	58	103	37	218
	25%	23%	18%	15%	25%	33%	24%	34%	19%	24%	20%	26%
						BCD		HI				
Any/ can't pick just one/ too many to choose	10	1	2	0	4	0	3	5	2	3	1	9
	1%	1%	2%	-	1%	-	3%	2%	1%	1%	0	1%
			E				E					
None	31	2	1	4	15	6	2	10	10	11	6	24
	3%	1%	1%	5%	4%	2%	3%	3%	3%	3%	3%	3%
Don't know	339	50	39	33	123	63	32	82	123	133	68	271
	34%	38%	38%	51%	32%	25%	42%	30%	40%	31%	37%	33%
		E	E	DE			E		GI			

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

8. [Rebased] If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	639	84	82	30	240	156	47	173	180	286	101	538
Weighted	629	80*	61*	29**	244	177	38*	176	175	278	107*	522
Pierre Burton	65	16	13	2	30	1	2	13	17	34	2	63
	10%	20%	22%	9%	12%	0	6%	8%	10%	12%	2%	12%
Farley Mowat		EF	DEF		E		E					J
	62	14	10	5	28	1	4	14	14	33	16	46
Margaret Atwood	10%	17%	17%	17%	11%	0	11%	8%	8%	12%	15%	9%
		E	E		E		E					
Michel Tremblay	55	4	6	5	31	6	4	7	20	29	6	49
	9%	5%	9%	18%	13%	3%	10%	4%	11%	10%	6%	9%
Robert Munsch			E		E				G	G		
	24	0	0	0	0	24	0	10	7	6	4	20
Marie Laberge	4%	-	-	-	-	13%	-	6%	4%	2%	4%	4%
						ABDF						
Yann Martel	19	1	0	0	15	0	3	3	6	9	5	14
	3%	1%	-	-	6%	-	9%	2%	4%	3%	5%	3%
Mordecai Rickler					BE		ABE					
	17	0	0	0	2	15	0	3	8	6	2	14
David Suzuki	3%	-	-	-	1%	9%	-	2%	4%	2%	2%	3%
						ABD						
Lucy Maude Montgomery	9	0	0	0	1	7	1	2	0	7	2	7
	1%	-	-	-	0	4%	3%	1%	-	3%	1%	1%
Pierre Trudeau						D	D			H		
	8	0	2	0	5	1	1	2	4	2	1	7
Anne Robillard	1%	-	3%	-	2%	0	3%	1%	2%	1%	1%	1%
Leonard Cohen	8	1	1	0	5	0	0	0	3	4	2	6
	1%	2%	2%	-	2%	-	-	0	2%	2%	2%	1%
Christine Brouillette			E									
	8	1	2	1	1	0	2	3	1	4	4	4
Christine Brouillette	1%	2%	3%	4%	1%	-	6%	1%	1%	1%	4%	1%
							DE				K	
Christine Brouillette	6	3	1	1	1	0	0	2	1	2	1	5
	1%	4%	2%	3%	0	-	-	1%	1%	1%	1%	1%
Christine Brouillette		DE	E									
	5	0	0	0	2	4	0	0	4	2	3	2
Christine Brouillette	1%	-	-	-	1%	2%	-	-	2%	1%	3%	0
											K	
Christine Brouillette	5	0	0	0	4	0	1	2	2	1	2	3
	1%	-	-	-	2%	-	2%	1%	1%	0	2%	1%
Christine Brouillette												
	5	0	0	0	0	5	0	1	1	3	2	2
Christine Brouillette	1%	-	-	-	-	3%	-	0	0	1%	2%	0
						D						
Christine Brouillette	5	0	0	0	0	5	0	1	0	3	3	2

8. [Rebased] If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Fred Pellerin	1%	-	-	-	-	3%	-	1%	-	1%	2%	0
						D					K	
Gabrielle Roy	4	0	0	0	4	1	0	0	4	0	0	4
	1%	-	-	-	2%	0	-	-	3%	-	-	1%
									GI			
Elvis Gratton	4	0	0	0	0	4	0	0	2	2	2	2
	1%	-	-	-	-	2%	-	-	1%	1%	2%	0
						D						
William Shatner	4	1	1	0	2	0	1	2	1	2	0	4
	1%	1%	1%	-	1%	-	2%	1%	1%	1%	-	1%
Margaret Lawrence	4	0	1	0	3	0	0	2	0	2	1	3
	1%	-	1%	-	1%	-	-	1%	-	1%	1%	1%
Patrick Senecal	4	0	0	0	0	4	0	0	0	4	4	0
	1%	-	-	-	-	2%	-	-	-	1%	4%	-
						D					K	
Stuart McLean	4	3	0	0	1	0	0	1	2	1	1	3
	1%	3%	-	-	1%	-	-	0	1%	0	1%	1%
		E										
Timothy Findley	4	0	0	2	2	0	0	0	2	2	4	0
	1%	-	-	7%	1%	-	-	-	1%	1%	4%	-
											K	
Michael Ondaatje	4	0	1	0	3	0	0	0	3	1	1	3
	1%	-	1%	-	1%	-	-	-	1%	0	1%	0
W.O. Mitchell	3	0	2	0	1	0	0	0	3	1	0	3
	1%	-	3%	-	1%	-	-	-	2%	0	-	1%
			DE									
Anne Robillard	3	0	0	0	0	3	0	0	1	2	2	1
	1%	-	-	-	-	2%	-	-	1%	1%	2%	0
						D					K	
Malcolm Gladwell	3	0	0	0	3	0	0	0	0	3	0	3
	1%	-	-	-	1%	-	-	-	-	1%	-	1%
Robert Sawyer	3	0	0	2	2	0	0	0	2	1	0	3
	1%	-	-	5%	1%	-	-	-	1%	0	-	1%
Alice Munro	3	1	1	0	1	0	1	1	2	1	0	3
	0	1%	1%	-	0	-	2%	0	1%	0	-	1%
Gilles Vigneault	3	0	0	0	0	3	0	1	1	0	0	3
	0	-	-	-	-	1%	-	1%	1%	-	-	1%
Denis Monette	3	0	0	0	0	3	0	1	0	1	0	3
	0	-	-	-	-	1%	-	1%	-	0	-	1%

8. [Rebased] If you could invite one Canadian author to a Canada Day BBQ, who would it be?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Michel David	2	0	0	0	0	2	0	1	1	0	0	2
	0	-	-	-	-	1%	-	1%	1%	-	-	0
Timothy Findlay	2	2	1	0	0	0	0	2	0	1	1	2
	0	2%	1%	-	-	-	-	1%	-	0	1%	0
		D	D									
Pierre Falardeau	2	0	0	0	0	2	0	1	1	0	0	2
	0	-	-	-	-	1%	-	1%	1%	-	-	0
Arlette Cousture	2	0	0	0	1	1	0	0	2	1	0	2
	0	-	-	-	0	1%	-	-	1%	0	-	0
Raphaelle Germain	2	0	0	0	0	2	0	1	1	0	0	2
	0	-	-	-	-	1%	-	1%	1%	-	-	0
Don Cherry	2	0	1	0	1	0	0	1	0	2	1	2
	0	-	1%	-	1%	-	-	0	-	1%	1%	0
Janette Bertrand	2	0	0	0	0	2	0	1	0	1	1	1
	0	-	-	-	-	1%	-	1%	-	0	1%	0
Stephen Leacock	2	1	0	0	1	0	0	2	0	0	0	2
	0	1%	-	-	0	-	-	1%	-	-	-	0
Louise Penny	1	0	0	1	0	1	0	1	0	1	0	1
	0	-	-	2%	-	0	-	0	-	0	-	0
Bugs Bunny	1	1	0	0	0	0	0	1	1	0	0	1
	0	2%	-	-	-	-	-	0	0	-	-	0
Other	254	31	19	10	95	81	18	94	58	103	37	218
	40%	39%	31%	34%	39%	46%	47%	53%	33%	37%	34%	42%
						B		HI				

Proportions/Mean: 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