

CROP - PANORAMA

CANADA

J8A. Typically I am the first person I know to try a new product or service																					
	Gender			AGE						Income				Language		Education			Ethnicity		
	Total	Men	Female	18-24	25-34	35-44	45-54	55-64	65+	25M	25-40M	40-60M	60M+	French	English	H.S.	Coll.	Uni.	Brit.	French	Other
Population:	26502	12444	14058	2737	4267	4471	4909	5840	4280	1848	3833	4539	12689	5569	20294	9541	10601	6361	8361	5542	12600
Sample:	6288	2987	3301	567	1018	1091	1197	1392	1023	436	906	1097	3023	2366	3813	1810	2609	1869	1803	2122	2363
Totally agree	7%	8%	6%	11%	12%	9%	6%	4%	3%	6%	9%	5%	8%	6%	7%	8%	7%	6%	6%	5%	9%
Somewhat agree	27%	30%	24%	30%	33%	36%	28%	21%	19%	24%	24%	29%	29%	27%	27%	25%	29%	28%	25%	28%	29%
Somewhat disagree	44%	42%	45%	40%	41%	39%	45%	48%	47%	41%	41%	42%	44%	48%	43%	42%	45%	44%	44%	46%	42%
Totally disagree	22%	20%	24%	20%	14%	16%	21%	27%	32%	29%	26%	24%	19%	19%	23%	25%	20%	21%	25%	21%	20%
Totally agree/Somewhat agree	34%	39%	30%	41%	45%	45%	34%	25%	22%	30%	33%	34%	37%	34%	34%	33%	36%	35%	30%	33%	37%
Somewhat disagree/Totally disagree	66%	61%	70%	59%	55%	55%	66%	75%	78%	70%	67%	66%	63%	66%	66%	67%	64%	65%	70%	67%	63%

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	Born in Canada		Household with children			Occupation					Community Size *						Regions				
	Total	Yes	No	12-	13-17	None	PROF ADM	TECH	OFF. SALE SERV	MAN. WORK	A	B	C	D	ATL.	QC.	ONT.	MAN. SASK	AL-BERTA	B.C.	CAN. LESS QUE
Population:	26502	21560	4942	2792	2663	21685	5046	2420	3737	3489	10704	7090	3349	5359	1892	6355	7714	3091	3397	4052	20147
Sample:	6288	5417	871	674	607	5171	1296	606	856	721	2560	1633	790	1305	607	2886	1176	468	531	620	3402
Totally agree	7%	7%	9%	10%	9%	6%	12%	8%	7%	5%	7%	8%	7%	5%	7%	6%	9%	7%	5%	7%	7%
Somewhat agree	27%	27%	29%	39%	30%	26%	30%	35%	25%	29%	29%	25%	26%	28%	30%	27%	27%	28%	30%	24%	27%
Somewhat disagree	44%	44%	44%	35%	42%	45%	42%	41%	45%	44%	44%	43%	44%	45%	39%	47%	42%	42%	45%	44%	43%
Totally disagree	22%	23%	18%	16%	18%	23%	16%	16%	23%	22%	20%	24%	24%	23%	24%	20%	22%	23%	21%	25%	23%
Totally agree/Somewhat agree	34%	33%	38%	49%	39%	32%	42%	43%	32%	34%	36%	34%	33%	33%	36%	34%	35%	35%	35%	31%	34%
Somewhat disagree/Totally disagree	66%	67%	62%	51%	61%	68%	58%	57%	68%	66%	64%	66%	67%	67%	64%	66%	65%	65%	65%	69%	66%

* Community size: (A) 1,000,000+ inhabitants – (B) 100,000-99,999 inhabitants – (C) 10,000-99,999 inhabitants – (D) Less than 10,000 inhabitants