

CROP - PANORAMA

The Diffusion and Adoption of Innovation Model																					
	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:	28040	13619	14421	3068	4597	4527	5023	4898	5927	2040	4348	4748	13200	5218	22120	10214	11128	6698	9610	5587	12843
Sample:	6439	3029	3410	510	1097	1156	1253	1247	1176	454	964	1048	3155	1875	4415	1774	2730	1935	2024	1798	2617
Innovators	10%	12%	8%	15%	17%	16%	7%	5%	2%	8%	8%	10%	12%	10%	10%	8%	10%	11%	8%	9%	11%
Early Adopters	18%	21%	17%	25%	26%	23%	19%	13%	10%	20%	15%	18%	21%	20%	18%	15%	19%	22%	16%	20%	20%
Early Majority	22%	22%	21%	24%	21%	21%	24%	21%	19%	17%	19%	22%	22%	22%	21%	20%	23%	20%	21%	21%	22%
Late Majority	26%	24%	28%	25%	22%	22%	24%	30%	31%	24%	30%	24%	24%	26%	26%	28%	26%	24%	26%	26%	25%
Laggards	24%	21%	27%	11%	13%	17%	25%	31%	39%	32%	28%	25%	20%	22%	25%	29%	22%	23%	28%	24%	21%

The Diffusion and Adoption of Innovation Model																					
	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:	28040	22678	5362	5212	3446	20600	5377	2305	3605	3525	11390	7481	3527	5642	1916	6580	10767	1827	3144	3806	21460
Sample:	6439	5415	1024	1235	755	4724	1417	549	863	749	2663	1638	829	1309	630	2957	1182	475	541	654	3482
Innovators	10%	9%	12%	18%	18%	7%	17%	12%	10%	10%	12%	9%	9%	8%	8%	10%	12%	6%	9%	9%	9%
Early Adopters	18%	18%	22%	27%	23%	16%	27%	22%	19%	18%	20%	18%	20%	16%	17%	20%	18%	18%	18%	17%	18%
Early Majority	22%	21%	23%	22%	22%	21%	22%	27%	22%	24%	21%	20%	22%	24%	21%	21%	22%	23%	22%	24%	22%
Late Majority	26%	26%	25%	20%	22%	28%	21%	22%	25%	25%	25%	27%	25%	27%	27%	26%	25%	24%	28%	27%	26%
Laggards	24%	25%	19%	14%	15%	28%	14%	16%	25%	23%	22%	26%	25%	25%	27%	23%	23%	29%	24%	23%	25%

* 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