

HARRIS/DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

Your Life Counts

August 11th, 2010

Prepared by:



teleVox

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Harris/Decima TeleVox Methodology

Interviewing

Data collection for the Harris/Decima teleVox is conducted via CATI (Computer Assisted Telephone Interviewing) from dialing facilities in Montreal and Ottawa. Approximately 65 CATI stations, in total, are used to facilitate timely completion.

Data collection for this study was conducted August 5th through August 9th 2010.

Quotas

Each month a random sample is generated and the quotas for each region are disproportionately allocated as follows:

Region	<u>N=1000*</u>		<u>N=2000*</u>	
	Interviews	Error interval	Interviews	Error interval
Atlantic	100	+/- 9.8%	200	+/- 6.9%
Quebec	250	+/- 6.2%	500	+/- 4.4%
Ontario	325	+/- 5.4%	650	+/- 3.8%
Manitoba/Saskatchewan	100	+/- 9.8%	200	+/- 6.9%
Alberta	100	+/- 9.8%	200	+/- 6.9%
British Columbia	125	+/- 8.8%	250	+/- 6.2%
Total Canada	1000	+/- 3.1%	2000	+/- 2.2%

Note: If your questions were on the teleVox for one week, please use N=1000 for your estimated error interval.
If your questions were on for two weeks, please use N=2000.*

Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are instilled to maintain an adequate number of completed interviews in Canada's three largest markets; Toronto, Vancouver and Montreal. The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to the 2006 Census data.

Respondent Qualification

Interviewers must adhere to quotas to ensure that an accurate representation of male and female respondents, 18 years of age or older, are obtained within each region.

All interviewing across the country is conducted by fully bilingual interviewers. The language of interview is “as it falls” on a national basis, which means that the respondent has the opportunity to complete the interview in either English or French, whichever they prefer.

Sampling Techniques

The Harris/Decima TeleVox uses the most up-to-date and accurate sample available on the market. Households selected for inclusion in the study are done so at random, and new telephone exchanges are added monthly to account for growth.

Quality Control

Harris/Decima Research experience and expertise in public opinion and market research extend to the quality and standards of the Harris/Decima TeleVox. Interviews are conducted by experienced staff who are thoroughly briefed by supervisors to ensure a complete understanding of the questionnaire content and flow. Detailed interviewing instructions form the basis for all briefings and are strictly adhered to, guaranteeing quality and efficiency in results.

Detailed verification and validation procedures at each stage of the process ensure field and data accuracy.

Data Analysis and Delivery

The data is cross-tabulated against a standard set of demographic characteristics including the following:

- *Region*
- *Language*
- *Gender*
- *Age of the respondent*
- *Employment status of the respondent*
- *CMA/Non-CMA*
- *Household income*
- *Education*
- *Marital status*
- *Household size*

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

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BANNER 1

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Table YC1 Page 1

August 5 - 9, 2010

YC1. What do you think is the second biggest cause of death among Canadian youth?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Disease / illness (i.e. eating disorders, cancer, diabetes, etc)	332	26	108	132	18	18	30	167	165	37	70	42	81	55	44	33	167	28	62	24	17	230	102
	33%	34%	43%	34%	27%	19%	23%	34%	32%	43%	38%	27%	34%	34%	25%	32%	35%	41%	29%	32%	31%	29%	45%
		F	DEFG	FG						O	O		O	O									V
Substance abuse (drugs & alcohol)	276	22	36	119	18	33	47	126	150	24	46	43	61	39	58	30	123	16	64	19	20	246	30
	27%	29%	15%	31%	27%	33%	36%	26%	29%	28%	25%	27%	26%	25%	33%	29%	26%	24%	30%	26%	35%	31%	13%
		C		C	C	C	C								N								W
Suicide	176	13	71	37	11	24	20	88	87	17	29	31	39	35	25	12	89	10	31	22	6	107	68
	17%	18%	28%	10%	16%	24%	15%	18%	17%	19%	16%	20%	16%	22%	14%	12%	19%	15%	15%	30%	11%	14%	30%
			BDEG		D									O						P			V
Violence	102	7	20	42	11	6	16	47	55	7	20	21	20	15	17	11	45	9	19	5	7	87	15
	10%	9%	8%	11%	16%	6%	12%	10%	11%	8%	11%	14%	9%	10%	10%	11%	9%	14%	9%	6%	13%	11%	7%
																							W
Sport / adventure related accidents	51	3	11	16	1	11	9	20	31	-	14	8	13	8	7	13	19	1	10	5	3	43	8
	5%	4%	4%	4%	1%	11%	7%	4%	6%		7%	5%	5%	5%	4%	13%	4%	2%	4%	6%	5%	6%	4%
						BDE										QRS							
Air / boat accidents	23	2	1	12	4	4	1	12	11	2	4	3	5	4	5	1	14	-	7	-	1	22	1
	2%	3%	1%	3%	6%	4%	1%	2%	2%	2%	2%	2%	2%	2%	3%	1%	3%		3%		2%	3%	1%
			*	C	CG																	W	*
Other	13	-	-	12	0	1	1	12	1	-	2	3	5	1	2	1	7	-	5	-	-	13	-
	1%			3%	1%	1%	1%	3%	1%		1%	2%	2%	1%	1%	1%	1%		2%			2%	
								I															
Don't know	31	2	2	14	3	3	7	15	16	-	-	4	10	2	14	1	11	3	14	-	1	29	2
	3%	3%	1%	4%	5%	3%	5%	3%	3%			3%	4%	1%	8%	1%	2%	5%	7%		1%	4%	1%
				C											LN				PQ			W	
Refused	3	1	-	1	1	-	2	1	3	-	-	-	2	1	1	-	2	-	1	-	1	3	-
	1%	1%		1%	1%		1%	1%	1%				1%	1%	1%		1%		1%		1%	1%	1%

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YC1. What do you think is the second biggest cause of death among Canadian youth?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008 100%	655 100%	353 100%	233 100%	176 100%	230 100%	89 100%	166 100%	257 100%	264 100%	272 100%	110 100%	91 100%	230 100%	587 100%	178 100%	162 100%	327 100%	203 100%	300 100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Disease / illness (i.e. eating disorders, cancer, diabetes, etc)	332 33%	219 33%	114 32%	69 29%	67 38%	75 33%	30 34%	56 34%	83 32%	86 33%	88 33%	40 36%	31 34%	89 39%	186 32%	55 31%	44 27%	114 35%	68 34%	103 34%
Substance abuse (drugs & alcohol)	276 27%	158 24%	117 33% B	72 31%	50 29%	55 24%	22 25%	36 22%	73 29%	85 32%	67 25%	22 20%	23 25%	51 22%	162 28%	60 34% N	47 29%	87 27%	56 28%	80 27%
Suicide	176 17%	123 19%	53 15%	33 14%	25 14%	52 22%	20 22%	34 21%	35 14%	41 15%	52 19%	23 21%	23 26%	43 19%	99 17%	31 17%	29 18%	60 18%	39 19%	44 15%
Violence	102 10%	70 11%	32 9%	28 12%	13 8%	28 12%	7 8%	15 9%	34 13%	21 8%	28 10%	10 9%	8 9%	21 9%	70 12% P	9 5%	11 7%	40 12%	18 9%	31 11%
Sport / adventure related accidents	51 5%	37 6%	14 4%	10 4%	8 5%	7 3%	5 6%	15 9% F	11 4%	14 5%	17 6%	5 5%	5 5%	11 5%	32 5%	6 3%	11 7%	12 4%	13 7%	12 4%
Air / boat accidents	23 2%	13 2%	10 3%	5 2%	2 1%	4 2%	3 3%	5 3%	11 4%	4 2%	6 2%	1 1%	-	7 3%	12 2%	4 2%	4 3%	5 2%	3 2%	11 4%
Other	13 1%	10 2%	3 1%	8 3%	2 1%	2 1%	-	2 1%	4 2%	5 2%	2 1%	2 2%	-	5 2%	7 1%	2 1%	4 2%	1 *	1 1%	7 2%
Don't know	31 3%	22 3%	9 3%	6 3%	8 5%	7 3%	-	2 1%	4 2%	8 3%	9 3%	6 6%	2 2%	2 1%	17 3%	9 5%	11 7% RS	5 2%	4 2%	10 3%
Refused	3 *%	2 *%	1 *%	1 1%	-	-	2 2%	-	1 *%	-	2 1%	-	-	-	2 *%	1 1%	1 *%	1 *%	-	2 1%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

YC2A. How big of a problem do you consider each of the following among Canadian youth: Suicide?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group							Employment					Language	
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
4 - Very big problem	210	15	90	60	14	9	22	92	118	17	41	25	55	40	29	24	100	9	36	19	15	125	85
	21%	20%	36%	16%	21%	9%	17%	19%	23%	19%	22%	16%	23%	25%	17%	24%	21%	14%	17%	26%	27%	16%	38%
			BDEFG		F									LO									V
3 - Big problem	438	33	119	171	28	42	44	180	259	43	79	67	100	66	78	41	210	32	93	34	22	329	110
	43%	44%	48%	45%	43%	43%	33%	37%	50%	50%	43%	43%	42%	41%	45%	40%	44%	48%	43%	46%	40%	42%	49%
			G						H														
2 - Small problem	315	24	39	133	16	44	58	187	128	24	59	58	68	47	57	34	148	22	71	17	18	284	30
	31%	32%	16%	35%	24%	44%	44%	38%	25%	28%	32%	37%	29%	29%	33%	33%	31%	33%	33%	23%	32%	36%	14%
		C		C		CE	CE	I														W	
1 - Not a problem at all	31	2	1	16	6	2	4	23	7	3	5	4	9	4	4	2	13	3	6	4	-	30	1
	3%	3%	1%	4%	8%	2%	3%	5%	1%	3%	3%	3%	4%	2%	2%	2%	3%	4%	3%	5%		4%	1%
			*	C	C			I														W	*
Don't know	13	1	-	5	2	2	4	6	8	-	-	2	4	3	5	1	4	1	7	-	1	13	-
	1%	1%		1%	3%	2%	3%	1%	1%			1%	2%	2%	3%	1%	1%	1%	3%		1%	2%	
Refused	1	-	1	-	1	-	-	1	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	1%		1%		1%			1%	1%						1%				1%			1%	
			*					*	*													*	
Big Problem	648	48	208	231	42	52	66	271	377	60	120	92	154	106	106	65	311	42	129	53	37	454	194
	64%	64%	84%	60%	63%	52%	50%	56%	72%	69%	65%	59%	66%	67%	61%	63%	65%	62%	60%	72%	67%	58%	86%
			BDEFG						H														V
Not a Problem/Small Problem	345	27	40	149	22	46	63	210	135	27	64	62	77	50	61	37	162	25	77	21	18	314	31
	34%	35%	16%	39%	33%	46%	47%	43%	26%	31%	35%	40%	33%	32%	35%	36%	34%	37%	36%	28%	32%	40%	14%
		C		C	C	C	CE	I														W	
MEAN	2.83	2.81	3.20	2.73	2.79	2.60	2.65	2.70	2.95	2.85	2.84	2.73	2.86	2.91	2.78	2.86	2.84	2.72	2.77	2.93	2.95	2.72	3.23
			BDEFG						H						L								V

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

YC2A. How big of a problem do you consider each of the following among Canadian youth: Suicide?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
4 - Very big problem	210	136	74	50	27	51	25	31	55	56	49	21	26	49	130	27	25	69	53	57
	21%	21%	21%	21%	16%	22%	29%	19%	21%	21%	18%	19%	28%	21%	22%	15%	16%	21%	26%	19%
3 - Big problem	438	264	174	112	84	95	28	62	102	128	118	44	39	101	241	89	78	139	80	134
	43%	40%	49%	48%	48%	42%	32%	38%	40%	49%	43%	40%	43%	44%	41%	50%	48%	43%	40%	45%
2 - Small problem	315	223	92	55	56	76	33	66	89	67	95	40	21	64	196	53	47	106	62	97
	31%	34%	26%	24%	32%	33%	38%	40%	34%	26%	35%	37%	23%	28%	33%	30%	29%	33%	31%	32%
1 - Not a problem at all	31	23	8	11	3	6	2	4	7	9	8	3	4	14	12	4	6	9	6	8
	3%	3%	2%	5%	1%	3%	2%	2%	3%	3%	3%	2%	4%	6%	2%	2%	4%	3%	3%	3%
Don't know	13	8	5	6	4	1	-	2	5	4	1	1	2	2	7	4	5	2	1	4
	1%	1%	1%	3%	2%	*	-	1%	2%	2%	*	1%	2%	1%	2%	3%	1%	1%	1%	1%
Refused	1	1	1	-	1	-	-	-	-	-	-	1	-	-	1	1	-	1	-	-
	1%	1%	1%	-	1%	-	-	-	-	-	-	1%	-	-	1%	1%	-	1%	-	-
Big Problem	648	400	248	162	112	146	53	93	156	184	167	65	64	150	371	116	103	208	134	191
	64%	61%	70%	69%	64%	64%	60%	56%	61%	70%	61%	59%	71%	65%	63%	65%	64%	64%	66%	64%
Not a Problem/Small Problem	345	245	100	66	59	82	35	70	96	76	104	43	25	78	208	57	53	115	68	105
	34%	37%	28%	28%	34%	36%	40%	42%	37%	29%	38%	39%	27%	34%	35%	32%	33%	35%	34%	35%
MEAN	2.83	2.80	2.90	2.88	2.80	2.84	2.87	2.74	2.81	2.89	2.77	2.77	2.97	2.81	2.84	2.80	2.78	2.83	2.89	2.81

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

YC2B. How big of a problem do you consider each of the following among Canadian youth: Drug & Alcohol Abuse?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
4 - Very big problem	314	30	82	110	26	30	36	115	199	30	54	38	76	56	56	39	137	18	66	29	21	240	74
	31%	40%	33%	29%	39%	30%	27%	24%	38%	35%	30%	24%	32%	35%	32%	38%	29%	27%	31%	39%	37%	31%	33%
								H						L									
3 - Big problem	496	38	128	189	27	51	63	247	248	34	93	85	108	79	89	47	239	36	113	25	24	378	117
	49%	50%	52%	49%	40%	51%	47%	51%	48%	39%	51%	54%	46%	50%	51%	46%	50%	54%	53%	34%	42%	48%	52%
																			T				
2 - Small problem	185	7	36	80	10	18	33	118	66	20	35	33	48	23	26	16	94	13	30	20	10	153	31
	18%	9%	14%	21%	16%	18%	25%	24%	13%	23%	19%	21%	20%	14%	15%	16%	20%	20%	14%	27%	18%	20%	14%
				B			BC	I									S						W
1 - Not a problem at all	6	-	3	2	1	-	1	6	1	-	1	-	2	1	2	-	3	-	2	-	1	3	3
	1%		1%	1%	1%		1%	1%	1%		1%		1%	1%	1%		1%		1%		2%	1%	1%
Don't know	6	-	-	4	2	-	-	2	4	3	-	-	2	-	1	-	4	-	2	-	-	6	-
	1%			1%	3%			1%	1%	4%			1%		1%		1%		1%			1%	
Refused	1	1	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	1	1	-
	1%	1%			1%				1%					1%	1%				1%		1%	1%	
Big Problem	810	68	210	298	53	81	99	363	447	64	148	123	184	134	144	87	376	54	179	54	44	619	191
	80%	90%	84%	78%	80%	82%	75%	74%	86%	74%	80%	79%	78%	85%	83%	84%	79%	80%	84%	73%	79%	79%	85%
		DG	D						H														V
Not a Problem/Small Problem	191	7	39	82	11	18	34	124	67	20	36	33	50	24	27	16	97	13	32	20	11	157	34
	19%	9%	16%	21%	17%	18%	25%	25%	13%	23%	20%	21%	21%	15%	16%	16%	20%	20%	15%	27%	20%	20%	15%
				B			B	I															
MEAN	3.12	3.31	3.16	3.07	3.23	3.12	3.01	2.97	3.25	3.12	3.09	3.03	3.11	3.20	3.16	3.22	3.08	3.07	3.16	3.12	3.14	3.10	3.16
		DG							H					L									

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

YC2B. How big of a problem do you consider each of the following among Canadian youth: Drug & Alcohol Abuse?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
4 - Very big problem	314	177	138	86	50	65	26	45	93	77	77	24	36	64	187	58	55	101	68	85
	31%	27%	39%	37%	29%	28%	29%	27%	36%	29%	28%	22%	40%	28%	32%	33%	34%	31%	34%	28%
3 - Big problem	496	326	169	111	99	107	49	80	119	144	142	52	33	103	286	99	74	170	97	145
	49%	50%	48%	48%	56%	47%	55%	49%	46%	55%	52%	47%	37%	45%	49%	56%	46%	52%	48%	48%
2 - Small problem	185	143	41	32	23	54	14	39	42	39	50	33	21	57	109	17	29	52	35	67
	18%	22%	12%	14%	13%	24%	16%	24%	16%	15%	18%	30%	23%	25%	19%	9%	18%	16%	17%	22%
1 - Not a problem at all	6	3	4	2	-	3	-	-	3	1	3	-	-	1	3	2	1	2	-	2
	1%	1%	1%	1%	-	2%	-	-	1%	1%	1%	-	-	1%	1%	1%	1%	1%	-	1%
Don't know	6	6	0	1	4	-	-	1	1	3	1	1	-	4	1	1	2	-	3	1
	1%	1%	0%	1%	2%	-	-	1%	1%	1%	1%	1%	-	2%	1%	1%	2%	-	1%	1%
Refused	1	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	1	-	-	-
	1%	-	1%	1%	-	-	-	-	1%	-	-	-	-	-	-	1%	1%	-	-	-
Big Problem	810	503	307	197	149	172	74	126	212	221	218	76	70	167	474	158	129	272	165	230
	80%	77%	87%	84%	85%	75%	84%	76%	82%	84%	80%	69%	77%	73%	81%	88%	80%	83%	81%	77%
Not a Problem/Small Problem	191	146	45	34	23	58	14	39	44	40	53	33	21	59	113	18	30	55	35	69
	19%	22%	13%	15%	13%	25%	16%	24%	17%	15%	19%	30%	23%	26%	19%	10%	18%	17%	17%	23%
MEAN	3.12	3.04	3.25	3.21	3.16	3.02	3.13	3.04	3.18	3.14	3.08	2.91	3.17	3.02	3.12	3.22	3.15	3.14	3.17	3.05

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table YC3A Page 7

August 5 - 9, 2010

YC3A. How strongly do you agree or disagree with the following statements: If I found out that someone I knew was contemplating suicide, I would be afraid to talk about it?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group							Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228	
4 - Strongly agree	60	5	19	26	1	4	6	28	32	7	3	4	12	14	19	4	18	6	20	9	4	45	15	
	6%	7%	8%	7%	1%	4%	5%	6%	6%	8%	2%	3%	5%	9%	11%	4%	4%	8%	9%	13%	6%	6%	7%	
			E	E										KL	KLM				Q					
3 - Somewhat agree	86	6	23	30	7	12	9	52	35	13	18	9	17	12	16	9	35	5	19	10	5	63	23	
	9%	7%	9%	8%	10%	12%	7%	11%	7%	15%	10%	6%	7%	7%	9%	9%	7%	8%	9%	14%	9%	8%	10%	
								I																
2 - Somewhat disagree	164	12	54	52	12	14	21	96	68	18	34	23	36	22	30	12	76	8	38	19	9	111	53	
	16%	15%	22%	13%	17%	14%	16%	20%	13%	21%	18%	15%	15%	14%	17%	12%	16%	12%	18%	26%	17%	14%	23%	
			D					I															V	
1 - Strongly disagree	684	53	150	272	46	68	95	306	379	48	127	120	168	109	103	76	347	49	130	35	38	553	131	
	68%	71%	60%	71%	69%	69%	72%	63%	73%	56%	69%	77%	71%	69%	60%	74%	73%	72%	61%	47%	68%	71%	58%	
			C				C	H				JO	O	O		ST	ST	T				W		
Don't know	11	-	2	5	0	2	1	7	4	-	2	-	3	2	2	1	1	-	4	-	-	9	2	
	1%		1%	1%	1%	2%	1%	1%	1%		1%		1%	1%	1%	1%	1%	*	2%			1%	1%	
																			Q					
Refused	2	-	1	-	1	-	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-	1	1	
	2%		1%		2%				2%						1%				1%			1%	1%	
			*		2%				*						1%				1%			*	1%	
Agree	147	11	42	56	7	15	15	80	67	20	21	13	28	26	36	14	53	11	39	20	9	108	39	
	15%	14%	17%	15%	11%	15%	11%	16%	13%	23%	11%	8%	12%	16%	21%	13%	11%	16%	18%	26%	16%	14%	17%	
										L				L	KLM				Q	Q				
Disagree	848	65	204	323	58	82	116	402	447	67	161	143	204	131	133	88	423	57	168	55	47	664	184	
	84%	86%	82%	84%	87%	82%	88%	82%	86%	77%	87%	92%	87%	83%	77%	86%	89%	84%	79%	74%	84%	85%	82%	
										O	JNO	O				ST								
MEAN	1.52	1.50	1.64	1.50	1.42	1.49	1.44	1.59	1.46	1.75	1.43	1.34	1.45	1.56	1.71	1.43	1.42	1.52	1.66	1.92	1.54	1.48	1.65	
								I		KLM				L	KLM			PQ	PQ				V	

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

YC3A. How strongly do you agree or disagree with the following statements: If I found out that someone I knew was contemplating suicide, I would be afraid to talk about it?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA				Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263	
4 - Strongly agree	60	36	24	21	11	9	2	7	25	12	11	1	9	11	29	20	17	17	8	16	
	6%	6%	7%	9%	6%	4%	2%	4%	10%	5%	4%	1%	10%	5%	5%	11%	11%	5%	4%	5%	
				G					JKL							NO	S				
3 - Somewhat agree	86	50	37	22	15	13	2	17	23	21	22	7	11	25	47	13	16	27	18	23	
	9%	8%	10%	10%	9%	6%	3%	10%	9%	8%	8%	6%	12%	11%	8%	7%	10%	8%	9%	8%	
				G	G			G													
2 - Somewhat disagree	164	108	56	45	24	49	11	26	48	38	40	19	18	46	89	27	31	52	27	52	
	16%	17%	16%	19%	14%	21%	12%	16%	19%	15%	15%	17%	19%	20%	15%	15%	19%	16%	13%	17%	
1 - Strongly disagree	684	453	232	140	123	157	74	115	155	191	199	81	54	145	419	114	96	225	147	208	
	68%	69%	66%	60%	70%	69%	84%	70%	60%	72%	73%	74%	59%	63%	71%	64%	59%	69%	72%	69%	
				D			DEPH			I	I	I					Q	Q	Q	Q	
Don't know	11	7	4	4	2	0	-	1	5	3	-	1	-	3	4	2	3	4	2	-	
	1%	1%	1%	2%	1%	*		1%	2%	1%		1%		1%	1%	1%	2%	1%	1%		
Refused	2	1	1	1	-	1	-	-	2	-	-	-	-	-	-	2	-	1	1	-	
	2%	1%	1%	1%		1%			1%							1%		1%	1%		
Agree	147	86	61	44	26	22	4	23	48	33	33	9	20	36	75	33	33	45	26	40	
	15%	13%	17%	19%	15%	10%	4%	14%	19%	12%	12%	8%	22%	16%	13%	18%	20%	14%	13%	13%	
				FG	G			G	KL			L									
Disagree	848	561	287	185	148	206	85	141	203	229	239	100	71	191	508	141	127	277	174	260	
	84%	86%	81%	79%	84%	90%	96%	85%	79%	87%	88%	91%	78%	83%	87%	79%	78%	85%	86%	87%	
					D	DEH				I	I	I			P					Q	
MEAN	1.52	1.49	1.58	1.67	1.50	1.45	1.22	1.48	1.67	1.44	1.43	1.34	1.73	1.57	1.46	1.64	1.72	1.49	1.44	1.49	
				FG	G	G		G	JKL			JKL				O	RST				

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

YC3B. How strongly do you agree or disagree with the following statements: In order to help reduce teen suicide in Canada, the topic of suicide should be freely discussed without fear or shame?

BASE: Representative Adults

BANNER 1

	Region				Gender		Age Group						Employment				Language						
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
4 - Strongly agree	760	64	172	300	51	80	93	342	418	53	137	127	184	122	128	76	362	53	156	52	46	607	153
	75%	85%	69%	78%	76%	81%	70%	70%	80%	61%	74%	81%	78%	77%	74%	74%	76%	79%	73%	70%	82%	78%	68%
		CG		C		C			H			J	J									W	
3 - Somewhat agree	203	9	67	68	12	15	32	121	82	27	42	20	42	31	37	22	94	12	48	18	7	140	62
	20%	12%	27%	18%	18%	15%	24%	25%	16%	31%	23%	13%	18%	20%	21%	21%	20%	18%	22%	24%	13%	18%	28%
			BDF				B	I		L	L				L								V
2 - Somewhat disagree	25	2	7	7	2	1	5	13	11	7	3	6	2	3	4	4	10	1	5	4	-	18	7
	2%	3%	3%	2%	2%	1%	4%	3%	2%	8%	1%	4%	1%	2%	3%	4%	2%	1%	3%	6%		2%	3%
1 - Strongly disagree	16	-	1	8	1	3	3	8	8	-	2	3	7	2	2	1	8	2	2	-	3	15	1
	2%		1%	2%	2%	3%	2%	2%	1%		1%	2%	3%	1%	1%	1%	2%	2%	1%		6%	2%	1%
Don't know	3	-	1	2	1	-	-	3	-	-	-	1	1	-	1	-	3	-	1	-	-	3	1
	1%		1%	1%	1%			1%				1%	1%		1%		1%		1%			1%	1%
Refused	1	-	1	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	-	1	1
	1%		1%		1%				1%					1%	1%				1%			1%	1%
Agree	963	74	239	368	62	95	125	463	499	80	179	147	226	153	165	98	456	65	204	70	53	747	216
	96%	97%	96%	96%	94%	96%	94%	95%	96%	92%	97%	94%	96%	97%	95%	95%	96%	96%	95%	94%	94%	95%	96%
Disagree	40	2	8	15	3	4	8	21	19	7	5	9	9	4	7	5	18	3	8	4	3	32	8
	4%	3%	3%	4%	4%	4%	6%	4%	4%	8%	3%	5%	4%	3%	4%	5%	4%	4%	4%	6%	6%	4%	4%
MEAN	3.70	3.82	3.66	3.73	3.71	3.74	3.62	3.65	3.75	3.53	3.71	3.75	3.72	3.74	3.69	3.68	3.71	3.73	3.69	3.64	3.71	3.72	3.64
		CG							H					J									

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table YC3B Page 10

August 5 - 9, 2010

YC3B. How strongly do you agree or disagree with the following statements: In order to help reduce teen suicide in Canada, the topic of suicide should be freely discussed without fear or shame?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status		Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008 100%	655 100%	353 100%	233 100%	176 100%	230 100%	89 100%	166 100%	257 100%	264 100%	272 100%	110 100%	91 100%	230 100%	587 100%	178 100%	162 100%	327 100%	203 100%	300 100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
4 - Strongly agree	760 75%	493 75%	267 76%	169 72%	130 74%	172 75%	69 78%	132 80%	188 73%	200 76%	207 76%	88 80%	69 76%	155 67%	459 78% N	137 77%	116 72%	254 78%	157 77%	222 74%
3 - Somewhat agree	203 20%	129 20%	74 21%	56 24% H	37 21%	48 21%	17 19%	23 14%	57 22%	57 21%	50 19%	18 16%	17 19%	59 26%	109 19%	33 19%	35 22%	65 20%	37 18%	62 21%
2 - Somewhat disagree	25 2%	19 3%	6 2%	6 2%	4 2%	5 2%	1 1%	6 4%	4 2%	3 1%	10 4%	2 2%	4 5%	9 4%	10 2%	5 3%	5 3%	4 1%	4 2%	11 4%
1 - Strongly disagree	16 2%	13 2%	3 1%	2 1%	3 2%	5 2%	2 2%	3 2%	7 3%	3 1%	4 1%	2 2%	-	6 3%	8 1%	2 1%	5 3%	2 *%	4 2%	4 1%
Don't know	3 *%	-	3 1%	1 *%	-	-	-	1 1%	1 *%	1 *%	1 *%	-	-	-	1 *%	1 *%	1 *%	-	1 *%	-
Refused	1 *%	1 *%	1 *%	-	-	-	-	1 1%	1 *%	-	-	-	-	1 *%	-	1 *%	-	1 *%	-	-
Agree	963 96%	622 95%	341 96%	225 96%	168 96%	220 96%	86 97%	155 94%	244 95%	257 97%	257 95%	106 96%	87 95%	214 93%	568 97%	170 95%	151 93%	320 98% Q	194 96%	285 95%
Disagree	40 4%	31 5%	9 2%	7 3%	8 4%	10 4%	3 3%	9 5%	11 4%	7 2%	14 5%	4 4%	4 5%	15 7%	18 3%	7 4%	10 6% R	6 2%	8 4%	15 5%
MEAN	3.70	3.69	3.73	3.69	3.68	3.68	3.73	3.73	3.66	3.72	3.70	3.74	3.72	3.58	3.74 N	3.72 N	3.62	3.76 Q	3.72	3.68

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

YC4. How strongly do you agree or disagree that Canadian government should invest in suicide prevention?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
4 - Strongly agree	573	49	154	216	37	42	76	262	311	50	98	92	143	94	91	56	282	39	107	43	35	436	137
	57%	65%	62%	56%	56%	42%	57%	54%	60%	57%	53%	59%	61%	59%	53%	54%	59%	57%	50%	58%	63%	56%	61%
		F	F	F			F										S						
3 - Somewhat agree	272	16	68	100	20	38	31	139	132	24	49	45	66	37	46	28	126	22	61	20	13	209	63
	27%	21%	27%	26%	30%	38%	23%	29%	25%	28%	27%	29%	28%	23%	27%	27%	26%	33%	28%	27%	24%	27%	28%
						BG																	
2 - Somewhat disagree	75	2	17	35	2	12	7	45	30	3	22	13	10	13	14	8	39	4	18	2	2	60	15
	7%	3%	7%	9%	3%	12%	5%	9%	6%	4%	12%	8%	4%	8%	8%	8%	8%	6%	8%	3%	3%	8%	7%
				B							M												
1 - Strongly disagree	61	2	10	24	4	6	15	33	27	6	12	6	11	9	14	8	21	-	19	6	6	52	9
	6%	3%	4%	6%	6%	6%	11%	7%	5%	7%	6%	4%	4%	6%	8%	8%	4%		9%	8%	10%	7%	4%
							BC												Q				
Don't know	22	6	1	8	2	1	4	8	14	3	4	-	4	5	6	3	6	3	7	2	-	21	1
	2%	8%	*%	2%	3%	1%	3%	2%	3%	4%	2%		2%	3%	4%	3%	1%	5%	3%	3%		3%	*%
		CDF																				W	
Refused	5	1	-	2	1	1	-	-	5	-	-	-	2	1	2	-	2	-	2	-	-	5	-
	*%	1%		1%	2%	1%			1%				1%	*%	1%		*%		1%			1%	
Agree	845	65	222	316	57	79	107	402	444	74	147	137	209	131	138	84	408	61	168	63	49	645	200
	84%	85%	89%	82%	86%	80%	80%	82%	85%	86%	80%	87%	89%	82%	79%	81%	86%	90%	78%	85%	87%	82%	89%
			D									O	O			S	S					V	
Disagree	136	4	26	59	6	18	22	79	57	9	33	20	20	23	28	16	60	4	37	8	8	112	24
	13%	6%	11%	15%	10%	18%	17%	16%	11%	11%	18%	13%	9%	14%	16%	16%	13%	6%	17%	11%	13%	14%	11%
				B		B	B	I			M				M	R			R				
MEAN	3.38	3.62	3.47	3.35	3.42	3.18	3.30	3.31	3.45	3.41	3.29	3.42	3.49	3.40	3.30	3.31	3.43	3.54	3.25	3.40	3.39	3.36	3.46
		DFG	F						H				O			S	S						

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table YC4 Page 12

August 5 - 9, 2010

YC4. How strongly do you agree or disagree that Canadian government should invest in suicide prevention?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008 100%	655 100%	353 100%	233 100%	176 100%	230 100%	89 100%	166 100%	257 100%	264 100%	272 100%	110 100%	91 100%	230 100%	587 100%	178 100%	162 100%	327 100%	203 100%	300 100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
4 - Strongly agree	573 57%	371 57%	202 57%	138 59%	103 59%	129 56%	52 59%	92 56%	138 54%	157 59%	147 54%	64 58%	58 64%	118 51%	338 58%	110 62%	89 55%	172 53%	127 62%	175 58%
3 - Somewhat agree	272 27%	176 27%	96 27%	54 23%	47 27%	61 27%	22 25%	53 32%	74 29%	68 26%	75 27%	30 27%	22 24%	60 26%	171 29%	37 21%	38 23%	87 27%	49 24%	94 31%
2 - Somewhat disagree	75 7%	49 7%	27 8%	24 10%	11 6%	19 8%	4 4%	10 6%	16 6%	17 6%	28 10%	11 10%	2 3%	27 12%	36 6%	12 7%	17 11%	33 10%	9 4%	16 5%
1 - Strongly disagree	61 6%	43 7%	17 5%	15 6%	8 4%	19 8%	7 8%	6 3%	20 8%	16 6%	15 5%	4 4%	6 7%	19 8%	31 5%	11 6%	12 7%	25 8%	15 7%	9 3%
Don't know	22 2%	12 2%	10 3%	3 1%	6 4%	1 1%	2 3%	3 2%	8 3%	6 2%	6 2%	0 *	2 3%	6 3%	9 2%	7 4%	4 3%	8 3%	4 2%	5 2%
Refused	5 *	3 1%	1 *	1 *	-	-	-	2 1%	1 1%	1 *	1 *	1 *	-	1 1%	1 *	2 1%	2 1%	1 *	-	1 *
Agree	845 84%	548 84%	298 84%	191 82%	150 86%	191 83%	75 84%	145 88%	212 82%	225 85%	222 82%	94 85%	80 88%	178 77%	509 87%	146 82%	127 78%	259 79%	176 87%	269 90%
Disagree	136 13%	92 14%	44 12%	38 16%	19 11%	38 17%	11 13%	16 9%	36 14%	32 12%	43 16%	15 14%	8 9%	45 20%	67 11%	23 13%	29 18%	58 18%	24 12%	24 8%
MEAN	3.38	3.37	3.41	3.37	3.45	3.32	3.39	3.44	3.33	3.42	3.34	3.41	3.50	3.24	3.42	3.45	3.31	3.28	3.44	3.49

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table YC5 Page 13

August 5 - 9, 2010

YC5. If you found out that someone was contemplating suicide, would you know what to do about it?

BASE: Representative Adults

BANNER 1

	Region						Gender			Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Yes	607	43	150	228	40	64	82	266	340	45	110	96	138	102	107	65	280	41	128	41	41	469	138
	60%	57%	60%	59%	60%	64%	62%	55%	65%	52%	60%	61%	58%	64%	62%	63%	59%	61%	60%	55%	74%	60%	61%
									H														
No	370	31	87	144	24	35	49	210	160	40	67	56	94	53	56	37	182	25	75	31	14	292	78
	37%	41%	35%	38%	35%	35%	37%	43%	31%	46%	37%	36%	40%	33%	32%	36%	38%	37%	35%	42%	25%	37%	35%
									I														
Don't know	30	1	11	12	2	1	2	12	18	2	6	4	4	4	9	1	13	2	10	2	1	21	9
	3%	2%	4%	3%	3%	1%	2%	2%	4%	3%	4%	3%	2%	2%	5%	1%	3%	3%	5%	3%	2%	3%	4%
			F												M				P				
Refused	2	-	1	-	1	-	-	1	1	-	-	-	-	1	1	-	1	-	1	-	-	1	1
	*%		*%		2%			*%	*%					*%	1%		*%		*%			*%	*%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table YC5 Page 14

August 5 - 9, 2010

YC5. If you found out that someone was contemplating suicide, would you know what to do about it?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Yes	607	402	205	133	103	140	57	107	130	167	171	77	57	139	343	118	102	206	120	171
	60%	61%	58%	57%	59%	61%	64%	64%	50%	63%	63%	70%	63%	60%	59%	66%	63%	63%	59%	57%
										I	I	I								
No	370	231	139	89	68	82	31	54	117	91	96	29	30	85	228	51	51	111	78	121
	37%	35%	39%	38%	39%	36%	35%	33%	45%	35%	35%	26%	33%	37%	39%	29%	32%	34%	39%	40%
									JKL						P					
Don't know	30	21	9	10	3	8	1	4	10	6	4	5	3	5	16	8	8	9	5	8
	3%	3%	3%	4%	2%	3%	1%	3%	4%	2%	2%	4%	4%	2%	3%	4%	5%	3%	2%	3%
Refused	2	1	1	-	1	-	-	-	1	-	1	-	-	1	-	1	1	-	-	-
	*%	*%	*%		*%				*%		*%			*%		1%	1%			

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table SEX Page 15

August 5 - 9, 2010

SEX. Gender
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Male	488	36	120	188	32	47	65	488	-	44	92	81	113	77	76	56	256	29	97	33	7	379	110
	48%	48%	48%	49%	48%	47%	49%	100%		50%	50%	52%	48%	49%	44%	55%	54%	43%	45%	44%	13%	48%	49%
															U	SU	U	U	U	U			
Female	520	40	129	196	34	53	68	-	520	43	92	76	123	81	98	47	221	38	117	41	49	404	116
	52%	52%	52%	51%	52%	53%	51%		100%	50%	50%	48%	52%	51%	56%	45%	46%	57%	55%	56%	87%	52%	51%
																			Q		PQRST		

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table SEX Page 16

August 5 - 9, 2010

SEX. Gender
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Male	488	324	164	107	81	116	53	87	119	135	125	62	41	118	299	65	67	167	103	143
	48%	49%	46%	46%	46%	51%	59%	53%	46%	51%	46%	56%	45%	51%	51%	36%	41%	51%	51%	48%
														P	P			Q		
Female	520	331	189	126	95	114	36	78	138	130	147	48	50	113	288	113	95	159	100	157
	52%	51%	54%	54%	54%	49%	41%	47%	54%	49%	54%	44%	55%	49%	49%	64%	59%	49%	49%	52%
																NO	R			

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table REGION Page 17

August 5 - 9, 2010

REGION. Region
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Atlantic	76	76	-	-	-	-	-	36	40	6	13	13	16	17	10	5	40	5	16	3	5	74	1
	8%	100%						7%	8%	7%	7%	9%	7%	11%	6%	5%	8%	7%	7%	4%	9%	9%	1%
Quebec	249	-	249	-	-	-	-	120	129	14	53	37	57	41	44	19	116	18	55	22	15	25	224
	25%		100%					25%	25%	16%	29%	24%	24%	26%	25%	19%	24%	26%	26%	30%	27%	3%	99%
Ontario	385	-	-	385	-	-	-	188	196	40	63	55	97	63	62	45	183	26	77	31	14	385	-
	38%			100%				39%	38%	46%	34%	35%	41%	39%	36%	44%	38%	39%	36%	42%	26%	49%	
Manitoba	38	-	-	-	38	-	-	18	20	6	6	5	10	3	8	2	19	4	10	2	2	38	-
	4%				57%			4%	4%	7%	3%	3%	4%	2%	5%	2%	4%	6%	5%	3%	3%	5%	
Saskatchewan	29	-	-	-	29	-	-	14	15	-	7	6	4	4	8	3	16	-	8	1	1	29	-
	3%				43%			3%	3%		4%	4%	2%	2%	5%	3%	3%		4%	1%	1%	4%	
Alberta	99	-	-	-	-	99	-	47	53	3	26	19	23	12	16	10	52	4	16	6	7	99	-
	10%					100%		10%	10%	3%	14%	12%	10%	8%	9%	10%	11%	6%	8%	8%	12%	13%	
BC	133	-	-	-	-	-	133	65	68	17	16	21	30	20	26	18	50	11	31	9	12	133	-
	13%						100%	13%	13%	20%	9%	13%	13%	12%	15%	17%	11%	16%	14%	12%	22%	17%	

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table REGION Page 18

August 5 - 9, 2010

REGION. Region
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Atlantic	76	26	50	14	13	18	6	10	24	14	23	7	7	16	46	11	9	27	15	23
	8%	4%	14%	6%	7%	8%	7%	6%	9%	5%	8%	7%	8%	7%	8%	6%	5%	8%	8%	8%
				B																
Quebec	249	157	92	71	50	52	25	31	69	75	62	13	23	64	133	49	49	86	43	68
	25%	24%	26%	30%	29%	23%	28%	19%	27%	28%	23%	12%	26%	28%	23%	28%	30%	26%	21%	23%
				H					L	L	L									
Ontario	385	279	106	80	68	87	35	69	88	102	100	51	38	92	226	62	55	115	85	125
	38%	43%	30%	34%	39%	38%	40%	42%	34%	39%	37%	47%	42%	40%	39%	35%	34%	35%	42%	42%
				C								I								
Manitoba	38	21	17	9	8	5	1	4	11	11	7	3	4	9	21	7	9	11	4	13
	4%	3%	5%	4%	5%	2%	1%	3%	4%	4%	2%	3%	5%	4%	4%	4%	5%	3%	2%	4%
Saskatchewan	29	16	13	11	6	5	2	3	12	11	4	1	1	5	19	5	3	13	4	8
	3%	2%	4%	5%	3%	2%	3%	2%	5%	4%	1%	1%	1%	2%	3%	3%	2%	4%	2%	3%
Alberta	99	67	33	12	13	28	9	28	26	25	32	11	6	15	67	17	11	32	26	29
	10%	10%	9%	5%	7%	12%	10%	17%	10%	9%	12%	10%	7%	7%	11%	10%	7%	10%	13%	10%
				D				DE							N					
BC	133	90	43	36	18	35	9	20	28	26	44	23	11	29	75	28	26	43	26	33
	13%	14%	12%	16%	10%	15%	10%	12%	11%	10%	16%	21%	12%	12%	13%	16%	16%	13%	13%	11%
										J	IJ									

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table EDUC Page 19

August 5 - 9, 2010

EDUC. Education
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Current Student	91	7	23	38	5	6	11	41	50	56	21	7	6	1	1	1	16	2	1	70	-	69	22
	9%	9%	9%	10%	8%	6%	8%	8%	10%	64%	11%	5%	3%	*%	*%	1%	3%	3%	*%	95%	9%	10%	
										KLMNO	MNO	NO	NO				S			PQRS			
Public/Elementary	23	2	11	4	2	1	2	11	12	-	1	2	3	2	15	-	2	3	14	-	3	12	11
	2%	3%	4%	1%	2%	1%	2%	2%	2%		1%	1%	1%	2%	KLMN		*%	4%	7%		5%	2%	5%
				D											Q				Q				
Some High School	69	6	26	18	5	6	8	37	33	1	4	8	18	17	21	8	18	6	21	1	11	46	23
	7%	7%	10%	5%	8%	6%	6%	8%	6%	2%	2%	5%	8%	11%	12%	8%	4%	9%	10%	2%	20%	6%	10%
				D									JK	JKL	JKL				QT		QT		
Graduated High School	165	15	32	66	16	18	18	71	94	13	27	24	43	24	34	15	79	14	42	-	14	136	29
	16%	20%	13%	17%	24%	18%	14%	15%	18%	15%	15%	16%	18%	15%	20%	15%	16%	20%	20%		26%	17%	13%
				C																			
Some Vocational/ Technical/College/CEGEP	57	1	13	20	7	5	11	27	29	2	12	6	15	11	11	5	24	9	11	-	5	44	13
	6%	1%	5%	5%	10%	5%	8%	6%	6%	2%	6%	4%	6%	7%	6%	5%	5%	14%	5%		10%	6%	6%
				B																			
Completed Vocational/ Technical/College/CEGEP	208	13	62	81	16	20	15	108	100	10	43	44	56	28	22	25	125	15	31	1	6	153	55
	21%	17%	25%	21%	24%	20%	11%	22%	19%	11%	23%	28%	24%	18%	13%	24%	26%	22%	14%	2%	11%	20%	24%
				G	G						O	JNO	JO		STU	STU	T	T					
Some University	58	5	9	16	6	4	18	27	30	3	3	5	19	14	10	9	23	7	16	-	3	50	8
	6%	6%	4%	4%	8%	4%	13%	6%	6%	3%	2%	5%	8%	9%	6%	9%	5%	10%	7%		5%	6%	3%
							CDF						K	K									
Completed University	214	18	53	84	5	27	26	98	116	2	57	38	45	34	37	20	130	4	49	1	7	164	50
	21%	24%	21%	22%	8%	28%	20%	20%	22%	3%	31%	24%	19%	21%	21%	20%	27%	6%	23%	2%	12%	21%	22%
		E	E	E		E	E				JM	J	J	J	J	RT	RTU		RTU		T		
Post Graduate	110	7	13	51	4	11	23	62	48	-	17	17	28	26	21	16	52	7	27	-	6	100	10
	11%	10%	5%	13%	7%	11%	17%	13%	9%		9%	11%	12%	17%	12%	16%	11%	10%	13%		11%	13%	4%
				C			CE															W	
Refused	14	1	6	5	1	-	1	6	8	-	-	2	2	2	2	2	7	1	2	-	-	9	5
	1%	1%	3%	1%	2%		1%	1%	1%			1%	1%	1%	1%	2%	2%	1%	1%			1%	2%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table EDUC Page 20

August 5 - 9, 2010

EDUC. Education
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008 100%	655 100%	353 100%	233 100%	176 100%	230 100%	89 100%	166 100%	257 100%	264 100%	272 100%	110 100%	91 100%	230 100%	587 100%	178 100%	162 100%	327 100%	203 100%	300 100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Current Student	91 9%	71 11% C	20 6%	20 7% H	12 7% H	28 12% H	7 8% H	4 3%	-	-	-	-	91 100%	68 29% OP	22 4% P	1 *%	5 3%	21 6% Q	29 14% QR	37 12% QR
Public/Elementary	23 2%	10 1%	13 4%	17 7% EFG	2 1%	2 1%	1 1%	-	23 9%	-	-	-	-	2 1%	8 1%	13 7% NO	11 7% RST	7 2%	1 1%	4 1%
Some High School	69 7%	32 5%	37 10% B	39 17% EFGH	14 8% FH	4 2%	3 3%	2 1%	69 27%	-	-	-	-	13 6%	37 6%	19 11%	25 16% RST	23 7%	9 5%	11 4%
Graduated High School	165 16%	89 14%	76 21% B	50 22% GH	35 20% H	42 18% H	9 11% H	9 5%	165 64%	-	-	-	-	33 14%	102 17%	30 17%	22 14%	56 17%	33 16%	52 17%
Some Vocational/ Technical/College/CEGEP	57 6%	25 4%	32 9% B	16 7%	15 9% H	13 6%	3 3%	5 3%	-	57 21%	-	-	-	10 4%	33 6%	13 8%	13 8%	15 5%	12 6%	17 6%
Completed Vocational/ Technical/College/CEGEP	208 21%	147 22%	61 17%	51 22%	53 30% F	42 18% H	17 19% H	34 20%	-	208 79%	-	-	-	47 20%	124 21%	35 19%	32 20%	64 20%	49 24%	61 21%
Some University	58 6%	35 5%	22 6%	16 7%	7 4%	11 5%	6 7%	9 6%	-	-	58 21%	-	-	11 5%	30 5%	16 9%	16 10% T	18 6%	10 5%	13 4%
Completed University	214 21%	154 23% C	61 17%	14 6%	25 14% D	60 26% DE	30 34% DE	61 37% DEF	-	-	214 79%	-	-	38 16%	143 24% N	32 18%	24 15%	70 21%	46 22%	72 24% Q
Post Graduate	110 11%	85 13% C	25 7%	8 3%	11 6%	28 12% D	12 14% D	40 24% DEF	-	-	-	110 100%	-	9 4%	81 14% N	18 10% N	14 9% QS	49 15%	14 7%	31 10%
Refused	14 1%	7 1%	6 2%	1 *%	1 1%	1 *%	-	1 1%	-	-	-	-	-	-	6 1%	1 1%	1 *%	3 1%	1 *%	3 1%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table AGE_COL Page 21

August 5 - 9, 2010

AGE_COL. Age group
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
18-24	87	6	14	40	6	3	17	44	43	87	-	-	-	-	-	5	25	7	-	50	-	74	13
	9%	9%	6%	10%	9%	3%	13%	9%	8%	100%						4%	5%	11%		67%		9%	6%
		F		CF	F		CF													PQR		W	
25-34	184	13	53	63	13	26	16	92	92	-	184	-	-	-	-	14	123	12	-	13	18	137	47
	18%	17%	21%	16%	20%	26%	12%	19%	18%		100%					14%	26%	18%		17%	32%	17%	21%
			G		DG												P				P		
35-44	156	13	37	55	10	19	21	81	76	-	-	156	-	-	-	10	112	15	2	7	7	123	33
	16%	18%	15%	14%	16%	20%	16%	17%	15%			100%				10%	24%	22%	1%	9%	13%	16%	15%
																S	PST	S			S		
45-54	236	16	57	97	14	23	30	113	123	-	-	-	236	-	-	36	150	22	3	4	16	183	53
	23%	21%	23%	25%	20%	23%	22%	23%	24%				100%			35%	31%	33%	1%	5%	29%	23%	23%
																ST	ST	ST			ST		
55-64	159	17	41	63	7	12	20	77	81	-	-	-	-	159	-	29	54	9	59	-	7	121	38
	16%	22%	16%	16%	10%	13%	15%	16%	16%					100%		28%	11%	13%	28%		12%	15%	17%
		E														QR			QRU				
65+	173	10	44	62	16	16	26	76	98	-	-	-	-	-	173	6	9	2	145	1	7	134	39
	17%	13%	18%	16%	24%	16%	20%	15%	19%						100%	6%	2%	3%	68%	2%	13%	17%	17%
																			PQRTU				
Don't Know/No Response	13	1	4	5	1	-	3	6	8	-	-	-	-	-	-	3	4	-	5	-	-	11	3
	1%	1%	2%	1%	2%		2%	1%	1%							3%	1%		2%			1%	1%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table AGE_COL Page 22

August 5 - 9, 2010

AGE_COL. Age group
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
18-24	87	65	22	23	10	25	3	6	14	12	5	-	56	78	7	2	2	11	31	43
	9%	10%	6%	10%	6%	11%	3%	3%	6%	5%	2%		61%	34%	1%	1%	1%	3%	15%	14%
		C		GH		EGH			K	K			IJK	OP				Q	QR	QR
25-34	184	117	67	45	20	54	26	31	32	55	60	17	21	75	101	8	17	61	50	57
	18%	18%	19%	19%	11%	24%	30%	19%	12%	21%	22%	15%	23%	32%	17%	5%	10%	19%	24%	19%
				E		E	DEH	E		I	I			OP	P			Q	Q	Q
35-44	156	100	56	29	34	32	14	36	34	51	46	17	7	20	122	11	7	25	37	85
	16%	15%	16%	13%	19%	14%	15%	22%	13%	19%	17%	15%	8%	9%	21%	6%	4%	8%	18%	28%
				D		D		D	M	M	M			NP				QR	QR	QRS
45-54	236	154	82	36	50	56	23	53	63	72	64	28	6	30	156	49	35	58	50	89
	23%	24%	23%	16%	28%	24%	26%	32%	25%	27%	24%	26%	7%	13%	27%	27%	22%	18%	24%	30%
				D	D	D		D	M	M	M	M		N	N	N		ST	ST	R
55-64	159	101	58	34	26	30	13	32	44	39	47	26	1	14	106	39	33	81	24	21
	16%	15%	16%	15%	15%	13%	15%	20%	17%	15%	17%	24%	1%	6%	18%	22%	20%	25%	12%	7%
				FGH	H	H			JKM	M	M	M		N	N	NO	RST	ST		
65+	173	109	64	65	36	31	9	8	70	33	47	21	1	11	92	69	67	88	12	4
	17%	17%	18%	28%	20%	14%	11%	5%	27%	12%	17%	19%	1%	5%	16%	39%	42%	27%	6%	1%
				FGH	H	H			JKM	M	M	M		N	N	NO	RST	ST		
Don't Know/No Response	13	9	4	-	-	1	-	-	-	4	2	1	-	2	2	-	1	3	-	-
	1%	1%	1%			1%				1%	1%	1%		1%	1%		1%	1%		

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table DEM4 Page 23

August 5 - 9, 2010

DEM4. What is your marital status?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Single (never married)	230	16	64	92	14	15	29	118	113	78	75	20	30	14	11	13	112	24	18	57	5	170	61
	23%	21%	26%	24%	21%	15%	22%	24%	22%	90%	41%	13%	13%	9%	7%	12%	23%	35%	8%	77%	8%	22%	27%
			F	F						KLMNO	LMNO	O	O				PSU	PSU		PQRSU			
Married/Living common law	587	46	133	226	40	67	75	299	288	7	101	122	156	106	92	73	303	28	116	16	43	469	118
	58%	60%	53%	59%	60%	68%	56%	61%	55%	8%	55%	78%	66%	67%	53%	71%	64%	41%	54%	21%	76%	60%	52%
					C						J	JKMNO	JO	JO	J	RST	RST		T		RST		
Separated	34	2	10	14	0	2	6	17	17	2	6	8	11	5	2	5	16	6	5	-	2	25	9
	3%	3%	4%	4%	1%	2%	4%	4%	3%	3%	3%	5%	5%	3%	1%	4%	3%	9%	2%		3%	3%	4%
			E	E								O											
Divorced	73	5	22	21	3	8	15	32	41	-	-	3	34	19	17	5	31	9	24	-	3	53	20
	7%	6%	9%	5%	4%	8%	11%	7%	8%			2%	14%	12%	10%	5%	6%	13%	11%		5%	7%	9%
												L	L	L	L				Q				
Widowed	71	4	18	27	8	7	7	16	55	-	2	-	4	15	49	4	8	1	50	1	4	54	16
	7%	5%	7%	7%	13%	7%	5%	3%	11%		1%		2%	9%	29%	4%	2%	2%	23%	2%	8%	7%	7%
								H					KM	KMN				PQRTU					
REFUSED	13	3	3	5	1	-	2	7	6	-	-	3	1	-	1	3	8	-	1	-	-	11	2
	1%	4%	1%	1%	1%		1%	1%	1%			2%	1%		1%	3%	2%		1%			1%	1%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table DEM4 Page 24

August 5 - 9, 2010

DEM4. What is your marital status?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Single (never married)	230	172	58	69	35	57	23	12	47	57	49	9	68	230	-	-	56	57	55	62
	23%	26%	17%	30%	20%	25%	26%	8%	18%	22%	18%	9%	75%	100%			35%	17%	27%	21%
		C		EH	H	H	H		L	L	L		IJKL			RT		R		
Married/Living common law	587	373	214	84	102	149	62	141	147	157	173	81	22	-	587	-	9	232	126	218
	58%	57%	61%	36%	58%	65%	70%	85%	57%	59%	64%	74%	24%	100%		6%	71%	62%	73%	
				D	D	D	DEFG		M	M	M	IJM				Q	Q	Q	QS	
Separated	34	20	14	14	10	4	-	2	11	15	4	5	-	-	-	34	14	5	6	9
	3%	3%	4%	6%	6%	2%		1%	4%	6%	1%	5%			19%	9%	1%	3%	3%	
				FH	H				K						RST					
Divorced	73	45	29	32	15	11	3	5	23	19	24	6	1	-	-	73	34	21	12	5
	7%	7%	8%	14%	9%	5%	3%	3%	9%	7%	9%	6%	1%		41%	21%	6%	6%	2%	
				FGH	H				M	M	M				RST	T				
Widowed	71	40	31	34	14	9	1	4	28	14	21	6	-	-	-	71	48	12	5	5
	7%	6%	9%	14%	8%	4%	1%	2%	11%	5%	8%	6%			40%	30%	4%	2%	2%	
				FGH	GH				J						RST					
REFUSED	13	6	7	1	-	-	-	1	2	2	1	1	-	-	-	-	-	1	-	1
	1%	1%	2%	**				1%	1%	1%	1%						**			**

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

DEM5. How many people live in the household?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group							Employment					Language	
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
One	162	9	49	55	12	11	26	67	95	2	17	7	35	33	67	11	44	15	77	6	5	118	44
	16%	12%	20%	14%	18%	11%	19%	14%	18%	2%	9%	4%	15%	21%	39%	11%	9%	22%	36%	8%	10%	15%	20%
														JL	JKL	JKLMN			Q	PQRTU			
Two	327	27	86	115	24	32	43	167	159	11	61	25	58	81	88	32	124	20	112	16	20	249	78
	32%	36%	35%	30%	36%	32%	32%	34%	31%	13%	33%	16%	24%	51%	51%	31%	26%	29%	52%	22%	35%	32%	34%
											JL		L	JKLM	JKLM				PQRTU				
Three	203	15	43	85	9	26	26	103	100	31	50	37	50	24	12	16	122	17	14	21	11	160	43
	20%	20%	17%	22%	13%	26%	20%	21%	19%	35%	27%	24%	21%	15%	7%	16%	26%	25%	7%	28%	19%	20%	19%
				E		E				NO	NO	NO		O	O	S	PS	S		S			
Four	194	18	52	76	15	19	13	91	103	24	38	51	62	15	3	27	120	7	4	23	11	151	43
	19%	24%	21%	20%	22%	19%	10%	19%	20%	28%	21%	33%	26%	10%	2%	27%	25%	11%	2%	31%	19%	19%	19%
		G	G	G	G					NO	NO	KNO	NO		O	RS	RS			RS			
Five or more	106	5	16	49	6	10	20	52	54	18	19	34	28	6	2	13	58	8	4	9	9	90	16
	11%	6%	6%	13%	9%	10%	15%	11%	10%	21%	10%	21%	12%	4%	1%	13%	12%	12%	2%	12%	15%	12%	7%
				BC		BC				NO	NO	KMNO	NO		S	S	S			S		W	
REFUSED	16	2	3	5	1	1	5	8	8	-	-	2	4	-	1	3	9	-	2	-	1	15	2
	2%	2%	1%	1%	2%	1%	3%	2%	2%			1%	2%		1%	3%	2%		1%		2%	2%	1%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table DEM5 Page 26

August 5 - 9, 2010

DEM5. How many people live in the household?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
One	162	104	58	76	41	23	4	3	58	44	40	14	5	56	9	96	162	-	-	-
	16%	16%	16%	33%	24%	10%	4%	2%	23%	17%	15%	13%	5%	25%	2%	54%	100%	-	-	-
				FGH	FGH	H			KLM	M	M			O	NO					
Two	327	215	111	77	54	74	29	57	86	79	89	49	21	57	232	37	-	327	-	-
	32%	33%	31%	33%	31%	32%	33%	35%	34%	30%	33%	45%	23%	25%	40%	21%	100%	-	-	-
												JKM			NP					
Three	203	130	74	35	34	58	27	28	44	61	55	14	29	55	126	23	-	-	203	-
	20%	20%	21%	15%	19%	25%	30%	17%	17%	23%	20%	13%	31%	24%	21%	13%	-	-	100%	-
					D	DH			L				IL	P	P					
Four	194	126	68	20	27	54	19	58	35	52	56	22	27	37	147	9	-	-	-	194
	19%	19%	19%	9%	15%	24%	21%	35%	14%	20%	21%	20%	29%	16%	25%	5%	-	-	-	65%
					D	D	DEFG				I		I	P	NP					
Five or more	106	71	35	24	19	21	9	18	31	26	28	8	10	25	71	10	-	-	-	106
	11%	11%	10%	10%	11%	9%	10%	11%	12%	10%	10%	8%	11%	11%	12%	6%	-	-	-	35%
															P					
REFUSED	16	9	7	-	-	0	1	1	3	2	3	2	-	-	2	3	-	-	-	-
	2%	1%	2%			0%	1%	1%	1%	1%	1%	1%			2%	2%				

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table DEM6 Page 27

August 5 - 9, 2010

DEM6. Are there any children 17 or younger living in the household?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Children under 6 yrs in household	143	11	31	58	13	17	13	71	72	6	64	49	18	5	1	16	87	12	4	3	18	115	28
	14%	15%	12%	15%	19%	17%	10%	15%	14%	7%	35%	32%	7%	3%	1%	16%	18%	18%	2%	4%	32%	15%	12%
					G						JMNO	JMNO	NO			ST	ST	ST			PQST		
Children 6-12 yrs in household	176	9	41	70	12	14	31	83	93	13	42	71	44	7	-	20	101	19	3	11	18	139	38
	17%	12%	16%	18%	18%	14%	23%	17%	18%	15%	23%	45%	19%	4%		20%	21%	28%	1%	15%	32%	18%	17%
						B					N	JKMN	N			S	S	S			S	S	
Children 13-17 yrs in household	146	11	34	55	11	17	18	76	71	26	5	40	64	8	3	22	88	8	2	17	5	116	31
	14%	15%	13%	14%	17%	18%	14%	15%	14%	30%	2%	26%	27%	5%	2%	21%	18%	11%	1%	22%	10%	15%	14%
										KNO		KNO	KNO	O		S	S	S			S	S	
NO CHILDREN 17 OR YOUNGER AT HOME	648	50	165	244	40	62	87	311	338	51	101	40	142	143	168	59	259	40	205	48	27	497	151
	64%	66%	66%	64%	61%	63%	65%	64%	65%	58%	55%	26%	60%	90%	97%	57%	54%	58%	96%	65%	48%	64%	67%
										L	L		L	JKLM	JKLMN				PQRTU				
REFUSED	20	3	4	6	1	1	5	10	10	-	-	3	7	-	1	3	12	-	2	-	1	17	3
	2%	4%	2%	2%	2%	1%	3%	2%	2%			2%	3%		1%	3%	3%		1%		2%	2%	1%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table DEM6 Page 28

August 5 - 9, 2010

DEM6. Are there any children 17 or younger living in the household?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Children under 6 yrs in household	143	82	61	27	23	32	16	36	30	40	51	12	8	10	119	13	-	5	48	89
	14%	13%	17%	12%	13%	14%	18%	21%	12%	15%	19%	11%	9%	5%	20%	8%	-	2%	24%	30%
			B					DE			IL				NP			R	R	
Children 6-12 yrs in household	176	108	68	36	33	45	12	40	36	55	52	17	14	22	134	19	-	7	32	137
	17%	16%	19%	15%	19%	20%	13%	24%	14%	21%	19%	16%	15%	10%	23%	11%	-	2%	16%	46%
								DG		I					NP			R	RS	
Children 13-17 yrs in household	146	84	62	23	25	26	15	39	34	41	35	13	21	28	97	20	-	3	33	111
	14%	13%	18%	10%	14%	11%	16%	23%	13%	15%	13%	11%	23%	12%	17%	11%	-	1%	16%	37%
								DEF			P							R	RS	
NO CHILDREN 17 OR YOUNGER AT HOME	648	441	207	170	123	154	51	80	180	163	169	74	58	184	326	137	162	312	102	73
	64%	67%	59%	73%	70%	67%	58%	49%	70%	62%	62%	67%	63%	80%	56%	77%	100%	95%	50%	24%
		C		GH	H	H			J					O	O	O	RST	ST	T	
REFUSED	20	11	9	-	1	1	1	2	4	2	5	2	-	-	5	4	-	-	1	3
	2%	2%	3%		*%	1%	1%	1%	2%	1%	2%	1%			1%	2%			*%	1%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

DEM8. Which of the following best describes your current job status?
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Working on your own business within your home	56	3	10	21	4	7	11	26	30	5	8	1	19	16	5	56	-	-	-	-	-	47	9
	6%	4%	4%	5%	6%	7%	8%	5%	6%	5%	4%	1%	8%	10%	3%	54%						6%	4%
											LO	LO											
Working on your own business outside of your home	47	2	9	25	1	3	7	30	17	-	7	9	17	12	1	47	-	-	-	-	-	41	6
	5%	3%	4%	6%	1%	3%	5%	6%	3%		4%	6%	7%	8%	1%	46%						5%	2%
				E							O	O	O	O								W	
Working on an employer's business full-time	407	32	105	160	26	43	40	237	169	22	107	94	132	44	6	-	407	-	-	-	-	304	103
	40%	43%	42%	42%	39%	44%	30%	49%	33%	25%	58%	60%	56%	27%	3%	-	85%					39%	46%
			G	G				I		O	JNO	JNO	JNO	O									
Working on an employer's business part-time	70	8	10	23	9	9	11	19	51	3	16	18	18	10	3	-	70	-	-	-	-	61	9
	7%	10%	4%	6%	13%	9%	8%	4%	10%	4%	9%	12%	8%	6%	2%	-	15%					8%	4%
				C				H		O	O	O	O	O								W	
Currently unemployed	68	5	18	26	4	4	11	29	38	7	12	15	22	9	2	-	-	68	-	-	-	52	15
	7%	6%	7%	7%	6%	4%	8%	6%	7%	9%	7%	10%	10%	5%	1%	-	-	100%				7%	7%
											O	O	O	O									
Student	74	3	22	31	3	6	9	33	41	50	13	7	4	-	1	-	-	-	-	74	-	54	20
	7%	4%	9%	8%	4%	6%	7%	7%	8%	58%	7%	4%	1%		1%	-	-	-	-	100%		7%	9%
			E	E						KLMO	MO	O											
Retired	214	16	55	77	18	16	31	97	117	-	-	2	3	59	145	-	-	-	214	-	-	165	49
	21%	21%	22%	20%	27%	17%	23%	20%	22%			1%	1%	37%	84%	-	-	-	100%			21%	22%
														LM	LMN								
Homemaker	56	5	15	14	2	7	12	7	49	-	18	7	16	7	7	-	-	-	-	-	56	44	12
	6%	7%	6%	4%	3%	7%	9%	1%	9%		10%	5%	7%	4%	4%						100%	6%	5%
							D		H														
Don't Know/No Response	17	1	3	7	0	4	1	10	7	-	4	3	5	2	2	-	-	-	-	-	-	15	2
	2%	1%	1%	2%	1%	4%	1%	2%	1%		2%	2%	2%	1%	1%							2%	1%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

DEM8. Which of the following best describes your current job status?
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Working on your own business within your home	56	32	24	15	13	5	3	13	11	21	15	6	1	6	39	9	7	19	8	19
	6%	5%	7%	7%	7%	2%	3%	8%	4%	8%	5%	6%	1%	3%	7%	5%	5%	6%	4%	6%
					F			F							N					
Working on your own business outside of your home	47	27	20	6	7	7	5	15	12	9	15	10	-	7	35	5	4	12	8	22
	5%	4%	6%	2%	4%	3%	6%	9%	5%	3%	5%	9%		3%	6%	3%	2%	4%	4%	7%
					DF			DF							P					Q
Working on an employer's business full-time	407	277	130	42	72	115	56	99	82	125	132	48	14	92	262	46	38	107	106	148
	40%	42%	37%	18%	41%	50%	63%	60%	32%	47%	49%	44%	15%	40%	45%	26%	23%	33%	52%	49%
				D	D	DE	DE	DE	M	IM	IM	IM		P	P		Q	QR	QR	QR
Working on an employer's business part-time	70	46	24	21	11	15	5	8	17	23	22	3	2	20	41	9	6	17	16	30
	7%	7%	7%	9%	6%	7%	5%	5%	6%	9%	8%	3%	3%	8%	7%	5%	4%	5%	8%	10%
					L			L												QR
Currently unemployed	68	43	25	35	10	11	2	3	23	24	11	7	2	24	28	16	15	20	17	16
	7%	7%	7%	15%	6%	5%	2%	2%	9%	9%	4%	6%	2%	10%	5%	9%	9%	6%	8%	5%
				EFGH					KM	KM					O					
Student	74	62	12	19	8	22	5	4	1	1	1	-	70	57	16	1	6	16	21	31
	7%	9%	4%	8%	5%	10%	5%	3%	1%	*	*		77%	25%	3%	1%	4%	5%	10%	10%
		C		H		EH							LJK	OP	P			QR	QR	QR
Retired	214	132	82	68	41	42	10	14	78	42	65	27	1	18	116	79	77	112	14	8
	21%	20%	23%	29%	23%	18%	12%	9%	30%	16%	24%	24%	1%	8%	20%	44%	48%	34%	7%	3%
				FGH	GH	H			JM	M	M	M		N	NO	RST	ST			
Homemaker	56	25	31	21	9	10	3	8	28	11	10	6	-	5	43	9	5	20	11	19
	6%	4%	9%	9%	5%	4%	3%	5%	11%	4%	4%	6%		2%	7%	5%	3%	6%	5%	6%
			B						JK					N						
Don't Know/No Response	17	11	5	7	5	2	1	1	5	7	2	2	-	2	8	5	3	4	2	6
	2%	2%	1%	3%	3%	1%	1%	1%	2%	3%	1%	2%		1%	1%	3%	2%	1%	1%	2%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table DM14D Page 31

August 5 - 9, 2010

DM14D. Do you have access to the internet at work, at home, at both or neither?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group							Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Has Internet - NET	888	64	203	347	58	93	123	437	451	85	172	150	222	138	111	96	461	58	149	68	45	703	185
	88%	84%	82%	90%	87%	94%	92%	89%	87%	99%	94%	96%	94%	87%	64%	93%	97%	86%	70%	92%	80%	90%	82%
				C		C	C			NO	O	NO	NO	O		S	RSU	S		S		W	
Work	16	2	5	2	3	1	3	7	9	-	2	3	8	3	1	1	14	1	1	-	-	11	5
	2%	2%	2%	*%	5%	1%	2%	1%	2%		1%	2%	3%	2%	*%	1%	3%	1%	1%			1%	2%
												O				S							
Home	407	30	91	157	35	34	61	186	222	52	42	58	85	75	90	33	114	37	137	39	40	324	84
	40%	39%	36%	41%	53%	34%	46%	38%	43%	60%	23%	37%	36%	47%	52%	32%	24%	55%	64%	53%	72%	41%	37%
				CF						KLM		K	K	KM	KLM			PQ	PQ	PQ	PQ		
Both	465	32	107	189	19	58	59	244	220	33	128	90	129	60	20	62	334	20	12	29	5	368	96
	46%	42%	43%	49%	29%	58%	44%	50%	42%	38%	70%	57%	55%	38%	11%	60%	70%	30%	5%	39%	8%	47%	43%
			E	E		BCE	E	I		O	JMNO	JNO	NO	O		RSTU	RSTU	SU		SU			
Neither	113	11	45	33	8	6	10	47	66	1	12	6	14	21	59	7	12	10	62	6	11	73	40
	11%	15%	18%	9%	13%	6%	8%	10%	13%	1%	6%	4%	6%	13%	34%	7%	2%	14%	29%	8%	20%	9%	18%
			DPG											JLM	JKLMN			Q	PQRT		Q		V
Don't Know/No Response	7	1	1	5	1	1	-	5	2	-	-	-	-	-	3	-	4	-	3	-	-	7	1
	1%	1%	*%	1%	1%	1%		1%	*%						2%		1%		1%			1%	*%

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table DM14D Page 32

August 5 - 9, 2010

DM14D. Do you have access to the internet at work, at home, at both or neither?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Has Internet - NET	888	593	295	163	162	221	86	163	189	241	257	108	85	206	545	129	113	287	186	290
	88%	91%	83%	70%	92%	96%	97%	98%	74%	91%	94%	98%	94%	89%	93%	72%	70%	88%	91%	97%
		C			D	D	D	DE		I	I	IJ	I	P	P		Q	Q	Q	QRS
Work	16	9	7	2	7	3	1	2	3	5	8	-	-	6	7	2	8	5	2	2
	2%	1%	2%	1%	4%	1%	1%	1%	1%	2%	3%			3%	1%	1%	5%	1%	1%	1%
																	T			
Home	407	254	153	113	89	98	30	27	133	112	82	34	43	96	235	75	69	154	74	107
	40%	39%	43%	49%	51%	42%	34%	16%	52%	42%	30%	31%	47%	42%	40%	42%	42%	47%	36%	36%
				GH	GH	H	H		JKL	KL			K				ST			
Both	465	330	135	47	65	121	55	134	54	124	166	74	42	104	303	52	37	129	110	182
	46%	50%	38%	20%	37%	53%	62%	81%	21%	47%	61%	68%	47%	45%	52%	29%	23%	39%	54%	61%
		C			D	DE	DE	DEFG		I	IJ	IJM	I	P	P		Q	Q	QR	QR
Neither	113	60	53	69	13	8	2	3	68	23	13	2	5	24	41	46	47	38	17	9
	11%	9%	15%	30%	8%	4%	3%	2%	26%	9%	5%	2%	6%	11%	7%	26%	29%	12%	9%	3%
			B	EFGH	H				JKLM	L					NO	RST	T	T		
Don't Know/No Response	7	2	6	1	1	-	-	-	-	1	2	-	-	-	1	3	1	1	-	-
	1%	1%	2%	1%	1%					1%	1%				1%	1%	1%	1%		

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

DEM15. What was your total household income for 2009?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group							Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Under \$40,000 (NET)	233	14	71	80	20	12	36	107	126	23	45	29	36	34	65	21	63	35	68	19	21	169	64
	23%	19%	28%	21%	30%	12%	27%	22%	24%	27%	25%	19%	15%	21%	37%	20%	13%	51%	32%	26%	37%	22%	28%
			DF		F		F								KLMN		PQST		PQ				
Under \$20,000	87	5	28	29	5	2	18	36	50	7	13	11	16	12	27	8	11	17	27	6	14	59	27
	9%	7%	11%	7%	8%	2%	13%	7%	10%	8%	7%	7%	7%	8%	15%	8%	2%	25%	12%	9%	25%	8%	12%
			F	F			F								KLMN		PQT		Q		PQ		
\$20,000 - \$30,000	86	5	23	34	10	4	10	45	41	10	23	11	12	11	20	9	28	14	20	6	7	68	18
	9%	7%	9%	9%	14%	4%	8%	9%	8%	12%	12%	7%	5%	7%	12%	9%	6%	20%	9%	8%	12%	9%	8%
					F										M			Q					
\$30,000 - \$40,000	60	4	19	17	5	6	9	26	35	6	10	7	8	12	18	4	24	4	21	6	-	42	19
	6%	6%	8%	4%	7%	6%	6%	5%	7%	7%	5%	5%	3%	7%	10%	4%	5%	6%	10%	9%		5%	8%
															LM				PQ				
Over \$40,000 (NET)	659	47	159	259	33	78	82	337	323	44	131	115	182	101	84	68	381	26	107	39	29	514	145
	65%	63%	64%	67%	50%	79%	62%	69%	62%	51%	71%	74%	77%	64%	49%	66%	80%	39%	50%	53%	53%	66%	64%
			E	E		BCEG		I			JO	JNO	JNO	O		RS	PRSTU						
\$40,000 - \$50,000	91	6	32	37	5	3	8	45	47	1	10	22	24	14	21	12	46	4	24	-	2	63	28
	9%	8%	13%	10%	7%	3%	6%	9%	9%	2%	5%	14%	10%	9%	12%	12%	10%	6%	11%		4%	8%	13%
			F	F								JK	J	J	J				U				
\$50,000 - \$60,000	84	7	18	31	9	9	9	36	48	9	10	13	26	12	15	8	36	7	17	8	7	69	15
	8%	9%	7%	8%	14%	9%	7%	7%	9%	10%	5%	8%	11%	8%	9%	7%	8%	10%	8%	11%	12%	9%	7%
\$60,000 - \$70,000	145	12	35	61	4	15	17	75	70	8	28	22	44	19	22	10	81	6	32	8	6	112	33
	14%	16%	14%	16%	6%	15%	13%	15%	13%	10%	15%	14%	18%	12%	13%	9%	17%	9%	15%	10%	11%	14%	15%
		E	E	E												P							
\$70,000 - \$80,000	85	6	17	26	5	13	18	41	44	17	26	10	13	10	9	3	49	4	10	14	4	68	17
	8%	8%	7%	7%	8%	13%	14%	8%	8%	LMNO	14%	6%	5%	7%	5%	3%	10%	6%	5%	19%	6%	9%	8%
						CD					MO					PS			PRS				
\$80,000 - \$100,000	89	6	25	35	4	9	9	53	36	3	26	14	23	13	9	7	60	2	10	5	3	67	22
	9%	8%	10%	9%	5%	9%	7%	11%	7%	4%	14%	9%	10%	8%	5%	7%	13%	3%	5%	6%	5%	9%	10%
								I			JO		J			RS							
\$100,000 - \$120,000	56	3	16	18	2	9	8	24	32	-	8	10	20	14	4	8	36	2	8	-	1	40	16
	6%	4%	7%	5%	3%	9%	6%	5%	6%		4%	6%	8%	9%	2%	8%	8%	4%	4%		2%	5%	7%
													O	O		SU							
\$120,000 & Over	110	7	15	51	4	20	12	63	47	6	23	26	33	19	4	20	71	1	6	4	7	94	15
	11%	10%	6%	13%	7%	20%	9%	13%	9%	7%	12%	17%	14%	12%	2%	19%	15%	1%	3%	6%	12%	12%	7%
				C		BCEG					O	JO	O	O		RST	RST				R	W	
Refused	116	14	19	46	13	9	15	44	71	19	8	12	18	23	24	14	33	7	39	16	6	99	17
	11%	18%	8%	12%	20%	9%	11%	9%	14%	22%	4%	7%	7%	15%	14%	14%	7%	10%	18%	21%	11%	13%	7%
		C			C				H	KLM				KLM	KLM				Q	Q		W	

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

DEM15. What was your total household income for 2009?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Under \$40,000 (NET)	233	135	98	233	-	-	-	-	106	68	30	8	20	69	84	80	76	77	35	45
	23%	21%	28%	100%					41%	26%	11%	7%	22%	30%	14%	45%	47%	24%	17%	15%
			B						JKLM	KL			L	O		NO	RST	T		
Under \$20,000	87	47	40	87	-	-	-	-	47	19	6	5	9	30	17	39	48	15	9	14
	9%	7%	11%	37%					18%	7%	2%	4%	10%	13%	3%	22%	30%	5%	5%	5%
									JKL	K				O		NO	RST			
\$20,000 - \$30,000	86	51	35	86	-	-	-	-	36	30	12	1	6	21	39	25	12	36	19	19
	9%	8%	10%	37%					14%	11%	5%	1%	7%	9%	7%	14%	7%	11%	9%	6%
									KL	KL	L					O		T		
\$30,000 - \$40,000	60	37	23	60	-	-	-	-	23	18	12	2	5	18	28	15	16	26	6	12
	6%	6%	7%	26%					9%	7%	4%	2%	5%	8%	5%	8%	10%	8%	3%	4%
									L	L							ST	S		
Over \$40,000 (NET)	659	458	201	-	176	230	89	166	123	181	210	91	51	128	454	77	71	214	147	226
	65%	70%	57%		100%	100%	100%	100%	48%	69%	77%	83%	57%	56%	77%	43%	44%	65%	72%	75%
		C								I	IJM	IJM		P	NP		Q	Q	QR	
\$40,000 - \$50,000	91	62	29	-	91	-	-	-	31	37	15	3	4	21	48	22	28	25	13	25
	9%	9%	8%		52%				12%	14%	5%	3%	4%	9%	8%	12%	17%	8%	6%	9%
									KLM	KLM							RST			
\$50,000 - \$60,000	84	53	31	-	84	-	-	-	19	31	18	8	9	13	54	17	14	29	21	21
	8%	8%	9%		48%				8%	12%	6%	7%	9%	6%	9%	10%	8%	9%	10%	7%
\$60,000 - \$70,000	145	99	46	-	-	145	-	-	28	38	44	23	10	28	100	17	18	44	32	50
	14%	15%	13%			63%			11%	15%	16%	21%	11%	12%	17%	9%	11%	14%	16%	17%
												I			P					
\$70,000 - \$80,000	85	63	22	-	-	85	-	-	19	17	27	5	18	29	48	7	4	29	26	25
	8%	10%	6%			37%			8%	6%	10%	4%	19%	13%	8%	4%	3%	9%	13%	8%
											L		IJL	P	P			Q	Q	Q
\$80,000 - \$100,000	89	55	33	-	-	-	89	-	13	19	37	12	7	23	62	4	4	29	27	28
	9%	8%	9%				100%		5%	7%	13%	11%	8%	10%	11%	2%	2%	9%	13%	9%
											IJ			P	P			Q	Q	Q
\$100,000 - \$120,000	56	40	16	-	-	-	-	56	4	16	25	11	-	5	43	8	2	26	8	20
	6%	6%	4%					34%	2%	6%	9%	10%		2%	7%	4%	1%	8%	4%	7%
										I	I	I			N			Q	Q	Q
\$120,000 & Over	110	86	23	-	-	-	-	110	7	22	46	29	4	8	98	3	1	32	20	56
	11%	13%	7%					66%	3%	8%	17%	26%	5%	3%	17%	2%	*	10%	10%	19%
		C								I	IJM	IJM		NP			Q	Q	QRS	
Refused	116	61	54	-	-	-	-	-	28	15	31	11	19	33	50	21	15	35	22	29
	11%	9%	15%						11%	6%	12%	10%	21%	14%	8%	12%	9%	11%	11%	10%
			B										J							

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table PROV Page 35

August 5 - 9, 2010

PROV. Province
BASE: Representative Adults
BANNER 1

	Region							Gender		Age Group							Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
Newfoundland	19	19	-	-	-	-	-	8	10	2	3	5	2	3	2	1	11	2	2	1	1	19	-
	2%	25%						2%	2%	3%	2%	4%	1%	2%	1%	1%	2%	3%	1%	1%	2%	2%	
PEI	4	4	-	-	-	-	-	2	2	-	1	-	2	2	-	-	3	1	1	-	-	4	-
	*%	5%						*%	*%		*%		1%	1%		1%	1%	*%			1%		
Nova Scotia	30	30	-	-	-	-	-	15	15	2	6	6	6	6	4	2	16	1	7	2	2	30	-
	3%	40%						3%	3%	2%	3%	4%	3%	4%	2%	2%	3%	1%	3%	3%	3%	4%	
New Brunswick	23	23	-	-	-	-	-	10	13	2	3	2	6	6	4	3	11	1	6	-	2	22	1
	2%	31%						2%	2%	3%	2%	1%	3%	4%	2%	3%	2%	2%	3%		4%	3%	1%
																						W	
Quebec	249	-	249	-	-	-	-	120	129	14	53	37	57	41	44	19	116	18	55	22	15	25	224
	25%		100%					25%	25%	16%	29%	24%	24%	26%	25%	19%	24%	26%	26%	30%	27%	3%	99%
																							V
Ontario	385	-	-	385	-	-	-	188	196	40	63	55	97	63	62	45	183	26	77	31	14	385	-
	38%			100%				39%	38%	46%	34%	35%	41%	39%	36%	44%	38%	39%	36%	42%	26%	49%	
																U							
Manitoba	38	-	-	-	38	-	-	18	20	6	6	5	10	3	8	2	19	4	10	2	2	38	-
	4%				57%			4%	4%	7%	3%	3%	4%	2%	5%	2%	4%	6%	5%	3%	3%	5%	
Saskatchewan	29	-	-	-	29	-	-	14	15	-	7	6	4	4	8	3	16	-	8	1	1	29	-
	3%				43%			3%	3%		4%	4%	2%	2%	5%	3%	3%		4%	1%	1%	4%	
Alberta	99	-	-	-	-	99	-	47	53	3	26	19	23	12	16	10	52	4	16	6	7	99	-
	10%					100%		10%	10%	3%	14%	12%	10%	8%	9%	10%	11%	6%	8%	8%	12%	13%	
											J	J	J										
British Columbia	133	-	-	-	-	-	133	65	68	17	16	21	30	20	26	18	50	11	31	9	12	133	-
	13%						100%	13%	13%	20%	9%	13%	13%	12%	15%	17%	11%	16%	14%	12%	22%	17%	

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table PROV Page 36

August 5 - 9, 2010

PROV. Province
BASE: Representative Adults
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
Newfoundland	19	6	12	5	2	2	1	4	5	4	3	2	3	6	9	2	2	4	3	8
	2%	1%	3%	2%	1%	1%	1%	2%	2%	2%	1%	2%	4%	3%	1%	1%	1%	1%	2%	3%
			B																	
PEI	4	-	4	1	1	1	1	-	1	1	2	-	-	1	2	1	1	2	2	-
	*%		1%	*%	*%	*%	1%		*%	1%	1%			*%	*%	1%	*%	1%	1%	
Nova Scotia	30	11	19	5	5	10	4	1	7	5	12	2	3	6	20	3	2	13	5	10
	3%	2%	5%	2%	3%	5%	5%	1%	3%	2%	4%	2%	3%	3%	3%	2%	1%	4%	2%	3%
			B																	
New Brunswick	23	8	15	4	5	5	-	5	10	3	6	2	1	3	15	4	4	8	6	5
	2%	1%	4%	2%	3%	2%		3%	4%	1%	2%	2%	1%	1%	3%	2%	3%	3%	3%	2%
			B																	
Quebec	249	157	92	71	50	52	25	31	69	75	62	13	23	64	133	49	49	86	43	68
	25%	24%	26%	30%	29%	23%	28%	19%	27%	28%	23%	12%	26%	28%	23%	28%	30%	26%	21%	23%
			H						L	L	L									
Ontario	385	279	106	80	68	87	35	69	88	102	100	51	38	92	226	62	55	115	85	125
	38%	43%	30%	34%	39%	38%	40%	42%	34%	39%	37%	47%	42%	40%	39%	35%	34%	35%	42%	42%
			C									I								
Manitoba	38	21	17	9	8	5	1	4	11	11	7	3	4	9	21	7	9	11	4	13
	4%	3%	5%	4%	5%	2%	1%	3%	4%	4%	2%	3%	5%	4%	4%	4%	5%	3%	2%	4%
Saskatchewan	29	16	13	11	6	5	2	3	12	11	4	1	1	5	19	5	3	13	4	8
	3%	2%	4%	5%	3%	2%	3%	2%	5%	4%	1%	1%	1%	2%	3%	2%	4%	2%	3%	3%
Alberta	99	67	33	12	13	28	9	28	26	25	32	11	6	15	67	17	11	32	26	29
	10%	10%	9%	5%	7%	12%	10%	17%	10%	9%	12%	10%	7%	7%	11%	10%	7%	10%	13%	10%
			D			D		DE							N					
British Columbia	133	90	43	36	18	35	9	20	28	26	44	23	11	29	75	28	26	43	26	33
	13%	14%	12%	16%	10%	15%	10%	12%	11%	10%	16%	21%	12%	12%	13%	16%	16%	13%	13%	11%
									J		J									

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table LANGU Page 37

August 5 - 9, 2010

LANGU. Language
 BASE: Representative Adults
 BANNER 1

	Region							Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
WEIGHTED 'N'	1,008	76	249	385	67	99	133	488	520	87	184	156	236	159	173	103	477	68	214	74	56	782	226
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	103	250	326	104	100	125	504	504	44	103	155	230	219	244	105	434	61	299	43	50	780	228
English	782	74	25	385	67	99	133	379	404	74	137	123	183	121	134	88	364	52	165	54	44	782	-
	78%	98%	10%	100%	100%	100%	100%	78%	78%	85%	74%	79%	78%	76%	78%	86%	76%	77%	77%	73%	78%	100%	-
		C		C	C	C	C								Q								
French	226	1	224	-	-	-	-	110	116	13	47	33	53	38	39	15	112	15	49	20	12	-	226
	22%	2%	90%					22%	22%	15%	26%	21%	22%	24%	22%	14%	24%	23%	23%	27%	22%		100%
			B													P							

HARRIS/DECIMA TELEVOX: YOUR LIFE COUNTS

Table LANGU Page 38

August 5 - 9, 2010

LANGU. Language
 BASE: Representative Adults
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	<=HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,008	655	353	233	176	230	89	166	257	264	272	110	91	230	587	178	162	327	203	300
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,008	626	382	238	185	212	85	161	291	260	270	117	55	166	618	211	191	366	172	263
English	782	518	265	169	132	180	67	135	195	197	214	100	69	170	469	133	118	249	160	241
	78%	79%	75%	73%	75%	78%	76%	81%	76%	74%	79%	91%	76%	74%	80%	75%	73%	76%	79%	80%
											IJKM									
French	226	137	88	64	43	50	22	31	63	68	58	10	22	61	118	45	44	78	43	59
	22%	21%	25%	27%	25%	22%	24%	19%	24%	26%	21%	9%	24%	26%	20%	25%	27%	24%	21%	20%
									L	L	L		L							

Your Life Counts

Poll Questions

For HD Review

July 23, 2010

Purpose of the poll:

- To show that Canadians don't realize that teen suicide is a problem
 - Reason for media to report on it / build awareness
- They believe teen suicide is a big problem
 - Reason to talk about solutions
- That they are concerned and want to do something about it
 - Get government attention
- That they wouldn't know what to do if they learned that a teen was considering suicide
 - Opportunity for experts to provide advice

Question #1:

Road accidents are the leading cause of death among Canada's youth. What do you think is the second biggest cause of death? [Randomize, Read list]

- a) Substance abuse (drugs & alcohol)
- b) Sport / adventure related accidents
- c) Violence
- d) Air / boat accidents
- e) Suicide
- f) Disease / illness (i.e. eating disorders, cancer, diabetes, etc)
- g) [Do not read] Other
- h) [Do not read] Don't know
- i) [Do not read] Refused

Question #2:

In your opinion, how big of a problem do you consider each of the following among Canadian youth?
[Randomize]

- a) Suicide
- b) Drug & Alcohol Abuse
 - Very big problem
 - Big problem
 - Small problem
 - Not a problem at all
 - [Do not read] Don't know
 - [Do not read] Refused

Question #3:

How strongly do you agree or disagree with the following statement: [Randomize]

- a) If I found out that someone I knew was contemplating suicide, I would be afraid to talk about it
- b) In order to help reduce teen suicide in Canada, the topic of suicide should be freely discussed without fear or shame

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
[Do not read] Don't know
[Do not read] Refused

Question #4

The leading cause of death after road accidents among youth is suicide. Canada is one of two countries in the G8 not to fund a national suicide prevention program. How strongly do you agree or disagree that Canadian government should invest in suicide prevention?

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
[Do not read] Don't know
[Do not read] Refused

Question #5

If you found out that someone was contemplating suicide, would you know what to do about it?

- a) Yes
- b) No
- c) [Do not read] Don't know
- d) [Do not read] Refused