

July 15/74
O. Duber

**Canadians' awareness of
scientific achievements : the impact
of mass media : a quantitative
study detailed tables only**

CANADIAN FACTS

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CANADIANS' AWARENESS OF
SCIENTIFIC ACHIEVEMENTS:
THE IMPACT OF MASS MEDIA
A QUANTITATIVE STUDY
DETAILED TABLES ONLY

JUNE, 1974

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PRESENTED TO:

MINISTRY OF STATE FOR SCIENCE AND TECHNOLOGY

OTTAWA

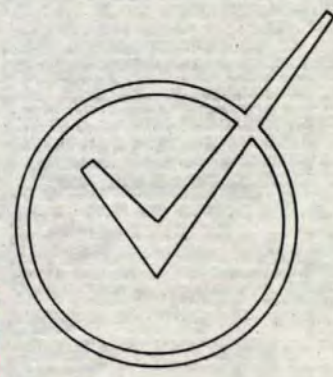
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MINISTRY OF STATE
MINISTÈRE D'ÉTAT
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SCIENCE AND TECHNOLOGY
SCIENCE ET TECHNOLOGIE



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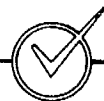
FOREWORD

Background

The Ministry of State for Science and Technology is interested in assessing the impact of the mass media on Canadians' awareness and understanding of scientific events and scientists in general and of Canadian scientific achievements and personalities specifically. This interest has been pursued as part of the Ministry's mandate to generate public awareness of Canadian scientific achievements.

Purpose

In order to design a programme of information dissemination, the Ministry of State for Science and Technology requires an understanding of the Canadian public's current awareness of scientific achievements and the media sources of this awareness.



The research reported in the following detailed tables was designed to fulfill these objectives.

Methodology

A quantitative research programme based on a modified probability sample was executed.

A national cross-section of 2000 Canadians 15 years of age and over was interviewed. All interviews were conducted in respondents' homes by trained Canadian Facts field interviewers. Interviews were conducted in French in French Quebec, and in English in the rest of Canada. Copies of both the English and French versions of the questionnaire are appended to the detailed tables.

Sampling and weighting procedures employed in this study are described in the following paragraphs.



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Sample Design--Modified Probability

The major distinguishing feature of the probability sample is that the selections at every stage of the sampling operation are made by a rigid procedure which ensures the application of the mathematical theory of probability. As a result the probability that a given individual has been included in the sample can be measured within fairly close limits.

The universe sampled for this study includes the entire population of Canada, 15 years and older, with the following exceptions;

- 1) The Northwest Territories and Yukon
- 2) The least accessible and most sparsely populated areas of each of the provinces
- 3) Inmates of institutions, inhabitants of lumber and mining camps
- 4) Members of the armed forces not living at home
- 5) Persons living on Indian reservations
- 6) Transients or others having no regular place of residence.

Only about 7 percent of the population falls within these excluded groups.



In constructing a probability sample of this universe, the following conditions have been met:

- a) Each of the persons in the universe has to have some chance, which can be stated mathematically within fairly close limits, of being included in the sample
- b) No arbitrary judgement can be exercised in determining which households or individuals are included.

The particular sampling procedure used for this research is called 'modified probability' for the following reasons:

- a) An individual's chance of inclusion in the sample is based on slightly different estimates due to the use of 1966 census data without updating counts. This will normally produce some under-representation of people in growing areas.
- b) Non-response may not be sufficiently reduced to warrant grading the sample as a full probability design.

The sampling operation has been performed at four different and distinct levels and hence is termed multi-stage:



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1. The selection of localities (metropolitan districts, individual cities over 10M, and urban under 10M and rural by township)
2. The selection of small areas or clusters within each locality to be visited by interviewers
3. The selection of the particular households to be visited
4. The selection of individuals at random by means of a listing procedure.

The probability with which each individual would be finally selected, therefore, ultimately depends upon the separate probabilities at each of the four stages of sampling.

Selecting The Localities

In the first stage of sampling it was necessary to select a group of localities to represent all localities in Canada. Prior to the actual selection, it is necessary to define the term locality. In the case of larger cities, the locality consists of a combination of several cities, towns and



townships. This is called a metropolitan district. In all other areas of the country, a locality is defined as a single city or township.

All of the localities in Canada are grouped into strata, based upon the following criteria:

- a) Metropolitan districts, other urban over 10M by community size, urban under 10M and rural combined.
- b) Geographic district.
- c) Degree of urbanization.

The strata were set up in such a manner as to group together all localities that are similar on the basis of the above criteria. At the same time, the strata are made approximately equal in terms of total population. In some cases, a stratum contains a single metropolitan district. This is because these districts contain larger populations than are ordinarily assigned to a stratum.

For each stratum, one locality was selected with probability proportionate to its population.



Sampling Clusters Within Selected Localities

Further stratification was employed within the localities for the selection of clusters. The types and levels of stratification depended upon the characteristics of the selected locality. In general, all cities and towns over 10M are sampled separately and, in many instances, they are further stratified by income or socio-economic groupings. Before selecting rural clusters, geographic strata are defined. Stratification was carried as far as possible (i.e., down to the selection of individual enumeration areas).

Individual block diagrams were prepared from street maps and aerial photographs. Rural area clusters are defined on topographical or military maps which show all roads, railroads, schools, churches, farm and non-farm households and the like. These clusters were organized to contain approximately an equal number of dwelling units; and selections were made with equal probability.



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Selecting Households Within Clusters-
When Applying The Politz Not-At-Home Weighting Formula

For each selected cluster, interviewers were provided with a detailed map showing the location, the road segments contained within the cluster, and outlining clearly its boundaries. Each open country cluster was bounded by distinct landmarks which could be identified by the interviewer, while for cities, towns and villages, interviewers were given map enlargements showing the names of the streets included within the clusters. For each cluster, a starting point was selected at random. Interviewers were instructed to begin at the start point and to work in a randomly determined direction indicated by red arrows, calling at each household on the way until the assigned number of households had been visited.

Selecting Individuals Within Households

The interviewer first determined how many people aged 15 years and over live in the particular household and how many are at home at the time of her call. Those at home were listed in a specified order on a special sheet. A random set of



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markings then automatically determined which particular individuals were to be interviewed. This selection was done in such a way as to give every such individual a known but random chance of being selected. Since men and single people tend to be out more frequently, they were given a greater chance of being selected.

Weighting The Results--Provisions For Not-At-Homes

The resultant sample is a weighted one in which interviews were not all given a uniform arbitrary weight of one. Some were given a little more and some a little less (by fractional or decimal computer weighting) to allow for some differences in their chance of inclusion and for residual adjustments to known population statistics.

The bulk of this weighting is accounted for by the application of the Politz Not-At-Home Weighting Formula. The purpose of the not-at-home weight is to adjust for bias that might be caused by non-representation in the sample of those away



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from home at the time the interviewer called. To obtain the weighting factor the respondent was questioned on past at home frequency, and an estimate was obtained of the probability of his being home when the interviewer called. To further minimize this bias, all locations were visited during the evening on week days and on Saturday afternoons. The only exceptions were some rural locations where, for practical field reasons, interviewing was also permitted during the afternoon on weekdays.

In addition to the not-at-home formula, a minor adjustment has been made to bring the various community sizes, regions and age groups into their correct relative proportions according to the latest Statistics Canada census of population.

The following table details the number of completions - both actual and weighted - by age and sex:



	<u>Actual</u> <u>2024</u>		<u>Weighted</u> <u>2000</u>	
	#	%	#	%
TOTAL INTERVIEWS				
<u>AGE:</u>				
15 years	72	4	58	3
16 - 17 years	121	6	108	5
18 - 19 years	124	6	115	6
20 years	68	3	65	3
21 - 24 years	204	10	181	9
25 - 29 years	201	10	196	10
30 - 34 years	203	10	184	9
35 - 39 years	167	8	176	9
40 - 44 years	163	8	157	8
45 - 49 years	147	7	173	9
50 - 55 years	170	8	181	9
56 - 64 years	168	8	190	9
65 years and over	216	11	216	11

SEX:

MALE	1,010	50	992	50
FEMALE	1,014	50	1,008	50

RESULTS

The results of this study are reported in the form of detailed tables only.

July 1974

Canadian Facts Co. Limited



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EXPLANATION OF SYMBOLS USED
IN THE DETAILED TABLES

- * Frequency = 0
- . Percent = 0
- Rounded percent = 0

NOTES: Percentages derived from bases of less than 200 if weighted or 100 if unweighted should be interpreted with caution.

Percentages derived from bases of less than 100 if weighted or 50 if unweighted should be interpreted with extreme caution.

All sub-totals in the detailed tables are correct even though the items listed below any sub-total may not exactly add to the sub-total through computer "rounding" (applies to (1) weighted frequencies where decimal not shown or (2) where percent shown without decimal).

VOLUNTEERED DEFINITION OF SCIENCE QUES.3
BY AGE,SEX AND MOTHER TONGUE

	AGE					45 & OVER	SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44		MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL INTERVIEWS	2000	166	361	380	333	760	992	1008	1141	575	284
LIFE SCIENCES-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ECOLOGY/ENVIRONMENT/ POLLUTION	112 5.6	9 5.6	21 5.9	18 4.6	26 7.7	38 5.1	52 5.2	61 6.0	86 7.6	14 2.4	12 4.2
BIOLOGY/ZOOLOGY/BOTANY	204 10.2	54 32.7	63 17.5	46 12.1	16 4.8	24 3.2	95 9.5	109 10.8	131 11.5	39 6.8	33 11.7
NATURE/NATURAL RESOURCES /AGRICULTURE	187 9.3	18 10.6	30 8.3	45 11.9	35 10.4	60 7.8	104 10.4	83 8.2	123 10.8	26 4.4	38 13.5
MEDICINE/MEDICAL RESEARCH	641 32.0	34 20.5	108 30.0	134 35.3	113 34.0	251 33.1	277 27.9	364 36.1	403 35.3	162 28.2	76 26.8
OCEANOGRAPHY/MARINE STUDIES	19 1.0	3 1.7	2 0.6	7 1.7	1 0.4	6 0.8	11 1.1	8 0.8	10 0.9	2 0.4	7 2.3
NATURAL SCIENCES-											
CHEMISTRY/PHYSICS/ MATHEMATICS	232 11.6	56 33.9	83 22.9	34 8.9	30 9.0	30 3.9	131 13.2	101 10.0	143 12.5	66 11.5	23 8.0
ATOMS/ATOMIC ENERGY	41 2.1	4 2.1	11 3.0	5 1.4	6 1.7	16 2.1	21 2.2	20 2.0	28 2.4	6 1.1	7 2.5
GEOLOGY/MINERALOGY	46 2.3	5 2.8	6 1.8	17 4.6	7 2.1	10 1.4	28 2.9	17 1.7	32 2.8	7 1.3	6 2.1
SOCIAL SCIENCES/HUMANITIES-											
EDUCATION	95 4.7	15 9.0	23 6.2	22 5.8	15 4.4	21 2.7	34 3.5	61 6.0	49 4.3	40 7.0	6 2.0
BUSINESS AND INDUSTRIES	51 2.5	0.2	7 1.8	5 1.2	13 4.0	26 3.4	31 3.2	19 1.9	29 2.5	10 1.7	12 4.1
PSYCHOLOGY/SOCIOLOGY/ ANTHROPOLOGY /POLITICS	65 3.3	1 0.4	17 4.7	11 2.8	10 3.0	27 3.5	30 3.1	35 3.5	34 3.0	24 4.2	7 2.4
ENGINEERING SCIENCES-											
MECHANICS/ENGINEERING/ TECHNOLOGY	127 6.3	4 2.5	30 8.3	35 9.2	25 7.4	33 4.4	97 9.8	30 3.0	81 7.1	31 5.4	15 5.4
AVIATION/SPACE/ASTRONOMY	465 23.2	23 13.9	84 23.3	100 26.4	81 24.2	176 23.2	236 23.8	229 22.7	296 26.0	84 14.6	85 29.8
SCIENCE FICTION/FUTURIS- TIC	8 0.4	0.3	0.1	0.2 0.6	1 0.4	3 0.4	6 0.6	2 0.2	2 0.1	3 0.6	3 0.9
OCCULT/PARAPSYCHOLOGY	15 0.8	2 1.1	2 0.7	4 1.1	2 0.7	5 0.6	6 0.6	10 1.0	3 0.3	12 2.2	* .
GENERAL											
SCIENTISTS	32 1.6	1 0.8	5 1.4	5 1.2	3 1.0	18 2.3	21 2.1	11 1.1	17 1.5	14 2.5	1 0.3
GENERAL DISCOVERIES/ INVENTIONS/PROJECTS/ DEVELOPMENTS	578 28.9	60 36.3	115 31.8	119 31.4	80 24.0	203 26.8	294 29.7	283 28.1	321 28.1	193 33.6	63 22.2
GENERAL KNOWLEDGE/EVALU- ATION/DEDUCTION	98 4.9	12 7.3	16 4.5	24 6.3	9 2.7	37 4.9	46 4.6	52 5.2	52 4.5	32 5.5	15 5.2

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
MISCELLANEOUS	19 0.9	1 0.5	1 0.2	2 0.4	3 0.8	13 1.7	8 0.8	11 1.1	9 0.8	9 1.5	1 0.3
NOTHING/NOT TOO MUCH	91 4.6	4 2.4	10 2.9	12 3.2	15 4.5	50 6.6	45 4.5	46 4.6	34 2.9	32 5.5	26 9.1
DON'T KNOW/CAN'T DEFINE/ TOO DIFFICULT	128 6.4	4 2.5	13 3.6	21 5.4	23 6.9	67 8.9	56 5.7	71 7.1	38 3.3	67 11.6	23 8.1

VOLUNTEERED DEFINITION OF SCIENCE QUES.3
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL INTERVIEWS	2000	1239	320	439	158	128	410	1304
LIFE SCIENCES-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ECOLOGY/ENVIRONMENT/ POLLUTION	112 5.6	51 4.1	31 9.6	30 6.9	14 8.8	9 7.1	16 3.9	73 5.6
BIOLOGY/ZOOLOGY/BOTANY	204 10.2	130 10.5	18 5.5	56 12.8	11 7.2	11 8.4	43 10.5	139 10.6
NATURE/NATURAL RESOURCES /AGRICULTURE	187 9.3	128 10.4	24 7.6	34 7.7	10 6.4	11 8.3	40 9.7	126 9.7
MEDICINE/MEDICAL RESEARCH	641 32.0	381 30.7	129 40.2	131 29.8	35 22.0	39 30.5	126 30.6	442 33.9
OCEANOGRAPHY/MARINE STUDIES	19 1.0	10 0.8	1 0.4	8 1.8	3 1.7	1 0.5	6 1.4	10 0.8
NATURAL SCIENCES-								
CHEMISTRY/PHYSICS/ MATHEMATICS	232 11.6	123 9.9	28 8.7	81 18.4	23 14.7	16 12.4	45 11.1	147 11.3
ATOMS/ATOMIC ENERGY	41 2.1	24 2.0	8 2.6	9 2.0	5 3.1	2 1.2	4 1.0	31 2.4
GEOLOGY/MINERALOGY	46 2.3	30 2.4	7 2.3	8 1.8	3 1.6	6 5.0	10 2.4	27 2.1
SOCIAL SCIENCES/HUMANITIES-								
EDUCATION	95 4.7	63 5.1	16 5.1	16 3.7	4 2.8	7 5.7	12 2.9	71 5.5
BUSINESS AND INDUSTRIES	51 2.5	33 2.7	5 1.6	12 2.7	10 6.3	4 3.4	8 1.9	29 2.2
PSYCHOLOGY/SOCIOLOGY/ ANTHROPOLOGY /POLITICS	65 3.3	30 2.4	11 3.3	24 5.6	5 2.9	2 1.6	5 1.2	54 4.1
ENGINEERING SCIENCES-								
MECHANICS/ENGINEERING/ TECHNOLOGY	127 6.3	44 3.6	18 5.5	65 14.8	23 14.6	18 13.8	28 6.9	58 4.4
AVIATION/SPACE/ASTRONOMY	465 23.2	271 21.9	91 28.3	103 23.5	41 26.0	40 31.0	112 27.4	272 20.8
SCIENCE FICTION/FUTURIS- TIC	8 0.4	4 0.3	2 0.5	2 0.5	1 0.9	* .	2 0.4	4 0.3
OCCULT/PARAPSYCHOLOGY	15 0.8	8 0.6	3 1.1	4 0.9	2 1.3	1 0.7	1 0.3	11 0.9
GENERAL								
SCIENTISTS	32 1.6	24 1.9	4 1.2	4 1.0	1 0.7	1 0.6	17 4.2	13 1.0
GENERAL DISCOVERIES/ INVENTIONS/PROJECTS/ DEVELOPMENTS	578 28.9	356 28.7	86 26.9	135 30.8	54 33.8	41 32.2	121 29.6	362 27.7
GENERAL KNOWLEDGE/EVALU- ATION/DEDUCTION	98 4.9	51 4.1	14 4.3	33 7.6	8 5.0	12 9.6	14 3.4	64 4.9

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
MISCELLANEOUS	19 0.9	11 0.9	3 0.9	5 1.0	1 0.8	* .	2 0.5	15 1.2
NOTHING/NOT TOO MUCH	91 4.6	71 5.7	7 2.2	13 3.0	1 0.9	6 4.4	25 6.1	59 4.6
DON'T KNOW/CAN'T DEFINE/ TOO DIFFICULT	128 6.4	107 8.6	13 4.0	6 1.5	3 2.1	1 0.6	26 6.2	98 7.5

VOLUNTEERED DEFINITION OF SCIENCE QUES.3
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL INTERVIEWS	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
LIFE SCIENCES-										
ECOLOGY/ENVIRONMENT/ POLLUTION	112 5.6	10 5.5	16 2.8	54 7.4	18 5.6	15 7.3	93 6.0	39 5.9	53 6.0	20 4.4
BIOLOGY/ZOOLOGY/BOTANY	204 10.2	17 9.4	30 5.4	89 12.2	37 11.5	30 14.5	167 10.8	65 9.8	102 11.6	36 8.1
NATURE/NATURAL RESOURCES /AGRICULTURE	187 9.3	17 9.1	22 3.9	100 13.7	36 11.2	12 5.9	119 7.7	54 8.0	66 7.4	67 15.0
MEDICINE/MEDICAL RESEARCH	641 32.0	64 35.2	166 29.7	232 32.0	99 30.3	80 38.6	519 33.5	204 30.5	215 25.7	122 27.1
OCEANOGRAPHY/MARINE STUDIES	19 1.0	1 0.4	6 1.0	3 0.5	4 1.4	5 2.3	18 1.1	14 2.1	4 0.5	1 0.3
NATURAL SCIENCES-										
CHEMISTRY/PHYSICS/ MATHEMATICS	232 11.6	18 10.0	68 12.1	80 11.0	30 9.3	36 17.2	199 12.9	91 13.7	108 12.2	33 7.3
ATOMS/ATOMIC ENERGY	41 2.1	1 0.7	9 1.6	15 2.1	10 2.9	6 3.0	32 2.1	19 2.8	14 1.5	9 2.1
GEOLOGY/MINERALOGY	46 2.3	4 2.1	7 1.3	19 2.6	6 1.7	10 5.0	38 2.5	16 2.3	23 2.6	7 1.7
SOCIAL SCIENCES/HUMANITIES-										
EDUCATION	95 4.7	11 6.3	39 7.0	25 3.5	12 3.6	7 3.5	80 5.2	30 4.5	50 5.7	15 3.2
BUSINESS AND INDUSTRIES	51 2.5	4 2.0	10 1.9	25 3.4	7 2.2	5 2.2	43 2.8	16 2.4	28 3.1	7 1.6
PSYCHOLOGY/SOCIOLOGY/ ANTHROPOLOGY /POLITICS	65 3.3	8 4.2	22 3.9	19 2.6	13 3.9	4 1.8	55 3.5	23 3.4	32 3.6	10 2.3
ENGINEERING SCIENCES-										
MECHANICS/ENGINEERING/ TECHNOLOGY	127 6.3	6 3.5	33 6.0	47 6.5	30 9.1	10 5.0	116 7.5	57 8.6	59 6.6	11 2.5
AVIATION/SPACE/ASTRONOMY	465 23.2	38 21.0	98 17.6	168 23.1	86 26.5	74 35.6	367 23.7	160 23.9	207 23.4	98 21.8
SCIENCE FICTION/FUTURIS- TIC	8 0.4	* .	3 0.5	2 0.2	2 0.6	1 0.5	7 0.4	2 0.4	4 0.5	1 0.2
OCCULT/PARAPSYCHOLOGY	15 0.8	* .	12 2.1	2 0.3	2 0.5	* .	13 0.8	9 1.4	4 0.4	2 0.5
GENERAL										
SCIENTISTS	32 1.6	8 4.2	14 2.6	7 1.0	3 0.8	* .	22 1.4	8 1.1	14 1.6	10 2.3
GENERAL DISCOVERIES/ INVENTIONS/PROJECTS/ DEVELOPMENTS	578 28.9	46 25.4	179 31.9	201 27.7	93 28.6	59 28.4	441 28.4	204 30.5	237 26.9	137 30.4
GENERAL KNOWLEDGE/EVALU- ATION/DEDUCTION	98 4.9	2 1.0	32 5.8	26 3.5	18 5.4	21 9.9	74 4.8	36 5.3	39 4.4	24 5.3

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
MISCELLANEOUS	19 0.9	1 0.7	10 1.8	3 0.5	3 1.0	1 0.4	14 0.9	8 1.1	7 0.8	4 1.0
NOTHING/NOT TOO MUCH	91 4.6	4 2.3	26 4.7	35 4.9	16 5.0	9 4.4	70 4.5	26 3.9	44 5.0	22 4.8
DON'T KNOW/CAN'T DEFINE/ TOO DIFFICULT	128 6.4	13 7.1	58 10.4	36 5.0	19 5.7	2 0.8	91 5.9	37 5.5	55 6.2	36 8.1

VOLUNTEERED DEFINITION OF SCIENCE QUES.3
 BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/ AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/ AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/ AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/ AT ALL
TOTAL INTERVIEWS	2000	1776	1425	825	786	1215	481	1457	291	983	692
LIFE SCIENCES-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ECOLOGY/ENVIRONMENT/ POLLUTION	112 5.6	110 6.2	100 7.0	68 8.3	30 3.8	86 7.1	13 2.7	94 6.4	5 1.8	71 7.3	25 3.6
BIOLOGY/ZOOLOGY/BOTANY	204 10.2	192 10.8	159 11.2	112 13.6	50 6.3	130 10.7	42 8.8	161 11.1	20 6.9	104 10.6	63 9.1
NATURE/NATURAL RESOURCES /AGRICULTURE	187 9.3	168 9.5	144 10.1	95 11.5	64 8.2	117 9.6	37 7.6	148 10.1	18 6.1	97 9.9	59 8.5
MEDICINE/MEDICAL RESEARCH	641 32.0	594 33.4	494 34.7	269 32.6	261 33.2	432 35.5	127 26.3	517 35.4	70 24.0	324 33.0	234 33.8
OCEANOGRAPHY/MARINE STUDIES	19 1.0	19 1.1	18 1.2	13 1.6	6 0.7	13 1.1	5 1.0	15 1.1	1 0.3	14 1.4	4 0.6
NATURAL SCIENCES-											
CHEMISTRY/PHYSICS/ MATHEMATICS	232 11.6	222 12.5	187 13.1	137 16.6	47 6.0	150 12.3	43 9.0	175 12.0	20 6.9	133 13.6	57 8.2
ATOMS/ATOMIC ENERGY	41 2.1	41 2.3	37 2.6	17 2.0	18 2.2	28 2.3	9 1.9	34 2.3	1 0.3	25 2.6	12 1.7
GEOLOGY/MINERALOGY	46 2.3	42 2.4	40 2.8	23 2.8	18 2.4	24 2.0	16 3.3	38 2.6	5 1.5	31 3.1	9 1.3
SOCIAL SCIENCES/HUMANITIES-											
EDUCATION	95 4.7	86 4.8	61 4.3	34 4.1	36 4.6	59 4.8	18 3.8	67 4.6	10 3.5	43 4.4	32 4.7
BUSINESS AND INDUSTRIES	51 2.5	50 2.8	41 2.9	22 2.7	15 1.9	31 2.6	14 2.8	38 2.6	2 0.6	31 3.1	12 1.7
PSYCHOLOGY/SOCIOLOGY/ ANTHROPOLOGY /POLITICS	65 3.3	64 3.6	49 3.4	28 3.4	23 3.0	50 4.1	9 1.8	53 3.6	6 2.1	33 3.3	17 2.5
ENGINEERING SCIENCES-											
MECHANICS/ENGINEERING/ TECHNOLOGY	127 6.3	122 6.8	105 7.4	73 8.8	31 3.9	92 7.6	17 3.5	85 5.9	18 6.2	93 9.4	22 3.2
AVIATION/SPACE/ASTRONOMY	465 23.2	432 24.3	361 25.3	218 26.5	167 21.2	285 23.5	106 22.0	350 24.0	54 18.4	268 27.2	129 18.6
SCIENCE FICTION/FUTURIS- TIC	8 0.4	5 0.3	5 0.3	4 0.5	3 0.4	4 0.4	3 0.5	3 0.2	2 0.7	1 0.1	6 0.9
OCCULT/PARAPSYCHOLOGY	15 0.8	15 0.8	12 0.8	11 1.3	2 0.3	12 1.0	3 0.6	14 0.9	*	4 0.4	9 1.3
GENERAL											
SCIENTISTS	32 1.6	30 1.7	24 1.7	11 1.3	8 1.0	21 1.7	5 1.1	29 2.0	2 0.7	17 1.7	8 1.2
GENERAL DISCOVERIES/ INVENTIONS/PROJECTS/ DEVELOPMENTS	578 28.9	535 30.1	416 29.2	232 28.1	214 27.2	363 29.9	113 23.6	427 29.3	65 22.4	287 29.2	182 26.2
GENERAL KNOWLEDGE/EVALU- ATION/DEDUCTION	98 4.9	96 5.4	80 5.6	47 5.7	25 3.2	73 6.0	12 2.5	81 5.5	6 2.1	54 5.5	27 3.9

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL
MISCELLANEOUS	19 0.9	16 0.9	14 1.0	12 1.5	6 0.7	12 0.9	4 0.9	14 1.0	2 0.8	7 0.8	9 1.3
NOTHING/NOT TOO MUCH	91 4.6	54 3.1	39 2.7	24 2.9	52 6.6	31 2.5	44 9.1	39 2.7	40 13.7	30 3.1	47 6.8
DON'T KNOW/CAN'T DEFINE/ TOO DIFFICULT	128 6.4	82 4.6	60 4.2	20 2.4	87 11.0	59 4.8	51 10.6	75 5.1	37 12.7	24 2.5	84 12.2

MEDIA HABITS QUES.1A,B,C
BY AGE,SEX AND MOTHER TONGUE

	AGE-----					SEX-----		MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL INTERVIEWS	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
TOTAL READS DAILY NEWSPAPERS	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
-REGULARLY	1101 55.0	71 43.1	140 38.9	203 53.4	197 59.1	489 64.4	551 55.6	550 54.6	716 62.7	258 44.8	128 45.2
-FROM TIME TO TIME	564 28.2	66 40.1	139 38.4	119 31.3	90 27.0	150 19.7	264 26.6	300 29.7	284 24.9	182 31.6	98 34.4
-NOT AT ALL	336 16.8	28 16.8	82 22.7	58 15.3	46 13.9	121 15.9	177 17.8	159 15.7	142 12.4	136 23.6	58 20.4
-NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
TOTAL READS MAGAZINES	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
-REGULARLY	660 33.0	54 32.3	112 31.1	136 35.6	114 34.3	244 32.1	296 29.9	363 36.0	431 37.7	147 25.6	82 28.7
-FROM TIME TO TIME	637 31.8	74 44.5	139 38.5	127 33.3	104 31.2	193 25.4	309 31.1	328 32.5	375 32.9	170 29.5	92 32.4
-NOT AT ALL	704 35.2	38 23.2	110 30.4	118 31.0	115 34.5	323 42.5	387 39.0	317 31.4	336 29.4	258 44.9	110 38.9
-NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .

	AGE					SEX	MOTHER TONGUE				
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL LISTEN TO RADIO PER DAY	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
-LESS THAN 1/2 HOUR	284 14.2	18 11.0	57 15.8	51 13.3	52 15.6	106 13.9	156 15.7	128 12.7	169 14.8	73 12.7	42 14.7
-1/2 HOUR TO 1 HOUR	388 19.4	28 16.9	64 17.7	77 20.2	63 18.8	156 20.6	238 24.0	150 14.8	220 19.2	113 19.6	56 19.7
-1 TO 2 HOURS	369 18.4	36 21.5	63 17.5	66 17.2	62 18.5	143 18.8	191 19.3	177 17.6	222 19.5	92 15.9	55 19.4
-2 TO 3 HOURS	221 11.1	25 14.8	41 11.4	43 11.2	44 13.3	69 9.1	113 11.4	108 10.7	127 11.2	57 9.9	37 13.0
-3 TO 4 HOURS	167 8.4	11 6.3	38 10.4	29 7.7	25 7.6	65 8.5	55 5.6	112 11.1	111 9.7	40 7.0	16 5.8
-4 TO 5 HOURS	122 6.1	11 6.9	14 3.9	15 4.1	28 8.4	53 7.0	45 4.6	77 7.6	74 6.4	35 6.0	14 5.0
-MORE THAN 5 HOURS	245 12.2	17 10.5	57 15.7	63 16.6	28 8.5	79 10.5	86 8.7	159 15.7	127 11.1	89 15.4	29 10.2
-NONE	204 10.2	20 12.1	28 7.7	37 9.6	31 9.3	89 11.7	107 10.8	98 9.7	92 8.1	78 13.5	35 12.2
TOTAL WATCH TELEVISION PER DAY	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
-LESS THAN 1/2 HOUR	86 4.3	2 1.3	23 6.3	14 3.8	13 3.8	34 4.5	51 5.2	35 3.5	58 5.1	19 3.4	8 3.0
-1/2 HOUR TO 1 HOUR	247 12.3	14 8.6	49 13.5	44 11.5	48 14.4	92 12.1	131 13.2	116 11.5	154 13.5	49 8.5	44 15.6
-1 TO 2 HOURS	394 19.7	36 21.7	76 21.1	65 17.2	75 22.5	141 18.6	195 19.7	199 19.7	235 20.6	101 17.6	58 20.4
-2 TO 3 HOURS	400 20.0	38 23.2	62 17.0	77 20.1	62 18.6	162 21.3	215 21.6	186 18.4	209 18.3	123 21.4	69 24.3
-3 TO 4 HOURS	326 16.3	28 17.2	59 16.4	61 15.9	57 17.2	121 15.9	145 14.6	181 18.0	189 16.6	100 17.3	37 13.2
-4 TO 5 HOURS	234 11.7	25 14.9	33 9.3	47 12.4	38 11.4	90 11.9	126 12.7	107 10.6	121 10.6	88 15.2	25 8.8
-MORE THAN 5 HOURS	230 11.5	18 10.9	42 11.7	53 14.0	24 7.1	94 12.3	88 8.9	142 14.1	125 11.0	81 14.2	24 8.3
-NONE	83 4.1	4 2.3	17 4.8	19 5.1	16 4.9	26 3.4	41 4.1	42 4.1	50 4.4	14 2.4	18 6.4

MEDIA HABITS QUES.1A,B,C
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL INTERVIEWS	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
TOTAL READS DAILY NEWSPAPERS	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
-REGULARLY	1101 55.0	605 48.9	199 62.0	296 67.5	100 63.2	80 62.8	209 50.9	712 54.6
-FROM TIME TO TIME	564 28.2	371 29.9	85 26.7	107 24.5	42 26.3	33 25.7	119 29.1	370 28.4
-NOT AT ALL	336 16.8	262 21.2	36 11.3	35 8.0	17 10.5	15 11.5	82 20.1	222 17.0
-NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .
TOTAL READS MAGAZINES	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
-REGULARLY	660 33.0	327 26.4	123 38.4	207 47.2	76 47.9	39 30.8	105 25.7	439 33.7
-FROM TIME TO TIME	637 31.8	382 30.8	101 31.5	154 35.1	49 30.8	53 41.6	120 29.3	415 31.8
-NOT AT ALL	704 35.2	530 42.8	96 30.1	78 17.7	34 21.2	35 27.6	185 45.0	451 34.6
-NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .

	EDUCATION				OCCUPATION			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD-HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL LISTEN TO RADIO PER DAY	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
-LESS THAN 1/2 HOUR	284 14.2	159 12.9	51 15.9	74 16.8	32 20.4	23 17.7	65 15.9	164 12.6
-1/2 HOUR TO 1 HOUR	388 19.4	225 18.2	72 22.5	90 20.5	40 25.5	37 28.7	95 23.2	216 16.5
-1 TO 2 HOURS	369 18.4	220 17.7	46 14.5	102 23.3	32 20.0	25 19.7	64 15.6	248 19.0
-2 TO 3 HOURS	221 11.1	135 10.9	34 10.5	53 12.1	16 10.0	18 14.3	49 11.9	138 10.6
-3 TO 4 HOURS	167 8.4	101 8.2	32 10.0	34 7.8	6 3.5	3 2.0	25 6.0	135 10.3
-4 TO 5 HOURS	122 6.1	90 7.3	12 3.9	19 4.4	4 2.4	3 2.5	13 3.2	102 7.8
-MORE THAN 5 HOURS	245 12.2	164 13.3	45 13.9	36 8.2	11 6.8	12 9.2	47 11.5	175 13.4
-NONE	204 10.2	144 11.6	28 8.8	30 6.9	18 11.4	7 5.8	52 12.7	127 9.7
TOTAL WATCH TELEVISION PER DAY	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
-LESS THAN 1/2 HOUR	86 4.3	49 3.9	13 4.0	23 5.2	19 11.8	5 4.2	22 5.4	40 3.1
-1/2 HOUR TO 1 HOUR	247 12.3	111 9.0	48 15.0	87 19.9	50 31.6	15 12.0	36 8.9	145 11.1
-1 TO 2 HOURS	394 19.7	206 16.6	69 21.4	119 27.2	25 15.6	44 34.7	61 14.9	264 20.2
-2 TO 3 HOURS	400 20.0	257 20.7	66 20.6	78 17.7	29 18.1	27 21.1	106 25.8	239 18.3
-3 TO 4 HOURS	326 16.3	219 17.7	49 15.2	58 13.3	11 7.2	14 11.1	65 16.0	235 18.1
-4 TO 5 HOURS	234 11.7	178 14.3	32 9.9	24 5.6	6 3.9	8 6.2	65 15.7	155 11.9
-MORE THAN 5 HOURS	230 11.5	178 14.4	26 8.0	26 6.0	7 4.7	8 6.1	41 10.1	174 13.3
-NONE	83 4.1	41 3.3	19 5.9	23 5.2	11 7.2	6 4.5	13 3.2	52 4.0

MEDIA HABITS QUES.1A,B,C
BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL INTERVIEWS	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
TOTAL READS DAILY NEWSPAPERS	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
-REGULARLY	1101 55.0	106 57.9	259 46.4	457 63.0	161 49.5	118 56.9	932 60.1	404 60.4	529 59.9	169 37.6
-FROM TIME TO TIME	564 28.2	46 25.0	181 32.4	172 23.6	100 30.8	65 31.4	408 26.3	189 28.4	219 24.8	156 34.6
-NOT AT ALL	336 16.8	31 17.0	119 21.2	97 13.4	64 19.7	24 11.7	211 13.6	75 11.2	136 15.4	125 27.8
-NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
TOTAL READS MAGAZINES	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
-REGULARLY	660 33.0	60 32.7	161 28.8	258 35.6	117 36.1	63 30.5	537 34.6	240 35.9	297 33.6	123 27.3
-FROM TIME TO TIME	637 31.8	56 30.8	164 29.4	229 31.6	104 32.0	83 39.7	477 30.7	213 31.9	263 29.8	160 35.6
-NOT AT ALL	704 35.2	67 36.5	234 41.8	238 32.8	104 31.9	62 29.8	537 34.7	215 32.2	322 36.5	167 37.1
-NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	-----URBAN-----			TOTAL RURAL
							TOTAL	OVER 500M	1M-500M	
TOTAL LISTEN TO RADIO PER DAY	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
-LESS THAN 1/2 HOUR	284 14.2	32 17.6	72 13.0	110 15.2	53 16.3	16 7.8	210 13.6	72 10.8	138 15.7	73 16.3
-1/2 HOUR TO 1 HOUR	388 19.4	30 16.2	113 20.2	132 18.2	70 21.6	43 20.5	292 18.8	126 18.9	166 18.8	96 21.3
-1 TO 2 HOURS	369 18.4	25 13.9	85 15.3	148 20.4	69 21.3	40 19.4	301 19.4	137 20.5	164 18.6	68 15.2
-2 TO 3 HOURS	221 11.1	31 17.2	60 10.7	71 9.7	33 10.1	27 12.8	171 11.0	73 10.9	98 11.1	50 11.2
-3 TO 4 HOURS	167 8.4	11 5.8	40 7.1	69 9.5	28 8.5	20 9.6	131 8.4	60 9.1	70 8.0	37 8.1
-4 TO 5 HOURS	122 6.1	14 7.5	37 6.6	42 5.8	18 5.5	11 5.5	87 5.6	42 6.3	45 5.0	36 7.9
-MORE THAN 5 HOURS	245 12.2	18 10.1	84 15.0	85 11.7	27 8.4	31 14.7	201 12.9	106 15.8	95 10.8	44 9.8
-NONE	204 10.2	21 11.7	68 12.1	69 9.4	26 8.1	20 9.8	159 10.2	52 7.8	107 12.1	46 10.1
TOTAL WATCH TELEVISION PER DAY	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
-LESS THAN 1/2 HOUR	86 4.3	9 5.2	16 2.8	34 4.7	15 4.5	12 5.9	63 4.1	38 5.7	25 2.8	23 5.1
-1/2 HOUR TO 1 HOUR	247 12.3	21 11.5	47 8.5	101 14.0	47 14.5	30 14.3	185 11.9	80 12.0	105 11.9	62 13.7
-1 TO 2 HOURS	394 19.7	25 13.9	98 17.6	163 22.5	66 20.4	40 19.4	319 20.5	138 20.7	180 20.4	75 16.7
-2 TO 3 HOURS	400 20.0	36 19.9	124 22.1	138 19.0	56 17.3	46 22.3	311 20.0	138 20.6	173 19.6	90 20.0
-3 TO 4 HOURS	326 16.3	32 17.5	102 18.2	109 15.1	63 19.4	20 9.8	244 15.7	93 14.0	150 17.0	83 18.4
-4 TO 5 HOURS	234 11.7	24 13.3	83 14.9	69 9.5	36 10.9	22 10.4	184 11.8	72 10.8	111 12.6	50 11.2
-MORE THAN 5 HOURS	230 11.5	30 16.7	77 13.8	66 9.1	28 8.6	29 13.9	182 11.7	85 12.7	97 11.0	49 10.9
-NONE	83 4.1	4 2.0	12 2.1	45 6.1	14 4.3	8 4.0	64 4.1	23 3.5	41 4.6	18 4.1

MEDIA HABITS QUES. 1A, B, C
 BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL
TOTAL INTERVIEWS	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
TOTAL READS DAILY NEWSPAPERS	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
-REGULARLY	1101 55.0	1013 57.0	844 59.2	490 59.4	401 51.0	722 59.4	223 46.3	834 57.3	124 42.7	590 60.0	333 48.1
-FROM TIME TO TIME	564 28.2	506 28.5	390 27.4	238 28.8	211 26.9	341 28.1	138 28.7	419 28.8	76 26.2	256 26.0	207 29.9
-NOT AT ALL	336 16.8	257 14.5	191 13.4	97 11.7	174 22.1	152 12.5	120 25.0	203 14.0	91 31.1	138 14.0	152 21.9
-NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
TOTAL READS MAGAZINES	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
-REGULARLY	660 33.0	633 35.6	522 36.6	323 39.2	235 30.0	463 38.1	122 25.3	514 35.3	72 24.9	358 36.4	196 28.4
-FROM TIME TO TIME	637 31.8	580 32.7	470 33.0	276 33.5	222 28.2	399 32.9	135 28.1	485 33.3	70 24.2	315 32.1	208 30.1
-NOT AT ALL	704 35.2	563 31.7	433 30.4	225 27.3	328 41.8	352 29.0	224 46.5	458 31.4	148 50.9	310 31.5	287 41.5
-NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .

	TOTAL INTERESTED IN SCIENCE			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL
TOTAL LISTEN TO RADIO PER DAY	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
-LESS THAN 1/2 HOUR	284 14.2	243 13.7	198 13.9	113 13.7	113 14.3	167 13.7	60 12.5	198 13.6	53 18.2	144 14.6	100 14.5
-1/2 HOUR TO 1 HOUR	388 19.4	346 19.5	277 19.5	168 20.4	132 16.8	231 19.0	100 20.8	275 18.8	60 20.5	206 20.9	117 17.0
-1 TO 2 HOURS	369 18.4	336 18.9	278 19.5	157 19.1	151 19.2	232 19.7	89 18.5	284 19.5	46 15.7	187 19.0	116 16.7
-2 TO 3 HOURS	221 11.1	207 11.7	157 11.0	107 13.0	61 7.8	133 11.0	52 10.9	166 11.4	21 7.3	120 12.2	62 9.0
-3 TO 4 HOURS	167 8.4	148 8.3	126 8.8	66 8.0	77 9.8	104 8.5	35 7.4	119 8.2	29 9.9	69 7.0	69 10.0
-4 TO 5 HOURS	122 6.1	113 6.3	83 5.8	46 5.6	51 6.5	82 6.7	26 5.4	87 6.0	20 6.7	53 5.4	56 8.1
-MORE THAN 5 HOURS	245 12.2	221 12.5	184 12.9	101 12.3	103 13.1	155 12.8	53 11.1	196 13.5	21 7.3	112 11.3	91 13.2
-NONE	204 10.2	161 9.1	121 8.5	66 8.0	98 12.5	105 8.6	65 13.5	132 9.1	42 14.3	92 9.4	80 11.5
TOTAL WATCH TELEVISION PER DAY	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
-LESS THAN 1/2 HOUR	86 4.3	69 3.9	55 3.9	38 4.6	35 4.4	52 4.2	17 3.6	56 3.8	16 5.5	37 3.7	31 4.4
-1/2 HOUR TO 1 HOUR	247 12.3	225 12.7	187 13.1	110 13.4	92 11.7	155 12.7	48 9.9	187 12.9	30 10.2	127 13.0	83 12.0
-1 TO 2 HOURS	394 19.7	362 20.4	296 20.8	167 20.2	150 19.1	263 21.7	85 17.6	285 19.6	57 19.6	213 21.7	110 15.9
-2 TO 3 HOURS	400 20.0	353 19.9	284 19.9	164 19.8	149 18.9	235 19.3	100 20.7	299 20.3	58 19.8	204 20.7	137 19.7
-3 TO 4 HOURS	326 16.3	281 15.8	219 15.4	134 16.2	135 17.2	194 15.9	78 16.2	226 15.5	56 19.4	149 15.1	124 17.9
-4 TO 5 HOURS	234 11.7	216 12.1	176 12.4	89 10.8	96 12.2	134 11.0	65 13.5	183 12.6	25 8.6	127 12.9	82 11.8
-MORE THAN 5 HOURS	230 11.5	204 11.5	154 10.8	89 10.8	100 12.7	134 11.0	64 13.4	168 11.5	34 11.8	92 9.4	94 13.6
-NONE	83 4.1	66 3.7	52 3.7	34 4.2	29 3.7	49 4.0	24 5.0	53 3.7	15 5.1	34 3.5	32 4.6

AREAS OF INTEREST QUES.2
BY AGE,SEX AND MOTHER TONGUE

	AGE					45 & OVER	SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44		MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL INTERVIEWS	2000	166	361	380	333	760	992	1008	1141	575	284
SPORTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	166	361	380	333	760	992	1008	1141	575	284
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	595	77	126	102	110	179	397	197	348	181	66
	29.7	46.7	35.0	26.8	32.9	23.6	40.0	19.6	30.5	31.4	23.2
QUITE INTERESTED	530	52	104	93	81	200	274	256	309	143	78
	26.5	31.5	28.9	24.4	24.4	26.3	27.6	25.4	27.1	24.9	27.6
NEITHER INTERESTED NOR UNINTERESTED	206	11	54	37	36	69	88	118	119	66	22
	10.3	6.7	14.8	9.8	10.7	9.1	8.9	11.7	10.4	11.4	7.8
NOT VERY INTERESTED	360	19	49	94	61	138	134	226	214	88	58
	18.0	11.4	13.6	24.6	18.3	18.1	13.5	22.4	18.7	15.4	20.5
NOT AT ALL INTERESTED	306	6	27	55	46	172	97	209	153	96	58
	15.3	3.6	7.6	14.4	13.7	22.7	9.8	20.7	13.4	16.7	20.3
NOT STATED	3	*	1	*	*	2	1	1	*	1	1
	0.1	.	0.2	.	.	0.2	0.1	0.1	.	0.2	0.5
TOTAL VERY/QUITE INTERESTED	1125	130	230	195	191	379	672	453	657	324	144
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	997	103	203	176	167	348	593	404	587	286	125
	88.6	79.1	88.2	90.5	87.3	91.8	88.2	89.2	89.3	88.1	86.4
CANNOT GET INFORMATION	105	22	21	15	22	26	70	36	59	30	17
	9.4	17.3	9.2	7.5	11.2	6.8	10.4	7.9	9.0	9.1	11.5
NOT STATED	23	5	6	4	3	5	9	13	11	9	3
	2.0	3.6	2.6	2.0	1.5	1.3	1.4	2.9	1.6	2.7	2.0

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
SOCIETY NEWS											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	112 5.6	8 4.6	23 6.4	15 3.9	24 7.1	44 5.7	47 4.7	65 6.5	51 4.5	38 6.6	23 8.1
QUITE INTERESTED	413 20.7	33 20.1	86 23.8	85 22.2	63 18.8	147 19.3	139 14.0	274 27.2	220 19.3	134 23.2	59 20.9
NEITHER INTERESTED NOR UNINTERESTED	293 14.7	28 16.9	53 14.7	68 17.9	58 17.4	86 11.3	149 15.0	145 14.4	159 13.9	92 16.0	43 15.1
NOT VERY INTERESTED	554 27.7	56 33.9	104 28.9	107 28.1	83 24.8	204 26.8	266 26.8	287 28.5	354 31.0	127 22.0	73 25.8
NOT AT ALL INTERESTED	619 31.0	41 24.6	94 26.1	105 27.7	106 31.9	273 35.9	387 39.0	232 23.0	355 31.1	183 31.7	82 28.9
NOT STATED	8 0.4	* .	1 0.2	1 0.3	* .	7 0.9	4 0.4	4 0.4	2 0.2	3 0.5	3 1.2
TOTAL VERY/QUITE INTERESTED	526 100.0	41 100.0	109 100.0	99 100.0	86 100.0	190 100.0	186 100.0	340 100.0	272 100.0	172 100.0	82 100.0
CAN GET INFORMATION	453 86.1	37 90.9	91 84.0	77 77.9	76 87.5	171 89.9	152 81.7	301 88.5	243 89.3	145 84.2	65 79.5
CANNOT GET INFORMATION	62 11.8	4 9.1	15 14.0	19 18.7	10 11.4	15 7.8	32 17.2	30 8.9	23 8.4	25 14.8	14 17.1
NOT STATED	11 2.1	* .	2 2.0	3 3.5	1 1.0	4 2.3	2 1.1	9 2.6	6 2.3	2 1.0	3 3.4
NATIONAL POLITICS											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	319 15.9	8 5.1	37 10.2	51 13.5	73 21.8	149 19.7	178 18.0	140 13.9	186 16.3	78 13.5	56 19.6
QUITE INTERESTED	655 32.7	29 17.8	84 23.4	131 34.4	134 40.1	277 36.4	354 35.7	301 29.8	399 35.0	165 28.7	91 32.1
NEITHER INTERESTED NOR UNINTERESTED	281 14.0	24 14.6	65 18.0	64 16.8	44 13.3	83 11.0	145 14.6	136 13.5	159 14.0	79 13.8	42 14.9
NOT VERY INTERESTED	405 20.3	51 30.8	105 29.0	86 22.5	40 12.0	124 16.3	176 17.7	230 22.8	213 18.7	129 22.5	63 22.1
NOT AT ALL INTERESTED	333 16.7	53 31.8	69 19.2	48 12.7	42 12.7	121 15.9	135 13.6	198 19.6	182 16.0	121 21.0	30 10.7
NOT STATED	7 0.3	* .	1 0.2	* .	1 0.2	6 0.7	4 0.4	3 0.3	2 0.2	3 0.6	1 0.5
TOTAL VERY/QUITE INTERESTED	974 100.0	38 100.0	121 100.0	182 100.0	206 100.0	426 100.0	533 100.0	441 100.0	585 100.0	243 100.0	147 100.0
CAN GET INFORMATION	754 77.4	28 74.2	96 79.3	139 76.2	159 76.9	332 78.0	414 77.7	340 77.1	459 78.5	185 76.3	110 75.3
CANNOT GET INFORMATION	197 20.2	10 25.8	24 19.9	39 21.6	41 19.7	83 19.5	109 20.4	88 20.1	114 19.6	50 20.5	33 22.4
NOT STATED	23 2.3	* .	1 0.8	4 2.1	7 3.3	11 2.6	10 1.9	13 2.9	12 2.0	8 3.1	3 2.3

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
ENTERTAINMENT											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	370 18.5	41 24.9	93 25.9	64 16.9	60 18.0	111 14.6	145 14.6	226 22.4	198 17.3	116 20.2	56 19.7
QUITE INTERESTED	891 44.5	81 49.1	169 46.9	205 54.0	150 45.1	285 37.4	443 44.7	448 44.4	550 48.2	227 39.5	114 40.2
NEITHER INTERESTED NOR UNINTERESTED	283 14.2	25 15.1	53 14.6	55 14.3	41 12.4	110 14.4	152 15.3	131 13.0	159 13.9	82 14.3	43 15.0
NOT VERY INTERESTED	304 15.2	14 8.2	31 8.5	44 11.5	52 15.7	164 21.5	175 17.7	129 12.8	179 15.7	81 14.0	44 15.6
NOT AT ALL INTERESTED	146 7.3	5 2.7	13 3.7	12 3.2	29 8.8	87 11.4	75 7.6	71 7.0	53 4.7	68 11.8	25 8.7
NOT STATED	5 0.3	* .	1 0.4	* .	* .	4 0.5	1 0.1	4 0.4	2 0.2	1 0.2	2 0.8
TOTAL VERY/QUITE INTERESTED	1261 100.0	123 100.0	263 100.0	270 100.0	210 100.0	396 100.0	588 100.0	673 100.0	748 100.0	343 100.0	170 100.0
CAN GET INFORMATION	1089 86.4	97 79.1	229 87.0	229 85.0	187 89.0	347 87.8	508 86.4	582 86.4	647 86.5	296 86.2	147 86.3
CANNOT GET INFORMATION	138 11.0	20 16.6	30 11.4	35 12.9	15 7.3	38 9.6	74 12.6	65 9.6	84 11.2	37 10.7	18 10.6
NOT STATED	33 2.6	5 4.3	4 1.6	6 2.2	8 3.7	10 2.6	6 1.1	27 4.0	18 2.4	11 3.1	5 3.0
FOREIGN EVENTS											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	346 17.3	13 8.0	42 11.5	60 15.7	72 21.6	159 20.9	183 18.5	162 16.1	196 17.1	96 16.7	54 19.1
QUITE INTERESTED	759 37.9	57 34.6	143 39.6	146 38.4	136 40.7	277 36.4	381 38.4	377 37.4	416 36.4	233 40.4	110 38.9
NEITHER INTERESTED NOR UNINTERESTED	290 14.5	28 17.1	67 18.5	58 15.2	49 14.7	88 11.5	151 15.2	139 13.8	164 14.4	86 14.9	40 14.1
NOT VERY INTERESTED	375 18.7	54 32.6	61 16.9	74 19.4	54 16.3	131 17.2	159 16.0	216 21.4	226 19.8	94 16.3	55 19.4
NOT AT ALL INTERESTED	225 11.3	13 7.6	47 13.1	42 11.0	22 6.6	101 13.3	116 11.7	109 10.9	137 12.0	66 11.5	22 7.8
NOT STATED	7 0.3	* .	1 0.4	1 0.2	* .	5 0.6	2 0.2	5 0.5	4 0.3	1 0.2	2 0.8
TOTAL VERY/QUITE INTERESTED	1104 100.0	71 100.0	184 100.0	206 100.0	208 100.0	435 100.0	565 100.0	540 100.0	611 100.0	328 100.0	164 100.0
CAN GET INFORMATION	849 76.9	59 83.7	135 73.4	152 73.6	160 77.1	343 78.8	425 75.3	424 78.6	475 77.6	263 80.0	112 68.1
CANNOT GET INFORMATION	230 20.8	10 14.2	44 24.0	48 23.5	41 19.7	86 19.8	130 23.1	99 18.4	126 20.6	56 17.2	48 29.0
NOT STATED	25 2.3	1 2.1	5 2.6	6 2.9	7 3.2	6 1.4	9 1.6	16 3.0	11 1.8	9 2.8	5 2.9

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
CRIME											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	221 11.0	20 11.8	56 15.6	35 9.2	43 13.0	66 8.7	101 10.2	119 11.8	138 12.1	45 7.8	37 13.2
QUITE INTERESTED	678 33.9	69 41.7	127 35.1	142 37.3	116 34.8	224 29.5	359 36.2	319 31.6	452 39.6	132 23.0	94 33.1
NEITHER INTERESTED NOR UNINTERESTED	316 15.8	23 13.8	61 17.0	68 18.0	55 16.5	109 14.3	173 17.4	144 14.2	170 14.9	108 18.8	38 13.5
NOT VERY INTERESTED	401 20.0	31 18.9	62 17.3	84 22.1	58 17.5	165 21.7	184 18.6	217 21.5	223 19.6	119 20.7	59 20.7
NOT AT ALL INTERESTED	376 18.8	23 13.8	53 14.6	50 13.1	58 17.3	193 25.4	169 17.0	207 20.6	155 13.6	168 29.1	53 18.8
NOT STATED	9 0.4	* .	2 0.5	1 0.3	3 0.8	4 0.4	6 0.6	3 0.3	3 0.3	4 0.6	2 0.7
TOTAL VERY/QUITE INTERESTED	899 100.0	89 100.0	183 100.0	177 100.0	160 100.0	291 100.0	461 100.0	438 100.0	590 100.0	177 100.0	131 100.0
CAN GET INFORMATION	709 78.9	70 78.5	144 78.9	138 78.1	128 79.9	230 79.0	367 79.6	343 78.2	466 79.0	145 81.6	99 75.2
CANNOT GET INFORMATION	169 18.8	15 17.3	35 19.3	36 20.1	30 19.0	53 18.2	84 18.3	85 19.4	112 18.9	27 15.3	30 23.1
NOT STATED	20 2.2	4 4.2	3 1.8	3 1.8	2 1.1	8 2.8	10 2.1	10 2.4	12 2.1	5 3.1	2 1.7
MEDICINE AND HEALTH											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	627 31.4	31 18.7	84 23.3	116 30.6	132 39.7	263 34.7	221 22.3	406 40.3	337 29.5	201 35.0	89 31.3
QUITE INTERESTED	855 42.7	68 41.3	147 40.7	176 46.3	122 36.5	342 44.9	415 41.8	439 43.6	498 43.6	235 40.8	122 43.0
NEITHER INTERESTED NOR UNINTERESTED	241 12.0	22 13.5	66 18.3	46 12.1	41 12.3	65 8.6	164 16.5	77 7.6	140 12.2	65 11.3	36 12.7
NOT VERY INTERESTED	182 9.1	33 20.2	44 12.1	29 7.7	25 7.6	50 6.5	125 12.6	57 5.7	110 9.6	46 8.0	26 9.1
NOT AT ALL INTERESTED	92 4.6	10 5.8	18 4.9	12 3.1	13 3.9	40 5.2	66 6.6	27 2.6	56 4.9	25 4.3	11 3.9
NOT STATED	4 0.2	1 0.5	2 0.6	1 0.1	* .	* .	2 0.2	2 0.2	1 -	3 0.5	* .
TOTAL VERY/QUITE INTERESTED	1482 100.0	99 100.0	231 100.0	292 100.0	254 100.0	605 100.0	636 100.0	846 100.0	835 100.0	436 100.0	211 100.0
CAN GET INFORMATION	962 64.9	69 69.3	142 61.6	185 63.2	141 55.6	424 70.2	419 65.9	543 64.2	550 65.8	282 64.6	130 61.8
CANNOT GET INFORMATION	478 32.3	27 27.6	81 34.9	102 34.7	105 41.2	164 27.1	202 31.8	276 32.6	264 31.7	140 32.0	74 35.2
NOT STATED	42 2.8	3 3.1	8 3.5	6 2.0	8 3.2	17 2.8	15 2.4	27 3.2	21 2.5	15 3.4	6 3.0

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
OTHER SCIENCE											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	294 14.7	26 15.7	58 16.0	71 18.7	51 15.2	88 11.6	149 15.0	145 14.3	161 14.1	91 15.8	42 14.8
QUITE INTERESTED	679 34.0	73 44.3	125 34.7	133 35.0	126 37.8	221 29.1	375 37.8	305 30.2	397 34.8	201 35.0	81 28.5
NEITHER INTERESTED NOR UNINTERESTED	341 17.0	31 18.6	61 17.0	65 17.1	61 18.3	123 16.2	158 15.9	183 18.2	185 16.2	100 17.5	56 19.6
NOT VERY INTERESTED	419 20.9	23 13.6	68 18.9	76 19.9	63 18.8	190 25.0	192 19.3	227 22.6	258 22.6	100 17.3	61 21.5
NOT AT ALL INTERESTED	261 13.1	13 7.7	47 13.1	35 9.3	32 9.5	135 17.7	119 12.0	142 14.1	135 11.8	82 14.3	44 15.7
NOT STATED	7 0.3	* .	1 0.4	* .	2 0.5	4 0.5	1 0.1	6 0.6	5 0.5	1 0.2	* .
TOTAL VERY/QUITE INTERESTED	973 100.0	99 100.0	183 100.0	204 100.0	177 100.0	309 100.0	524 100.0	449 100.0	558 100.0	292 100.0	123 100.0
CAN GET INFORMATION	614 63.1	60 60.1	114 62.4	134 65.8	105 59.7	200 64.6	318 60.7	296 65.8	361 64.8	180 61.5	73 59.2
CANNOT GET INFORMATION	328 33.7	37 37.2	63 34.4	62 30.3	66 37.4	100 32.3	187 35.8	140 31.2	183 32.8	98 33.7	46 37.8
NOT STATED	31 3.2	3 2.7	6 3.2	8 3.9	5 2.9	10 3.1	18 3.5	13 2.9	14 2.4	14 4.8	4 3.0
LOCAL NEWS/EVENTS											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	748 37.4	42 25.2	99 27.5	135 35.4	149 44.6	324 42.6	367 37.0	382 37.9	415 36.4	238 41.3	95 33.6
QUITE INTERESTED	934 46.7	90 54.5	170 47.2	179 47.1	147 44.2	347 45.7	449 45.3	485 48.1	543 47.6	245 42.6	146 51.4
NEITHER INTERESTED NOR UNINTERESTED	143 7.2	13 8.0	45 12.4	33 8.7	17 5.2	35 4.6	88 8.9	55 5.4	92 8.0	36 6.3	15 5.2
NOT VERY INTERESTED	125 6.3	15 9.2	32 9.0	26 6.8	17 5.2	35 4.5	65 6.5	61 6.0	65 5.7	39 6.8	21 7.4
NOT AT ALL INTERESTED	44 2.2	5 3.2	14 3.8	5 1.3	3 0.8	18 2.4	22 2.2	23 2.3	23 2.0	14 2.5	7 2.3
NOT STATED	5 0.2	* .	1 0.2	3 0.7	* .	2 0.2	2 0.2	3 0.3	3 0.2	2 0.4	* .
TOTAL VERY/QUITE INTERESTED	1683 100.0	132 100.0	270 100.0	314 100.0	296 100.0	671 100.0	816 100.0	867 100.0	959 100.0	483 100.0	241 100.0
CAN GET INFORMATION	1460 86.8	121 91.6	234 86.7	270 86.1	252 85.3	583 86.9	719 88.1	741 85.5	839 87.5	415 85.9	207 85.9
CANNOT GET INFORMATION	176 10.5	9 7.0	31 11.4	38 12.0	35 12.0	63 9.4	81 9.9	96 11.0	97 10.1	53 10.9	27 11.1
NOT STATED	46 2.7	2 1.4	5 1.9	6 1.9	8 2.8	25 3.7	16 1.9	30 3.5	23 2.4	16 3.3	7 3.1

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
LABOUR AND INDUSTRY											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	411 20.5	15 9.0	54 15.1	78 20.4	83 25.0	181 23.8	272 27.4	139 13.8	250 21.9	96 16.7	64 22.7
QUITE INTERESTED	774 38.7	41 24.5	139 38.4	158 41.5	149 44.7	288 37.9	405 40.8	369 36.6	442 38.7	219 38.1	113 39.8
NEITHER INTERESTED NOR UNINTERESTED	302 15.1	35 21.2	70 19.3	65 17.0	39 11.8	93 12.3	134 13.5	168 16.7	165 14.4	107 18.6	31 10.8
NOT VERY INTERESTED	313 15.7	42 25.6	67 18.5	58 15.3	40 12.0	106 14.0	112 11.3	201 19.9	185 16.2	85 14.9	43 15.0
NOT AT ALL INTERESTED	195 9.8	32 19.7	30 8.4	22 5.8	22 6.5	89 11.7	68 6.8	128 12.7	98 8.6	65 11.4	32 11.4
NOT STATED	0.5 0.2	* .	1 0.4	* .	* .	3 0.4	2 0.2	3 0.3	2 0.2	2 0.4	1 0.2
TOTAL VERY/QUITE INTERESTED	1185 100.0	56 100.0	193 100.0	236 100.0	232 100.0	468 100.0	677 100.0	508 100.0	692 100.0	315 100.0	177 100.0
CAN GET INFORMATION	881 74.3	36 64.8	148 76.4	173 73.6	169 72.8	354 75.7	500 73.9	381 74.9	528 76.3	211 66.9	142 79.9
CANNOT GET INFORMATION	267 22.6	19 34.2	40 21.0	54 23.1	57 24.4	97 20.7	161 23.7	107 21.0	147 21.3	92 29.1	28 15.9
NOT STATED	37 3.1	1 1.1	5 2.6	8 3.3	6 2.7	17 3.6	16 2.4	21 4.1	17 2.5	12 4.0	7 4.1

AREAS OF INTEREST (CONT.) QUES.4
BY AGE,SEX AND MOTHER TONGUE

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL INTERVIEWS	2000	166	361	380	333	760	992	1008	1141	575	284
BUSINESS OR ECONOMICS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	166	361	380	333	760	992	1008	1141	575	284
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	314	22	45	60	71	116	175	138	170	109	35
	15.7	13.1	12.5	15.8	21.3	15.3	17.7	13.7	14.9	18.9	12.5
QUITE INTERESTED	656	41	112	143	103	257	331	325	356	214	87
	32.8	24.7	31.0	37.6	31.0	33.8	33.4	32.2	31.2	37.1	30.6
NEITHER INTERESTED NOR UNINTERESTED	309	35	55	58	65	95	164	145	165	93	51
	15.4	21.0	15.3	15.2	19.6	12.6	16.5	14.4	14.4	16.1	18.1
NOT VERY INTERESTED	447	36	96	72	63	181	193	254	285	98	65
	22.3	21.5	26.6	18.9	18.8	23.8	19.5	25.2	25.0	17.0	22.8
NOT AT ALL INTERESTED	271	33	53	46	31	109	129	142	165	61	45
	13.5	19.8	14.7	12.0	9.2	14.3	13.0	14.1	14.4	10.6	15.9
NOT STATED	4	*	*	0.2	0.1	0.2	0.1	0.4	0.2	0.3	0.1
	0.2	.	.	0.4	0.1	0.3	0.1	0.4	0.2	0.3	0.2
TOTAL VERY/QUITE INTERESTED	970	63	157	203	174	373	506	463	525	322	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	683	35	108	135	127	278	344	340	381	216	87
	70.5	56.7	69.1	66.6	72.7	74.4	67.9	73.3	72.5	66.9	71.1
CANNOT GET INFORMATION	260	26	44	63	46	81	151	109	129	96	35
	26.8	40.9	28.4	31.2	26.3	21.6	29.8	23.5	24.6	29.8	28.4
NOT STATED	27	2	4	5	2	15	12	15	15	11	1
	2.7	2.4	2.5	2.2	1.0	4.0	2.3	3.2	2.9	3.4	0.5

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TAX DOLLARS SPENT BY GOVERNMENT ON SCIENCES											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	381 19.0	14 8.5	56 15.6	74 19.4	77 23.0	160 21.1	207 20.9	174 17.3	234 20.5	84 14.5	64 22.5
QUITE INTERESTED	747 37.4	45 27.1	128 35.3	132 34.7	140 42.0	303 39.8	379 38.2	368 36.5	437 38.3	201 35.0	108 38.2
NEITHER INTERESTED NOR UNINTERESTED	304 15.2	40 23.9	70 19.5	66 17.4	48 14.5	79 10.4	151 15.2	153 15.1	173 15.2	99 17.2	31 11.1
NOT VERY INTERESTED	331 16.5	47 28.1	57 15.8	59 15.5	44 13.2	125 16.4	152 15.4	179 17.7	174 15.3	113 19.6	44 15.5
NOT AT ALL INTERESTED	232 11.6	21 12.4	50 13.8	47 12.4	24 7.2	90 11.9	102 10.2	130 12.9	120 10.5	76 13.3	35 12.5
NOT STATED	6 0.3	* .	* .	3 0.7	* .	3 0.4	1 0.1	4 0.4	3 0.3	2 0.3	1 0.2
TOTAL VERY/QUITE INTERESTED	1128 100.0	59 100.0	184 100.0	206 100.0	217 100.0	463 100.0	586 100.0	542 100.0	671 100.0	285 100.0	172 100.0
CAN GET INFORMATION	584 51.8	29 49.4	93 50.8	92 44.6	113 52.3	257 55.4	286 48.8	298 55.0	340 50.7	150 52.8	94 54.4
CANNOT GET INFORMATION	517 45.8	29 49.5	87 47.4	111 53.9	99 45.7	191 41.2	290 49.5	227 41.8	312 46.6	128 45.0	76 44.2
NOT STATED	27 2.4	1 1.2	3 1.8	3 1.5	4 2.0	16 3.4	10 1.8	17 3.1	19 2.8	6 2.2	2 1.4
AGRICULTURE											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	433 21.6	19 11.7	60 16.5	67 17.5	84 25.1	203 26.8	250 25.2	182 18.1	249 21.8	116 20.2	67 23.7
QUITE INTERESTED	624 31.2	46 28.0	91 25.3	118 30.9	112 33.6	257 33.8	329 33.1	296 29.3	378 33.1	159 27.6	87 30.8
NEITHER INTERESTED NOR UNINTERESTED	310 15.5	34 20.6	78 21.7	78 20.5	52 15.7	67 8.9	151 15.2	160 15.8	176 15.4	95 16.5	39 13.8
NOT VERY INTERESTED	389 19.4	36 21.6	75 20.7	75 19.8	60 17.9	143 18.8	181 18.2	208 20.7	218 19.1	121 21.0	51 17.9
NOT AT ALL INTERESTED	239 12.0	30 17.8	57 15.8	42 11.1	24 7.1	87 11.4	80 8.0	160 15.8	117 10.3	85 14.8	37 13.1
NOT STATED	5 0.3	0.2	* .	1 0.1	2 0.6	2 0.3	2 0.2	3 0.3	3 0.2	* .	2 0.8
TOTAL VERY/QUITE INTERESTED	1057 100.0	66 100.0	151 100.0	184 100.0	196 100.0	461 100.0	579 100.0	478 100.0	628 100.0	275 100.0	154 100.0
CAN GET INFORMATION	767 72.5	48 73.1	110 73.3	133 72.0	138 70.7	337 73.2	417 71.9	350 73.3	469 74.7	188 68.3	110 71.2
CANNOT GET INFORMATION	269 25.5	17 25.6	38 25.2	49 26.7	53 27.2	112 24.4	156 27.0	113 23.7	147 23.3	80 29.3	42 27.5
NOT STATED	21 2.0	1 1.3	2 1.5	3 1.4	4 2.1	11 2.4	6 1.1	15 3.0	12 2.0	7 2.4	2 1.2

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
BIOLOGY OR THE NATURE OF LIVING THINGS											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	465 23.2	47 28.6	98 27.1	76 19.9	81 24.4	162 21.4	214 21.6	251 24.9	251 22.0	152 26.4	61 21.6
QUITE INTERESTED	803 40.1	78 47.2	158 43.9	154 40.5	135 40.5	277 36.5	397 40.0	406 40.3	485 42.5	200 34.8	118 41.4
NEITHER INTERESTED NOR UNINTERESTED	241 12.1	20 12.0	44 12.1	53 14.0	40 12.0	85 11.2	137 13.8	105 10.4	130 11.4	74 12.9	38 13.2
NOT VERY INTERESTED	313 15.6	13 7.8	34 9.5	65 17.1	53 15.8	148 19.5	161 16.3	151 15.0	187 16.4	86 15.0	40 14.1
NOT AT ALL INTERESTED	171 8.6	7 4.5	27 7.4	32 8.4	24 7.3	81 10.6	83 8.3	89 8.8	85 7.5	61 10.5	26 9.0
NOT STATED	7 0.4	* .	* .	1 0.1	* .	7 0.9	1 0.1	7 0.7	3 0.3	3 0.4	2 0.6
TOTAL VERY/QUITE INTERESTED	1268 100.0	126 100.0	256 100.0	230 100.0	216 100.0	440 100.0	611 100.0	657 100.0	737 100.0	352 100.0	179 100.0
CAN GET INFORMATION	863 68.1	86 68.7	169 66.1	158 68.9	139 64.0	311 70.7	406 66.4	457 69.6	513 69.7	223 63.5	126 70.5
CANNOT GET INFORMATION	374 29.5	39 31.3	81 31.5	69 30.2	73 33.7	111 25.3	191 31.2	183 27.9	207 28.0	120 34.2	47 26.2
NOT STATED	31 2.4	* .	6 2.4	2 0.9	5 2.2	18 4.0	14 2.4	16 2.5	17 2.3	8 2.4	6 3.2
POLLUTION, ECOLOGY OR THE ENVIRONMENT											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	624 31.2	45 27.0	132 36.5	109 28.6	120 35.9	219 28.8	294 29.6	330 32.8	360 31.5	173 30.1	91 32.1
QUITE INTERESTED	851 42.5	82 49.5	152 42.2	175 46.0	129 38.7	313 41.2	426 43.0	425 42.1	524 45.9	210 36.5	117 41.2
NEITHER INTERESTED NOR UNINTERESTED	216 10.8	18 10.6	31 8.6	41 10.9	38 11.2	89 11.7	116 11.7	100 9.9	103 9.0	81 14.1	32 11.5
NOT VERY INTERESTED	188 9.4	11 6.5	28 7.9	37 9.9	30 9.1	81 10.7	96 9.6	93 9.2	105 9.2	59 10.3	24 8.4
NOT AT ALL INTERESTED	116 5.8	11 6.5	18 4.9	17 4.5	17 5.0	54 7.1	59 6.0	57 5.7	48 4.2	49 8.6	19 6.6
NOT STATED	5 0.2	* .	* .	1 0.1	* .	4 0.6	1 0.1	3 0.3	2 0.2	2 0.4	1 0.2
TOTAL VERY/QUITE INTERESTED	1475 100.0	127 100.0	284 100.0	284 100.0	249 100.0	532 100.0	720 100.0	755 100.0	884 100.0	383 100.0	208 100.0
CAN GET INFORMATION	1039 70.5	86 67.6	201 70.7	187 65.8	175 70.1	392 73.7	502 69.6	538 71.2	629 71.2	260 67.9	150 71.9
CANNOT GET INFORMATION	411 27.9	41 32.4	81 28.5	95 33.3	70 27.9	125 23.5	208 28.9	203 26.9	239 27.0	117 30.4	56 26.9
NOT STATED	25 1.7	* .	2 0.9	3 0.9	5 1.9	15 2.8	11 1.5	14 1.8	16 1.8	6 1.7	2 1.1

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
INDUSTRIAL DISCOVERIES, SUCH AS NEW INVENTIONS											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	395 19.7	38 22.8	77 21.4	70 18.4	73 22.0	137 18.0	248 25.0	147 14.6	221 19.4	120 20.9	53 18.9
QUITE INTERESTED	809 40.5	72 43.4	154 42.5	159 41.7	133 39.8	292 38.5	422 42.5	387 38.4	470 41.2	221 38.5	118 41.5
NEITHER INTERESTED NOR UNINTERESTED	277 13.8	20 11.9	58 16.1	62 16.3	50 15.0	87 11.5	121 12.1	156 15.5	162 14.2	82 14.2	33 11.5
NOT VERY INTERESTED	311 15.5	22 13.1	40 11.2	53 14.0	51 15.2	145 19.1	129 13.0	182 18.1	185 16.2	80 13.9	45 16.0
NOT AT ALL INTERESTED	198 9.9	15 8.8	30 8.3	32 8.5	26 7.8	96 12.6	73 7.3	126 12.5	97 8.5	70 12.2	31 10.8
NOT STATED	10 0.5	* .	2 0.6	4 1.1	1 0.3	3 0.5	1 0.1	10 1.0	5 0.5	2 0.3	4 1.4
TOTAL VERY/QUITE INTERESTED	1204 100.0	110 100.0	231 100.0	229 100.0	206 100.0	429 100.0	670 100.0	534 100.0	691 100.0	342 100.0	171 100.0
CAN GET INFORMATION	723 60.0	66 59.7	139 60.1	126 55.2	128 62.3	264 61.5	371 55.4	352 65.8	425 61.5	183 53.7	114 66.7
CANNOT GET INFORMATION	448 37.2	43 39.2	86 37.2	100 43.7	74 35.9	146 34.0	285 42.5	164 30.6	249 35.9	146 42.7	54 31.6
NOT STATED	33 2.8	1 1.1	6 2.7	3 1.1	4 1.8	20 4.6	14 2.1	19 3.5	18 2.6	12 3.6	3 1.7
EDUCATION											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	810 40.5	52 31.1	135 37.5	158 41.6	168 50.4	297 39.0	335 33.8	475 47.1	428 37.5	277 48.1	105 37.0
QUITE INTERESTED	787 39.3	63 37.8	155 43.1	162 42.5	127 38.0	281 36.9	403 40.6	384 38.1	465 40.7	200 34.8	122 43.0
NEITHER INTERESTED NOR UNINTERESTED	167 8.4	19 11.5	34 9.5	30 7.9	20 6.1	63 8.3	114 11.5	53 5.3	100 8.8	40 6.9	28 9.7
NOT VERY INTERESTED	156 7.8	22 13.3	27 7.5	21 5.5	11 3.3	75 9.9	102 10.3	55 5.4	104 9.1	35 6.0	18 6.4
NOT AT ALL INTERESTED	74 3.7	10 6.2	9 2.5	9 2.4	5 1.6	41 5.4	36 3.6	38 3.8	40 3.5	24 4.1	10 3.7
NOT STATED	6 0.3	* .	* .	1 0.1	2 0.6	3 0.4	3 0.3	3 0.3	5 0.5	* .	1 0.2
TOTAL VERY/QUITE INTERESTED	1597 100.0	114 100.0	291 100.0	320 100.0	295 100.0	577 100.0	738 100.0	859 100.0	893 100.0	477 100.0	227 100.0
CAN GET INFORMATION	1160 72.7	88 76.7	222 76.3	215 67.2	200 67.9	436 75.5	540 73.2	621 72.2	676 75.8	324 67.8	161 70.9
CANNOT GET INFORMATION	397 24.8	26 22.4	60 20.7	102 31.8	91 30.8	119 20.5	182 24.7	214 25.0	197 22.1	138 28.9	61 27.1
NOT STATED	40 2.5	1 0.9	9 3.0	3 1.0	4 1.3	23 3.9	16 2.1	24 2.8	19 2.1	16 3.3	5 2.0

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
PHYSICAL SCIENCE RESEARCH AND DISCOVERIES ABOUT NATURE											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	406 20.3	29 17.3	86 23.9	79 20.7	79 23.7	133 17.5	189 19.0	217 21.5	255 22.3	95 16.6	56 19.7
QUITE INTERESTED	758 37.9	84 50.9	129 35.6	145 38.2	131 39.4	269 35.3	383 38.6	374 37.1	462 40.4	185 32.2	111 39.2
NEITHER INTERESTED NOR UNINTERESTED	296 14.8	22 13.2	69 19.1	59 15.5	53 16.0	93 12.3	171 17.3	125 12.4	149 13.0	105 18.3	43 15.1
NOT VERY INTERESTED	321 16.0	15 9.1	50 13.9	62 16.2	41 12.2	153 20.2	151 15.2	170 16.9	183 16.0	102 17.7	36 12.7
NOT AT ALL INTERESTED	202 10.1	13 7.8	25 7.0	32 8.5	29 8.8	102 13.4	93 9.4	108 10.8	85 7.5	87 15.0	30 10.5
NOT STATED	18 0.9	3 1.7	2 0.6	4 1.0	* .	9 1.2	5 0.5	13 1.3	9 0.8	1 0.2	8 2.8
TOTAL VERY/QUITE INTERESTED	1164 100.0	113 100.0	215 100.0	224 100.0	210 100.0	402 100.0	572 100.0	591 100.0	716 100.0	281 100.0	167 100.0
CAN GET INFORMATION	756 65.0	70 62.0	135 62.8	132 58.8	150 71.4	270 67.1	355 62.0	402 67.9	482 67.3	163 58.2	112 66.8
CANNOT GET INFORMATION	387 33.2	43 38.0	74 34.5	90 40.0	58 27.5	122 30.3	210 36.6	177 29.9	224 31.2	112 39.7	51 30.8
NOT STATED	21 1.8	* .	6 2.7	3 1.2	2 1.0	10 2.5	8 1.4	13 2.2	11 1.5	6 2.1	4 2.4
AVIATION OR SPACE EXPLORATION											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	360 18.0	27 16.3	78 21.6	71 18.6	79 23.8	105 13.8	236 23.7	124 12.3	208 18.2	103 17.9	49 17.2
QUITE INTERESTED	530 26.5	57 34.2	119 32.9	109 28.6	80 24.1	165 21.8	291 29.4	239 23.7	291 25.5	143 24.8	97 34.0
NEITHER INTERESTED NOR UNINTERESTED	294 14.7	31 19.0	52 14.4	64 16.8	52 15.7	94 12.4	146 14.7	148 14.7	163 14.2	101 17.6	30 10.7
NOT VERY INTERESTED	422 21.1	28 16.9	68 18.8	74 19.5	74 22.3	178 23.5	174 17.6	248 24.6	264 23.1	105 18.3	53 18.7
NOT AT ALL INTERESTED	391 19.5	23 13.6	44 12.3	62 16.4	47 14.2	214 28.2	145 14.6	246 24.4	213 18.7	123 21.4	54 19.1
NOT STATED	3 0.2	* .	* .	1 0.1	* .	3 0.4	1 0.1	3 0.3	3 0.3	* .	1 0.2
TOTAL VERY/QUITE INTERESTED	890 100.0	84 100.0	197 100.0	180 100.0	160 100.0	270 100.0	527 100.0	363 100.0	499 100.0	246 100.0	145 100.0
CAN GET INFORMATION	641 72.0	60 72.2	144 73.5	129 71.7	122 76.4	185 68.5	372 70.7	268 73.9	376 75.3	162 66.1	103 70.8
CANNOT GET INFORMATION	233 26.2	22 26.8	48 24.4	51 28.3	34 21.4	77 28.7	141 28.8	91 25.2	114 22.9	80 32.7	38 26.3
NOT STATED	16 1.8	1 1.0	4 2.1	* .	4 2.3	8 2.9	13 2.5	3 0.9	9 1.9	3 1.2	4 2.8

AREAS OF INTEREST (CONT.) QUES.4
BY AGE,SEX AND MOTHER TONGUE

	AGE-----						SEX-----		MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL INTERVIEWS	2000	166	361	380	333	760	992	1008	1141	575	284
RESEARCH DONE BY UNIVER- SITY SCIENTISTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	166	361	380	333	760	992	1008	1141	575	284
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	291	15	60	45	49	122	131	159	158	91	42
	14.5	9.1	16.6	11.8	14.6	16.1	13.2	15.8	13.8	15.9	14.7
QUITE INTERESTED	634	40	108	126	122	238	297	337	365	161	108
	31.7	24.0	29.8	33.2	36.7	31.3	29.9	33.4	31.9	28.0	37.9
NEITHER INTERESTED NOR UNINTERESTED	372	35	85	77	48	126	205	167	206	126	40
	18.6	21.3	23.6	20.3	14.4	16.6	20.7	16.6	18.0	21.9	14.3
NOT VERY INTERESTED	392	50	63	62	76	141	208	184	248	92	52
	19.6	30.4	17.5	16.4	22.8	18.5	21.0	18.3	21.7	16.0	18.5
NOT AT ALL INTERESTED	302	25	45	64	38	129	151	151	162	102	38
	15.1	15.2	12.5	16.9	11.5	17.0	15.2	15.0	14.2	17.8	13.3
NOT STATED	9	*	*	5	*	4	1	9	4	2	4
	0.5	.	.	1.3	.	0.6	0.1	0.9	0.3	0.4	1.3
TOTAL VERY/QUITE INTERESTED	924	55	167	171	171	360	428	496	522	253	149
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	519	33	94	97	92	203	240	279	300	134	84
	56.1	60.2	56.2	56.6	53.7	56.4	56.1	56.1	57.4	53.1	56.6
CANNOT GET INFORMATION	376	22	68	74	73	139	174	202	206	112	58
	40.7	39.8	40.7	43.4	42.6	38.6	40.6	40.7	39.4	44.4	38.7
NOT STATED	30	*	5	*	6	18	14	16	16	6	7
	3.2	.	3.2	.	3.7	5.1	3.3	3.2	3.2	2.5	4.7

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
SOCIAL ISSUES SUCH AS OVER-POPULATION, URBAN PLANNING OR CHILD DEVELOPMENT											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	536 26.8	38 22.8	95 26.4	115 30.2	126 37.8	162 21.4	202 20.4	334 33.1	291 25.5	177 30.7	68 24.1
QUITE INTERESTED	778 38.9	65 39.1	160 44.4	155 40.7	129 38.7	269 35.4	370 37.3	407 40.4	471 41.3	199 34.5	108 38.1
NEITHER INTERESTED NOR UNINTERESTED	260 13.0	27 16.4	41 11.3	54 14.1	32 9.7	106 14.0	178 17.9	83 8.2	134 11.8	83 14.4	43 15.1
NOT VERY INTERESTED	240 12.0	26 15.5	38 10.4	27 7.1	26 7.7	124 16.3	134 13.5	106 10.5	145 12.7	63 11.0	32 11.4
NOT AT ALL INTERESTED	179 8.9	10 6.3	27 7.5	26 6.8	19 5.8	96 12.7	107 10.8	72 7.1	98 8.6	54 9.3	28 9.7
NOT STATED	7 0.4	* .	* .	4 1.0	1 0.3	2 0.3	1 0.1	6 0.6	3 0.2	* .	5 1.6
TOTAL VERY/QUITE INTERESTED	1314 100.0	103 100.0	256 100.0	270 100.0	255 100.0	431 100.0	572 100.0	742 100.0	762 100.0	376 100.0	176 100.0
CAN GET INFORMATION	870 66.2	66 64.3	158 61.8	175 65.0	160 62.8	310 72.0	384 67.0	486 65.6	530 69.5	233 62.1	107 60.6
CANNOT GET INFORMATION	415 31.6	35 34.3	91 35.5	92 34.2	88 34.5	109 25.3	180 31.5	235 31.7	218 28.6	131 34.8	67 37.8
NOT STATED	29 2.2	1 1.4	7 2.6	2 0.7	7 2.7	12 2.7	8 1.5	20 2.7	14 1.8	12 3.2	3 1.6
THE ROLE OF SCIENTISTS IN THE ENERGY CRISIS, OIL, MINING AND RESOURCE DEVELOPMENT											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	457 22.8	23 13.7	74 20.5	88 23.1	102 30.7	170 22.3	247 24.8	210 20.8	245 21.5	153 26.6	58 20.4
QUITE INTERESTED	728 36.4	66 39.9	146 40.4	145 38.1	118 35.3	253 33.3	382 38.5	345 34.2	423 37.0	198 34.5	107 37.6
NEITHER INTERESTED NOR UNINTERESTED	300 15.0	23 13.8	64 17.8	56 14.8	45 13.5	112 14.7	146 14.7	153 15.2	173 15.2	84 14.7	42 14.8
NOT VERY INTERESTED	301 15.1	30 17.9	53 14.8	46 12.1	41 12.3	131 17.3	131 13.2	170 16.9	180 15.7	83 14.4	39 13.8
NOT AT ALL INTERESTED	205 10.3	25 14.8	23 6.5	41 10.8	26 7.8	90 11.9	84 8.5	121 12.0	118 10.3	54 9.4	33 11.8
NOT STATED	10 0.5	* .	* .	5 1.2	2 0.5	3 0.5	2 0.2	8 0.8	3 0.2	3 0.5	5 1.6

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED	1184 100.0	89 100.0	220 100.0	233 100.0	220 100.0	423 100.0	629 100.0	555 100.0	668 100.0	352 100.0	165 100.0
CAN GET INFORMATION	724 61.1	56 63.5	126 57.5	142 61.1	136 61.8	263 62.2	366 58.1	359 64.6	412 61.7	212 60.4	100 60.5
CANNOT GET INFORMATION	438 37.0	31 35.2	91 41.6	88 37.7	80 36.5	147 34.8	251 40.0	186 33.6	245 36.7	132 37.4	61 37.3
NOT STATED	22 1.9	1 1.3	2 0.9	3 1.2	4 1.8	12 2.9	12 1.9	10 1.9	11 1.7	8 2.2	4 2.2
ENGINEERING PROJECTS SUCH AS TRANSPORTATION SYSTEMS, PIPELINES, ETC.											
TOTAL	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
VERY INTERESTED	313 15.6	17 10.0	49 13.7	55 14.5	75 22.4	117 15.4	207 20.8	106 10.5	177 15.5	94 16.4	42 14.8
QUITE INTERESTED	663 33.1	42 25.6	116 32.0	140 36.7	116 34.9	249 32.8	392 39.5	271 26.9	401 35.1	169 29.4	93 32.8
NEITHER INTERESTED NOR UNINTERESTED	346 17.3	33 20.2	80 22.1	68 17.9	49 14.6	116 15.3	160 16.1	187 18.5	187 16.3	118 20.6	41 14.6
NOT VERY INTERESTED	400 20.0	49 29.7	69 19.3	72 18.8	61 18.2	149 19.6	139 14.0	262 25.9	236 20.7	112 19.5	52 18.5
NOT AT ALL INTERESTED	271 13.5	24 14.4	47 12.9	42 11.0	32 9.6	126 16.6	94 9.5	177 17.5	139 12.2	82 14.2	50 17.7
NOT STATED	7 0.4	* .	* .	4 1.0	1 0.3	2 0.3	1 0.1	6 0.6	3 0.2	* .	5 1.6
TOTAL VERY/QUITE INTERESTED	976 100.0	59 100.0	165 100.0	195 100.0	191 100.0	366 100.0	599 100.0	377 100.0	577 100.0	264 100.0	135 100.0
CAN GET INFORMATION	649 66.5	50 84.3	108 65.6	119 61.0	129 67.4	244 66.6	394 65.8	256 67.7	391 67.8	165 62.4	94 69.4
CANNOT GET INFORMATION	300 30.7	9 14.9	54 32.7	71 36.7	59 30.8	107 29.2	192 32.1	108 28.5	168 29.2	94 35.5	38 28.0
NOT STATED	27 2.7	1 0.8	3 1.7	4 2.2	3 1.8	15 4.2	13 2.1	14 3.7	18 3.1	5 2.0	4 2.6

AREAS OF INTEREST QUES.2
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL INTERVIEWS	2000	1239	320	439	158	128	410	1304
SPORTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	1239	320	439	158	128	410	1304
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	595	368	91	136	46	58	165	325
	29.7	29.7	28.4	30.9	29.0	45.6	40.3	24.9
QUITE INTERESTED	530	324	83	123	48	31	110	341
	26.5	26.2	25.8	28.0	30.4	24.6	26.8	26.1
NEITHER INTERESTED NOR UNINTERESTED	206	109	29	69	23	14	34	136
	10.3	8.8	9.1	15.6	14.5	10.6	8.3	10.4
NOT VERY INTERESTED	360	227	65	69	24	12	70	255
	18.0	18.3	20.2	15.7	14.9	9.1	17.1	19.5
NOT AT ALL INTERESTED	306	209	53	43	18	13	29	247
	15.3	16.9	16.5	9.8	11.1	10.1	7.0	18.9
NOT STATED	3	3	*	*	*	*	1	1
	0.1	0.2	0.4	0.1
TOTAL VERY/QUITE INTERESTED	1125	692	174	259	94	90	275	666
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	997	616	155	226	82	79	247	589
	88.6	89.0	89.2	87.2	87.5	87.7	89.5	88.5
CANNOT GET INFORMATION	105	61	16	29	11	9	26	59
	9.4	8.7	9.2	11.2	11.8	10.6	9.5	8.8
NOT STATED	23	16	3	4	1	2	3	18
	2.0	2.3	1.5	1.7	0.7	1.8	1.0	2.6

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
SOCIETY NEWS								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	112 5.6	64 5.1	16 5.0	33 7.5	6 3.9	5 4.2	17 4.2	83 6.4
QUITE INTERESTED	413 20.7	256 20.6	75 23.5	82 18.7	29 18.3	19 14.7	63 15.4	302 23.2
NEITHER INTERESTED NOR UNINTERESTED	293 14.7	173 14.0	48 15.1	72 16.3	11 6.9	20 15.4	67 16.3	196 15.0
NOT VERY INTERESTED	554 27.7	327 26.4	90 28.2	136 31.0	39 24.3	48 37.6	98 23.8	370 28.3
NOT AT ALL INTERESTED	619 31.0	412 33.3	89 27.9	116 26.5	74 46.5	34 26.9	163 39.7	349 26.7
NOT STATED	8 0.4	7 0.6	1 0.3	* .	* .	2 1.2	3 0.7	4 0.3
TOTAL VERY/QUITE INTERESTED	526 100.0	319 100.0	91 100.0	115 100.0	35 100.0	24 100.0	80 100.0	386 100.0
CAN GET INFORMATION	453 86.1	278 87.0	83 90.5	92 80.1	30 84.2	16 66.0	64 79.3	343 88.9
CANNOT GET INFORMATION	62 11.8	36 11.3	7 7.9	19 16.4	5 13.9	8 32.4	15 18.8	34 8.9
NOT STATED	11 2.1	5 1.6	1 1.6	4 3.6	1 1.8	2 1.6	2 1.9	8 2.1
NATIONAL POLITICS								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	319 15.9	142 11.4	60 18.9	117 26.6	45 28.2	20 15.4	66 16.0	189 14.5
QUITE INTERESTED	655 32.7	358 28.9	108 33.6	188 42.8	65 41.1	55 43.2	118 28.8	417 32.0
NEITHER INTERESTED NOR UNINTERESTED	281 14.0	170 13.8	58 18.0	53 12.0	20 12.8	20 16.0	73 17.7	167 12.8
NOT VERY INTERESTED	405 20.3	288 23.3	61 18.9	57 12.9	20 12.5	23 18.3	76 18.4	287 22.0
NOT AT ALL INTERESTED	333 16.7	274 22.1	33 10.3	25 5.6	9 5.4	7 5.9	77 18.8	240 18.4
NOT STATED	7 0.3	6 0.5	1 0.2	* .	* .	2 1.2	1 0.4	4 0.3
TOTAL VERY/QUITE INTERESTED	974 100.0	500 100.0	168 100.0	305 100.0	110 100.0	75 100.0	184 100.0	606 100.0
CAN GET INFORMATION	754 77.4	381 76.3	134 79.7	238 78.1	89 80.9	53 70.6	149 81.1	464 76.6
CANNOT GET INFORMATION	197 20.2	105 21.0	32 18.9	60 19.7	20 18.0	21 27.6	30 16.3	127 20.9
NOT STATED	23 2.3	14 2.7	2 1.5	7 2.2	1 1.2	1 1.8	5 2.5	15 2.5

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
ENTERTAINMENT								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	370 18.5	213 17.2	69 21.6	87 19.9	25 15.7	26 20.5	62 15.1	257 19.7
QUITE INTERESTED	891 44.5	538 43.4	153 47.7	200 45.6	71 44.9	59 46.5	185 45.0	576 44.2
NEITHER INTERESTED NOR UNINTERESTED	283 14.2	153 12.4	48 15.1	82 18.6	28 17.4	21 16.7	66 16.1	169 12.9
NOT VERY INTERESTED	304 15.2	211 17.0	33 10.4	60 13.6	28 17.4	15 11.5	66 16.1	196 15.0
NOT AT ALL INTERESTED	146 7.3	118 9.6	17 5.2	10 2.2	7 4.6	5 4.3	30 7.4	103 7.9
NOT STATED	5 0.3	5 0.4	* .	* .	* .	1 0.5	1 0.4	3 0.2
TOTAL VERY/QUITE INTERESTED	1261 100.0	751 100.0	222 100.0	288 100.0	96 100.0	86 100.0	246 100.0	833 100.0
CAN GET INFORMATION	1089 86.4	653 86.9	189 85.3	247 85.8	84 88.0	70 82.4	212 85.8	723 86.8
CANNOT GET INFORMATION	138 11.0	77 10.2	29 12.8	33 11.5	11 11.4	14 15.8	31 12.6	83 10.0
NOT STATED	33 2.6	22 2.9	4 1.8	8 2.7	1 0.7	2 1.8	4 1.6	27 3.3
FOREIGN EVENTS								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	346 17.3	162 13.1	53 16.4	131 29.8	50 31.5	18 14.2	69 16.7	209 16.0
QUITE INTERESTED	759 37.9	414 33.4	154 48.2	189 43.0	64 40.6	67 52.1	139 33.9	489 37.5
NEITHER INTERESTED NOR UNINTERESTED	290 14.5	186 15.1	39 12.2	64 14.6	13 8.0	13 10.5	74 18.1	189 14.5
NOT VERY INTERESTED	375 18.7	274 22.1	55 17.3	44 10.1	23 14.5	16 12.6	69 16.8	266 20.4
NOT AT ALL INTERESTED	225 11.3	196 15.8	19 5.9	10 2.3	9 5.4	13 10.0	58 14.1	146 11.2
NOT STATED	7 0.3	6 0.5	* .	1 0.2	* .	1 0.5	1 0.4	5 0.4
TOTAL VERY/QUITE INTERESTED	1104 100.0	576 100.0	207 100.0	320 100.0	114 100.0	85 100.0	208 100.0	698 100.0
CAN GET INFORMATION	849 76.9	442 76.7	169 81.8	237 74.1	82 72.3	66 78.4	157 75.7	543 77.9
CANNOT GET INFORMATION	230 20.8	120 20.8	36 17.3	74 23.2	30 26.0	17 19.6	45 21.9	138 19.8
NOT STATED	25 2.3	15 2.6	2 0.9	8 2.6	2 1.7	2 2.0	5 2.5	16 2.4

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
CRIME								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	221 11.0	134 10.8	40 12.5	46 10.6	16 10.4	17 13.5	41 10.1	146 11.2
QUITE INTERESTED	678 33.9	424 34.2	101 31.6	153 34.8	63 39.5	50 39.4	135 32.9	430 33.0
NEITHER INTERESTED NOR UNINTERESTED	316 15.8	166 13.4	61 19.2	89 20.3	34 21.4	29 22.6	72 17.5	182 14.0
NOT VERY INTERESTED	401 20.0	241 19.5	61 19.2	98 22.4	19 11.8	13 9.9	90 21.9	279 21.4
NOT AT ALL INTERESTED	376 18.8	269 21.7	55 17.2	51 11.5	24 14.9	18 14.2	71 17.3	263 20.2
NOT STATED	9 0.4	5 0.4	1 0.4	2 0.4	3 2.0	0.3	2 0.4	3 0.3
TOTAL VERY/QUITE INTERESTED	899 100.0	558 100.0	141 100.0	199 100.0	79 100.0	68 100.0	176 100.0	576 100.0
CAN GET INFORMATION	709 78.9	433 77.6	119 84.0	157 79.0	62 78.2	56 83.1	144 81.9	447 77.6
CANNOT GET INFORMATION	169 18.8	111 19.9	21 14.9	37 18.8	13 17.0	11 15.5	28 16.1	117 20.3
NOT STATED	20 2.2	14 2.5	2 1.1	4 2.2	4 4.8	1 1.3	3 2.0	12 2.1
MEDICINE AND HEALTH								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	627 31.4	365 29.4	114 35.7	146 33.3	48 30.3	40 31.5	87 21.1	452 34.7
QUITE INTERESTED	855 42.7	535 43.2	141 44.1	178 40.5	77 48.6	47 36.8	182 44.3	549 42.1
NEITHER INTERESTED NOR UNINTERESTED	241 12.0	141 11.4	35 11.1	64 14.6	16 10.2	19 15.1	68 16.7	137 10.5
NOT VERY INTERESTED	182 9.1	124 10.0	20 6.1	38 8.7	10 6.6	12 9.5	42 10.2	117 9.0
NOT AT ALL INTERESTED	92 4.6	72 5.8	9 2.8	11 2.5	7 4.4	9 7.1	31 7.5	45 3.5
NOT STATED	4 0.2	1 0.1	1 0.2	2 0.4	* .	* .	0.1	3 0.3
TOTAL VERY/QUITE INTERESTED	1482 100.0	900 100.0	256 100.0	324 100.0	125 100.0	87 100.0	269 100.0	1001 100.0
CAN GET INFORMATION	962 64.9	585 65.0	170 66.4	206 63.4	78 62.6	52 60.0	185 68.7	647 64.6
CANNOT GET INFORMATION	478 32.3	287 31.8	83 32.6	107 33.1	42 33.4	34 38.7	78 28.9	325 32.5
NOT STATED	42 2.8	28 3.2	2 1.0	11 3.4	5 4.0	1 1.3	6 2.4	29 2.9

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD-HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
OTHER SCIENCE								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	294 14.7	130 10.5	56 17.6	107 24.3	38 24.2	18 13.9	56 13.7	181 13.9
QUITE INTERESTED	679 34.0	396 32.0	103 32.2	179 40.7	77 48.4	52 40.6	150 36.5	401 30.7
NEITHER INTERESTED NOR UNINTERESTED	341 17.0	214 17.3	56 17.5	71 16.1	8 4.8	24 18.8	72 17.7	237 18.2
NOT VERY INTERESTED	419 20.9	295 23.8	61 18.9	63 14.4	26 16.5	20 15.7	85 20.8	287 22.0
NOT AT ALL INTERESTED	261 13.1	199 16.1	43 13.5	19 4.4	10 6.1	13 10.4	46 11.1	193 14.8
NOT STATED	7 0.3	5 0.4	1 0.4	1 0.2	* .	1 0.5	1 0.2	5 0.4
TOTAL VERY/QUITE INTERESTED	973 100.0	526 100.0	159 100.0	285 100.0	115 100.0	70 100.0	206 100.0	582 100.0
CAN GET INFORMATION	614 63.1	335 63.7	103 64.5	174 60.9	76 66.5	33 47.4	132 64.1	372 63.9
CANNOT GET INFORMATION	328 33.7	168 31.9	55 34.5	105 36.8	37 31.8	32 46.4	65 31.5	194 33.3
NOT STATED	31 3.2	23 4.4	2 1.1	7 2.3	2 1.7	4 6.2	9 4.4	16 2.7
LOCAL NEWS/EVENTS								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	748 37.4	481 38.8	141 44.0	127 28.8	58 36.6	49 38.2	147 35.7	495 38.0
QUITE INTERESTED	934 46.7	571 46.1	137 42.7	225 51.3	67 42.5	51 40.0	193 47.0	623 47.8
NEITHER INTERESTED NOR UNINTERESTED	143 7.2	82 6.6	20 6.2	42 9.5	14 8.5	11 8.5	35 8.6	83 6.4
NOT VERY INTERESTED	125 6.3	74 6.0	16 4.9	34 7.7	16 10.0	11 8.7	23 5.6	75 5.8
NOT AT ALL INTERESTED	44 2.2	28 2.3	7 2.1	9 2.1	4 2.3	4 3.3	12 2.9	24 1.9
NOT STATED	5 0.2	2 0.2	1 0.2	2 0.5	* .	2 1.2	1 0.1	3 0.2
TOTAL VERY/QUITE INTERESTED	1683 100.0	1052 100.0	278 100.0	352 100.0	125 100.0	100 100.0	339 100.0	1118 100.0
CAN GET INFORMATION	1460 86.8	904 85.9	244 87.8	312 88.7	112 89.3	79 78.7	295 87.1	974 87.1
CANNOT GET INFORMATION	176 10.5	115 10.9	30 10.7	32 9.0	12 9.7	20 19.6	35 10.4	109 9.8
NOT STATED	46 2.7	34 3.2	4 1.5	8 2.3	1 1.1	2 1.7	8 2.4	35 3.1

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	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
LABOUR AND INDUSTRY								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	411 20.5	251 20.3	69 21.7	91 20.6	50 31.7	34 26.3	122 29.8	205 15.7
QUITE INTERESTED	774 38.7	467 37.7	114 35.6	192 43.7	70 44.5	47 36.6	169 41.2	487 37.4
NEITHER INTERESTED NOR UNINTERESTED	302 15.1	182 14.7	45 14.2	75 17.1	13 8.0	23 18.0	53 13.0	213 16.4
NOT VERY INTERESTED	313 15.7	187 15.1	59 18.5	66 15.0	18 11.3	17 13.5	38 9.2	240 18.4
NOT AT ALL INTERESTED	195 9.8	148 11.9	31 9.8	16 3.7	7 4.5	5 3.8	28 6.8	155 11.9
NOT STATED	0.5 0.2	4 0.3	1 0.2	* .	* .	2 1.8	* .	2 0.2
TOTAL VERY/QUITE INTERESTED	1185 100.0	718 100.0	184 100.0	282 100.0	121 100.0	80 100.0	291 100.0	693 100.0
CAN GET INFORMATION	881 74.3	526 73.2	138 75.2	216 76.5	93 77.0	57 70.7	220 75.5	511 73.8
CANNOT GET INFORMATION	267 22.6	166 23.2	43 23.2	58 20.7	26 21.3	21 25.8	63 21.5	158 22.9
NOT STATED	37 3.1	26 3.6	3 1.6	8 2.8	2 1.7	3 3.4	9 3.0	23 3.3

AREAS OF INTEREST (CONT.) QUES.4
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL INTERVIEWS	2000	1239	320	439	158	128	410	1304
BUSINESS OR ECONOMICS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	1239	320	439	158	128	410	1304
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	314	177	47	90	49	40	58	167
	15.7	14.3	14.6	20.5	30.7	31.6	14.1	12.8
QUITE INTERESTED	656	381	120	155	51	42	128	435
	32.8	30.7	37.5	35.4	32.2	33.0	31.2	33.4
NEITHER INTERESTED NOR UNINTERESTED	309	184	42	83	19	11	77	201
	15.4	14.8	13.0	19.0	12.2	8.9	18.7	15.4
NOT VERY INTERESTED	447	296	70	79	24	23	93	306
	22.3	23.9	22.0	18.1	15.3	18.2	22.6	23.5
NOT AT ALL INTERESTED	271	198	42	29	15	11	54	191
	13.5	16.0	13.0	6.7	9.5	8.3	13.2	14.6
NOT STATED	4	3	*	2	*	*	1	4
	0.2	0.2	.	0.4	.	.	0.1	0.3
TOTAL VERY/QUITE INTERESTED	970	558	167	245	100	83	186	602
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	683	386	117	180	73	55	131	425
	70.5	69.3	70.2	73.3	73.2	66.3	70.6	70.6
CANNOT GET INFORMATION	260	156	48	56	25	27	48	160
	26.8	28.0	28.7	22.8	24.8	32.8	25.6	26.7
NOT STATED	27	15	2	10	2	1	7	17
	2.7	2.7	1.1	3.9	2.0	1.0	3.8	2.8

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TAX DOLLARS SPENT BY GOVERNMENT ON SCIENCES								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	381 19.0	227 18.4	65 20.3	88 20.1	43 27.3	26 20.2	84 20.5	228 17.5
QUITE INTERESTED	747 37.4	456 36.8	129 40.3	162 36.8	52 32.7	47 36.7	146 35.5	503 38.6
NEITHER INTERESTED NOR UNINTERESTED	304 15.2	169 13.7	46 14.4	88 20.1	17 10.9	23 17.8	74 18.0	190 14.5
NOT VERY INTERESTED	331 16.5	218 17.6	44 13.8	67 15.3	31 19.9	25 19.9	56 13.6	218 16.7
NOT AT ALL INTERESTED	232 11.6	165 13.3	36 11.3	31 7.1	15 9.2	7 5.3	49 12.0	161 12.4
NOT STATED	6 0.3	3 0.2	* .	3 0.6	* .	* .	1 0.3	4 0.3
TOTAL VERY/QUITE INTERESTED	1128 100.0	683 100.0	194 100.0	250 100.0	95 100.0	73 100.0	230 100.0	731 100.0
CAN GET INFORMATION	584 51.8	353 51.6	101 52.1	130 51.8	51 53.3	30 41.3	114 49.7	389 53.3
CANNOT GET INFORMATION	517 45.8	314 46.0	90 46.6	112 44.8	43 45.2	41 55.9	109 47.5	324 44.3
NOT STATED	27 2.4	16 2.4	3 1.3	9 3.4	1 1.5	2 2.8	6 2.8	18 2.4
AGRICULTURE								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	433 21.6	291 23.5	58 18.2	82 18.6	41 25.8	26 20.4	69 16.9	296 22.7
QUITE INTERESTED	624 31.2	380 30.7	112 35.1	131 29.9	46 29.3	40 30.9	146 35.6	393 30.1
NEITHER INTERESTED NOR UNINTERESTED	310 15.5	163 13.2	37 11.6	110 25.0	36 23.0	25 19.9	63 15.2	186 14.2
NOT VERY INTERESTED	389 19.4	243 19.6	69 21.5	78 17.7	18 11.2	27 20.8	88 21.3	257 19.7
NOT AT ALL INTERESTED	239 12.0	159 12.8	44 13.6	36 8.3	17 10.8	10 7.9	43 10.4	169 13.0
NOT STATED	5 0.3	3 0.2	* .	3 0.6	* .	* .	2 0.5	3 0.2
TOTAL VERY/QUITE INTERESTED	1057 100.0	671 100.0	171 100.0	213 100.0	87 100.0	66 100.0	215 100.0	689 100.0
CAN GET INFORMATION	767 72.5	481 71.7	144 84.6	139 65.2	62 70.9	41 62.4	169 78.5	495 71.8
CANNOT GET INFORMATION	269 25.5	176 26.2	26 15.2	68 31.9	25 29.1	24 36.4	43 19.8	177 25.8
NOT STATED	21 2.0	15 2.2	0.2	6 2.9	* .	1 1.2	4 1.7	17 2.4

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
BIOLOGY OR THE NATURE OF LIVING THINGS								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	465 23.2	248 20.0	85 26.5	132 30.0	38 23.9	26 20.7	95 23.0	306 23.5
QUITE INTERESTED	803 40.1	483 39.0	131 40.9	187 42.7	70 44.3	54 42.4	158 38.6	520 39.9
NEITHER INTERESTED NOR UNINTERESTED	241 12.1	166 13.4	27 8.3	49 11.1	16 9.8	16 12.8	57 13.9	153 11.7
NOT VERY INTERESTED	313 15.6	205 16.5	53 16.6	54 12.4	24 15.1	25 19.2	65 15.9	199 15.3
NOT AT ALL INTERESTED	171 8.6	130 10.5	24 7.6	17 3.8	11 6.9	6 4.9	34 8.4	120 9.2
NOT STATED	7 0.4	7 0.5	* .	1 0.1	* .	* .	1 0.1	7 0.5
TOTAL VERY/QUITE INTERESTED	1268 100.0	731 100.0	216 100.0	319 100.0	108 100.0	81 100.0	253 100.0	826 100.0
CAN GET INFORMATION	863 68.1	513 70.2	141 65.3	207 65.0	73 67.4	57 71.3	169 66.7	564 68.3
CANNOT GET INFORMATION	374 29.5	202 27.6	71 33.0	101 31.6	32 30.1	22 27.7	77 30.5	242 29.3
NOT STATED	31 2.4	16 2.2	4 1.7	11 3.4	3 2.5	1 1.0	7 2.7	20 2.5
POLLUTION, ECOLOGY OR THE ENVIRONMENT								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	624 31.2	317 25.6	122 38.1	183 41.7	57 36.0	44 34.2	105 25.6	418 32.1
QUITE INTERESTED	851 42.5	533 43.0	122 38.2	195 44.5	75 47.1	58 45.3	176 43.0	543 41.6
NEITHER INTERESTED NOR UNINTERESTED	216 10.8	150 12.1	34 10.5	32 7.4	16 9.9	15 12.0	55 13.4	130 10.0
NOT VERY INTERESTED	188 9.4	139 11.3	30 9.5	18 4.2	9 5.4	8 6.6	48 11.7	123 9.5
NOT AT ALL INTERESTED	116 5.8	95 7.7	12 3.7	10 2.2	3 1.6	2 1.9	26 6.3	85 6.6
NOT STATED	5 0.2	4 0.3	* .	1 0.1	* .	* .	1 0.1	4 0.3
TOTAL VERY/QUITE INTERESTED	1475 100.0	850 100.0	244 100.0	378 100.0	131 100.0	102 100.0	281 100.0	961 100.0
CAN GET INFORMATION	1039 70.5	593 69.7	176 71.8	269 71.1	92 70.1	75 73.8	190 67.5	682 71.0
CANNOT GET INFORMATION	411 27.9	246 28.9	67 27.6	98 26.0	38 28.9	25 25.0	85 30.2	263 27.4
NOT STATED	25 1.7	12 1.4	1 0.6	11 3.0	1 1.0	1 1.1	6 2.3	16 1.6

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
INDUSTRIAL DISCOVERIES, SUCH AS NEW INVENTIONS								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	395 19.7	227 18.3	67 21.0	100 22.8	48 30.4	34 26.8	86 21.0	226 17.4
QUITE INTERESTED	809 40.5	469 37.8	128 40.0	212 48.2	72 45.3	55 42.8	161 39.3	522 40.0
NEITHER INTERESTED NOR UNINTERESTED	277 13.8	174 14.0	44 13.7	59 13.5	15 9.6	12 9.6	73 17.9	176 13.5
NOT VERY INTERESTED	311 15.5	200 16.1	62 19.3	49 11.3	18 11.4	23 17.7	53 12.8	218 16.7
NOT AT ALL INTERESTED	198 9.9	159 12.9	19 6.0	18 4.1	5 3.4	4 3.0	36 8.8	153 11.7
NOT STATED	10 0.5	10 0.8	* .	1 0.1	* .	* .	1 0.1	10 0.8
TOTAL VERY/QUITE INTERESTED	1204 100.0	696 100.0	196 100.0	312 100.0	120 100.0	89 100.0	247 100.0	748 100.0
CAN GET INFORMATION	723 60.0	414 59.5	117 59.8	191 61.1	67 55.5	46 51.9	133 53.9	477 63.7
CANNOT GET INFORMATION	448 37.2	264 37.9	75 38.2	110 35.2	51 42.8	41 46.0	108 43.5	249 33.2
NOT STATED	33 2.8	18 2.6	4 2.0	11 3.7	2 1.7	2 2.1	6 2.6	23 3.1
EDUCATION								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	810 40.5	467 37.7	144 45.1	198 45.1	69 43.7	56 44.2	133 32.5	551 42.2
QUITE INTERESTED	787 39.3	500 40.3	117 36.6	170 38.7	58 36.5	52 40.5	170 41.5	507 38.9
NEITHER INTERESTED NOR UNINTERESTED	167 8.4	111 9.0	27 8.3	29 6.6	16 10.2	9 7.0	55 13.4	87 6.7
NOT VERY INTERESTED	156 7.8	101 8.2	24 7.5	31 7.1	9 5.5	9 6.9	41 9.9	98 7.5
NOT AT ALL INTERESTED	74 3.7	55 4.5	7 2.2	10 2.4	6 4.1	2 1.4	8 2.0	58 4.5
NOT STATED	6 0.3	4 0.3	1 0.3	1 0.1	* .	* .	3 0.7	3 0.2
TOTAL VERY/QUITE INTERESTED	1597 100.0	966 100.0	262 100.0	368 100.0	127 100.0	108 100.0	303 100.0	1058 100.0
CAN GET INFORMATION	1160 72.7	699 72.4	204 77.9	257 69.9	83 65.2	80 74.0	228 75.0	770 72.8
CANNOT GET INFORMATION	397 24.8	244 25.3	53 20.4	99 26.8	40 31.8	26 24.4	70 22.9	260 24.6
NOT STATED	40 2.5	23 2.4	5 1.7	12 3.3	4 3.1	2 1.6	6 2.1	28 2.6

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
PHYSICAL SCIENCE RESEARCH AND DISCOVERIES ABOUT NATURE								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	406 20.3	204 16.5	72 22.4	130 29.6	37 23.1	31 24.4	76 18.6	262 20.1
QUITE INTERESTED	758 37.9	483 39.0	124 38.6	152 34.6	59 37.4	54 42.2	159 38.8	486 37.2
NEITHER INTERESTED NOR UNINTERESTED	296 14.8	187 15.1	34 10.7	74 16.8	28 17.5	23 17.7	71 17.3	175 13.4
NOT VERY INTERESTED	321 16.0	198 16.0	62 19.4	60 13.7	19 12.3	14 10.6	67 16.3	221 16.9
NOT AT ALL INTERESTED	202 10.1	153 12.3	27 8.4	22 5.0	15 9.4	7 5.1	36 8.7	145 11.1
NOT STATED	18 0.9	15 1.2	2 0.5	1 0.3	1 0.4	*	1 0.3	16 1.2
TOTAL VERY/QUITE INTERESTED	1164 100.0	687 100.0	195 100.0	282 100.0	96 100.0	85 100.0	236 100.0	747 100.0
CAN GET INFORMATION	756 65.0	454 66.1	127 65.2	175 62.1	56 58.4	58 68.2	143 60.8	499 66.8
CANNOT GET INFORMATION	387 33.2	219 31.9	64 33.0	103 36.6	38 39.4	26 30.9	88 37.4	235 31.4
NOT STATED	21 1.8	14 2.0	4 1.8	4 1.3	2 2.2	1 0.9	4 1.8	14 1.8
AVIATION OR SPACE EXPLORATION								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	360 18.0	198 16.0	57 17.7	106 24.0	42 26.4	42 32.6	102 24.9	174 13.4
QUITE INTERESTED	530 26.5	297 24.0	94 29.4	139 31.7	57 36.0	47 36.6	104 25.3	323 24.7
NEITHER INTERESTED NOR UNINTERESTED	294 14.7	170 13.7	43 13.3	81 18.5	26 16.4	16 12.3	68 16.7	184 14.1
NOT VERY INTERESTED	422 21.1	276 22.3	74 23.1	71 16.2	15 9.7	15 11.8	75 18.2	317 24.3
NOT AT ALL INTERESTED	391 19.5	295 23.8	53 16.5	41 9.4	18 11.6	8 6.6	61 14.8	303 23.3
NOT STATED	3 0.2	3 0.2	*	1 0.1	*	*	1 0.1	3 0.2
TOTAL VERY/QUITE INTERESTED	890 100.0	494 100.0	151 100.0	245 100.0	99 100.0	88 100.0	206 100.0	497 100.0
CAN GET INFORMATION	641 72.0	367 74.1	105 69.3	170 69.3	66 66.3	71 80.0	144 69.9	361 72.6
CANNOT GET INFORMATION	233 26.2	121 24.4	44 29.1	69 28.0	29 29.7	17 19.2	56 27.4	130 26.2
NOT STATED	16 1.8	7 1.5	2 1.6	6 2.6	4 4.0	1 0.9	6 2.7	6 1.2

AREAS OF INTEREST (CONT.) QUES.4
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL INTERVIEWS	2000	1239	320	439	158	128	410	1304
RESEARCH DONE BY UNIVER- SITY SCIENTISTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	1239	320	439	158	128	410	1304
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	291	135	60	95	31	18	51	191
	14.5	10.9	18.8	21.6	19.6	13.7	12.5	14.6
QUITE INTERESTED	634	359	105	170	56	43	112	423
	31.7	29.0	32.7	38.6	35.6	33.3	27.2	32.4
NEITHER INTERESTED NOR UNINTERESTED	372	233	53	86	24	26	92	231
	18.6	18.8	16.7	19.5	15.1	20.1	22.5	17.7
NOT VERY INTERESTED	392	273	65	54	27	24	89	253
	19.6	22.0	20.4	12.2	17.1	18.5	21.7	19.4
NOT AT ALL INTERESTED	302	230	36	35	20	18	66	198
	15.1	18.5	11.3	7.9	12.4	14.4	16.1	15.2
NOT STATED	9	8	1	1	*	*	1	9
	0.5	0.7	0.1	0.2	.	.	0.1	0.7
TOTAL VERY/QUITE INTERESTED	924	495	165	265	88	60	163	614
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	519	277	98	144	49	36	91	343
	56.1	56.0	59.4	54.3	55.6	60.1	55.7	55.9
CANNOT GET INFORMATION	376	203	64	109	37	23	65	251
	40.7	41.1	38.9	41.0	42.0	38.6	40.0	40.9
NOT STATED	30	15	3	12	2	1	7	20
	3.2	2.9	1.7	4.7	2.4	1.3	4.3	3.2

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
SOCIAL ISSUES SUCH AS OVER-POPULATION, URBAN PLANNING OR CHILD DEVELOPMENT								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	534 26.8	263 21.2	107 33.2	166 37.7	52 32.6	33 26.2	82 20.1	369 28.3
QUITE INTERESTED	778 38.9	490 39.5	107 33.4	181 41.2	80 50.7	47 36.7	138 33.6	513 39.3
NEITHER INTERESTED NOR UNINTERESTED	260 13.0	170 13.8	40 12.4	50 11.4	11 6.8	23 18.1	89 21.8	137 10.5
NOT VERY INTERESTED	240 12.0	164 13.2	50 15.5	26 6.0	8 5.3	18 14.1	49 11.9	165 12.7
NOT AT ALL INTERESTED	179 8.9	146 11.8	18 5.5	15 3.5	7 4.6	6 5.0	50 12.3	115 8.8
NOT STATED	7 0.4	6 0.5	* .	1 0.2	* .	* .	1 0.4	6 0.4
TOTAL VERY/QUITE INTERESTED	1314 100.0	752 100.0	213 100.0	347 100.0	132 100.0	80 100.0	220 100.0	881 100.0
CAN GET INFORMATION	870 66.2	493 65.6	140 65.4	235 67.9	89 67.2	56 69.8	145 65.6	581 65.9
CANNOT GET INFORMATION	415 31.6	244 32.4	71 33.2	101 29.1	42 31.8	23 29.2	73 33.1	277 31.4
NOT STATED	29 2.2	15 2.0	3 1.3	10 3.0	1 1.0	1 1.0	3 1.3	24 2.7
THE ROLE OF SCIENTISTS IN THE ENERGY CRISIS, OIL, MINING AND RESOURCE DEVELOPMENT								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	457 22.8	246 19.9	83 25.9	126 28.6	56 35.5	40 30.9	93 22.7	268 20.5
QUITE INTERESTED	728 36.4	447 36.1	109 34.0	171 39.0	55 35.0	43 33.5	164 39.9	466 35.7
NEITHER INTERESTED NOR UNINTERESTED	300 15.0	171 13.8	56 17.6	73 16.5	15 9.7	32 24.7	63 15.3	189 14.5
NOT VERY INTERESTED	301 15.1	204 16.5	51 15.9	45 10.3	19 11.9	12 9.7	54 13.1	217 16.6
NOT AT ALL INTERESTED	205 10.3	162 13.1	21 6.6	23 5.2	12 7.6	1 1.1	35 8.6	157 12.0
NOT STATED	10 0.5	8 0.7	* .	1 0.3	1 0.3	* .	1 0.4	8 0.6

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTERESTED	1184 100.0	693 100.0	192 100.0	297 100.0	112 100.0	82 100.0	257 100.0	734 100.0
CAN GET INFORMATION	724 61.1	417 60.1	126 65.6	180 60.5	61 54.8	49 59.3	153 59.5	462 62.9
CANNOT GET INFORMATION	438 37.0	266 38.3	65 33.9	107 36.0	49 44.0	33 39.7	97 38.0	259 35.2
NOT STATED	22 1.9	11 1.6	1 0.4	10 3.5	1 1.2	1 1.0	6 2.5	14 1.9
ENGINEERING PROJECTS SUCH AS TRANSPORTATION SYSTEMS, PIPELINES, ETC.								
TOTAL	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
VERY INTERESTED	313 15.6	182 14.7	55 17.1	76 17.3	38 24.1	23 18.2	96 23.3	156 12.0
QUITE INTERESTED	663 33.1	384 31.0	117 36.4	162 36.9	67 42.3	48 37.4	157 38.4	391 30.0
NEITHER INTERESTED NOR UNINTERESTED	346 17.3	203 16.4	52 16.3	91 20.8	20 12.4	34 26.5	60 14.6	233 17.9
NOT VERY INTERESTED	400 20.0	257 20.7	64 20.1	78 17.9	21 13.1	17 13.3	57 13.8	306 23.5
NOT AT ALL INTERESTED	271 13.5	206 16.7	32 10.1	30 6.9	13 8.1	6 4.5	40 9.6	213 16.3
NOT STATED	7 0.4	6 0.5	* .	1 0.2	* .	* .	1 0.4	6 0.4
TOTAL VERY/QUITE INTERESTED	976 100.0	566 100.0	171 100.0	238 100.0	105 100.0	71 100.0	253 100.0	547 100.0
CAN GET INFORMATION	649 66.5	376 66.4	124 72.2	150 62.9	67 64.0	46 64.9	158 62.4	378 69.2
CANNOT GET INFORMATION	300 30.7	178 31.4	43 25.1	79 33.2	37 35.4	24 34.0	89 35.2	150 27.3
NOT STATED	27 2.7	13 2.2	5 2.7	9 3.9	1 0.6	1 1.1	6 2.4	19 3.5

AREAS OF INTEREST QUES.2
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL INTERVIEWS	2000	182	559	726	325	208	1551	668	883	450
SPORTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	182	559	726	325	208	1551	668	883	450
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	595	52	183	206	97	57	486	223	263	108
	29.7	28.3	32.7	28.4	29.7	27.4	31.4	33.4	29.8	24.0
QUITE INTERESTED	530	53	139	188	90	60	399	155	244	131
	26.5	29.1	24.8	26.0	27.6	29.0	25.7	23.2	27.6	29.2
NEITHER INTERESTED NOR UNINTERESTED	206	25	62	76	28	16	159	79	80	47
	10.3	14.0	11.0	10.5	8.5	7.5	10.3	11.9	9.1	10.5
NOT VERY INTERESTED	360	26	75	137	73	50	271	108	163	89
	18.0	14.3	13.4	18.8	22.4	23.8	17.5	16.1	18.5	19.8
NOT AT ALL INTERESTED	306	26	98	118	38	25	232	101	131	74
	15.3	14.4	17.5	16.3	11.8	12.2	15.0	15.1	14.9	16.5
NOT STATED	3	*	3	*	*	*	3	1	1	*
	0.1	.	0.5	.	.	.	0.2	0.2	0.1	.
TOTAL VERY/QUITE INTERESTED	1125	105	322	395	186	117	886	379	507	239
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	997	99	280	350	166	102	785	328	457	212
	88.6	94.7	86.9	88.8	89.1	86.5	88.7	86.7	90.1	88.5
CANNOT GET INFORMATION	105	6	31	39	17	12	84	40	43	22
	9.4	5.3	9.7	9.9	9.4	10.3	9.4	10.7	8.5	9.1
NOT STATED	23	*	11	5	3	4	17	10	7	6
	2.0	.	3.3	1.3	1.5	3.2	1.9	2.6	1.4	2.4

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
SOCIETY NEWS										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	112 5.6	18 9.8	35 6.3	31 4.3	15 4.5	14 6.7	95 6.2	54 8.0	42 4.7	17 3.8
QUITE INTERESTED	413 20.7	46 25.4	117 21.0	139 19.1	74 22.8	37 17.8	312 20.1	135 20.2	177 20.0	101 22.6
NEITHER INTERESTED NOR UNINTERESTED	293 14.7	39 21.3	87 15.6	99 13.6	48 14.9	20 9.7	244 15.7	114 17.1	130 14.7	50 11.1
NOT VERY INTERESTED	554 27.7	39 21.2	130 23.2	219 30.2	98 30.1	68 32.6	441 28.5	172 25.8	269 30.5	112 24.9
NOT AT ALL INTERESTED	619 31.0	39 21.6	185 33.0	236 32.5	90 27.7	69 33.2	451 29.1	188 28.1	263 29.8	169 37.5
NOT STATED	8 0.4	1 0.7	5 0.9	2 0.3	* .	* .	8 0.5	5 0.8	2 0.3	1 0.2
TOTAL VERY/QUITE INTERESTED	526 100.0	64 100.0	152 100.0	170 100.0	89 100.0	51 100.0	407 100.0	189 100.0	218 100.0	118 100.0
CAN GET INFORMATION	453 86.1	55 86.5	126 82.8	153 90.4	75 84.2	43 84.5	349 85.8	158 83.5	192 87.7	103 87.2
CANNOT GET INFORMATION	62 11.8	6 9.6	24 15.6	12 6.9	14 15.3	7 13.7	51 12.4	24 12.5	27 12.3	12 9.9
NOT STATED	11 2.1	3 3.9	2 1.5	5 2.7	0.5	1 1.8	7 1.8	7 3.9	* .	3 2.9
NATIONAL POLITICS										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	319 15.9	21 11.5	88 15.8	116 15.9	49 15.0	46 21.9	269 17.3	143 21.3	126 14.3	50 11.2
QUITE INTERESTED	655 32.7	70 38.6	174 31.1	231 31.8	105 32.3	75 36.1	516 33.3	231 34.6	285 32.3	139 30.8
NEITHER INTERESTED NOR UNINTERESTED	281 14.0	32 17.8	72 12.9	107 14.7	50 15.3	20 9.5	220 14.2	81 12.1	139 15.8	61 13.5
NOT VERY INTERESTED	405 20.3	26 14.4	116 20.8	146 20.1	73 22.4	44 21.3	309 20.0	124 18.6	185 21.0	96 21.3
NOT AT ALL INTERESTED	333 16.7	32 17.4	105 18.7	125 17.2	49 15.0	23 11.2	229 14.8	85 12.7	145 16.4	104 23.1
NOT STATED	7 0.3	1 0.3	4 0.7	2 0.3	* .	* .	7 0.4	5 0.7	2 0.3	* .
TOTAL VERY/QUITE INTERESTED	974 100.0	91 100.0	262 100.0	346 100.0	154 100.0	120 100.0	785 100.0	374 100.0	411 100.0	189 100.0
CAN GET INFORMATION	754 77.4	81 88.6	199 76.0	277 80.1	115 75.0	81 67.6	607 77.3	289 77.2	318 77.4	147 77.9
CANNOT GET INFORMATION	197 20.2	8 8.6	54 20.7	66 19.0	35 23.0	34 27.9	160 20.4	76 20.3	84 20.5	37 19.3
NOT STATED	23 2.3	3 2.7	9 3.3	3 0.8	3 2.0	5 4.5	17 2.2	9 2.4	8 2.0	5 2.8

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
ENTERTAINMENT										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	370 18.5	28 15.3	110 19.6	130 17.9	72 22.1	31 14.9	320 20.6	156 23.3	164 18.6	50 11.2
QUITE INTERESTED	891 44.5	86 47.1	224 40.0	322 44.3	162 50.0	97 46.7	699 45.1	290 43.5	409 46.3	192 42.7
NEITHER INTERESTED NOR UNINTERESTED	283 14.2	25 13.6	82 14.6	112 15.4	32 10.0	33 15.8	223 14.4	106 15.9	117 13.3	60 13.4
NOT VERY INTERESTED	304 15.2	32 17.6	78 14.0	113 15.5	47 14.4	34 16.5	214 13.8	81 12.1	133 15.0	91 20.1
NOT AT ALL INTERESTED	146 7.3	10 5.4	63 11.3	49 6.8	11 3.5	13 6.1	91 5.9	33 5.0	58 6.6	55 12.2
NOT STATED	5 0.3	2 1.1	3 0.5	1 0.1	* .	* .	4 0.3	1 0.2	2 0.3	1 0.3
TOTAL VERY/QUITE INTERESTED	1261 100.0	114 100.0	334 100.0	452 100.0	234 100.0	128 100.0	1019 100.0	446 100.0	572 100.0	242 100.0
CAN GET INFORMATION	1089 86.4	98 86.6	278 83.2	409 90.6	203 86.8	101 78.9	876 86.0	379 84.8	498 87.0	213 87.8
CANNOT GET INFORMATION	138 11.0	12 10.7	45 13.5	37 8.2	25 10.7	19 15.1	117 11.5	56 12.5	61 10.7	22 8.9
NOT STATED	33 2.6	3 2.7	11 3.3	6 1.3	6 2.5	8 6.0	26 2.5	12 2.7	14 2.4	8 3.2
FOREIGN EVENTS										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	346 17.3	25 14.0	111 19.9	117 16.1	49 15.0	43 20.7	285 18.4	165 24.7	120 13.6	61 13.5
QUITE INTERESTED	759 37.9	63 34.6	235 42.0	256 35.2	122 37.6	83 39.8	606 39.1	251 37.6	355 40.2	153 34.0
NEITHER INTERESTED NOR UNINTERESTED	290 14.5	38 20.7	76 13.6	100 13.8	55 17.0	20 9.7	219 14.1	94 14.1	125 14.2	71 15.8
NOT VERY INTERESTED	375 18.7	31 17.3	83 14.7	147 20.3	63 19.2	51 24.3	278 17.9	98 14.7	180 20.4	96 21.4
NOT AT ALL INTERESTED	225 11.3	23 12.4	51 9.1	105 14.4	36 11.0	11 5.4	157 10.2	58 8.6	100 11.3	68 15.1
NOT STATED	7 0.3	2 1.1	3 0.6	1 0.1	1 0.2	* .	5 0.4	2 0.3	3 0.4	1 0.3
TOTAL VERY/QUITE INTERESTED	1104 100.0	88 100.0	346 100.0	373 100.0	171 100.0	126 100.0	891 100.0	416 100.0	475 100.0	214 100.0
CAN GET INFORMATION	849 76.9	75 84.3	269 77.6	299 80.3	123 72.2	83 66.1	691 77.6	312 75.0	379 79.9	158 74.0
CANNOT GET INFORMATION	230 20.8	10 11.1	67 19.4	69 18.5	45 26.5	38 30.4	183 20.5	94 22.6	89 18.7	47 21.9
NOT STATED	25 2.3	4 4.6	10 3.0	4 1.1	2 1.2	4 3.4	16 1.8	10 2.3	7 1.4	9 4.1

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUM-BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
CRIME										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	221 11.0	27 15.1	46 8.2	78 10.7	37 11.5	33 15.7	178 11.5	86 12.8	92 10.4	43 9.6
QUITE INTERESTED	678 33.9	74 40.7	124 22.1	268 36.9	131 40.3	81 39.0	524 33.8	204 30.5	321 36.3	154 34.1
NEITHER INTERESTED NOR UNINTERESTED	316 15.8	21 11.6	108 19.4	131 18.1	39 12.1	16 7.9	246 15.8	111 16.6	135 15.3	71 15.7
NOT VERY INTERESTED	401 20.0	27 15.0	118 21.2	128 17.7	72 22.1	54 26.2	318 20.5	144 21.6	174 19.7	83 18.3
NOT AT ALL INTERESTED	376 18.8	32 17.5	159 28.4	118 16.3	44 13.5	24 11.4	277 17.9	118 17.6	159 18.1	99 22.0
NOT STATED	9 0.4	* .	5 0.8	2 0.3	2 0.6	* .	8 0.5	6 0.9	1 0.2	1 0.2
TOTAL VERY/QUITE INTERESTED	899 100.0	102 100.0	169 100.0	346 100.0	168 100.0	114 100.0	702 100.0	289 100.0	413 100.0	197 100.0
CAN GET INFORMATION	709 78.9	85 83.2	138 81.4	286 82.7	121 71.8	80 70.5	557 79.3	233 80.5	324 78.4	153 77.7
CANNOT GET INFORMATION	169 18.8	13 13.2	29 16.9	55 16.0	45 26.5	27 24.1	133 18.9	53 18.2	80 19.4	37 18.6
NOT STATED	20 2.2	4 3.6	3 1.8	4 1.3	3 1.7	6 5.4	13 1.8	4 1.3	9 2.2	7 3.7
MEDICINE AND HEALTH										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	627 31.4	69 37.7	199 35.6	202 27.8	94 29.0	63 30.3	506 32.7	231 34.6	275 31.1	121 26.9
QUITE INTERESTED	855 42.7	62 34.3	223 39.8	323 44.6	149 45.8	97 46.8	652 42.1	268 40.1	384 43.5	202 45.0
NEITHER INTERESTED NOR UNINTERESTED	241 12.0	30 16.6	64 11.5	96 13.2	34 10.3	17 8.3	182 11.8	83 12.4	100 11.3	58 13.0
NOT VERY INTERESTED	182 9.1	9 5.2	49 8.7	68 9.3	37 11.4	19 9.2	136 8.8	60 8.9	77 8.7	45 10.1
NOT AT ALL INTERESTED	92 4.6	11 6.1	22 3.9	37 5.1	11 3.4	11 5.3	70 4.5	25 3.8	45 5.1	22 4.9
NOT STATED	4 0.2	1 0.3	3 0.6	* .	* .	* .	3 0.2	1 0.1	2 0.2	1 0.1
TOTAL VERY/QUITE INTERESTED	1482 100.0	131 100.0	422 100.0	525 100.0	243 100.0	160 100.0	1158 100.0	499 100.0	659 100.0	323 100.0
CAN GET INFORMATION	962 64.9	91 69.2	262 62.1	363 69.1	164 67.6	82 50.8	751 64.8	320 64.2	430 65.3	211 65.3
CANNOT GET INFORMATION	478 32.3	36 27.2	143 33.9	156 29.7	75 31.0	68 42.3	375 32.4	164 32.8	211 32.0	103 31.8
NOT STATED	42 2.8	5 3.5	17 3.9	6 1.2	3 1.4	11 6.9	33 2.8	15 3.0	18 2.7	9 2.9

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
OTHER SCIENCE										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	294 14.7	23 12.4	99 17.7	92 12.7	46 14.2	34 16.4	237 15.3	125 18.7	113 12.8	56 12.5
QUITE INTERESTED	679 34.0	51 28.2	206 36.8	238 32.8	112 34.4	72 34.7	555 35.8	232 34.8	322 36.5	125 27.7
NEITHER INTERESTED NOR UNINTERESTED	341 17.0	45 24.8	89 16.0	131 18.1	47 14.6	28 13.3	268 17.3	126 18.9	142 16.0	73 16.3
NOT VERY INTERESTED	419 20.9	40 21.7	89 16.0	153 21.1	79 24.4	58 27.7	298 19.2	122 18.2	177 20.0	121 26.8
NOT AT ALL INTERESTED	261 13.1	22 11.8	75 13.4	109 15.0	40 12.2	16 7.6	188 12.1	61 9.1	127 14.4	73 16.3
NOT STATED	7 0.3	2 1.1	1 0.2	2 0.3	1 0.2	1 0.3	5 0.3	2 0.3	3 0.3	2 0.4
TOTAL VERY/QUITE INTERESTED	973 100.0	74 100.0	305 100.0	330 100.0	158 100.0	106 100.0	792 100.0	357 100.0	435 100.0	181 100.0
CAN GET INFORMATION	614 63.1	55 73.7	176 57.8	215 65.3	102 64.6	66 61.7	495 62.4	219 61.4	276 63.3	119 65.9
CANNOT GET INFORMATION	328 33.7	17 23.1	111 36.3	110 33.4	54 34.2	36 33.7	272 34.3	123 34.4	149 34.2	56 31.1
NOT STATED	31 3.2	2 3.2	18 5.9	4 1.4	2 1.1	5 4.6	26 3.3	15 4.3	11 2.5	5 3.0
LOCAL NEWS/EVENTS										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	748 37.4	85 46.8	228 40.8	234 32.2	133 40.9	68 32.8	573 36.9	218 32.7	354 40.1	176 39.1
QUITE INTERESTED	934 46.7	78 43.0	234 41.8	358 49.3	151 46.5	114 54.7	715 46.1	315 47.2	400 45.3	219 48.7
NEITHER INTERESTED NOR UNINTERESTED	143 7.2	12 6.8	37 6.7	67 9.3	16 4.9	10 4.9	122 7.9	64 9.6	58 6.6	21 4.7
NOT VERY INTERESTED	125 6.3	3 1.9	42 7.6	50 6.8	20 6.1	10 4.8	100 6.4	51 7.6	49 5.5	25 5.7
NOT AT ALL INTERESTED	44 2.2	1 0.4	16 2.9	16 2.3	5 1.6	6 2.8	36 2.3	17 2.6	19 2.1	8 1.9
NOT STATED	5 0.2	2 1.2	2 0.4	1 0.1	* .	* .	5 0.3	2 0.3	3 0.3	* .
TOTAL VERY/QUITE INTERESTED	1683 100.0	164 100.0	462 100.0	592 100.0	284 100.0	182 100.0	1288 100.0	534 100.0	754 100.0	395 100.0
CAN GET INFORMATION	1460 86.8	145 88.6	390 84.4	519 87.7	257 90.6	150 82.2	1108 86.1	463 86.9	645 85.5	352 89.1
CANNOT GET INFORMATION	176 10.5	12 7.4	54 11.8	62 10.4	22 7.7	26 14.5	146 11.3	57 10.7	89 11.7	31 7.8
NOT STATED	46 2.7	7 4.0	18 3.9	11 1.9	5 1.6	6 3.3	34 2.6	13 2.4	21 2.8	12 3.1

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
LABOUR AND INDUSTRY										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	411 20.5	56 30.7	101 18.1	136 18.8	67 20.6	51 24.4	325 20.9	131 19.6	193 21.9	86 19.2
QUITE INTERESTED	774 38.7	56 30.6	223 39.8	265 36.5	134 41.1	97 46.7	580 37.4	265 39.6	315 35.7	194 43.1
NEITHER INTERESTED NOR UNINTERESTED	302 15.1	29 16.0	102 18.2	108 14.9	39 11.9	25 11.8	245 15.8	110 16.5	134 15.2	58 12.8
NOT VERY INTERESTED	313 15.7	29 16.1	73 13.0	132 18.2	55 16.8	24 11.7	253 16.3	99 14.9	153 17.4	60 13.4
NOT AT ALL INTERESTED	195 9.8	12 6.4	59 10.5	83 11.4	31 9.5	11 5.4	145 9.4	60 9.0	85 9.6	50 11.1
NOT STATED	5 0.2	1 0.4	2 0.4	2 0.2	* .	* .	3 0.2	2 0.3	1 0.1	1 0.3
TOTAL VERY/QUITE INTERESTED	1185 100.0	112 100.0	324 100.0	401 100.0	201 100.0	148 100.0	904 100.0	396 100.0	509 100.0	281 100.0
CAN GET INFORMATION	881 74.3	89 79.4	221 68.2	317 78.9	154 76.7	101 68.3	673 74.4	291 73.5	382 75.0	208 74.1
CANNOT GET INFORMATION	267 22.6	18 16.1	87 26.8	81 20.1	42 21.2	39 26.6	205 22.7	93 23.5	112 22.0	62 22.3
NOT STATED	37 3.1	5 4.4	16 5.0	4 0.9	4 2.2	8 5.1	27 3.0	12 3.0	15 3.0	10 3.6

AREAS OF INTEREST (CONT.) QUES.4
BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL INTERVIEWS	2000	182	559	726	325	208	1551	668	883	450
BUSINESS OR ECONOMICS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	182	559	726	325	208	1551	668	883	450
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	314	23	117	105	44	25	256	124	132	58
	15.7	12.5	21.0	14.5	13.5	11.9	16.5	18.5	15.0	12.9
QUITE INTERESTED	656	70	209	197	112	68	496	213	283	160
	32.8	38.3	37.3	27.2	34.5	32.7	32.0	31.9	32.0	35.7
NEITHER INTERESTED NOR UNINTERESTED	309	32	81	114	56	26	237	102	135	72
	15.4	17.3	14.5	15.7	17.4	12.4	15.3	15.2	15.3	16.0
NOT VERY INTERESTED	447	38	95	181	66	68	356	156	200	91
	22.3	20.7	16.9	24.9	20.4	32.5	23.0	23.4	22.7	20.2
NOT AT ALL INTERESTED	271	20	56	127	46	22	203	71	131	68
	13.5	10.8	10.0	17.5	14.3	10.6	13.1	10.7	14.9	15.1
NOT STATED	4	1	1	2	*	*	4	3	1	0.1
	0.2	0.4	0.3	0.3	.	.	0.2	0.4	0.1	0.1
TOTAL VERY/QUITE INTERESTED	970	93	326	302	156	93	751	336	415	219
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	683	81	213	234	97	59	534	246	289	149
	70.5	87.4	65.2	77.3	62.4	63.7	71.2	73.0	69.7	68.1
CANNOT GET INFORMATION	260	9	101	65	57	28	196	81	115	64
	26.8	9.4	31.0	21.6	36.3	30.2	26.0	24.1	27.6	29.3
NOT STATED	27	3	12	3	2	6	21	10	11	6
	2.7	3.3	3.8	1.1	1.3	6.1	2.8	2.9	2.7	2.6

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TAX DOLLARS SPENT BY GOVERNMENT ON SCIENCES										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	381 19.0	43 23.9	93 16.7	119 16.4	78 24.0	47 22.4	302 19.5	121 18.1	181 20.5	79 17.6
QUITE INTERESTED	747 37.4	56 30.8	202 36.1	284 39.1	121 37.2	85 40.6	568 36.6	259 38.8	309 35.0	179 39.8
NEITHER INTERESTED NOR UNINTERESTED	304 15.2	39 21.1	86 15.4	111 15.3	47 14.5	20 9.8	233 15.0	93 13.9	140 15.9	71 15.8
NOT VERY INTERESTED	331 16.5	27 14.8	102 18.2	116 16.0	46 14.2	41 19.5	265 17.1	123 18.4	143 16.2	66 14.6
NOT AT ALL INTERESTED	232 11.6	16 9.1	74 13.2	94 12.9	33 10.1	15 7.2	177 11.4	68 10.2	109 12.4	55 12.2
NOT STATED	6 0.3	1 0.4	2 0.4	2 0.3	* .	1 0.4	6 0.4	4 0.7	1 0.1	* .
TOTAL VERY/QUITE INTERESTED	1128 100.0	100 100.0	295 100.0	403 100.0	199 100.0	131 100.0	870 100.0	380 100.0	490 100.0	258 100.0
CAN GET INFORMATION	584 51.8	73 72.9	148 50.0	217 53.7	96 48.1	52 39.3	455 52.4	203 53.5	252 51.5	129 49.8
CANNOT GET INFORMATION	517 45.8	23 22.8	139 47.1	179 44.5	102 51.2	74 56.1	391 44.9	166 43.7	225 45.9	126 48.7
NOT STATED	27 2.4	4 4.3	9 2.9	7 1.7	1 0.7	6 4.6	23 2.7	11 2.8	13 2.6	4 1.5
AGRICULTURE										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	433 21.6	25 13.7	116 20.7	140 19.3	112 34.6	39 18.8	248 16.0	103 15.4	145 16.4	185 41.1
QUITE INTERESTED	624 31.2	53 29.1	151 26.9	253 34.9	95 29.2	72 34.8	482 31.1	208 31.1	274 31.0	143 31.8
NEITHER INTERESTED NOR UNINTERESTED	310 15.5	38 20.9	96 17.1	103 14.2	43 13.2	30 14.5	273 17.6	126 18.9	147 16.6	38 8.4
NOT VERY INTERESTED	389 19.4	44 24.4	117 20.9	136 18.7	45 14.0	47 22.5	340 21.9	150 22.5	190 21.5	49 10.9
NOT AT ALL INTERESTED	239 12.0	20 10.7	80 14.4	91 12.6	29 9.0	19 9.1	204 13.2	80 11.9	124 14.1	35 7.8
NOT STATED	5 0.3	2 1.1	* .	2 0.3	* .	1 0.3	5 0.3	2 0.2	4 0.4	* .
TOTAL VERY/QUITE INTERESTED	1057 100.0	78 100.0	267 100.0	393 100.0	207 100.0	112 100.0	729 100.0	311 100.0	418 100.0	328 100.0
CAN GET INFORMATION	767 72.5	59 76.0	177 66.2	314 79.8	152 73.4	65 57.9	534 73.3	204 65.8	330 78.8	232 70.9
CANNOT GET INFORMATION	269 25.5	16 20.1	82 30.6	75 19.1	54 26.0	43 38.6	180 24.6	97 31.3	82 19.7	90 27.4
NOT STATED	21 2.0	3 3.9	8 3.2	4 1.1	1 0.6	4 3.4	15 2.1	9 2.9	6 1.5	6 1.7

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
BIOLOGY OR THE NATURE OF LIVING THINGS										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	465 23.2	40 22.2	155 27.8	135 18.5	84 26.0	50 24.0	351 22.7	153 22.9	198 22.5	113 25.2
QUITE INTERESTED	803 40.1	57 31.3	203 36.2	310 42.7	139 42.8	94 45.4	632 40.8	274 41.0	359 40.6	170 37.9
NEITHER INTERESTED NOR UNINTERESTED	241 12.1	37 20.3	64 11.5	88 12.1	35 10.9	17 8.3	193 12.4	78 11.7	115 13.0	49 10.8
NOT VERY INTERESTED	313 15.6	32 17.5	79 14.0	128 17.6	44 13.4	31 14.9	242 15.6	113 16.9	129 14.7	71 15.7
NOT AT ALL INTERESTED	171 8.6	15 8.4	56 10.0	62 8.5	23 7.0	16 7.5	125 8.0	47 7.0	78 8.8	47 10.4
NOT STATED	7 0.4	1 0.4	3 0.4	4 0.6	* .	* .	7 0.5	4 0.6	3 0.4	* .
TOTAL VERY/QUITE INTERESTED	1268 100.0	97 100.0	358 100.0	444 100.0	223 100.0	144 100.0	984 100.0	427 100.0	557 100.0	284 100.0
CAN GET INFORMATION	863 68.1	78 79.7	222 62.0	320 72.0	157 70.4	86 59.7	676 68.7	291 68.3	385 69.1	187 65.8
CANNOT GET INFORMATION	374 29.5	17 17.2	126 35.1	116 26.1	64 28.7	51 35.7	284 28.8	123 28.8	161 28.9	90 31.8
NOT STATED	31 2.4	3 3.1	10 2.9	8 1.9	2 1.0	7 4.6	24 2.4	12 2.9	11 2.0	7 2.4
POLLUTION, ECOLOGY OR THE ENVIRONMENT										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	624 31.2	49 26.9	184 33.0	225 31.0	103 31.8	62 29.8	496 32.0	228 34.2	268 30.4	128 28.4
QUITE INTERESTED	851 42.5	74 40.4	205 36.7	331 45.6	139 42.7	102 49.2	677 43.6	280 41.9	397 45.0	174 38.8
NEITHER INTERESTED NOR UNINTERESTED	216 10.8	30 16.5	68 12.1	71 9.7	34 10.4	14 6.6	155 10.0	63 9.4	92 10.4	61 13.7
NOT VERY INTERESTED	188 9.4	11 6.0	60 10.8	64 8.8	30 9.1	23 11.2	140 9.0	68 10.2	72 8.1	49 10.8
NOT AT ALL INTERESTED	116 5.8	18 9.8	40 7.1	33 4.6	19 5.9	7 3.1	78 5.1	25 3.8	53 6.0	38 8.4
NOT STATED	5 0.2	1 0.4	2 0.4	2 0.3	* .	* .	5 0.3	4 0.5	1 0.1	* .
TOTAL VERY/QUITE INTERESTED	1475 100.0	123 100.0	390 100.0	556 100.0	242 100.0	164 100.0	1173 100.0	508 100.0	665 100.0	302 100.0
CAN GET INFORMATION	1039 70.5	102 83.3	255 65.3	404 72.7	184 75.7	95 57.7	836 71.2	361 71.0	475 71.4	204 67.5
CANNOT GET INFORMATION	411 27.9	17 14.2	126 32.3	148 26.7	55 22.7	65 39.4	318 27.1	137 27.0	181 27.2	93 30.7
NOT STATED	25 1.7	3 2.5	9 2.4	3 0.6	4 1.6	5 3.0	19 1.6	10 1.9	9 1.4	5 1.8

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
INDUSTRIAL DISCOVERIES, SUCH AS NEW INVENTIONS										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	395 19.7	37 20.0	124 22.1	135 18.5	72 22.2	28 13.5	314 20.3	147 22.0	168 19.0	80 17.9
QUITE INTERESTED	809 40.5	57 31.4	223 39.9	283 39.0	156 47.9	90 43.3	620 40.0	259 38.7	362 41.0	189 42.0
NEITHER INTERESTED NOR UNINTERESTED	277 13.8	40 22.2	73 13.0	116 16.0	27 8.5	20 9.6	215 13.9	90 13.5	125 14.1	62 13.7
NOT VERY INTERESTED	311 15.5	26 14.4	78 14.0	114 15.8	44 13.4	48 23.3	249 16.1	120 18.0	129 14.6	62 13.8
NOT AT ALL INTERESTED	198 9.9	21 11.6	60 10.7	74 10.2	25 7.6	19 8.9	144 9.3	49 7.4	95 10.7	55 12.1
NOT STATED	10 0.5	1 0.4	1 0.2	4 0.6	1 0.4	3 1.5	8 0.5	3 0.5	5 0.6	2 0.4
TOTAL VERY/QUITE INTERESTED	1204 100.0	94 100.0	347 100.0	417 100.0	228 100.0	118 100.0	935 100.0	405 100.0	529 100.0	269 100.0
CAN GET INFORMATION	723 60.0	65 69.8	186 53.6	270 64.8	140 61.4	61 51.7	573 61.3	252 62.2	321 60.6	150 55.6
CANNOT GET INFORMATION	448 37.2	25 27.0	146 42.0	142 34.0	84 36.7	52 44.1	335 35.8	140 34.5	195 36.8	113 42.1
NOT STATED	33 2.8	3 3.2	15 4.4	5 1.3	4 1.9	5 4.2	27 2.9	13 3.3	14 2.6	6 2.3
EDUCATION										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	810 40.5	76 41.8	276 49.3	270 37.2	120 37.0	67 32.3	639 41.2	284 42.6	354 40.1	171 38.1
QUITE INTERESTED	787 39.3	83 45.7	191 34.2	284 39.1	137 42.2	92 44.1	594 38.3	253 37.9	341 38.6	193 42.9
NEITHER INTERESTED NOR UNINTERESTED	167 8.4	13 7.0	34 6.0	69 9.5	36 11.1	16 7.7	123 7.9	52 7.8	71 8.0	44 9.8
NOT VERY INTERESTED	156 7.8	8 4.5	36 6.5	62 8.5	21 6.6	29 13.8	126 8.1	61 9.2	65 7.4	30 6.8
NOT AT ALL INTERESTED	74 3.7	1 0.6	22 4.0	36 5.0	10 3.1	5 2.2	64 4.2	14 2.2	50 5.7	10 2.2
NOT STATED	6 0.3	1 0.4	* .	5 0.7	* .	* .	5 0.3	3 0.4	2 0.2	1 0.2
TOTAL VERY/QUITE INTERESTED	1597 100.0	159 100.0	467 100.0	554 100.0	258 100.0	159 100.0	1232 100.0	537 100.0	695 100.0	364 100.0
CAN GET INFORMATION	1160 72.7	136 85.0	307 65.8	425 76.7	199 77.1	94 59.4	889 72.1	371 69.0	518 74.5	272 74.6
CANNOT GET INFORMATION	397 24.8	19 12.2	141 30.1	121 21.8	57 22.1	59 37.1	311 25.3	150 27.8	162 23.3	85 23.5
NOT STATED	40 2.5	4 2.8	19 4.1	8 1.5	2 0.8	6 3.5	32 2.6	17 3.1	16 2.2	7 2.0

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
PHYSICAL SCIENCE RESEARCH AND DISCOVERIES ABOUT NATURE										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	406 20.3	43 23.8	103 18.4	143 19.8	71 21.8	45 21.6	323 20.8	140 20.9	183 20.7	83 18.4
QUITE INTERESTED	758 37.9	55 30.2	183 32.7	300 41.4	139 42.8	81 38.7	595 38.3	247 37.0	348 39.4	163 36.3
NEITHER INTERESTED NOR UNINTERESTED	296 14.8	29 16.0	99 17.8	109 15.0	42 12.8	17 8.4	228 14.7	100 15.0	128 14.5	69 15.2
NOT VERY INTERESTED	321 16.0	33 17.9	97 17.4	92 12.7	48 14.8	51 24.5	245 15.8	111 16.6	134 15.2	76 16.9
NOT AT ALL INTERESTED	202 10.1	21 11.7	76 13.5	72 9.9	23 7.2	10 4.6	150 9.7	65 9.8	85 9.6	52 11.5
NOT STATED	18 0.9	1 0.4	1 0.2	9 1.3	2 0.7	4 2.1	10 0.7	5 0.7	5 0.6	8 1.7
TOTAL VERY/QUITE INTERESTED	1164 100.0	98 100.0	286 100.0	444 100.0	210 100.0	125 100.0	917 100.0	387 100.0	531 100.0	246 100.0
CAN GET INFORMATION	756 65.0	86 87.3	160 56.0	302 68.0	140 66.8	68 54.3	601 65.5	251 64.8	350 66.0	155 63.1
CANNOT GET INFORMATION	387 33.2	13 12.7	118 41.2	137 30.8	68 32.5	51 40.8	297 32.4	122 31.6	175 33.0	89 36.2
NOT STATED	21 1.8	* .	8 2.9	5 1.1	1 0.7	6 4.9	19 2.1	14 3.5	5 1.0	2 0.6
AVIATION OR SPACE EXPLORATION										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	360 18.0	32 17.7	109 19.5	127 17.6	60 18.4	31 15.1	313 20.2	145 21.8	168 19.0	47 10.3
QUITE INTERESTED	530 26.5	33 17.9	145 25.9	177 24.4	101 31.2	74 35.7	408 26.3	157 23.5	251 28.4	122 27.2
NEITHER INTERESTED NOR UNINTERESTED	294 14.7	43 23.6	88 15.8	110 15.2	40 12.4	12 6.0	222 14.3	105 15.8	116 13.2	72 16.1
NOT VERY INTERESTED	422 21.1	39 21.5	109 19.5	156 21.5	68 21.0	50 24.0	309 19.9	146 21.8	163 18.5	114 25.3
NOT AT ALL INTERESTED	391 19.5	34 18.9	108 19.4	153 21.1	55 17.0	40 19.2	297 19.1	113 16.9	184 20.8	94 20.9
NOT STATED	3 0.2	1 0.4	* .	3 0.4	* .	* .	3 0.2	2 0.2	1 0.1	1 0.2
TOTAL VERY/QUITE INTERESTED	890 100.0	65 100.0	254 100.0	304 100.0	161 100.0	106 100.0	721 100.0	303 100.0	419 100.0	169 100.0
CAN GET INFORMATION	641 72.0	52 79.9	163 64.3	232 76.4	116 71.7	77 73.3	525 72.9	223 73.8	302 72.2	115 68.3
CANNOT GET INFORMATION	233 26.2	13 20.1	85 33.6	67 22.1	44 27.5	23 21.9	180 25.0	73 24.0	108 25.7	53 31.1
NOT STATED	16 1.8	* .	5 2.0	5 1.6	1 0.8	5 4.8	15 2.1	7 2.2	9 2.1	1 0.5

AREAS OF INTEREST (CONT.) QUES.4
BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL INTERVIEWS	2000	182	559	726	325	208	1551	668	883	450
RESEARCH DONE BY UNIVER- SITY SCIENTISTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	182	559	726	325	208	1551	668	883	450
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	291	30	100	93	47	20	248	127	121	43
	14.5	16.3	17.9	12.8	14.6	9.8	16.0	19.0	13.7	9.5
QUITE INTERESTED	634	52	166	230	120	66	478	206	272	156
	31.7	28.4	29.6	31.7	37.0	31.8	30.8	30.8	30.8	34.7
NEITHER INTERESTED NOR UNINTERESTED	372	37	115	149	47	25	310	139	171	62
	18.6	20.4	20.5	20.5	14.4	12.0	20.0	20.8	19.4	13.9
NOT VERY INTERESTED	392	35	85	142	73	57	292	112	180	101
	19.6	19.3	15.3	19.6	22.3	27.6	18.8	16.8	20.3	22.4
NOT AT ALL INTERESTED	302	27	92	109	38	36	215	82	133	87
	15.1	15.0	16.4	15.0	11.7	17.3	13.9	12.2	15.1	19.3
NOT STATED	9	1	2	3	*	3	9	3	6	1
	0.5	0.6	0.3	0.5	.	1.5	0.6	0.4	0.7	0.2
TOTAL VERY/QUITE INTERESTED	924	81	266	323	168	87	725	332	393	199
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	519	61	132	187	100	39	416	180	237	102
	56.1	74.9	49.7	58.0	59.4	44.9	57.4	54.1	60.2	51.4
CANNOT GET INFORMATION	376	18	125	127	64	42	284	142	142	92
	40.7	22.1	47.0	39.2	38.3	48.7	39.1	42.6	36.2	46.4
NOT STATED	30	3	9	9	4	6	25	11	14	4
	3.2	3.1	3.3	2.8	2.2	6.4	3.5	3.3	3.6	2.3

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
SOCIAL ISSUES SUCH AS OVER-POPULATION, URBAN PLANNING OR CHILD DEVELOPMENT										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	536 26.8	48 26.4	188 33.6	162 22.3	80 24.6	59 28.2	441 28.5	223 33.4	218 24.7	95 21.1
QUITE INTERESTED	778 38.9	55 30.3	195 34.8	295 40.7	153 47.0	79 38.1	594 38.3	245 36.7	349 39.6	183 40.8
NEITHER INTERESTED NOR UNINTERESTED	260 13.0	31 17.0	73 13.0	98 13.6	37 11.4	21 10.3	207 13.4	86 12.9	121 13.7	53 11.9
NOT VERY INTERESTED	240 12.0	25 13.7	61 10.8	96 13.2	35 10.9	23 11.2	174 11.2	63 9.5	111 12.6	66 14.7
NOT AT ALL INTERESTED	179 8.9	22 12.2	43 7.7	71 9.8	20 6.1	22 10.7	127 8.2	49 7.4	78 8.8	52 11.5
NOT STATED	7 0.4	1 0.4	* .	3 0.4	* .	3 1.5	7 0.4	2 0.2	5 0.6	0.1
TOTAL VERY/QUITE INTERESTED	1314 100.0	103 100.0	383 100.0	457 100.0	233 100.0	138 100.0	1035 100.0	468 100.0	568 100.0	278 100.0
CAN GET INFORMATION	870 66.2	89 85.7	228 59.6	323 70.7	155 66.6	75 54.4	684 66.1	290 61.9	394 69.5	186 66.7
CANNOT GET INFORMATION	415 31.6	10 9.6	140 36.6	129 28.2	76 32.8	60 43.6	331 32.0	167 35.6	165 29.0	84 30.2
NOT STATED	29 2.2	5 4.7	15 3.8	5 1.1	0.6	2.3	20 1.9	12 2.5	8 1.5	3.8
THE ROLE OF SCIENTISTS IN THE ENERGY CRISIS, OIL, MINING AND RESOURCE DEVELOPMENT										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	457 22.8	40 22.1	172 30.7	135 18.7	66 20.2	44 20.9	372 24.0	168 25.1	205 23.2	84 18.7
QUITE INTERESTED	728 36.4	62 34.3	186 33.2	254 35.0	137 42.0	89 42.9	549 35.4	238 35.7	311 35.2	178 39.7
NEITHER INTERESTED NOR UNINTERESTED	300 15.0	29 15.7	71 12.8	140 19.3	36 11.1	23 11.2	246 15.9	116 17.4	129 14.7	54 12.0
NOT VERY INTERESTED	301 15.1	29 16.0	83 14.9	115 15.9	44 13.6	30 14.4	221 14.3	86 12.9	135 15.3	80 17.8
NOT AT ALL INTERESTED	205 10.3	21 11.5	45 8.1	78 10.7	42 13.1	19 9.1	152 9.8	55 8.2	97 11.0	53 11.8
NOT STATED	10 0.5	1 0.4	3 0.5	3 0.4	* .	3 1.5	9 0.6	4 0.6	5 0.6	0.1

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTERESTED	1184 100.0	103 100.0	357 100.0	389 100.0	202 100.0	133 100.0	922 100.0	406 100.0	515 100.0	263 100.0
CAN GET INFORMATION	724 61.1	83 80.3	204 57.0	247 63.5	128 63.4	63 47.1	571 62.0	242 59.5	330 64.0	153 58.1
CANNOT GET INFORMATION	438 37.0	17 16.2	143 40.0	140 36.1	73 36.0	65 49.0	333 36.2	155 38.1	178 34.6	105 39.8
NOT STATED	22 1.9	4 3.5	11 3.0	2 0.5	1 0.6	5 3.9	17 1.8	10 2.4	7 1.4	5 2.0
ENGINEERING PROJECTS SUCH AS TRANSPORTATION SYSTEMS, PIPELINES, ETC.										
TOTAL	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
VERY INTERESTED	313 15.6	23 12.6	105 18.7	108 14.9	51 15.7	26 12.7	261 16.8	122 18.2	139 15.8	52 11.5
QUITE INTERESTED	663 33.1	53 29.0	166 29.7	233 32.1	120 37.1	91 43.6	520 33.5	236 35.3	284 32.1	143 31.8
NEITHER INTERESTED NOR UNINTERESTED	346 17.3	37 20.3	115 20.5	130 17.9	41 12.5	24 11.6	280 18.1	123 18.4	158 17.9	66 14.7
NOT VERY INTERESTED	400 20.0	39 21.5	103 18.5	148 20.4	66 20.3	44 21.1	298 19.2	119 17.8	179 20.3	103 22.8
NOT AT ALL INTERESTED	271 13.5	30 16.3	70 12.6	104 14.3	47 14.4	20 9.5	185 11.9	67 10.1	118 13.3	86 19.1
NOT STATED	7 0.4	1 0.4	* .	3 0.4	* .	3 1.5	7 0.4	2 0.2	5 0.6	0.1 0.1
TOTAL VERY/QUITE INTERESTED	976 100.0	76 100.0	271 100.0	341 100.0	171 100.0	117 100.0	781 100.0	358 100.0	423 100.0	195 100.0
CAN GET INFORMATION	649 66.5	55 72.7	171 63.1	247 72.6	118 68.6	58 49.8	524 67.1	247 69.0	277 65.4	126 64.5
CANNOT GET INFORMATION	300 30.7	17 22.6	92 33.9	86 25.2	53 31.1	52 44.2	238 30.5	98 27.5	140 33.0	62 31.7
NOT STATED	27 2.7	4 4.7	8 2.9	8 2.2	1 0.3	7 6.0	19 2.5	13 3.5	7 1.5	7 3.8

AREAS OF INTEREST QUES.2
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN											
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES					
				VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL		
TOTAL INTERVIEWS	2000	1776	1425	825	786	1215	481	1457	291	983	692				
SPORTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
TOTAL	2000	1776	1425	825	786	1215	481	1457	291	983	692				
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
VERY INTERESTED	595	551	460	290	191	365	131	457	62	379	136				
	29.7	31.0	32.3	35.1	24.3	30.1	27.2	31.3	21.3	38.5	19.6				
QUITE INTERESTED	530	481	390	237	198	335	113	379	71	266	181				
	26.5	27.1	27.4	28.7	25.2	27.5	23.4	26.0	24.4	27.0	26.1				
NEITHER INTERESTED NOR UNINTERESTED	206	184	139	73	71	124	43	146	30	81	67				
	10.3	10.4	9.7	8.8	9.0	10.2	9.0	10.0	10.2	8.3	9.7				
NOT VERY INTERESTED	360	308	251	126	166	223	98	262	59	149	153				
	18.0	17.3	17.6	15.3	21.1	18.3	20.4	18.0	20.1	15.2	22.0				
NOT AT ALL INTERESTED	306	250	184	98	159	167	96	212	70	109	155				
	15.3	14.1	12.9	11.9	20.2	13.7	19.9	14.5	24.1	11.0	22.4				
NOT STATED	3	3	2	1	1	2	*	2	*	*	1				
	0.1	0.1	0.1	0.1	0.1	0.2	.	0.1	.	.	0.2				
TOTAL VERY/QUITE INTERESTED	1125	1032	850	527	390	700	244	836	133	644	316				
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
CAN GET INFORMATION	997	908	749	460	348	625	215	735	119	569	280				
	88.6	88.0	88.2	87.3	89.3	89.3	88.1	88.0	89.5	88.3	88.6				
CANNOT GET INFORMATION	105	101	79	50	37	62	23	80	12	66	26				
	9.4	9.8	9.4	9.5	9.6	8.8	9.3	9.6	9.1	10.3	8.2				
NOT STATED	23	23	21	17	5	13	6	20	2	9	10				
	2.0	2.2	2.5	3.2	1.2	1.8	2.6	2.4	1.4	1.4	3.2				

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN								
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES		
				VERY/ QUITE	VERY/ AT ALL	VERY/ QUITE	VERY/ AT ALL	VERY/ QUITE	VERY/ AT ALL	VERY/ QUITE	VERY/ AT ALL	
SOCIETY NEWS												
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
VERY INTERESTED	112 5.6	105 5.9	95 6.7	59 7.2	41 5.3	82 6.8	17 3.5	92 6.3	14 4.9	62 6.3	42 6.0	
QUITE INTERESTED	413 20.7	387 21.8	319 22.4	192 23.3	151 19.2	288 23.7	78 16.2	326 22.4	45 15.5	215 21.9	142 20.5	
NEITHER INTERESTED NOR UNINTERESTED	293 14.7	258 14.5	199 14.0	109 13.3	98 12.4	172 14.2	58 12.1	205 14.1	39 13.5	129 13.1	86 12.5	
NOT VERY INTERESTED	554 27.7	495 27.9	401 28.1	223 27.0	218 27.7	342 28.1	129 26.9	413 28.3	66 22.6	272 27.7	175 25.3	
NOT AT ALL INTERESTED	619 31.0	525 29.5	406 28.5	239 29.0	277 35.3	327 26.9	198 41.2	415 28.5	127 43.5	305 31.0	245 35.3	
NOT STATED	8 0.4	7 0.4	5 0.3	2 0.3	2 0.2	4 0.3	1 0.1	6 0.4	* .	1 0.1	2 0.3	
TOTAL VERY/QUITE INTERESTED	526 100.0	492 100.0	414 100.0	251 100.0	192 100.0	370 100.0	95 100.0	418 100.0	59 100.0	277 100.0	184 100.0	
CAN GET INFORMATION	453 86.1	419 85.3	348 84.1	214 85.1	165 86.2	312 84.4	89 94.5	356 85.0	55 92.4	237 85.6	162 87.9	
CANNOT GET INFORMATION	62 11.8	62 12.5	56 13.6	32 12.8	21 11.1	50 13.4	5 5.5	53 12.7	3 5.5	35 12.5	17 9.2	
NOT STATED	11 2.1	11 2.2	10 2.3	5 2.1	5 2.7	8 2.2	* .	10 2.3	1 2.1	5 1.8	5 2.9	
NATIONAL POLITICS												
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
VERY INTERESTED	319 15.9	312 17.6	281 19.7	184 22.3	91 11.6	249 20.5	40 8.3	272 18.7	22 7.6	216 22.0	70 10.1	
QUITE INTERESTED	655 32.7	609 34.3	502 35.2	277 33.6	237 30.2	438 36.0	123 25.5	503 34.5	77 26.3	360 36.7	202 29.1	
NEITHER INTERESTED NOR UNINTERESTED	281 14.0	245 13.8	188 13.2	106 12.8	96 12.2	143 11.8	64 13.3	185 12.7	30 10.3	128 13.0	74 10.7	
NOT VERY INTERESTED	405 20.3	346 19.5	270 19.0	149 18.1	182 23.1	230 19.0	109 22.7	288 19.8	65 22.4	164 16.7	172 24.8	
NOT AT ALL INTERESTED	333 16.7	258 14.6	181 12.7	107 13.0	177 22.5	151 12.5	144 29.9	205 14.1	96 33.0	113 11.5	172 24.8	
NOT STATED	7 0.3	5 0.3	3 0.2	1 0.2	3 0.4	3 0.3	2 0.3	5 0.3	2 0.5	1 0.1	3 0.4	
TOTAL VERY/QUITE INTERESTED	974 100.0	921 100.0	783 100.0	461 100.0	328 100.0	687 100.0	163 100.0	774 100.0	99 100.0	576 100.0	271 100.0	
CAN GET INFORMATION	754 77.4	705 76.6	603 77.0	348 75.4	256 78.0	535 77.8	129 79.5	595 76.8	80 81.0	449 77.9	200 73.5	
CANNOT GET INFORMATION	197 20.2	193 20.9	160 20.4	103 22.4	63 19.2	138 20.1	30 18.7	159 20.6	19 19.0	112 19.4	66 24.3	
NOT STATED	23 2.3	23 2.5	20 2.5	10 2.2	9 2.7	14 2.1	3 1.8	20 2.6	* .	16 2.7	6 2.2	

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES		
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	
ENTERTAINMENT												
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
VERY INTERESTED	370 18.5	346 19.5	293 20.6	179 21.7	125 15.9	254 20.9	69 14.3	298 20.4	34 11.6	192 19.5	121 17.5	
QUITE INTERESTED	891 44.5	833 46.9	681 47.8	408 49.5	327 41.6	594 48.9	175 36.4	694 47.6	97 33.4	478 48.6	284 41.1	
NEITHER INTERESTED NOR UNINTERESTED	283 14.2	234 13.1	174 12.2	106 12.8	89 11.3	131 10.8	73 15.2	185 12.7	46 15.8	116 11.8	85 12.2	
NOT VERY INTERESTED	304 15.2	256 14.4	201 14.1	90 10.9	155 19.8	163 13.4	99 20.7	203 13.9	61 21.0	148 15.0	120 17.3	
NOT AT ALL INTERESTED	146 7.3	104 5.8	73 5.1	40 4.9	89 11.3	71 5.8	63 13.1	75 5.1	53 18.1	49 5.0	81 11.7	
NOT STATED	5 0.3	4 0.2	3 0.2	1 0.2	2 0.2	2 0.2	1 0.3	3 0.2	* .	1 0.1	2 0.3	
TOTAL VERY/QUITE INTERESTED	1261 100.0	1179 100.0	974 100.0	587 100.0	451 100.0	848 100.0	244 100.0	992 100.0	131 100.0	670 100.0	405 100.0	
CAN GET INFORMATION	1089 86.4	1012 85.8	834 85.4	506 86.1	390 86.4	718 84.7	218 89.1	854 86.1	116 88.7	588 87.8	342 84.4	
CANNOT GET INFORMATION	138 11.0	135 11.4	113 11.6	67 11.4	48 10.5	108 12.8	19 7.7	107 10.8	13 9.9	70 10.5	44 10.8	
NOT STATED	33 2.6	33 2.8	28 2.8	15 2.5	14 3.1	21 2.5	8 3.2	31 3.1	2 1.4	12 1.7	20 4.8	
FOREIGN EVENTS												
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
VERY INTERESTED	346 17.3	336 18.9	291 20.4	203 24.6	93 11.8	256 21.1	46 9.5	276 18.9	34 11.5	228 23.2	88 12.7	
QUITE INTERESTED	759 37.9	719 40.5	610 42.8	354 42.9	279 35.5	524 43.1	141 29.3	613 42.1	76 26.0	424 43.1	212 30.7	
NEITHER INTERESTED NOR UNINTERESTED	290 14.5	250 14.1	189 13.3	97 11.8	94 11.9	147 12.1	66 13.7	193 13.2	42 14.5	123 12.5	89 12.9	
NOT VERY INTERESTED	375 18.7	306 17.2	217 15.3	109 13.2	186 23.6	189 15.6	130 26.9	241 16.6	68 23.2	134 13.6	184 26.6	
NOT AT ALL INTERESTED	225 11.3	160 9.0	113 7.9	59 7.2	133 16.9	96 7.9	97 20.1	129 8.8	72 24.8	72 7.3	117 16.9	
NOT STATED	7 0.3	5 0.3	5 0.3	3 0.4	2 0.2	3 0.2	2 0.5	5 0.3	* .	1 0.2	2 0.3	
TOTAL VERY/QUITE INTERESTED	1104 100.0	1055 100.0	901 100.0	557 100.0	372 100.0	780 100.0	187 100.0	889 100.0	109 100.0	652 100.0	300 100.0	
CAN GET INFORMATION	849 76.9	807 76.5	687 76.3	415 74.6	298 80.2	600 77.0	149 79.9	682 76.7	92 83.9	501 76.8	229 76.3	
CANNOT GET INFORMATION	230 20.8	223 21.1	191 21.2	127 22.9	65 17.5	163 20.9	36 19.1	183 20.6	17 15.7	138 21.2	64 21.4	
NOT STATED	25 2.3	25 2.4	23 2.6	14 2.5	9 2.4	17 2.2	2 1.0	24 2.6	0.4	13 2.0	7 2.3	

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	VERY/NOT AT ALL	VERY/ QUITE	VERY/NOT AT ALL	VERY/ QUITE	VERY/NOT AT ALL	VERY/ QUITE	VERY/NOT AT ALL
CRIME											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	221 11.0	211 11.9	175 12.3	100 12.1	79 10.0	149 12.3	49 10.1	173 11.9	27 9.2	130 13.2	67 9.7
QUITE INTERESTED	678 33.9	620 34.9	512 35.9	311 37.7	245 31.2	427 35.2	138 28.7	505 34.7	86 29.6	370 37.6	192 27.7
NEITHER INTERESTED NOR UNINTERESTED	316 15.8	286 16.1	225 15.8	128 15.5	103 13.1	188 15.4	64 13.3	222 15.2	40 13.7	167 17.0	81 11.6
NOT VERY INTERESTED	401 20.0	348 19.6	271 19.0	155 18.7	162 20.6	233 19.2	105 21.9	293 20.1	57 19.4	172 17.5	161 23.3
NOT AT ALL INTERESTED	376 18.8	304 17.1	239 16.8	129 15.7	192 24.5	212 17.4	124 25.8	260 17.8	79 27.1	143 14.5	188 27.1
NOT STATED	9 0.4	7 0.4	4 0.3	2 0.3	5 0.6	6 0.5	1 0.2	4 0.3	3 1.0	1 0.1	4 0.6
TOTAL VERY/QUITE INTERESTED	899 100.0	831 100.0	686 100.0	411 100.0	324 100.0	576 100.0	187 100.0	678 100.0	113 100.0	500 100.0	259 100.0
CAN GET INFORMATION	709 78.9	653 78.7	545 79.4	336 81.7	243 75.1	454 78.7	142 78.2	531 78.3	87 76.9	403 80.7	196 75.9
CANNOT GET INFORMATION	169 18.8	158 19.0	129 18.7	69 16.9	73 22.6	111 19.3	39 20.9	130 19.2	25 22.1	90 18.0	56 21.8
NOT STATED	20 2.2	19 2.3	13 1.9	6 1.4	8 2.3	12 2.0	6 3.0	17 2.5	1 1.0	7 1.3	6 2.3
MEDICINE AND HEALTH											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	627 31.4	593 33.4	518 36.4	313 37.9	227 28.8	470 38.7	106 22.1	548 37.6	49 16.7	321 32.7	209 30.2
QUITE INTERESTED	855 42.7	789 44.4	639 44.8	344 41.7	336 42.8	538 44.3	178 37.1	663 45.5	95 32.5	433 44.1	287 41.5
NEITHER INTERESTED NOR UNINTERESTED	241 12.0	190 10.7	134 9.4	84 10.2	76 9.7	107 8.8	64 13.2	120 8.2	51 17.6	108 10.9	73 10.5
NOT VERY INTERESTED	182 9.1	140 7.9	92 6.5	51 6.2	95 12.2	73 6.0	76 15.8	84 5.8	54 18.4	83 8.4	74 10.7
NOT AT ALL INTERESTED	92 4.6	61 3.4	39 2.8	30 3.7	51 6.5	25 2.1	56 11.7	39 2.7	43 14.7	36 3.7	47 6.8
NOT STATED	4 0.2	3 0.1	3 0.3	3 0.3	1 0.1	2 0.2	1 0.2	3 0.3	*	2 0.2	2 0.2
TOTAL VERY/QUITE INTERESTED	1482 100.0	1382 100.0	1157 100.0	657 100.0	563 100.0	1008 100.0	285 100.0	1211 100.0	143 100.0	755 100.0	496 100.0
CAN GET INFORMATION	962 64.9	887 64.2	736 63.7	419 63.8	366 65.0	634 62.9	191 67.0	768 63.5	95 66.2	474 62.8	336 67.6
CANNOT GET INFORMATION	478 32.3	456 33.0	390 33.7	222 33.9	178 31.6	349 34.6	84 29.5	409 33.7	42 29.6	262 34.7	147 29.5
NOT STATED	42 2.8	39 2.8	31 2.6	15 2.4	19 3.4	25 2.5	10 3.5	34 2.8	6 4.2	18 2.5	14 2.9

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL
OTHER SCIENCE											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	294 14.7	288 16.2	264 18.5	197 23.9	67 8.5	215 17.7	47 9.9	257 17.6	18 6.1	194 19.7	68 9.8
QUITE INTERESTED	679 34.0	656 36.9	552 38.8	358 43.4	185 23.6	475 39.1	113 23.4	550 37.7	55 19.0	398 40.5	174 25.1
NEITHER INTERESTED NOR UNINTERESTED	341 17.0	295 16.6	220 15.5	110 13.3	119 15.1	192 15.8	69 14.4	224 15.4	47 16.1	135 13.7	108 15.6
NOT VERY INTERESTED	419 20.9	358 20.2	265 18.6	100 12.1	242 30.8	226 18.6	124 25.7	284 19.5	81 27.9	174 17.7	186 26.9
NOT AT ALL INTERESTED	261 13.1	174 9.8	119 8.3	57 7.0	171 21.8	104 8.6	126 26.2	138 9.5	90 31.0	78 8.0	156 22.5
NOT STATED	7 0.3	5 0.3	5 0.3	3 0.4	1 0.2	3 0.2	2 0.5	5 0.3	* .	3 0.3	1 0.2
TOTAL VERY/QUITE INTERESTED	973 100.0	944 ⁷³ 100.0	816 100.0	555 100.0	253 100.0	690 100.0	160 100.0	806 100.0	73 100.0	592 100.0	242 100.0
CAN GET INFORMATION	614 63.1	591 62.6	520 63.7	348 62.8	157 62.2	444 64.3	97 60.7	508 63.0	43 58.4	369 62.3	161 65.8
CANNOT GET INFORMATION	328 33.7	322 34.1	272 33.3	188 33.9	90 35.7	228 33.1	56 35.1	271 33.6	29 40.3	207 34.9	75 31.1
NOT STATED	31 3.2	31 3.3	24 3.0	18 3.3	5 2.1	18 2.6	7 4.2	27 3.4	1 1.3	16 2.8	5 2.1
LOCAL NEWS/EVENTS											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	748 37.4	686 38.6	581 40.8	314 38.0	329 41.8	502 41.3	158 32.8	592 40.6	85 29.2	412 41.9	245 35.4
QUITE INTERESTED	934 46.7	832 46.8	654 45.9	387 46.9	352 44.8	564 46.4	219 45.5	677 46.4	146 50.2	445 45.3	327 47.2
NEITHER INTERESTED NOR UNINTERESTED	143 7.2	122 6.9	89 6.3	57 7.0	35 4.5	74 6.1	31 6.4	87 6.0	15 5.2	59 6.0	44 6.3
NOT VERY INTERESTED	125 6.3	101 5.7	75 5.3	48 5.8	50 6.3	57 4.7	51 10.6	80 5.5	24 8.3	48 4.9	53 7.7
NOT AT ALL INTERESTED	44 2.2	31 1.7	23 1.6	16 2.0	20 2.6	15 1.3	23 4.7	17 1.2	21 7.1	16 1.7	23 3.3
NOT STATED	5 0.2	5 0.3	3 0.2	3 0.3	* .	3 0.2	* .	4 0.3	* .	3 0.3	1 0.1
TOTAL VERY/QUITE INTERESTED	1683 100.0	1517 100.0	1235 100.0	701 100.0	680 100.0	1066 100.0	376 100.0	1269 100.0	231 100.0	857 100.0	572 100.0
CAN GET INFORMATION	1460 86.8	1312 86.5	1068 86.5	600 85.6	594 87.2	917 86.0	331 88.0	1091 86.0	205 88.8	742 86.6	499 87.3
CANNOT GET INFORMATION	176 10.5	168 11.0	137 11.1	85 12.2	62 9.1	125 11.8	32 8.4	142 11.2	19 8.0	99 11.5	51 8.9
NOT STATED	46 2.7	38 2.5	30 2.4	16 2.2	25 3.7	23 2.2	14 3.6	36 2.8	7 3.2	16 1.9	22 3.8

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL
LABOUR AND INDUSTRY											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	411 20.5	391 22.0	344 24.2	204 24.7	141 18.0	292 24.1	67 14.0	323 22.2	45 15.5	290 29.5	84 12.2
QUITE INTERESTED	774 38.7	724 40.8	594 41.7	342 41.5	289 36.8	517 42.6	152 31.7	596 40.9	87 29.7	448 45.6	213 30.7
NEITHER INTERESTED NOR UNINTERESTED	302 15.1	256 14.4	202 14.1	113 13.7	100 12.8	161 13.2	64 13.3	206 14.1	36 12.4	107 10.9	102 14.8
NOT VERY INTERESTED	313 15.7	272 15.3	206 14.5	118 14.3	133 16.9	178 14.7	90 18.7	226 15.5	53 18.1	102 10.3	157 22.7
NOT AT ALL INTERESTED	195 9.8	129 7.3	77 5.4	47 5.6	120 15.3	66 5.4	105 21.9	102 7.0	70 24.0	36 3.6	134 19.3
NOT STATED	5 0.2	4 0.2	2 0.1	1 0.2	2 0.2	1 0.1	2 0.5	4 0.2	1 0.4	1 0.1	2 0.3
TOTAL VERY/QUITE INTERESTED	1185 100.0	1115 100.0	938 100.0	546 100.0	430 100.0	810 100.0	220 100.0	919 100.0	132 100.0	738 100.0	297 100.0
CAN GET INFORMATION	881 74.3	824 73.8	688 73.3	408 74.6	319 74.2	591 73.0	174 79.4	674 73.3	104 78.7	546 73.9	227 76.3
CANNOT GET INFORMATION	267 22.6	258 23.2	222 23.6	124 22.7	95 22.0	196 24.2	40 18.1	215 23.4	25 19.1	173 23.4	60 20.3
NOT STATED	37 3.1	33 3.0	29 3.1	15 2.7	17 3.8	23 2.8	5 2.5	30 3.3	3 2.2	20 2.7	10 3.4

AREAS OF INTEREST (CONT.) QUES.4
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL
TOTAL INTERVIEWS	2000	1776	1425	825	786	1215	481	1457	291	983	692
BUSINESS OR ECONOMICS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	1776	1425	825	786	1215	481	1457	291	983	692
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	314	302	282	177	94	255	30	265	26	208	69
	15.7	17.0	19.8	21.5	11.9	21.0	6.3	18.2	8.8	21.1	9.9
QUITE INTERESTED	656	622	525	313	216	467	105	520	58	392	173
	32.8	35.0	36.8	37.9	27.5	38.4	21.7	35.7	19.9	39.8	25.0
NEITHER INTERESTED NOR UNINTERESTED	309	271	195	111	91	173	54	200	37	133	79
	15.4	15.3	13.7	13.5	11.5	14.3	11.2	13.8	12.7	13.5	11.4
NOT VERY INTERESTED	447	378	286	142	229	219	144	311	82	173	208
	22.3	21.3	20.1	17.2	29.1	18.0	29.9	21.3	28.2	17.6	30.0
NOT AT ALL INTERESTED	271	199	133	81	154	98	148	157	89	77	161
	13.5	11.2	9.3	9.8	19.7	8.1	30.8	10.8	30.4	7.8	23.3
NOT STATED	4	4	3	1	3	3	*	4	*	1	3
	0.2	0.2	0.2	0.1	0.3	0.3	.	0.3	.	0.1	0.4
TOTAL VERY/QUITE INTERESTED	970	924	807	490	310	721	135	785	83	600	242
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	683	647	557	343	208	500	98	548	59	414	170
	70.5	70.0	69.0	70.1	67.3	69.3	72.7	69.8	70.5	69.0	70.4
CANNOT GET INFORMATION	260	252	227	131	92	206	32	212	23	169	66
	26.8	27.2	28.1	26.6	29.9	28.6	23.8	27.0	27.9	28.2	27.3
NOT STATED	27	25	23	16	9	16	5	25	1	17	6
	2.7	2.7	2.9	3.2	2.9	2.2	3.5	3.1	1.6	2.8	2.3

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL
TAX DOLLARS SPENT BY GOVERNMENT ON SCIENCES											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	381 19.0	367 20.7	329 23.1	217 26.3	106 13.4	274 22.6	63 13.1	326 22.3	28 9.7	265 27.0	83 12.0
QUITE INTERESTED	747 37.4	702 39.5	592 41.6	344 41.7	252 32.1	507 41.7	140 29.0	590 40.5	67 23.0	418 42.6	209 30.2
NEITHER INTERESTED NOR UNINTERESTED	304 15.2	268 15.1	201 14.1	118 14.3	106 13.4	165 13.5	52 10.8	200 13.7	39 13.3	128 13.0	86 12.4
NOT VERY INTERESTED	331 16.5	268 15.1	191 13.4	88 10.6	178 22.6	172 14.2	115 24.0	210 14.4	77 26.4	111 11.3	164 23.7
NOT AT ALL INTERESTED	232 11.6	165 9.3	107 7.5	58 7.1	143 18.2	93 7.6	111 23.0	129 8.9	81 27.7	57 5.8	150 21.6
NOT STATED	0.6 0.3	0.6 0.3	0.4 0.3	0.1 0.1	0.3 0.3	0.4 0.3	0.2 0.1	0.3 0.2	* .	0.3 .	0.2 0.2
TOTAL VERY/QUITE INTERESTED	1128 100.0	1069 ²⁵ 100.0	921 100.0	561 100.0	357 100.0	781 100.0	203 100.0	916 100.0	95 100.0	684 100.0	292 100.0
CAN GET INFORMATION	584 51.8	548 51.2	464 50.3	285 50.9	182 50.8	405 51.8	103 50.8	465 50.8	52 54.7	341 49.9	159 54.5
CANNOT GET INFORMATION	517 45.8	497 46.4	433 47.0	262 46.7	163 45.7	356 45.6	96 47.4	427 46.6	41 43.2	326 47.6	124 42.6
NOT STATED	27 2.4	25 2.4	24 2.7	14 2.5	13 3.5	21 2.6	4 1.8	24 2.6	2 2.1	17 2.5	9 2.9
AGRICULTURE											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	433 21.6	404 22.8	348 24.4	203 24.6	175 22.3	282 23.2	107 22.2	365 25.1	44 15.2	253 25.7	128 18.5
QUITE INTERESTED	624 31.2	574 32.3	485 34.1	299 36.2	208 26.5	401 33.0	129 26.8	487 33.4	60 20.7	352 35.8	179 25.9
NEITHER INTERESTED NOR UNINTERESTED	310 15.5	287 16.1	208 14.6	124 15.0	84 10.7	184 15.2	55 11.4	211 14.5	33 11.4	140 14.2	77 11.1
NOT VERY INTERESTED	389 19.4	329 18.5	262 18.4	133 16.2	181 23.0	242 19.9	85 17.6	261 17.9	73 25.1	164 16.7	170 24.6
NOT AT ALL INTERESTED	239 12.0	177 9.9	118 8.3	63 7.7	135 17.2	101 8.3	106 22.0	127 8.7	80 27.6	72 7.3	136 19.7
NOT STATED	0.5 0.3	0.5 0.3	0.4 0.3	0.2 0.3	0.2 0.3	0.4 0.4	* .	0.5 0.3	* .	0.2 .	0.3 0.3
TOTAL VERY/QUITE INTERESTED	1057 100.0	978 ⁵⁷ 100.0	833 100.0	502 100.0	383 100.0	683 100.0	236 100.0	852 100.0	104 100.0	605 100.0	307 100.0
CAN GET INFORMATION	767 72.5	712 72.8	600 72.0	368 73.2	269 70.1	486 71.1	175 74.3	612 71.8	77 73.5	432 71.4	221 71.9
CANNOT GET INFORMATION	269 25.5	248 25.4	216 25.9	126 25.0	103 26.9	184 26.9	57 24.1	222 26.1	26 25.0	161 26.7	79 25.6
NOT STATED	21 2.0	18 1.8	17 2.0	9 1.8	11 2.9	14 2.0	4 1.6	18 2.1	2 1.5	12 1.9	8 2.5

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES		
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	VERY/NOT AT ALL	VERY/ QUITE	VERY/NOT AT ALL	VERY/ QUITE	VERY/NOT AT ALL	VERY/ QUITE	VERY/NOT AT ALL	
BIOLOGY OR THE NATURE OF LIVING THINGS												
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
VERY INTERESTED	465 23.2	447 25.2	399 28.0	292 35.3	128 16.3	331 27.2	92 19.2	409 28.1	40 13.6	278 28.3	129 18.6	
QUITE INTERESTED	803 40.1	756 42.6	628 44.0	373 45.3	276 35.1	530 43.6	152 31.7	633 43.4	78 26.9	399 40.6	265 38.3	
NEITHER INTERESTED NOR UNINTERESTED	241 12.1	213 12.0	152 10.7	64 7.7	79 10.1	137 11.3	47 9.8	150 10.3	26 9.1	114 11.6	59 8.5	
NOT VERY INTERESTED	313 15.6	245 13.8	174 12.2	75 9.1	178 22.6	158 13.0	99 20.5	181 12.4	83 28.5	138 14.1	136 19.6	
NOT AT ALL INTERESTED	171 8.6	108 6.1	66 4.7	20 2.4	120 15.2	54 4.4	88 18.4	77 5.3	64 21.8	52 5.3	100 14.5	
NOT STATED	7 0.4	7 0.4	6 0.4	2 0.2	5 0.6	5 0.4	2 0.4	7 0.5	* .	1 0.1	4 0.5	
TOTAL VERY/QUITE INTERESTED	1268 100.0	1204 100.0	1026 100.0	665 100.0	404 100.0	861 100.0	245 100.0	1042 100.0	118 100.0	678 100.0	394 100.0	
CAN GET INFORMATION	863 68.1	817 67.9	686 66.8	438 65.8	283 70.1	574 66.6	182 74.3	703 67.5	81 68.7	441 65.1	281 71.2	
CANNOT GET INFORMATION	374 29.5	358 29.7	316 30.8	212 31.8	109 27.0	267 31.0	58 23.8	313 30.1	34 29.1	222 32.7	102 25.9	
NOT STATED	31 2.4	29 2.4	24 2.4	16 2.4	12 2.9	20 2.3	5 1.9	26 2.4	3 2.1	15 2.1	11 2.8	
POLLUTION, ECOLOGY OR THE ENVIRONMENT												
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
VERY INTERESTED	624 31.2	596 33.6	529 37.1	360 43.7	188 24.0	457 37.6	110 22.8	529 36.3	54 18.4	372 37.9	171 24.7	
QUITE INTERESTED	851 42.5	804 45.3	654 45.9	359 43.6	331 42.1	548 45.1	178 37.0	650 44.6	105 36.1	462 47.0	251 36.3	
NEITHER INTERESTED NOR UNINTERESTED	216 10.8	178 10.0	118 8.3	49 6.0	79 10.1	100 8.2	48 9.9	125 8.6	34 11.7	72 7.3	86 12.4	
NOT VERY INTERESTED	188 9.4	135 7.6	89 6.2	37 4.5	112 14.2	78 6.4	77 16.1	104 7.1	51 17.4	60 6.1	97 14.0	
NOT AT ALL INTERESTED	116 5.8	58 3.3	32 2.3	17 2.1	73 9.3	28 2.3	68 14.2	46 3.1	48 16.3	17 1.7	85 12.3	
NOT STATED	5 0.2	5 0.3	3 0.2	1 0.2	3 0.3	4 0.3	* .	4 0.2	* .	1 0.1	3 0.4	
TOTAL VERY/QUITE INTERESTED	1475 100.0	1400 100.0	1183 100.0	720 100.0	519 100.0	1005 100.0	288 100.0	1179 100.0	159 100.0	834 100.0	422 100.0	
CAN GET INFORMATION	1039 70.5	981 70.1	810 68.5	496 68.9	369 71.2	695 69.1	211 73.5	820 69.5	117 73.9	559 67.0	314 74.5	
CANNOT GET INFORMATION	411 27.9	395 28.2	350 29.6	212 29.4	138 26.6	292 29.1	74 25.6	336 28.5	41 25.7	259 31.0	101 23.9	
NOT STATED	25 1.7	24 1.7	23 1.9	12 1.6	12 2.2	18 1.8	3 0.9	23 2.0	1 0.3	17 2.0	7 1.7	

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES		
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL	
INDUSTRIAL DISCOVERIES, SUCH AS NEW INVENTIONS												
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
VERY INTERESTED	395 19.7	384 21.6	342 24.0	251 30.4	98 12.4	272 22.4	72 14.9	330 22.6	27 9.2	295 30.0	67 9.7	
QUITE INTERESTED	809 40.5	763 42.9	639 44.8	379 45.9	268 34.1	542 44.6	154 32.0	614 42.1	93 31.8	456 46.4	221 31.9	
NEITHER INTERESTED NOR UNINTERESTED	277 13.8	242 13.6	175 12.3	87 10.5	100 12.7	160 13.2	56 11.7	195 13.4	34 11.7	97 9.8	95 13.7	
NOT VERY INTERESTED	311 15.5	241 13.6	175 12.3	59 7.1	189 24.1	158 13.0	101 21.0	197 13.5	73 25.1	96 9.8	162 23.4	
NOT AT ALL INTERESTED	198 9.9	136 7.7	88 6.2	44 5.4	127 16.2	75 6.2	96 20.0	115 7.9	63 21.6	38 3.9	139 20.0	
NOT STATED	10 0.5	10 0.6	6 0.5	6 0.7	4 0.5	7 0.6	2 0.4	7 0.5	2 0.7	1 0.1	9 1.3	
TOTAL VERY/QUITE INTERESTED	1204 100.0	1146 100.0	980 100.0	630 100.0	366 100.0	814 100.0	226 100.0	943 100.0	119 100.0	751 100.0	288 100.0	
CAN GET INFORMATION	723 60.0	683 59.6	580 59.2	369 58.6	228 62.5	497 61.0	133 58.9	564 59.8	76 63.7	425 56.6	192 66.8	
CANNOT GET INFORMATION	448 37.2	432 37.7	371 37.8	243 38.6	127 34.7	296 36.4	88 39.1	350 37.1	41 34.2	307 40.9	88 30.6	
NOT STATED	33 2.8	31 2.7	29 3.0	17 2.7	10 2.8	21 2.6	4 1.9	30 3.2	2 2.1	19 2.5	7 2.6	
EDUCATION												
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
VERY INTERESTED	810 40.5	768 43.3	667 46.8	397 48.1	276 35.1	618 50.8	115 24.0	661 45.3	75 25.9	442 45.0	245 35.4	
QUITE INTERESTED	787 39.3	708 39.9	564 39.6	321 38.9	299 38.1	476 39.2	174 36.2	583 40.0	99 34.1	376 38.2	270 39.0	
NEITHER INTERESTED NOR UNINTERESTED	167 8.4	130 7.3	83 5.9	46 5.5	68 8.7	58 4.7	54 11.3	88 6.1	29 9.9	69 7.1	61 8.8	
NOT VERY INTERESTED	156 7.8	119 6.7	82 5.8	42 5.1	94 12.0	48 4.0	85 17.6	85 5.8	53 18.2	79 8.0	65 9.4	
NOT AT ALL INTERESTED	74 3.7	46 2.6	25 1.8	17 2.1	46 5.8	13 1.1	50 10.4	36 2.4	33 11.5	15 1.5	48 6.9	
NOT STATED	6 0.3	4 0.2	4 0.3	2 0.3	3 0.4	3 0.2	2 0.5	4 0.3	1 0.5	2 0.2	3 0.5	
TOTAL VERY/QUITE INTERESTED	1597 100.0	1477 100.0	1230 100.0	718 100.0	575 100.0	1094 100.0	290 100.0	1244 100.0	175 100.0	818 100.0	515 100.0	
CAN GET INFORMATION	1160 72.7	1063 72.0	878 71.4	516 71.9	409 71.1	761 69.6	225 77.6	891 71.6	127 72.5	586 71.6	366 71.0	
CANNOT GET INFORMATION	397 24.8	378 25.6	321 26.1	184 25.6	149 25.9	308 28.1	58 19.9	321 25.8	43 24.6	213 26.1	136 26.5	
NOT STATED	40 2.5	36 2.4	31 2.5	18 2.5	17 3.0	25 2.3	7 2.5	32 2.6	5 2.9	19 2.3	13 2.5	

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL
PHYSICAL SCIENCE RESEARCH AND DISCOVERIES ABOUT NATURE											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	406 20.3	390 21.9	344 24.2	263 31.9	103 13.1	301 24.8	56 11.6	353 24.2	24 8.2	249 25.3	102 14.8
QUITE INTERESTED	758 37.9	719 40.5	608 42.7	352 42.6	267 34.0	505 41.5	163 33.9	609 41.8	83 28.6	424 43.1	217 31.4
NEITHER INTERESTED NOR UNINTERESTED	296 14.8	255 14.3	184 12.9	102 12.4	87 11.1	158 13.0	54 11.2	173 11.9	41 14.0	127 12.9	88 12.7
NOT VERY INTERESTED	321 16.0	261 14.7	194 13.6	64 7.7	187 23.8	173 14.2	93 19.4	208 14.3	64 21.9	126 12.8	144 20.8
NOT AT ALL INTERESTED	202 10.1	134 7.5	82 5.8	35 4.2	134 17.1	68 5.6	109 22.6	100 6.9	78 26.7	53 5.4	128 18.5
NOT STATED	18 0.9	18 1.0	13 0.9	9 1.1	7 0.9	11 0.9	6 1.3	13 0.9	2 0.7	4 0.4	13 1.8
TOTAL VERY/QUITE INTERESTED	1164 100.0	1108 100.0	952 100.0	615 100.0	370 100.0	806 100.0	219 100.0	962 100.0	107 100.0	673 100.0	320 100.0
CAN GET INFORMATION	756 65.0	713 64.3	601 63.1	385 62.5	248 66.9	518 64.2	150 68.7	615 63.9	76 71.1	415 61.6	225 70.4
CANNOT GET INFORMATION	387 33.2	375 33.8	335 35.2	222 36.1	113 30.6	268 33.3	69 31.3	333 34.6	30 28.2	249 37.0	86 26.9
NOT STATED	21 1.8	21 1.9	16 1.7	8 1.4	9 2.6	20 2.5	* .	15 1.5	1 0.7	10 1.4	8 2.7
AVIATION OR SPACE EXPLORATION											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	360 18.0	355 20.0	328 23.1	256 31.0	69 8.7	249 20.5	64 13.4	297 20.4	23 7.8	280 28.5	55 7.9
QUITE INTERESTED	530 26.5	495 27.9	413 29.0	270 32.7	155 19.7	340 28.0	101 21.0	400 27.5	57 19.4	343 34.9	107 15.4
NEITHER INTERESTED NOR UNINTERESTED	294 14.7	248 14.0	192 13.5	98 11.9	88 11.2	172 14.2	50 10.3	199 13.7	37 12.5	104 10.6	88 12.8
NOT VERY INTERESTED	422 21.1	368 20.7	270 19.0	114 13.9	219 27.9	261 21.5	100 20.9	293 20.1	81 27.6	160 16.3	189 27.3
NOT AT ALL INTERESTED	391 19.5	306 17.2	218 15.3	86 10.4	253 32.2	190 15.6	166 34.5	264 18.1	95 32.6	95 9.7	251 36.3
NOT STATED	3 0.2	3 0.2	3 0.2	1 0.1	2 0.3	3 0.2	* .	3 0.2	* .	1 0.1	2 0.3
TOTAL VERY/QUITE INTERESTED	890 100.0	850 100.0	742 100.0	526 100.0	223 100.0	589 100.0	165 100.0	697 100.0	79 100.0	623 100.0	162 100.0
CAN GET INFORMATION	641 72.0	612 72.0	532 71.8	376 71.5	155 69.6	410 69.6	126 76.1	503 72.1	52 65.6	453 72.8	112 69.1
CANNOT GET INFORMATION	233 26.2	222 26.1	196 26.4	141 26.8	62 27.9	166 28.1	38 22.9	183 26.2	25 31.5	160 25.6	47 29.1
NOT STATED	16 1.8	16 1.9	13 1.8	9 1.7	6 2.5	14 2.3	2 1.0	12 1.7	2 2.9	10 1.6	3 1.9

AREAS OF INTEREST (CONT.) QUES.4
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL
TOTAL INTERVIEWS	2000	1776	1425	825	786	1215	481	1457	291	983	692
RESEARCH DONE BY UNIVERSITY SCIENTISTS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
TOTAL	2000	1776	1425	825	786	1215	481	1457	291	983	692
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	291	281	262	197	67	231	38	256	14	200	66
	14.5	15.8	18.4	23.9	8.5	19.0	8.0	17.6	4.9	20.4	9.6
QUITE INTERESTED	634	602	509	318	203	440	112	517	53	342	190
	31.7	33.9	35.8	38.6	25.8	36.2	23.2	35.5	18.2	34.8	27.5
NEITHER INTERESTED NOR UNINTERESTED	372	338	246	152	102	203	71	240	52	170	99
	18.6	19.0	17.3	18.5	13.0	16.7	14.8	16.4	17.7	17.3	14.3
NOT VERY INTERESTED	392	338	258	93	213	225	108	278	70	177	153
	19.6	19.0	18.1	11.3	27.1	18.5	22.5	19.1	24.2	18.0	22.1
NOT AT ALL INTERESTED	302	208	141	58	198	107	152	158	102	93	177
	15.1	11.7	9.9	7.1	25.2	8.8	31.5	10.8	35.0	9.5	25.5
NOT STATED	9	9	8	5	3	8	*	9	*	1	7
	0.5	0.5	0.6	0.6	0.4	0.7	.	0.6	.	0.1	1.1
TOTAL VERY/QUITE INTERESTED	924	883	771	516	270	671	150	773	67	542	257
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
CAN GET INFORMATION	519	492	425	291	136	366	86	424	33	312	137
	56.1	55.6	55.1	56.4	50.4	54.5	57.5	54.8	48.6	57.5	53.5
CANNOT GET INFORMATION	376	363	322	213	120	283	60	324	32	214	112
	40.7	41.1	41.8	41.2	44.3	42.1	39.8	41.9	47.6	39.4	43.6
NOT STATED	30	29	24	12	14	22	4	26	3	17	7
	3.2	3.2	3.1	2.4	5.3	3.3	2.7	3.3	3.8	3.1	2.9

	TOTAL INTERESTED --IN SCIENCE--			I N T E R E S T I N							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/ AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/ AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/ AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/ AT ALL
SOCIAL ISSUES SUCH AS OVER-POPULATION, URBAN PLANNING OR CHILD DEVELOPMENT											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	536 26.8	521 29.3	466 32.7	296 35.9	165 21.0	429 35.3	64 13.3	463 31.8	36 12.4	296 30.2	165 23.9
QUITE INTERESTED	778 38.9	731 41.2	605 42.5	334 40.5	292 37.2	522 43.0	144 30.0	605 41.5	83 28.6	413 42.1	238 34.4
NEITHER INTERESTED NOR UNINTERESTED	260 13.0	219 12.3	148 10.4	81 9.8	86 11.0	116 9.6	61 12.7	150 10.3	36 12.5	125 12.7	70 10.1
NOT VERY INTERESTED	240 12.0	185 10.4	138 9.7	78 9.5	122 15.5	95 7.8	103 21.4	152 10.4	63 21.6	92 9.4	108 15.6
NOT AT ALL INTERESTED	179 8.9	113 6.4	62 4.4	32 3.9	119 15.1	47 3.9	109 22.6	81 5.5	73 24.9	54 5.5	106 15.3
NOT STATED	7 0.4	7 0.4	5 0.4	4 0.5	2 0.2	5 0.5	* .	6 0.4	* .	2 0.2	5 0.7
TOTAL VERY/QUITE INTERESTED	1314 100.0	1252 100.0	1071 100.0	630 100.0	457 100.0	951 100.0	208 100.0	1068 100.0	119 100.0	710 100.0	404 100.0
CAN GET INFORMATION	870 66.2	827 66.1	705 65.8	414 65.7	300 65.6	617 64.9	150 72.0	699 65.5	83 69.7	467 65.8	272 67.4
CANNOT GET INFORMATION	415 31.6	397 31.7	341 31.8	204 32.4	147 32.1	315 33.1	56 26.8	342 32.0	35 29.3	230 32.4	124 30.7
NOT STATED	29 2.2	27 2.2	26 2.4	12 1.9	10 2.3	19 2.0	3 1.2	27 2.5	1 1.0	13 1.8	8 1.9
THE ROLE OF SCIENTISTS IN THE ENERGY CRISIS, OIL, MINING AND RESOURCE DEVELOPMENT											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	457 22.8	445 25.1	398 27.9	254 30.8	129 16.4	353 29.0	57 11.9	392 26.9	30 10.4	327 33.3	77 11.2
QUITE INTERESTED	728 36.4	694 39.1	579 40.7	335 40.6	243 31.0	471 38.8	124 25.8	573 39.3	61 20.8	417 42.4	179 25.8
NEITHER INTERESTED NOR UNINTERESTED	300 15.0	254 14.3	193 13.5	109 13.2	110 14.0	168 13.8	72 15.0	180 12.4	49 16.8	123 12.5	104 15.0
NOT VERY INTERESTED	301 15.1	242 13.6	174 12.2	87 10.6	160 20.4	149 12.3	110 22.8	203 14.0	69 23.7	78 8.0	171 24.8
NOT AT ALL INTERESTED	205 10.3	131 7.4	74 5.2	35 4.2	140 17.8	66 5.5	118 24.5	102 7.0	82 28.3	35 3.6	154 22.3
NOT STATED	10 0.5	10 0.5	7 0.5	5 0.6	3 0.4	8 0.7	* .	8 0.5	* .	3 0.3	6 0.9

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	SCIENCES NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	SCIENCES NOT AT ALL	LIFE SCIENCES VERY/ QUITE	SCIENCES NOT AT ALL	ENG. SCIENCES VERY/ QUITE	SCIENCES NOT AT ALL
TOTAL VERY/QUITE INTERESTED	1184 100.0	1139 100.0	977 100.0	589 100.0	372 100.0	824 100.0	181 100.0	965 100.0	91 100.0	744 100.0	256 100.0
CAN GET INFORMATION	724 61.1	692 60.8	584 59.8	358 60.7	225 60.5	502 60.9	110 60.9	580 60.1	47 51.9	434 58.3	151 58.9
CANNOT GET INFORMATION	438 37.0	424 37.3	371 38.0	220 37.3	138 37.1	306 37.1	69 38.3	363 37.7	44 48.1	292 39.3	102 39.9
NOT STATED	22 1.9	22 2.0	22 2.3	11 1.9	9 2.4	16 1.9	2 0.9	22 2.3	*	18 2.4	3 1.2
ENGINEERING PROJECTS SUCH AS TRANSPORTATION SYSTEMS, PIPELINES, ETC.											
TOTAL	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
VERY INTERESTED	313 15.6	305 17.2	260 18.3	170 20.5	105 13.4	215 17.7	58 12.1	249 17.1	32 10.9	248 25.2	37 5.3
QUITE INTERESTED	663 33.1	638 35.9	549 38.5	340 41.2	215 27.4	454 37.3	120 24.9	527 36.2	53 18.1	478 48.6	116 16.7
NEITHER INTERESTED NOR UNINTERESTED	346 17.3	303 17.1	232 16.3	125 15.1	100 12.7	195 16.1	62 12.8	234 16.1	43 14.7	118 12.0	110 16.0
NOT VERY INTERESTED	400 20.0	336 18.9	249 17.5	119 14.4	200 25.4	229 18.9	114 23.7	285 19.5	72 24.7	99 10.0	218 31.5
NOT AT ALL INTERESTED	271 13.5	186 10.5	130 9.1	67 8.2	164 20.9	117 9.6	127 26.4	156 10.7	92 31.6	39 3.9	207 29.9
NOT STATED	7 0.4	7 0.4	5 0.4	4 0.5	2 0.2	5 0.5	* .	6 0.4	* .	2 0.2	5 0.7
TOTAL VERY/QUITE INTERESTED	976 100.0	944 100.0	809 100.0	510 100.0	320 100.0	668 100.0	178 100.0	777 100.0	84 100.0	726 100.0	152 100.0
CAN GET INFORMATION	649 66.5	627 66.5	535 66.1	334 65.5	210 65.6	438 65.5	128 71.5	512 65.9	53 63.0	474 65.2	93 60.9
CANNOT GET INFORMATION	300 30.7	291 30.8	251 31.0	164 32.1	97 30.1	211 31.5	48 26.8	242 31.1	28 33.1	235 32.3	52 33.9
NOT STATED	27 2.7	25 2.7	23 2.8	12 2.4	14 4.3	20 3.0	3 1.8	23 2.9	3 3.9	18 2.5	8 5.2

DEGREE OF INTEREST IN 4 MAIN CLASSIFICATIONS OF SCIENCE QUES.5
 BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL INTERVIEWS	2000	166	361	380	333	760	992	1008	1141	575	284
NATURAL SCIENCES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	269 13.4	35 21.0	46 12.9	53 14.1	48 14.5	85 11.2	154 15.5	115 11.4	148 12.9	83 14.5	38 13.4
QUITE INTERESTED	556 27.8	53 32.2	128 35.6	115 30.3	87 26.1	172 22.7	283 28.5	273 27.1	318 27.9	163 28.4	75 26.4
NEITHER INTERESTED NOR UNINTERESTED	387 19.4	39 23.3	72 20.0	71 18.8	68 20.3	138 18.1	203 20.4	184 18.3	193 16.9	133 23.1	62 21.7
NOT VERY INTERESTED	571 28.5	30 17.9	92 25.4	103 27.1	96 28.7	251 33.0	252 25.4	319 31.6	358 31.3	137 23.8	76 26.8
NOT AT ALL INTERESTED	215 10.7	9 5.7	22 6.1	36 9.5	33 10.0	114 15.0	99 10.0	116 11.5	123 10.8	59 10.3	33 11.7
NOT STATED	2 0.1	* .	* .	1 0.3	1 0.4	* .	1 0.1	1 0.1	2 0.2	* .	* .
SOCIAL SCIENCES AND HUMANITIES											
VERY INTERESTED	508 25.4	34 20.6	109 30.1	105 27.6	106 31.7	154 20.3	184 18.6	324 32.1	276 24.2	178 30.9	54 19.1
QUITE INTERESTED	707 35.3	51 30.8	120 33.2	151 39.7	127 38.1	258 33.9	355 35.8	352 34.9	377 33.0	220 38.2	110 38.8
NEITHER INTERESTED NOR UNINTERESTED	302 15.1	24 14.7	60 16.7	64 16.9	41 12.2	113 14.8	185 18.6	117 11.7	166 14.5	89 15.6	47 16.7
NOT VERY INTERESTED	348 17.4	45 27.2	60 16.5	48 12.7	43 12.9	152 20.0	202 20.3	146 14.5	234 20.5	62 10.8	51 18.1
NOT AT ALL INTERESTED	134 6.7	11 6.6	12 3.3	12 3.0	16 4.7	84 11.0	66 6.6	68 6.7	88 7.7	26 4.5	20 7.0
NOT STATED	2 0.1	* .	1 0.2	* .	1 0.4	* .	1 0.1	1 0.1	1 0.1	* .	1 0.2

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
LIFE SCIENCES											
VERY INTERESTED	657 32.9	45 27.2	98 27.2	141 37.2	131 39.3	242 31.8	256 25.8	402 39.8	332 29.1	233 40.4	92 32.6
QUITE INTERESTED	800 40.0	69 41.7	154 42.7	150 39.5	123 36.8	304 39.9	412 41.5	388 38.5	462 40.5	229 39.9	108 38.3
NEITHER INTERESTED NOR UNINTERESTED	250 12.5	33 19.9	55 15.3	54 14.3	37 11.1	70 9.3	168 17.0	82 8.1	153 13.4	63 11.0	34 12.1
NOT VERY INTERESTED	207 10.3	16 9.6	47 13.1	24 6.2	29 8.6	91 12.0	108 10.9	99 9.8	141 12.3	34 6.0	32 11.2
NOT AT ALL INTERESTED	85 4.2	3 1.6	6 1.6	9 2.5	14 4.1	53 7.0	46 4.7	38 3.8	53 4.6	16 2.7	16 5.7
NOT STATED	2 0.1	* .	1 0.2	1 0.3	* .	* .	2 0.2	* .	1 0.1	* .	1 0.2
ENGINEERING SCIENCES											
VERY INTERESTED	343 17.1	22 13.4	54 15.1	74 19.4	68 20.3	125 16.4	243 24.4	100 10.0	195 17.1	103 17.9	45 15.7
QUITE INTERESTED	640 32.0	52 31.2	135 37.5	131 34.4	112 33.7	210 27.6	418 42.2	222 22.0	382 33.5	178 30.9	80 28.3
NEITHER INTERESTED NOR UNINTERESTED	322 16.1	38 23.1	65 17.9	57 17.7	49 14.7	103 13.5	114 11.5	208 20.6	162 14.2	105 18.2	55 19.4
NOT VERY INTERESTED	441 22.1	35 20.9	72 19.9	68 17.9	64 19.3	202 26.6	136 13.7	306 30.3	264 23.1	114 19.8	64 22.4
NOT AT ALL INTERESTED	251 12.5	19 11.5	34 9.4	39 10.3	39 11.6	121 15.9	79 8.0	172 17.0	136 11.9	76 13.2	40 14.0
NOT STATED	3 0.2	* .	1 0.2	1 0.3	1 0.4	* .	2 0.2	1 0.1	2 0.2	* .	1 0.2

DEGREE OF INTEREST IN 4 MAIN CLASSIFICATIONS OF SCIENCE QUES.5
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL INTERVIEWS	2000	1239	320	439	158	128	410	1304
NATURAL SCIENCES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	269 13.4	144 11.6	31 9.7	92 20.9	32 20.2	23 18.0	56 13.6	158 12.1
QUITE INTERESTED	556 27.8	300 24.2	104 32.3	152 34.7	59 37.3	40 31.5	112 27.3	345 26.5
NEITHER INTERESTED NOR UNINTERESTED	387 19.4	255 20.6	45 13.9	88 20.0	25 15.8	38 29.8	81 19.7	244 18.7
NOT VERY INTERESTED	571 28.5	378 30.5	114 35.7	78 17.9	33 21.1	26 20.2	118 28.7	394 30.2
NOT AT ALL INTERESTED	215 10.7	161 13.0	27 8.3	28 6.3	9 5.6	1 0.5	44 10.7	162 12.4
NOT STATED	2 0.1	1 0.1	* .	1 0.3	* .	* .	* .	2 0.2
SOCIAL SCIENCES AND HUMANITIES								
VERY INTERESTED	508 25.4	223 18.0	103 32.3	180 41.0	48 30.1	43 33.7	57 14.0	360 27.6
QUITE INTERESTED	707 35.3	439 35.4	115 35.7	153 34.8	65 41.3	53 41.7	136 33.1	453 34.7
NEITHER INTERESTED NOR UNINTERESTED	302 15.1	198 16.0	44 13.7	60 13.7	24 14.9	22 17.1	91 22.1	166 12.8
NOT VERY INTERESTED	348 17.4	274 22.1	43 13.5	30 6.9	19 12.0	9 6.9	95 23.1	225 17.3
NOT AT ALL INTERESTED	134 6.7	102 8.3	15 4.8	16 3.6	3 1.7	1 0.5	31 7.5	99 7.6
NOT STATED	2 0.1	2 0.2	* .	* .	* .	* .	1 0.2	1 0.1

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
LIFE SCIENCES								
VERY INTERESTED	657 32.9	353 28.5	127 39.6	176 40.0	55 34.9	36 28.3	106 25.7	460 35.3
QUITE INTERESTED	800 40.0	520 42.0	121 37.6	159 36.1	62 39.0	60 47.2	158 38.5	520 39.9
NEITHER INTERESTED NOR UNINTERESTED	250 12.5	158 12.8	29 9.1	63 14.3	24 15.4	22 17.1	75 18.3	129 9.9
NOT VERY INTERESTED	207 10.3	147 11.9	31 9.5	29 6.6	12 7.6	8 6.2	52 12.6	135 10.3
NOT AT ALL INTERESTED	85 4.2	60 4.8	13 4.1	12 2.7	5 3.2	1 1.2	19 4.6	59 4.5
NOT STATED	2 0.1	1 0.1	* .	1 0.3	* .	* .	1 0.2	1 0.1
ENGINEERING SCIENCES								
VERY INTERESTED	343 17.1	193 15.6	50 15.5	100 22.8	54 34.1	29 22.5	104 25.5	156 11.9
QUITE INTERESTED	640 32.0	367 29.7	110 34.4	162 36.9	57 35.8	56 43.7	179 43.6	349 26.8
NEITHER INTERESTED NOR UNINTERESTED	322 16.1	200 16.2	54 16.9	67 15.3	17 10.6	31 24.2	40 9.8	234 17.9
NOT VERY INTERESTED	441 22.1	302 24.4	68 21.4	71 16.2	21 13.4	9 6.7	54 13.1	358 27.4
NOT AT ALL INTERESTED	251 12.5	174 14.1	38 11.8	38 8.5	10 6.1	4 3.0	32 7.8	206 15.8
NOT STATED	3 0.2	2 0.2	* .	1 0.3	* .	* .	1 0.2	2 0.2

DEGREE OF INTEREST IN 4 MAIN CLASSIFICATIONS OF SCIENCE QUES.5
 BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL INTERVIEWS	2000	182	559	726	325	208	1551	668	883	450
NATURAL SCIENCES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY INTERESTED	269 13.4	23 12.4	93 16.7	84 11.6	41 12.7	28 13.4	210 13.5	91 13.7	119 13.4	59 13.0
QUITE INTERESTED	556 27.8	36 20.0	176 31.4	190 26.2	91 28.0	64 30.6	457 29.5	206 30.9	251 28.4	99 22.1
NEITHER INTERESTED NOR UNINTERESTED	387 19.4	49 27.0	125 22.3	129 17.8	47 14.6	37 17.7	304 19.6	131 19.7	173 19.6	83 18.5
NOT VERY INTERESTED	571 28.5	42 23.2	122 21.8	233 32.1	112 34.5	61 29.3	418 27.0	182 27.2	237 26.8	152 33.6
NOT AT ALL INTERESTED	215 10.7	31 16.8	44 7.8	88 12.2	33 10.3	19 9.1	160 10.3	56 8.4	104 11.8	55 12.2
NOT STATED	2 0.1	1 0.7	* .	1 0.2	* .	* .	1 0.1	1 0.2	* .	1 0.3
SOCIAL SCIENCES AND HUMANITIES										
VERY INTERESTED	508 25.4	45 24.6	186 33.3	160 22.0	66 20.4	50 24.2	433 27.9	207 31.1	226 25.6	75 16.6
QUITE INTERESTED	707 35.3	56 30.6	214 38.2	251 34.6	112 34.5	74 35.6	547 35.3	244 36.6	303 34.3	160 35.5
NEITHER INTERESTED NOR UNINTERESTED	302 15.1	31 17.1	81 14.4	101 14.0	54 16.7	35 16.7	237 15.3	101 15.1	136 15.4	66 14.6
NOT VERY INTERESTED	348 17.4	28 15.6	58 10.4	143 19.7	78 23.9	40 19.3	233 15.0	86 12.9	147 16.7	114 25.4
NOT AT ALL INTERESTED	134 6.7	21 11.5	20 3.5	70 9.6	14 4.4	9 4.2	99 6.4	29 4.3	71 8.0	34 7.6
NOT STATED	2 0.1	1 0.7	1 0.1	* .	* .	* .	1 -	1 0.1	* .	1 0.3

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
LIFE SCIENCES										
VERY INTERESTED	657 32.9	53 29.1	235 41.9	202 27.9	103 31.6	65 31.2	510 32.9	227 34.0	283 32.1	147 32.7
QUITE INTERESTED	800 40.0	63 34.3	215 38.5	287 39.5	142 43.7	93 44.8	637 41.1	272 40.7	365 41.4	163 36.2
NEITHER INTERESTED NOR UNINTERESTED	250 12.5	30 16.2	66 11.8	95 13.1	35 10.7	25 11.8	197 12.7	82 12.3	115 13.0	53 11.7
NOT VERY INTERESTED	207 10.3	21 11.3	32 5.8	96 13.2	36 11.1	21 10.3	145 9.3	61 9.1	84 9.5	62 13.7
NOT AT ALL INTERESTED	85 4.2	17 9.1	10 1.9	44 6.1	9 2.9	4 1.9	59 3.8	24 3.6	35 4.0	26 5.7
NOT STATED	2 0.1	* .	1 0.1	1 0.2	* .	* .	2 0.1	2 0.3	* .	* .
ENGINEERING SCIENCES										
VERY INTERESTED	343 17.1	31 17.2	105 18.8	102 14.1	55 17.0	49 23.6	284 18.3	126 18.8	158 17.9	59 13.1
QUITE INTERESTED	640 32.0	50 27.7	173 31.0	244 33.7	104 32.0	68 32.7	504 32.5	209 31.4	294 33.3	137 30.4
NEITHER INTERESTED NOR UNINTERESTED	322 16.1	36 19.6	104 18.5	109 15.0	53 16.2	21 10.1	258 16.6	109 16.3	149 16.9	64 14.2
NOT VERY INTERESTED	441 22.1	40 21.7	109 19.4	167 23.0	73 22.6	53 25.4	317 20.4	143 21.4	173 19.6	125 27.8
NOT AT ALL INTERESTED	251 12.5	24 13.1	68 12.2	102 14.1	40 12.2	17 8.1	187 12.1	79 11.8	108 12.3	64 14.3
NOT STATED	3 0.2	1 0.7	1 0.1	1 0.2	* .	* .	2 0.1	2 0.3	* .	1 0.3

NATURAL SCIENCES
 MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
 BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----						-----SEX-----		-----MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTER- ESTED-NATURAL SCIENCES SOURCES WOULD USE AT ALL	825 100.0	88 100.0	175 100.0	169 100.0	136 100.0	258 100.0	437 100.0	388 100.0	466 100.0	247 100.0	113 100.0
DAILY NEWSPAPERS	368 44.6	29 33.0	63 35.9	79 47.1	71 52.6	126 48.8	183 42.0	185 47.7	211 45.4	107 43.5	50 44.1
MAGAZINES	492 59.7	62 70.2	119 68.1	105 62.4	75 55.3	131 50.9	264 60.3	229 58.9	301 64.7	127 51.3	65 57.4
RADIO	208 25.2	15 17.6	31 17.5	46 27.1	37 27.4	79 30.8	96 22.0	112 29.0	120 25.8	51 20.5	37 33.1
TELEVISION	481 58.4	51 58.2	82 46.6	101 59.9	82 60.4	166 64.2	247 56.5	234 60.4	260 55.9	155 62.9	66 58.6
NONE OF ABOVE	40 4.8	4 4.3	15 8.5	3 1.7	9 6.4	10 3.7	22 5.0	18 4.6	30 6.5	4 1.5	6 5.1
COURSE(S)	216 26.2	27 30.4	70 39.9	46 27.5	26 19.0	48 18.6	123 28.2	93 24.0	138 29.7	47 18.9	32 28.0
JOURNAL(S)	310 37.5	24 27.8	70 39.8	64 37.9	59 43.7	92 35.8	180 41.2	130 33.4	187 40.2	94 38.1	28 25.1
TEXTBOOKS	368 44.6	50 56.7	89 51.0	66 39.4	64 47.0	98 38.2	184 42.1	184 47.4	243 52.1	73 29.8	52 46.0
OTHER RELATED BOOKS	338 41.0	33 37.8	84 48.1	71 41.9	54 39.8	96 37.3	189 43.2	149 38.5	221 47.4	77 31.2	41 36.0
GOVT. PUBLICATIONS	274 33.3	20 23.0	57 32.6	56 33.5	50 36.6	91 35.3	149 34.1	125 32.3	145 31.2	93 37.6	37 32.5
LIBRARY	48 5.8	2 2.2	6 3.7	9 5.3	10 7.7	20 7.7	31 7.2	16 4.2	41 8.8	3 1.1	4 3.4
ENCYCLOPEDIA	14 1.7	* .	2 0.9	8 4.8	2 1.6	2 0.6	7 1.5	7 1.8	9 2.0	4 1.6	1 0.6
FILMS	4 0.5	* .	3 1.8	1 0.5	* .	* .	2 0.4	2 0.6	3 0.7	* .	1 0.8
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	7 0.8	* .	2 1.2	2 1.4	* .	2 0.9	6 1.3	1 0.3	5 1.0	2 0.6	1 0.5
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	14 1.6	1 1.6	6 3.5	1 0.6	4 3.2	1 0.2	9 2.1	5 1.2	12 2.7	* .	1 1.0
MISCELLANEOUS	15 1.8	2 2.1	5 2.7	1 0.6	2 1.1	6 2.2	9 2.0	6 1.6	9 2.0	3 1.2	3 2.4
NONE/DON'T KNOW	61 7.4	3 3.9	5 2.8	7 4.4	8 5.6	38 14.8	27 6.3	34 8.7	34 7.3	11 4.4	16 14.5

N A T U R A L S C I E N C E S
 MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
 BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-NATURAL SCIENCES SOURCES WOULD USE AT ALL	825 100.0	444 100.0	135 100.0	244 100.0	91 100.0	63 100.0	168 100.0	503 100.0
DAILY NEWSPAPERS	368 44.6	202 45.5	68 50.7	98 40.1	38 41.7	33 52.6	67 39.7	230 45.8
MAGAZINES	492 59.7	231 52.0	92 68.1	168 68.7	68 74.5	38 60.6	88 52.7	298 59.2
RADIO	208 25.2	119 26.7	43 32.2	45 18.3	18 20.2	11 17.6	43 25.7	136 27.0
TELEVISION	481 58.4	276 62.3	83 61.5	122 50.0	39 42.6	36 57.4	105 62.8	301 59.9
NONE OF ABOVE	40 4.8	10 2.2	6 4.3	24 10.0	9 9.3	4 6.7	3 1.6	25 4.9
COURSE(S)	216 26.2	94 21.3	32 24.1	90 36.7	35 38.4	18 28.3	40 24.0	123 24.5
JOURNAL(S)	310 37.5	131 29.4	53 39.0	126 51.7	57 62.8	19 29.3	59 34.9	175 34.8
TEXTBOOKS	368 44.6	182 41.1	44 32.7	140 57.3	46 50.8	29 45.3	62 37.1	231 45.9
OTHER RELATED BOOKS	338 41.0	170 38.2	56 41.6	112 45.9	42 45.9	28 44.6	67 39.9	201 40.0
GOVT. PUBLICATIONS	274 33.3	148 33.3	42 30.9	85 34.8	35 38.6	20 31.8	57 34.0	162 32.3
LIBRARY	48 5.8	17 3.7	16 11.5	15 6.3	9 10.0	1 0.8	14 8.3	24 4.8
ENCYCLOPEDIA	14 1.7	10 2.2	3 1.9	1 0.6	* .	* .	6 3.5	8 1.5
FILMS	4 0.5	1 0.3	* .	3 1.1	* .	0.6	* .	4 0.7
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	7 0.8	2 0.5	* .	5 2.0	3 2.9	1 1.4	2 0.9	2 0.4
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	14 1.6	5 1.1	4 3.0	5 1.9	1 0.7	1 1.1	6 3.6	6 1.2
MISCELLANEOUS	15 1.8	8 1.9	3 2.3	4 1.5	1 0.9	3 5.2	2 1.4	9 1.7
NONE/DON'T KNOW	61 7.4	40 9.0	13 9.9	8 3.4	1 1.3	2 2.5	15 8.8	44 8.7

NATURAL SCIENCES
 MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
 BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-NATURAL SCIENCES SOURCES WOULD USE AT ALL	825 100.0	59 100.0	269 100.0	274 100.0	132 100.0	91 100.0	667 100.0	298 100.0	369 100.0	158 100.0
DAILY NEWSPAPERS	368 44.6	31 53.3	114 42.3	135 49.2	49 37.4	39 42.9	296 44.4	139 46.8	157 42.4	72 45.9
MAGAZINES	492 59.7	38 64.6	137 50.9	177 64.6	81 61.0	60 65.8	405 60.7	176 59.0	229 62.0	88 55.4
RADIO	208 25.2	14 24.4	55 20.4	75 27.5	31 23.7	32 35.5	164 24.6	90 30.4	74 20.0	44 27.8
TELEVISION	481 58.4	35 59.8	171 63.4	153 56.0	72 54.5	50 55.1	389 58.3	183 61.5	206 55.8	92 58.4
NONE OF ABOVE	40 4.8	4 7.1	6 2.1	17 6.3	11 8.1	2 2.2	33 5.0	11 3.8	22 5.9	7 4.3
COURSE(S)	216 26.2	15 26.0	58 21.7	81 29.5	34 25.7	28 30.5	176 26.4	88 29.6	88 23.9	40 25.3
JOURNAL(S)	310 37.5	20 34.4	109 40.7	100 36.7	43 32.2	37 40.4	256 38.4	118 39.7	138 37.4	53 33.7
TEXTBOOKS	368 44.6	29 49.0	81 30.0	150 55.0	67 50.3	41 45.2	302 45.2	146 49.0	156 42.2	66 41.9
OTHER RELATED BOOKS	338 41.0	29 49.1	84 31.2	129 47.3	56 42.2	40 44.1	282 42.2	123 41.3	158 42.9	57 36.0
GOVT. PUBLICATIONS	274 33.3	14 23.9	98 36.5	82 29.9	39 29.2	42 45.7	207 31.0	94 31.4	113 30.7	68 42.8
LIBRARY	48 5.8	5 8.2	3 1.0	21 7.6	15 11.4	4 4.8	41 6.1	5 1.7	36 9.7	7 4.2
ENCYCLOPEDIA	14 1.7	0.6	4 1.4	5 2.0	3 1.9	1 1.6	12 1.7	3 1.0	9 2.3	2 1.3
FILMS	4 0.5	1 2.5	* .	3 0.9	* .	* .	4 0.6	0.1	4 1.0	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	7 0.8	1 1.4	2 0.8	3 1.0	1 0.4	1 1.0	7 1.0	4 1.2	3 0.9	* .
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	14 1.6	4 6.1	* .	9 3.1	0.3	1 1.0	10 1.5	4 1.2	6 1.7	3 2.1
MISCELLANEOUS	15 1.8	1 1.2	6 2.3	7 2.6	0.2	1 0.9	11 1.7	6 2.0	5 1.5	4 2.3
NONE/DON'T KNOW	61 7.4	4 7.0	11 4.1	23 8.4	10 7.8	13 14.2	51 7.7	28 9.3	24 6.4	10 6.5

S O C I A L S C I E N C E S

MEDIA SOURCES WOULD USE AT ALL QUES.6,7A

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-SOCIAL SCIENCES SOURCES WOULD USE AT ALL	1215 100.0	85 100.0	229 100.0	256 100.0	233 100.0	412 100.0	539 100.0	676 100.0	653 100.0	398 100.0	164 100.0
DAILY NEWSPAPERS	674 55.5	32 37.7	112 49.0	151 58.8	139 59.5	240 58.4	287 53.3	387 57.2	397 60.9	184 46.2	92 56.3
MAGAZINES	626 51.6	49 57.2	132 57.9	145 56.6	111 47.9	189 45.8	273 50.7	353 52.3	368 56.4	172 43.3	86 52.4
RADIO	356 29.3	16 18.4	58 25.3	68 26.4	73 31.1	143 34.6	147 27.3	209 31.0	208 31.9	91 22.8	57 34.8
TELEVISION	757 62.3	46 53.5	126 54.9	162 63.1	168 72.2	256 62.2	330 61.2	428 63.3	387 59.3	266 66.8	105 63.7
NONE OF ABOVE	60 4.9	5 5.4	13 5.8	10 3.8	7 2.8	25 6.2	32 5.9	28 4.1	47 7.2	7 1.8	5 3.2
COURSE(S)	337 27.8	31 36.5	99 43.4	71 27.7	63 26.9	74 17.8	141 26.2	196 29.0	206 31.5	80 20.2	51 31.2
JOURNAL(S)	412 33.9	22 25.3	81 35.4	92 36.0	85 36.6	132 32.1	198 36.7	214 31.7	243 37.2	124 31.1	45 27.7
TEXTBOOKS	506 41.6	48 55.7	111 48.5	112 43.7	92 39.5	144 34.9	221 40.9	285 42.2	328 50.2	114 28.7	64 38.8
OTHER RELATED BOOKS	445 36.6	40 47.1	96 41.8	94 36.6	96 41.0	120 29.2	197 36.5	248 36.7	271 41.6	108 27.1	66 40.2
GOVT. PUBLICATIONS	391 32.2	17 20.5	61 26.5	84 32.9	83 35.4	146 35.5	196 36.4	195 28.8	200 30.7	130 32.5	61 37.2
LIBRARY	39 3.2	4 4.6	5 2.0	10 4.0	6 2.6	14 3.4	21 3.8	18 2.7	32 4.9	3 0.8	4 2.1
ENCYCLOPEDIA	13 1.1	* .	2 0.8	5 2.0	4 1.8	2 0.4	5 1.0	8 1.1	8 1.2	4 1.1	1 0.5
FILMS	3 0.2	* .	1 0.2	1 0.6	1 0.3	* .	1 0.2	1 0.2	2 0.3	* .	1 0.5
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	13 1.0	* .	3 1.3	5 1.8	* .	5 1.2	7 1.3	6 0.8	7 1.1	2 0.6	3 1.8
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	23 1.9	2 2.3	9 3.8	4 1.7	3 1.4	5 1.2	12 2.3	11 1.6	18 2.7	4 1.0	1 0.8
MISCELLANEOUS	23 1.9	2 1.9	3 1.5	6 2.3	7 2.9	5 1.2	11 2.0	12 1.7	16 2.5	4 0.9	3 1.7
NONE/DON'T KNOW	137 11.3	2 2.4	9 4.1	21 8.3	31 13.2	74 18.0	47 8.7	91 13.4	64 9.7	50 12.6	24 14.4

S O C I A L S C I E N C E S
 MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
 BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-SOCIAL SCIENCES SOURCES WOULD USE AT ALL	1215 100.0	662 100.0	218 100.0	333 100.0	113 100.0	96 100.0	193 100.0	812 100.0
DAILY NEWSPAPERS	674 55.5	351 53.0	134 61.3	189 56.7	60 53.4	54 55.7	98 51.0	462 56.8
MAGAZINES	626 51.6	297 44.8	115 52.6	213 64.1	73 64.2	61 62.8	84 43.4	410 50.4
RADIO	356 29.3	205 31.0	71 32.5	79 23.6	28 24.5	23 23.6	61 31.7	245 30.1
TELEVISION	757 62.3	434 65.5	135 62.1	188 56.6	62 55.0	60 62.4	130 67.3	505 62.2
NONE OF ABOVE	60 4.9	20 3.1	11 5.0	28 8.5	10 8.7	7 7.1	6 3.0	37 4.6
COURSE(S)	337 27.8	150 22.6	53 24.4	134 40.4	41 36.1	29 30.6	43 22.4	224 27.5
JOURNAL(S)	412 33.9	174 26.3	69 31.6	169 50.9	64 56.8	18 18.9	62 32.2	267 32.9
TEXTBOOKS	506 41.6	240 36.2	79 36.4	185 55.6	48 42.0	44 46.0	80 41.2	334 41.2
OTHER RELATED BOOKS	445 36.6	224 33.8	73 33.7	147 44.3	45 39.9	36 36.9	70 36.2	295 36.3
GOVT. PUBLICATIONS	391 32.2	215 32.5	66 30.2	110 33.2	41 36.7	36 37.7	65 33.4	249 30.6
LIBRARY	39 3.2	17 2.5	8 3.6	14 4.3	5 4.2	3 2.7	7 3.6	24 3.0
ENCYCLOPEDIA	13 1.1	9 1.4	2 1.0	2 0.5	* .	2 1.9	3 1.5	8 1.0
FILMS	3 0.2	* .	* .	3 0.8	1 1.1	* .	* .	1 0.2
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	13 1.0	5 0.7	* .	8 2.3	3 3.0	* .	4 1.8	6 0.7
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	23 1.9	16 2.4	1 0.6	6 1.8	2 1.4	3 3.3	2 1.1	16 2.0
MISCELLANEOUS	23 1.9	10 1.4	3 1.3	10 3.1	3 2.9	2 2.5	1 0.7	16 1.9
NONE/DON'T KNOW	137 11.3	93 14.0	32 14.6	13 3.8	4 3.6	4 4.1	22 11.3	108 13.2

S O C I A L S C I E N C E S
 MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
 BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-SOCIAL SCIENCES SOURCES WOULD USE AT ALL	1215 100.0	100 100.0	400 100.0	411 100.0	178 100.0	124 100.0	981 100.0	452 100.0	529 100.0	234 100.0
DAILY NEWSPAPERS	674 55.5	57 56.8	186 46.4	260 63.1	90 50.5	81 65.3	559 57.0	274 60.7	284 53.8	115 49.1
MAGAZINES	626 51.6	58 58.2	174 43.5	242 58.9	92 51.3	60 48.2	519 52.9	236 52.2	283 53.6	107 45.8
RADIO	356 29.3	25 24.9	96 24.0	133 32.4	53 29.5	49 39.5	285 29.0	162 35.8	123 23.3	72 30.5
TELEVISION	757 62.3	60 59.7	267 66.8	243 59.0	117 65.3	70 56.7	599 61.1	280 62.0	319 60.3	158 67.5
NONE OF ABOVE	60 4.9	4 4.3	8 2.1	25 6.1	9 5.2	12 10.0	54 5.5	24 5.4	30 5.6	6 2.4
COURSE(S)	337 27.8	31 30.4	93 23.1	112 27.2	59 32.9	44 35.1	272 27.8	136 30.2	136 25.7	65 27.7
JOURNAL(S)	412 33.9	32 32.0	142 35.4	140 34.0	43 23.9	56 44.7	343 35.0	173 38.4	170 32.1	69 29.3
TEXTBOOKS	506 41.6	57 56.6	109 27.3	201 48.9	80 44.7	59 47.4	420 42.9	195 43.2	225 42.6	85 36.4
OTHER RELATED BOOKS	445 36.6	31 30.7	110 27.4	166 40.3	73 41.0	66 53.0	373 38.1	183 40.4	191 36.1	72 30.7
GOVT. PUBLICATIONS	391 32.2	18 18.0	129 32.2	130 31.5	56 31.5	58 46.8	316 32.3	152 33.7	164 31.0	75 31.9
LIBRARY	39 3.2	6 6.4	1 0.1	23 5.6	7 4.0	2 1.3	35 3.5	9 2.0	26 4.8	4 1.7
ENCYCLOPEDIA	13 1.1	1 1.1	4 1.1	6 1.4	2 0.9	* .	11 1.1	2 0.5	9 1.6	2 0.9
FILMS	3 0.2	* .	* .	3 0.6	* .	* .	3 0.3	1 0.2	2 0.4	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	13 1.0	2 2.2	3 0.7	6 1.5	1 0.8	* .	12 1.2	4 0.9	8 1.4	1 0.3
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	23 1.9	8 7.6	* .	12 3.0	2 0.9	2 1.2	16 1.7	9 2.0	7 1.4	7 2.9
MISCELLANEOUS	23 1.9	1 0.7	7 1.7	11 2.6	5 2.7	* .	18 1.8	11 2.5	6 1.2	5 2.2
NONE/DON'T KNOW	137 11.3	8 8.4	48 12.0	51 12.5	20 11.2	10 7.8	103 10.5	60 13.3	43 8.1	34 14.6

L I F E S C I E N C E S

MEDIA SOURCES WOULD USE AT ALL QUES.6,7A

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-LIFE SCIENCES SOURCES WOULD USE AT ALL	1457 100.0	114 100.0	252 100.0	292 100.0	254 100.0	545 100.0	668 100.0	789 100.0	794 100.0	462 100.0	201 100.0
DAILY NEWSPAPERS	698 47.9	44 38.5	98 38.9	144 49.2	136 53.5	277 50.7	302 45.2	396 50.2	431 54.2	176 38.0	91 45.5
MAGAZINES	810 55.6	75 65.9	169 67.2	172 58.8	134 52.7	260 47.7	356 53.4	454 57.5	490 61.6	210 45.5	110 54.8
RADIO	420 28.8	27 23.2	58 22.8	89 30.5	71 27.8	177 32.4	179 26.8	241 30.5	254 32.0	108 23.4	58 28.9
TELEVISION	944 64.8	67 58.5	144 57.1	201 68.8	170 67.1	362 66.4	420 62.8	524 66.4	511 64.3	305 66.1	128 63.6
NONE OF ABOVE	65 4.4	4 3.3	16 6.3	5 1.9	10 4.1	29 5.3	34 5.0	31 3.9	42 5.3	16 3.4	7 3.4
COURSE(S)	327 22.4	44 38.9	91 36.1	60 20.5	55 21.7	76 14.0	134 20.1	193 24.4	197 24.8	84 18.2	45 22.5
JOURNAL(S)	489 33.6	35 30.5	97 38.3	116 39.9	78 30.6	164 30.0	224 33.6	265 33.6	290 36.5	145 31.4	54 27.0
TEXTBOOKS	585 40.2	68 59.2	128 50.6	118 40.4	102 40.0	171 31.3	249 37.3	336 42.6	367 46.3	144 31.1	74 36.9
OTHER RELATED BOOKS	531 36.4	52 45.7	100 39.7	122 41.6	97 38.2	160 29.4	237 35.5	294 37.3	326 41.1	134 28.9	71 35.3
GOVT. PUBLICATIONS	452 31.0	27 23.4	71 28.1	88 30.1	81 32.0	185 33.9	218 32.7	233 29.6	253 31.8	131 28.4	68 33.8
LIBRARY	50 3.4	4 3.9	7 2.8	10 3.3	8 3.0	21 3.9	29 4.3	21 2.7	41 5.2	3 0.7	6 2.8
ENCYCLOPEDIA	21 1.5	1 0.6	2 0.8	9 3.0	6 2.5	3 0.6	10 1.5	11 1.5	13 1.7	6 1.4	2 0.8
FILMS	6 0.4	* .	1 1.6	1 0.5	1 0.3	* .	3 0.3	3 0.4	5 0.5	* .	1 0.4
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	12 0.8	* .	1 0.6	4 1.4	1 0.2	6 1.1	7 1.1	5 0.7	7 0.9	2 0.5	3 1.5
DISCUSSION WITH PROFESSIONALS-DOCTOR/NURSE /PROFESSOR/EXPERT	26 1.8	* .	11 4.5	5 1.8	3 1.3	6 1.1	12 1.7	14 1.8	18 2.3	3 0.8	4 2.0
MISCELLANEOUS	31 2.1	2 1.4	6 2.5	3 1.2	7 2.8	12 2.3	14 2.2	16 2.1	22 2.8	3 0.6	6 2.9
NONE/DON'T KNOW	176 12.1	4 3.9	9 3.6	25 8.7	37 14.7	99 18.2	77 11.5	99 12.5	85 10.7	66 14.3	25 12.3

L I F E S C I E N C E S

MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-LIFE SCIENCES SOURCES WOULD USE AT ALL	1457 100.0	873 100.0	247 100.0	334 100.0	117 100.0	96 100.0	264 100.0	980 100.0
DAILY NEWSPAPERS	698 47.9	409 46.8	130 52.5	159 47.7	44 37.9	46 48.1	112 42.6	495 50.5
MAGAZINES	810 55.6	419 48.0	152 61.4	236 70.7	78 66.6	62 64.7	131 49.8	539 54.9
RADIO	420 28.8	269 30.9	72 29.3	77 23.0	22 18.8	22 22.4	77 29.1	300 30.6
TELEVISION	944 64.8	601 68.8	154 62.4	189 56.4	60 51.7	61 63.6	181 68.6	641 65.4
NONE OF ABOVE	65 4.4	26 3.0	15 5.9	24 7.1	10 8.9	5 5.5	11 4.2	38 3.8
COURSE(S)	327 22.4	178 20.4	45 18.0	104 31.0	24 20.2	25 25.4	41 15.7	237 24.2
JOURNAL(S)	489 33.6	230 26.3	88 35.4	172 51.3	58 49.4	35 35.9	78 29.7	318 32.5
TEXTBOOKS	585 40.2	317 36.3	93 37.4	174 52.0	44 37.8	35 35.9	99 37.5	408 41.6
OTHER RELATED BOOKS	531 36.4	309 35.4	83 33.4	139 41.5	43 37.0	35 36.7	93 35.2	360 36.7
GOVT. PUBLICATIONS	452 31.0	265 30.4	65 26.4	121 36.3	38 32.5	29 30.4	88 33.3	297 30.3
LIBRARY	50 3.4	22 2.5	13 5.1	15 4.6	5 4.6	3 2.7	11 4.1	31 3.2
ENCYCLOPEDIA	21 1.5	16 1.8	4 1.5	2 0.5	* .	2 1.9	8 3.1	11 1.1
FILMS	6 0.4	1 0.1	* .	5 1.4	1 1.0	* .	* .	5 0.5
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	12 0.8	6 0.7	1 0.3	6 1.7	1 0.7	1 0.9	4 1.3	7 0.7
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	26 1.8	15 1.7	3 1.4	8 2.2	1 0.6	3 3.3	2 0.8	20 2.0
MISCELLANEOUS	31 2.1	14 1.6	5 2.0	12 3.6	1 1.1	3 3.4	7 2.6	19 2.0
NONE/DON'T KNOW	176 12.1	130 14.9	22 9.1	23 7.0	13 10.9	8 8.1	27 10.1	129 13.1

L I F E S C I E N C E S

MEDIA SOURCES WOULD USE AT ALL QUES.6,7A

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-LIFE SCIENCES SOURCES WOULD USE AT ALL	1457 100.0	115 100.0	450 100.0	489 100.0	245 100.0	158 100.0	1148 100.0	499 100.0	649 100.0	310 100.0
DAILY NEWSPAPERS	698 47.9	57 49.3	169 37.6	289 59.1	95 38.9	88 55.4	562 48.9	270 54.1	291 44.9	136 44.0
MAGAZINES	810 55.6	75 64.6	200 44.4	311 63.6	125 51.0	100 63.2	652 56.8	293 58.7	359 55.4	158 51.0
RADIO	420 28.8	29 25.1	104 23.2	155 31.6	74 30.4	58 36.6	320 27.9	171 34.2	149 23.0	100 32.4
TELEVISION	944 64.8	80 69.4	303 67.3	300 61.4	160 65.6	100 63.4	742 64.6	308 61.7	434 66.8	202 65.3
NONE OF ABOVE	65 4.4	5 4.1	13 3.0	27 5.6	11 4.5	8 5.0	54 4.7	22 4.4	32 5.0	10 3.3
COURSE(S)	327 22.4	38 32.6	83 18.4	103 21.0	60 24.5	44 27.5	242 21.1	124 24.8	119 18.3	84 27.2
JOURNAL(S)	489 33.6	34 29.7	159 35.2	161 33.0	65 26.7	70 44.1	400 34.8	192 38.6	207 32.0	89 28.9
TEXTBOOKS	585 40.2	60 51.6	130 29.0	225 45.9	103 42.3	67 42.5	475 41.4	215 43.0	261 40.2	110 35.5
OTHER RELATED BOOKS	531 36.4	49 42.6	129 28.7	189 38.7	83 34.0	80 50.9	434 37.8	203 40.7	231 35.5	98 31.5
GOVT. PUBLICATIONS	452 31.0	27 23.2	128 28.4	142 29.0	78 31.9	78 49.1	331 28.9	164 32.9	167 25.8	121 38.9
LIBRARY	50 3.4	6 5.1	1 0.1	23 4.6	17 6.8	4 2.8	41 3.5	9 1.7	32 4.9	9 3.1
ENCYCLOPEDIA	21 1.5	1 1.0	6 1.3	10 2.1	4 1.5	* .	17 1.5	3 0.5	14 2.2	5 1.5
FILMS	6 0.4	1 1.3	* .	5 0.9	* .	* .	6 0.5	1 0.3	5 0.7	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	12 0.8	2 1.9	2 0.5	5 1.0	1 0.6	2 1.0	11 1.0	5 0.9	7 1.0	1 0.2
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	26 1.8	7 6.1	0.1 0.1	10 2.1	7 2.8	1 0.9	15 1.3	7 1.3	9 1.3	10 3.3
MISCELLANEOUS	31 2.1	1 0.6	6 1.3	8 1.7	14 5.9	1 0.8	21 1.8	12 2.4	9 1.3	10 3.2
NONE/DON'T KNOW	176 12.1	15 12.8	60 13.2	69 14.1	21 8.4	12 7.4	137 11.9	64 12.8	73 11.3	39 12.5

ENGINEERING SCIENCES
 MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
 BY AGE,SEX AND MOTHER TONGUE

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-ENGINEERING SCIENCES	983 100.0	74 100.0	190 100.0	205 100.0	180 100.0	335 100.0	661 100.0	322 100.0	578 100.0	281 100.0	125 100.0
SOURCES WOULD USE AT ALL											
DAILY NEWSPAPERS	539 54.8	37 50.4	94 49.5	124 60.7	100 55.4	184 54.9	338 51.1	201 62.4	339 58.6	132 46.9	68 54.7
MAGAZINES	494 50.3	45 60.5	100 52.5	111 54.0	91 50.4	148 44.3	357 54.0	137 42.7	312 54.1	120 42.6	62 49.8
RADIO	227 23.1	13 17.9	36 19.0	48 23.5	43 23.9	87 25.9	147 22.3	80 24.8	150 26.0	46 16.3	31 25.1
TELEVISION	563 57.2	41 55.1	94 49.6	120 58.7	114 63.1	194 58.0	384 58.1	179 55.5	304 52.6	192 68.5	67 53.5
NONE OF ABOVE	61 6.2	2 3.1	13 7.0	9 4.3	9 4.8	28 8.5	41 6.1	21 6.4	49 8.4	6 2.0	7 5.5
COURSE(S)	200 20.3	26 35.1	59 30.9	42 20.3	33 18.1	41 12.2	147 22.2	53 16.4	128 22.2	38 13.5	33 26.6
JOURNAL(S)	331 33.7	28 38.5	62 32.8	85 41.6	61 33.7	94 28.2	238 36.1	93 28.7	192 33.1	96 34.3	43 34.5
TEXTBOOKS	352 35.8	36 48.5	98 51.6	69 33.7	62 34.2	87 26.1	235 35.6	117 36.2	234 40.6	76 27.2	41 33.1
OTHER RELATED BOOKS	342 34.8	30 40.9	73 38.7	84 40.8	61 34.1	94 28.1	243 36.8	99 30.8	229 39.6	74 26.2	40 31.9
GOVT. PUBLICATIONS	338 34.4	22 29.2	62 32.8	82 39.9	71 39.3	102 30.4	230 34.9	107 33.3	183 31.7	104 37.2	50 40.1
LIBRARY	38 3.9	* .	7 3.9	9 4.4	8 4.3	14 4.3	30 4.5	9 2.7	34 5.9	* .	4 3.5
ENCYCLOPEDIA	11 1.1	* .	3 1.7	5 2.6	3 1.5	* .	5 0.7	7 2.0	8 1.4	2 0.8	1 0.9
FILMS	4 0.4	* .	2 1.3	* .	1 0.4	1 0.2	4 0.6	* .	3 0.5	1 0.3	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	13 1.4	* .	4 2.3	3 1.3	1 0.4	6 1.7	8 1.2	6 1.7	7 1.3	4 1.3	2 1.9
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE/PROFESSOR/EXPERT	14 1.4	* .	4 1.9	6 2.8	1 0.8	3 1.0	13 1.9	1 0.4	11 1.9	3 1.0	0.4
MISCELLANEOUS	19 1.9	* .	5 2.8	4 1.8	1 0.8	8 2.5	16 2.5	2 0.8	13 2.3	1 0.4	5 3.8
NONE/DON'T KNOW	118 12.0	2 2.6	8 4.5	10 4.9	21 11.9	76 22.8	65 9.8	54 16.6	72 12.4	31 11.2	15 12.1

ENGINEERING SCIENCES
 MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
 BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-ENGINEERING SCIENCES	983 100.0	560 100.0	160 100.0	262 100.0	111 100.0	85 100.0	283 100.0	505 100.0
SOURCES WOULD USE AT ALL								
DAILY NEWSPAPERS	539 54.8	305 54.4	97 60.6	137 52.2	60 54.0	45 52.9	141 49.7	294 58.2
MAGAZINES	494 50.3	255 45.6	80 50.0	159 60.5	69 62.5	47 55.7	154 54.5	223 44.3
RADIO	227 23.1	148 26.4	37 22.9	43 16.2	22 20.2	11 13.5	62 21.9	131 26.0
TELEVISION	563 57.2	353 63.0	80 50.2	129 49.3	53 48.1	49 57.7	179 63.0	282 55.9
NONE OF ABOVE	61 6.2	22 4.0	13 8.3	25 9.6	9 8.4	5 5.3	13 4.7	34 6.8
COURSE(S)	200 20.3	121 21.6	18 11.4	60 23.1	24 21.3	22 26.3	62 22.0	91 18.1
JOURNAL(S)	331 33.7	147 26.3	53 32.9	131 50.0	60 54.6	34 39.6	91 32.3	145 28.8
TEXTBOOKS	352 35.8	191 34.0	44 27.8	117 44.6	38 34.2	32 37.6	102 35.9	181 35.8
OTHER RELATED BOOKS	342 34.8	194 34.7	57 35.6	90 34.5	45 40.4	32 37.7	106 37.3	160 31.7
GOVT. PUBLICATIONS	338 34.4	186 33.2	46 28.8	106 40.3	48 42.9	27 31.7	93 32.9	170 33.8
LIBRARY	38 3.9	15 2.7	11 6.7	12 4.7	6 5.7	*	13 4.4	19 3.8
ENCYCLOPEDIA	11 1.1	8 1.4	2 1.0	2 0.6	*	1 0.9	4 1.5	6 1.2
FILMS	4 0.4	2 0.4	*	2 0.7	1 0.6	0.4	*	3 0.6
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	13 1.4	4 0.6	*	10 3.7	1 0.7	1 1.0	4 1.3	8 1.6
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE/ /PROFESSOR/EXPERT	14 1.4	8 1.4	0.3	6 2.2	1 1.2	3 3.7	4 1.3	6 1.2
MISCELLANEOUS	19 1.9	7 1.3	3 1.8	9 3.4	5 4.1	2 2.1	5 1.8	8 1.5
NONE/DON'T KNOW	118 12.0	71 12.8	27 17.0	19 7.4	8 7.2	5 6.4	29 10.1	76 15.1

ENGINEERING SCIENCES
 MEDIA SOURCES WOULD USE AT ALL QUES.6,7A
 BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED- ENGINEERING SCIENCES	983 100.0	82 100.0	278 100.0	347 100.0	159 100.0	117 100.0	788 100.0	335 100.0	452 100.0	196 100.0
SOURCES WOULD USE AT ALL										
DAILY NEWSPAPERS	539 54.8	43 52.7	127 45.7	221 63.6	79 49.6	69 58.9	440 55.9	210 62.8	230 50.8	99 50.5
MAGAZINES	494 50.3	46 56.4	114 41.0	201 57.9	73 45.8	60 51.2	417 52.9	181 54.0	236 52.2	77 39.4
RADIO	227 23.1	17 20.7	45 16.3	93 26.7	41 26.1	31 26.2	175 22.2	92 27.3	83 18.3	53 26.9
TELEVISION	563 57.2	45 54.5	193 69.4	181 52.1	80 50.5	64 54.8	451 57.3	199 59.5	252 55.7	111 57.0
NONE OF ABOVE	61 6.2	7 8.9	7 2.4	26 7.6	9 5.4	13 10.9	50 6.3	14 4.2	36 7.9	12 6.0
COURSE(S)	200 20.3	15 18.6	43 15.4	77 22.2	41 25.7	24 20.1	158 20.1	70 20.9	88 19.5	41 21.1
JOURNAL(S)	331 33.7	17 21.2	102 36.6	123 35.4	42 26.4	47 40.2	274 34.8	130 38.7	144 31.8	57 29.2
TEXTBOOKS	352 35.8	37 45.3	72 26.0	143 41.2	61 38.1	39 33.5	296 37.5	130 38.7	166 36.6	56 28.8
OTHER RELATED BOOKS	342 34.8	25 31.1	67 24.1	134 38.7	59 37.0	57 48.7	296 37.6	135 40.3	161 35.7	46 23.6
GOVT. PUBLICATIONS	338 34.4	25 30.8	104 37.5	106 30.7	49 30.5	53 45.5	260 33.0	128 38.1	132 29.1	78 40.0
LIBRARY	38 3.9	2 2.6	* .	21 6.1	12 7.7	3 2.5	33 4.1	4 1.2	29 6.3	6 3.0
ENCYCLOPEDIA	11 1.1	1 1.4	2 0.7	6 1.7	2 1.4	* .	11 1.4	3 0.8	8 1.8	0.2
FILMS	4 0.4	* .	1 0.3	3 0.9	* .	* .	4 0.5	2 0.5	2 0.4	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	13 1.4	2 2.7	3 1.1	3 0.8	5 2.9	1 0.8	9 1.2	4 1.2	5 1.1	4 2.1
DISCUSSION WITH PROFES- SIONALS, DOCTOR/NURSE/ PROFESSOR/EXPERT	14 1.4	4 4.6	* .	6 1.8	2 1.0	2 2.0	10 1.2	7 2.0	3 0.6	4 2.3
MISCELLANEOUS	19 1.9	1 0.9	3 1.2	12 3.5	3 1.8	* .	16 2.0	9 2.8	7 1.4	3 1.6
NONE/DON'T KNOW	118 12.0	8 9.7	31 11.3	45 12.8	23 14.7	11 9.4	93 11.9	39 11.5	55 12.1	25 12.7

N A T U R A L S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-NATURAL SCIENCES SOURCES WOULD USE AT ALL	825 100.0	88 100.0	175 100.0	169 100.0	136 100.0	258 100.0	437 100.0	388 100.0	466 100.0	247 100.0	113 100.0
DAILY NEWSPAPERS ONLY	66 8.0	4 4.3	13 7.3	10 5.9	11 8.1	29 11.1	32 7.4	34 8.7	34 7.3	24 9.5	8 7.4
MAGAZINES ONLY	168 20.4	24 27.2	49 28.1	35 20.6	22 16.4	38 14.8	101 23.2	67 17.3	108 23.1	41 16.5	20 17.7
RADIO ONLY	7 0.9	* .	1 0.3	3 1.9	1 0.6	3 1.0	1 0.2	6 1.6	1 0.1	2 0.8	4 3.9
TV ONLY	81 9.8	10 11.6	8 4.6	13 7.7	15 10.9	35 13.4	45 10.4	35 9.1	36 7.8	33 13.6	11 9.6
DAILY NEWSPAPERS AND MAGAZINES	45 5.5	5 5.2	14 7.8	13 7.5	3 2.4	11 4.3	23 5.1	22 5.8	27 5.9	13 5.2	5 4.4
DAILY NEWSPAPERS AND RADIO	8 0.9	* .	1 0.8	3 1.8	2 1.3	1 0.6	5 1.1	3 0.8	5 1.0	1 0.6	1 1.3
DAILY NEWSPAPERS AND TV	71 8.6	4 4.5	10 5.6	16 9.7	16 11.6	25 9.9	41 9.3	31 7.9	28 6.1	33 13.4	10 8.6
MAGAZINES AND RADIO	6 0.7	1 0.8	1 0.7	* .	3 2.5	1 0.2	4 0.9	2 0.5	* .	4 1.7	2 1.5
MAGAZINES AND TV	96 11.7	17 19.3	29 16.4	22 12.8	11 8.1	18 7.1	47 10.8	49 12.6	51 10.9	35 14.2	11 9.6
RADIO AND TV	34 4.1	2 1.8	5 2.6	7 4.3	3 2.5	17 6.7	18 4.1	16 4.2	14 3.0	16 6.5	4 3.8
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	4 0.5	* .	* .	1 0.7	3 2.0	* .	3 0.6	1 0.3	1 0.1	3 1.3	* .
DAILY NEWSPAPERS AND MAGAZINES AND TV	49 6.0	5 6.1	7 4.2	12 7.0	12 8.7	13 5.0	30 6.8	19 5.0	30 6.5	14 5.6	5 4.4
DAILY NEWSPAPERS AND RADIO AND TV	26 3.1	3 3.2	4 2.1	8 4.7	5 3.4	7 2.7	10 2.3	16 4.1	16 3.4	7 2.8	3 2.8
MAGAZINES AND RADIO AND TV	24 2.9	2 1.9	5 2.9	7 3.9	* .	11 4.2	15 3.4	9 2.4	15 3.1	4 1.8	5 4.6
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	99 12.1	9 9.8	14 8.1	17 9.8	21 15.2	40 15.4	41 9.4	58 15.0	70 15.0	12 5.1	17 15.2

N A T U R A L S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A

BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-NATURAL SCIENCES SOURCES WOULD USE AT ALL	825 100.0	444 100.0	135 100.0	244 100.0	91 100.0	63 100.0	168 100.0	503 100.0
DAILY NEWSPAPERS ONLY	66 8.0	41 9.2	6 4.5	19 7.8	4 4.8	7 10.7	13 7.6	42 8.4
MAGAZINES ONLY	168 20.4	75 16.9	30 22.0	63 25.7	28 30.7	15 23.0	31 18.4	95 18.9
RADIO ONLY	7 0.9	7 1.6	* .	* .	* .	* .	1 0.5	6 1.2
TV ONLY	81 9.8	65 14.6	7 5.5	8 3.4	3 3.2	2 3.5	27 16.1	49 9.7
DAILY NEWSPAPERS AND MAGAZINES	45 5.5	23 5.1	7 5.5	15 6.0	8 8.4	1 2.1	8 4.8	28 5.6
DAILY NEWSPAPERS AND RADIO	8 0.9	7 1.6	0.3	* .	1 1.6	* .	3 1.9	3 0.6
DAILY NEWSPAPERS AND TV	71 8.6	40 9.0	14 10.3	17 7.1	4 4.9	8 12.0	19 11.1	41 8.1
MAGAZINES AND RADIO	6 0.7	3 0.7	1 0.8	* .	2 1.8	* .	2 1.5	2 0.3
MAGAZINES AND TV	96 11.7	46 10.3	16 11.6	35 14.3	8 8.8	6 9.5	19 11.2	64 12.6
RADIO AND TV	34 4.1	28 6.2	1 1.1	5 2.1	2 1.7	2 3.7	11 6.4	20 3.9
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	4 0.5	1 0.3	1 1.0	1 0.4	1 0.7	* .	2 1.2	1 0.3
DAILY NEWSPAPERS AND MAGAZINES AND TV	49 6.0	26 5.8	5 4.1	18 7.4	9 9.6	9 14.9	6 3.7	25 4.9
DAILY NEWSPAPERS AND RADIO AND TV	26 3.1	16 3.6	8 5.8	2 0.9	* .	2 2.8	4 2.3	20 4.0
MAGAZINES AND RADIO AND TV	24 2.9	8 1.9	5 4.0	11 4.3	3 2.8	1 1.0	8 4.7	13 2.6
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	99 12.1	48 10.8	26 19.2	26 10.5	11 11.6	6 10.1	12 7.2	70 14.0

N A T U R A L S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-NATURAL SCIENCES SOURCES WOULD USE AT ALL	825 100.0	59 100.0	269 100.0	274 100.0	132 100.0	91 100.0	667 100.0	298 100.0	369 100.0	158 100.0
DAILY NEWSPAPERS ONLY	66 8.0	7 12.5	22 8.2	22 7.9	9 6.9	6 6.3	53 7.9	23 7.6	30 8.2	13 8.3
MAGAZINES ONLY	168 20.4	7 12.4	50 18.5	55 20.1	32 24.0	25 26.9	138 20.7	61 20.3	77 21.0	30 19.2
PADIO ONLY	0.7 0.9	* .	0.2 0.8	0.1 0.3	0.1 0.9	3 3.4	6 1.0	0.2 0.7	4 1.2	1 0.4
TV ONLY	81 9.8	4 6.6	39 14.4	19 7.1	11 8.2	8 8.9	60 9.0	30 10.2	30 8.1	20 12.9
DAILY NEWSPAPERS AND MAGAZINES	45 5.5	5 8.3	12 4.3	19 6.8	6 4.7	4 4.1	38 5.7	14 4.7	24 6.4	7 4.6
DAILY NEWSPAPERS AND RADIO	8 0.9	* .	1 0.4	5 1.8	* .	2 1.9	3 0.4	1 0.3	2 0.5	5 3.0
DAILY NEWSPAPERS AND TV	71 8.6	4 6.1	37 13.7	17 6.3	11 8.3	3 2.7	59 8.8	24 7.9	35 9.5	13 8.0
MAGAZINES AND RADIO	6 0.7	* .	4 1.5	1 0.2	1 0.9	* .	3 0.5	1 0.2	2 0.7	3 1.7
MAGAZINES AND TV	96 11.7	11 18.2	35 12.8	28 10.3	17 12.9	6 6.5	79 11.8	27 9.0	52 14.0	18 11.3
RADIO AND TV	34 4.1	* .	17 6.2	12 4.3	2 1.7	3 3.8	29 4.3	18 6.1	11 2.9	5 3.3
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	4 0.5	* .	2 0.7	2 0.6	* .	0.2 0.2	4 0.6	3 0.9	1 0.3	0.1 0.1
DAILY NEWSPAPERS AND MAGAZINES AND TV	49 6.0	3 4.5	15 5.6	21 7.6	4 3.3	6 7.0	43 6.5	18 6.1	25 6.8	6 3.7
DAILY NEWSPAPERS AND RADIO AND TV	26 3.1	2 3.1	9 3.4	4 1.4	6 4.9	5 5.1	19 2.9	13 4.3	6 1.7	7 4.3
MAGAZINES AND RADIO AND TV	24 2.9	2 2.5	4 1.4	6 2.2	8 6.0	5 5.5	23 3.4	8 2.8	14 3.9	2 0.9
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	99 12.1	11 18.8	16 6.0	46 16.7	12 9.4	14 15.7	77 11.6	45 15.0	33 8.9	22 13.9

S O C I A L S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A
BY AGE,SEX AND MOTHER TONGUE

	AGE-----						SEX-----		MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-SOCIAL SCIENCES SOURCES WOULD USE AT ALL	1215 100.0	85 100.0	229 100.0	256 100.0	233 100.0	412 100.0	539 100.0	676 100.0	653 100.0	398 100.0	164 100.0
DAILY NEWSPAPERS ONLY	127 10.4	6 7.5	16 6.8	28 11.0	20 8.6	57 13.7	46 8.5	81 11.9	69 10.5	38 9.6	20 12.1
MAGAZINES ONLY	131 10.8	18 20.7	39 16.9	27 10.7	11 4.8	36 8.8	70 12.9	61 9.1	70 10.7	45 11.3	16 9.9
RADIO ONLY	19 1.6	5 5.4	3 1.1	3 1.1	4 1.7	5 1.3	7 1.3	12 1.8	6 0.9	8 2.1	5 2.9
TV ONLY	123 10.1	8 9.8	13 5.6	24 9.3	39 16.6	40 9.6	59 10.9	64 9.5	41 6.3	68 17.1	14 8.5
DAILY NEWSPAPERS AND MAGAZINES	85 7.0	5 6.2	25 11.1	19 7.5	15 6.2	21 5.0	37 6.9	48 7.1	57 8.7	21 5.2	8 4.8
DAILY NEWSPAPERS AND RADIO	22 1.8	1 0.9	5 2.0	6 2.3	4 1.7	7 1.7	11 2.0	12 1.7	11 1.8	8 2.0	3 1.8
DAILY NEWSPAPERS AND TV	122 10.0	8 8.8	26 11.3	21 8.1	27 11.7	40 9.8	61 11.2	61 9.1	57 8.7	53 13.4	12 7.1
MAGAZINES AND RADIO	8 0.6	* .	2 0.7	1 0.5	3 1.4	2 0.4	4 0.7	4 0.6	2 0.3	5 1.2	1 0.4
MAGAZINES AND TV	114 9.4	15 17.3	28 12.2	30 11.7	20 8.6	22 5.2	43 7.9	72 10.6	52 7.9	49 12.3	14 8.4
RADIO AND TV	57 4.7	3 3.0	13 5.7	5 2.0	9 3.7	28 6.7	23 4.3	34 5.0	22 3.3	26 6.6	9 5.4
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	6 0.5		1 0.5	0.1	0.6	3 0.6	3 0.6	3 0.4	3 0.5	-	2 1.3
DAILY NEWSPAPERS AND MAGAZINES AND TV	97 8.0	5 5.9	11 4.9	30 11.6	22 9.6	29 6.9	45 8.3	52 7.6	52 8.0	26 6.5	19 11.3
DAILY NEWSPAPERS AND RADIO AND TV	58 4.8	2 2.0	9 3.7	15 5.9	12 5.3	21 5.1	28 5.1	31 4.5	31 4.8	16 4.1	11 6.6
MAGAZINES AND RADIO AND TV	29 2.4	1 0.8	7 2.8	6 2.2	2 0.8	14 3.4	15 2.8	14 2.0	15 2.3	5 1.3	8 5.0
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	157 12.9	5 5.8	20 8.7	32 12.4	37 15.9	63 15.4	57 10.5	100 14.8	117 17.9	22 5.4	19 11.4

S O C I A L S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A

BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-SOCIAL SCIENCES SOURCES WOULD USE AT ALL	1215 100.0	662 100.0	218 100.0	333 100.0	113 100.0	96 100.0	193 100.0	812 100.0
DAILY NEWSPAPERS ONLY	127 10.4	67 10.1	25 11.7	34 10.2	9 7.7	6 5.9	13 6.6	100 12.3
MAGAZINES ONLY	131 10.8	63 9.5	22 10.3	46 13.8	15 13.4	16 16.1	20 10.3	80 9.9
RADIO ONLY	19 1.6	17 2.6	1 0.3	1 0.4	* .	2 1.8	5 2.4	13 1.6
TV ONLY	123 10.1	93 14.0	18 8.3	13 3.8	8 7.5	5 5.6	24 12.3	86 10.5
DAILY NEWSPAPERS AND MAGAZINES	85 7.0	39 5.9	18 8.4	28 8.4	12 10.4	5 5.5	13 6.6	55 6.8
DAILY NEWSPAPERS AND RADIO	22 1.8	17 2.5	3 1.3	3 0.8	2 1.6	* .	7 3.4	14 1.7
DAILY NEWSPAPERS AND TV	122 10.0	73 11.1	22 10.1	27 8.0	9 7.7	9 9.7	30 15.4	74 9.1
MAGAZINES AND RADIO	8 0.6	3 0.5	1 0.7	2 0.5	2 2.1	* .	1 0.4	4 0.5
MAGAZINES AND TV	114 9.4	59 8.9	18 8.2	37 11.2	11 9.5	8 8.0	17 8.7	79 9.7
RADIO AND TV	57 4.7	42 6.4	7 3.3	8 2.3	2 1.4	3 2.9	16 8.2	37 4.5
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	6 0.5	2 0.3	1 0.3	3 1.0	1 1.0	1 1.1	* .	4 0.4
DAILY NEWSPAPERS AND MAGAZINES AND TV	97 8.0	43 6.4	12 5.5	42 12.7	12 10.6	18 18.4	11 5.5	56 6.9
DAILY NEWSPAPERS AND RADIO AND TV	58 4.8	35 5.4	16 7.5	7 2.0	1 1.2	4 4.1	10 5.4	43 5.2
MAGAZINES AND RADIO AND TV	29 2.4	13 2.0	6 2.7	10 2.9	5 4.0	3 2.7	7 3.7	14 1.8
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	157 12.9	75 11.4	36 16.6	46 13.8	15 13.1	11 11.0	16 8.2	116 14.3

S O C I A L S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-SOCIAL SCIENCES SOURCES WOULD USE AT ALL	1215 100.0	100 100.0	400 100.0	411 100.0	178 100.0	124 100.0	981 100.0	452 100.0	529 100.0	234 100.0
DAILY NEWSPAPERS ONLY	127 10.4	18 17.7	40 9.9	40 9.7	15 8.4	14 11.4	101 10.3	48 10.7	52 9.9	26 11.1
MAGAZINES ONLY	131 10.8	8 7.5	47 11.8	42 10.3	24 13.7	9 7.6	107 10.9	43 9.4	64 12.1	24 10.4
RADIO ONLY	19 1.6	1 1.5	9 2.1	5 1.3	3 1.6	1 0.7	17 1.8	5 1.0	13 2.4	2 0.8
TV ONLY	123 10.1	5 5.1	66 16.6	26 6.2	20 11.5	6 4.7	85 8.7	35 7.6	51 9.6	38 16.3
DAILY NEWSPAPERS AND MAGAZINES	85 7.0	8 7.8	17 4.2	44 10.6	10 5.3	7 5.8	76 7.7	32 7.1	44 8.3	9 3.9
DAILY NEWSPAPERS AND RADIO	22 1.8	* .	7 1.8	8 2.0	1 0.4	6 4.8	16 1.7	12 2.7	4 0.8	6 2.6
DAILY NEWSPAPERS AND TV	122 10.0	8 7.9	50 12.6	31 7.5	19 10.6	14 11.0	100 10.2	41 9.0	59 11.2	22 9.4
MAGAZINES AND RADIO	8 0.6	2 1.5	4 1.1	1 0.4	* .	0.3	6 0.6	3 0.7	2 0.5	2 0.8
MAGAZINES AND TV	114 9.4	16 16.4	49 12.4	24 5.9	18 10.1	6 4.8	85 8.7	28 6.2	57 10.9	29 12.4
RADIO AND TV	57 4.7	2 1.9	25 6.3	16 4.0	8 4.3	6 4.9	43 4.4	23 5.2	20 3.7	14 5.9
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	6 0.5	* .	0.1	0.2 0.5	* .	3 2.7	5 0.5	4 0.9	0.1	1 0.5
DAILY NEWSPAPERS AND MAGAZINES AND TV	97 8.0	8 8.4	26 6.4	46 11.2	10 5.7	6 5.2	88 9.0	39 8.7	49 9.2	9 3.8
DAILY NEWSPAPERS AND RADIO AND TV	58 4.8	3 3.5	20 5.0	17 4.2	12 6.7	5 4.4	45 4.6	28 6.2	17 3.2	14 5.9
MAGAZINES AND RADIO AND TV	29 2.4	5 5.0	5 1.3	11 2.7	6 3.1	2 1.7	24 2.5	17 3.7	8 1.4	5 2.0
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	157 12.9	12 11.5	25 6.3	71 17.4	24 13.4	25 20.0	129 13.1	70 15.5	59 11.2	28 12.0

L I F E S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A
BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-LIFE SCIENCES SOURCES WOULD USE AT ALL	1457 100.0	114 100.0	252 100.0	292 100.0	254 100.0	545 100.0	668 100.0	789 100.0	794 100.0	462 100.0	201 100.0
DAILY NEWSPAPERS ONLY	99 6.8	5 4.5	9 3.6	14 4.9	21 8.4	48 8.9	45 6.8	53 6.8	55 7.0	29 6.2	15 7.2
MAGAZINES ONLY	221 15.1	28 24.3	55 21.7	40 13.8	31 12.3	67 12.2	116 17.4	105 13.2	112 14.0	75 16.3	34 16.7
RADIO ONLY	13 0.9	1 0.8	1 0.2	4 1.3	* .	8 1.5	4 0.7	9 1.1	4 0.5	8 1.7	1 0.6
TV ONLY	177 12.1	14 12.1	25 9.9	41 14.1	34 13.3	63 11.5	84 12.5	93 11.8	61 7.7	85 18.4	30 15.1
DAILY NEWSPAPERS AND MAGAZINES	83 5.7	6 5.0	26 10.4	20 6.8	14 5.3	17 3.2	29 4.3	54 6.8	57 7.2	15 3.3	10 5.0
DAILY NEWSPAPERS AND RADIO	22 1.5	4 3.1	1 0.3	6 2.1	3 1.2	8 1.6	13 2.0	9 1.1	8 1.0	10 2.2	4 2.1
DAILY NEWSPAPERS AND TV	131 9.0	4 3.4	11 4.3	21 7.1	31 12.1	64 11.8	69 10.3	62 7.8	61 7.7	55 11.9	15 7.3
MAGAZINES AND RADIO	6 0.4	* .	0.1	* .	4 1.5	2 0.4	5 0.7	2 0.2	1 0.1	4 0.9	1 0.7
MAGAZINES AND TV	161 11.0	17 15.0	38 15.0	36 12.3	26 10.3	43 8.0	69 10.3	92 11.7	86 10.9	55 11.8	20 9.8
RADIO AND TV	76 5.2	5 4.3	11 4.4	12 4.1	8 3.3	39 7.2	33 4.9	43 5.5	35 4.4	32 6.9	9 4.4
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	5 0.4	1 0.6	1 0.3	1 0.3	* .	3 0.6	2 0.3	3 0.4	4 0.5	* .	1 0.6
DAILY NEWSPAPERS AND MAGAZINES AND TV	103 7.0	11 9.4	15 5.9	25 8.6	16 6.3	36 6.6	44 6.5	59 7.5	65 8.2	24 5.2	13 6.7
DAILY NEWSPAPERS AND RADIO AND TV	66 4.5	3 2.7	9 3.7	16 5.6	12 4.8	25 4.5	30 4.4	36 4.6	38 4.7	18 3.8	10 5.2
MAGAZINES AND RADIO AND TV	41 2.8	2 1.8	9 3.5	9 3.2	4 1.7	17 3.1	22 3.3	19 2.5	22 2.8	12 2.6	8 3.8
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	190 13.1	11 9.9	26 10.4	40 13.8	39 15.3	74 13.6	70 10.5	120 15.2	142 17.9	25 5.4	23 11.4

L I F E S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-LIFE SCIENCES SOURCES WOULD USE AT ALL	1457 100.0	873 100.0	247 100.0	334 100.0	117 100.0	96 100.0	264 100.0	980 100.0
DAILY NEWSPAPERS ONLY	99 6.8	61 7.0	17 6.9	20 6.0	5 4.1	4 3.7	14 5.2	76 7.8
MAGAZINES ONLY	221 15.1	111 12.7	36 14.5	73 21.8	28 23.8	23 24.0	35 13.4	134 13.7
RADIO ONLY	13 0.9	12 1.3	* .	2 0.5	2 1.4	* .	* .	12 1.2
TV ONLY	177 12.1	143 16.3	20 8.1	14 4.2	10 8.5	8 8.0	40 15.0	120 12.2
DAILY NEWSPAPERS AND MAGAZINES	83 5.7	38 4.4	21 8.7	23 6.9	6 5.5	3 3.1	19 7.2	54 5.5
DAILY NEWSPAPERS AND RADIO	22 1.5	17 1.9	3 1.0	3 0.8	3 2.8	* .	2 0.8	17 1.7
DAILY NEWSPAPERS AND TV	131 9.0	90 10.3	19 7.8	22 6.5	7 5.6	12 11.9	32 12.2	80 8.2
MAGAZINES AND RADIO	6 0.4	3 0.4	1 0.3	1 0.3	2 1.9	* .	2 0.6	3 0.3
MAGAZINES AND TV	161 11.0	81 9.3	33 13.1	47 14.0	18 15.1	10 9.8	27 10.2	107 10.9
RADIO AND TV	76 5.2	63 7.2	6 2.3	7 2.1	* .	2 2.4	23 8.8	50 5.1
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	5 0.4	4 0.4	1 0.3	1 0.3	* .	* .	* .	5 0.5
DAILY NEWSPAPERS AND MAGAZINES AND TV	103 7.0	53 6.1	14 5.7	35 10.6	11 9.7	11 11.4	9 3.5	71 7.2
DAILY NEWSPAPERS AND RADIO AND TV	66 4.5	42 4.8	16 6.6	7 2.2	3 2.2	4 3.7	11 4.1	49 5.0
MAGAZINES AND RADIO AND TV	41 2.8	25 2.9	8 3.3	8 2.4	3 2.6	2 2.0	14 5.3	23 2.3
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	190 13.1	104 11.9	38 15.4	48 14.5	9 8.0	14 14.3	25 9.7	142 14.5

L I F E S C I E N C E S

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-LIFE SCIENCES SOURCES WOULD USE AT ALL	1457 100.0	115 100.0	450 100.0	489 100.0	245 100.0	158 100.0	1148 100.0	499 100.0	649 100.0	310 100.0
DAILY NEWSPAPERS ONLY	99 6.8	7 6.0	28 6.3	33 6.7	20 8.2	11 6.8	73 6.4	42 8.4	32 4.9	25 8.1
MAGAZINES ONLY	221 15.1	10 9.1	74 16.4	75 15.3	38 15.6	24 14.9	178 15.5	82 16.4	96 14.8	43 13.8
RADIO ONLY	13 0.9	* .	8 1.7	4 0.8	2 0.8	* .	10 0.9	5 0.9	5 0.8	3 1.1
TV ONLY	177 12.1	13 11.6	85 18.8	29 6.0	36 14.7	13 8.4	131 11.4	36 7.3	94 14.5	46 14.9
DAILY NEWSPAPERS AND MAGAZINES	83 5.7	12 10.4	10 2.3	38 7.8	10 4.0	12 7.8	69 6.0	27 5.4	42 6.5	14 4.4
DAILY NEWSPAPERS AND RADIO	22 1.5	1 0.3	9 2.1	8 1.7	3 1.1	1 0.6	15 1.3	8 1.7	6 0.9	8 2.4
DAILY NEWSPAPERS AND TV	131 9.0	9 7.6	57 12.8	41 8.3	15 6.3	8 5.3	109 9.5	42 8.4	67 10.3	22 7.1
MAGAZINES AND RADIO	6 0.4	1 0.6	4 1.0	* .	1 0.3	1 0.4	3 0.3	3 0.5	1 0.1	3 1.0
MAGAZINES AND TV	161 11.0	24 21.2	54 12.0	39 7.9	30 12.2	14 8.6	124 10.8	41 8.2	83 12.9	36 11.7
RADIO AND TV	76 5.2	1 0.5	32 7.2	19 3.8	16 6.7	8 4.9	57 5.0	26 5.2	31 4.9	18 6.0
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	5 0.4	* .	* .	3 0.7	* .	2 1.1	4 0.3	3 0.6	1 0.1	1 0.4
DAILY NEWSPAPERS AND MAGAZINES AND TV	103 7.0	6 5.0	24 5.3	53 10.7	10 4.2	10 6.6	89 7.8	37 7.3	53 8.2	13 4.3
DAILY NEWSPAPERS AND RADIO AND TV	66 4.5	6 5.1	17 3.8	17 3.5	17 6.8	9 5.8	47 4.1	25 5.1	21 3.3	19 6.1
MAGAZINES AND RADIO AND TV	41 2.8	4 3.7	10 2.3	7 1.5	16 6.4	4 2.5	29 2.5	15 3.0	14 2.1	13 4.1
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	190 13.1	17 14.7	23 5.2	96 19.7	20 8.3	34 21.3	156 13.6	86 17.3	70 10.7	35 11.2

ENGINEERING SCIENCES

DUPLICATA/TRIPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A

BY AGE,SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-ENGINEERING SCIENCES	983 100.0	74 100.0	190 100.0	205 100.0	180 100.0	335 100.0	661 100.0	322 100.0	578 100.0	281 100.0	125 100.0
SOURCES WOULD USE AT ALL											
DAILY NEWSPAPERS ONLY	125 12.7	8 11.0	30 15.7	20 9.8	20 10.9	48 14.2	58 8.8	67 20.7	83 14.4	27 9.5	15 12.3
MAGAZINES ONLY	141 14.3	13 17.8	38 20.0	27 13.4	25 14.0	37 11.0	112 17.0	28 8.8	78 13.6	41 14.8	21 16.5
RADIO ONLY	12 1.2	* .	5 2.4	1 0.6	1 0.7	5 1.4	10 1.4	2 0.8	8 1.4	2 0.7	2 1.5
TV ONLY	108 11.0	10 13.3	11 6.0	19 9.2	30 16.6	38 11.3	71 10.8	37 11.4	34 5.9	58 20.7	16 12.6
DAILY NEWSPAPERS AND MAGAZINES	63 6.4	7 9.1	9 4.9	19 9.2	9 5.1	19 5.6	44 6.7	19 5.8	43 7.5	12 4.2	8 6.4
DAILY NEWSPAPERS AND RADIO	8 0.8	* .	1 0.4	5 2.5	0.2	2 0.6	5 0.8	3 0.9	5 0.9	1 0.4	2 1.7
DAILY NEWSPAPERS AND TV	106 10.8	6 8.5	18 9.7	27 13.1	20 11.0	35 10.3	76 11.5	30 9.3	45 7.8	49 17.4	12 9.8
MAGAZINES AND RADIO	-	0.6	* .	* .	* .	* .	* .	0.1	* .	* .	0.3
MAGAZINES AND TV	70 7.1	9 12.7	20 10.3	14 6.7	10 5.6	17 5.2	54 8.2	16 5.0	38 6.6	28 9.9	4 3.3
RADIO AND TV	35 3.5	1 1.1	6 3.4	7 3.5	3 1.7	17 5.2	21 3.2	13 4.1	20 3.5	11 4.0	3 2.6
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	10 1.0	2 3.3	* .	3 1.5	2 1.1	2 0.7	7 1.0	3 1.0	7 1.2	* .	3 2.1
DAILY NEWSPAPERS AND MAGAZINES AND TV	82 8.4	5 6.5	14 7.3	22 10.8	15 8.1	27 8.0	57 8.6	25 7.8	57 9.8	15 5.4	10 8.4
DAILY NEWSPAPERS AND RADIO AND TV	34 3.4	2 2.5	6 3.0	6 3.0	7 3.6	14 4.1	22 3.3	12 3.8	21 3.6	8 2.8	5 4.1
MAGAZINES AND RADIO AND TV	17 1.8	1 1.0	3 1.4	3 1.7	2 1.2	8 2.5	14 2.1	3 1.0	11 1.9	3 1.1	4 2.9
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	111 11.3	7 9.4	16 8.5	22 10.7	28 15.3	38 11.4	68 10.3	42 13.2	78 13.5	21 7.4	12 9.9

ENGINEERING SCIENCES

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A

BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-ENGINEERING SCIENCES	983 100.0	560 100.0	160 100.0	262 100.0	111 100.0	85 100.0	283 100.0	505 100.0
SOURCES WOULD USE AT ALL								
DAILY NEWSPAPERS ONLY	125 12.7	64 11.5	25 15.7	36 13.6	10 9.4	8 9.5	17 6.0	90 17.8
MAGAZINES ONLY	141 14.3	63 11.3	25 15.9	52 19.9	23 20.5	19 22.3	50 17.7	49 9.7
RADIO ONLY	12 1.2	12 2.1	* .	* .	* .	* .	1 0.5	11 2.1
TV ONLY	108 11.0	83 14.8	9 5.7	16 5.9	9 8.3	8 9.4	26 9.3	64 12.8
DAILY NEWSPAPERS AND MAGAZINES	63 6.4	37 6.6	12 7.3	14 5.5	12 10.5	4 4.6	18 6.3	29 5.8
DAILY NEWSPAPERS AND RADIO	8 0.8	5 0.9	1 0.5	3 1.0	3 3.0	* .	1 0.5	4 0.7
DAILY NEWSPAPERS AND TV	106 10.8	64 11.4	20 12.4	22 8.4	6 5.2	13 14.8	47 16.5	41 8.1
MAGAZINES AND RADIO	- .	* .	0.3 .	* .	* .	0.5 .	* .	* .
MAGAZINES AND TV	70 7.1	37 6.6	9 5.7	24 9.1	7 6.6	6 6.9	28 9.9	29 5.7
RADIO AND TV	35 3.5	30 5.3	3 1.8	2 0.8	* .	2 1.9	15 5.4	18 3.5
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	10 1.0	4 0.7	3 1.9	3 1.1	* .	* .	4 1.3	6 1.2
DAILY NEWSPAPERS AND MAGAZINES AND TV	82 8.4	42 7.5	10 6.1	31 11.7	12 10.8	12 13.7	22 7.8	37 7.3
DAILY NEWSPAPERS AND RADIO AND TV	34 3.4	25 4.4	9 5.5	0.1	4 3.2	3 3.5	8 2.7	20 3.9
MAGAZINES AND RADIO AND TV	17 1.8	8 1.4	3 1.8	7 2.5	2 2.2	1 0.8	8 2.9	6 1.2
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	111 11.3	65 11.6	18 11.1	28 10.7	13 11.8	6 6.9	25 8.7	67 13.3

ENGINEERING SCIENCES

DUPLICATA/TRIPPLICATA MEDIA SOURCES WOULD USE AT ALL QUES.6A
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-ENGINEERING SCIENCES	983 100.0	82 100.0	278 100.0	347 100.0	159 100.0	117 100.0	788 100.0	335 100.0	452 100.0	196 100.0
SOURCES WOULD USE AT ALL										
DAILY NEWSPAPERS ONLY	125 12.7	9 10.7	23 8.2	52 15.0	24 14.9	18 15.2	93 11.8	44 13.0	49 10.9	32 16.6
MAGAZINES ONLY	141 14.3	12 15.1	43 15.6	52 14.9	23 14.3	10 8.9	123 15.6	52 15.6	71 15.6	18 9.1
RADIO ONLY	12 1.2	2 2.6	2 0.7	1 0.2	7 4.5	* .	4 0.5	1 0.4	2 0.5	8 4.3
TV ONLY	108 11.0	5 6.5	59 21.3	15 4.3	19 12.1	9 7.7	83 10.5	26 7.7	57 12.6	25 12.9
DAILY NEWSPAPERS AND MAGAZINES	63 6.4	6 7.3	9 3.3	25 7.2	12 7.6	11 9.0	54 6.8	19 5.7	34 7.6	9 4.7
DAILY NEWSPAPERS AND RADIO	8 0.8	1 0.9	1 0.4	5 1.6	4 0.4	3 0.3	6 0.7	4 1.1	2 0.5	2 1.3
DAILY NEWSPAPERS AND TV	106 10.8	9 10.7	49 17.5	32 9.1	11 7.1	5 4.6	86 11.0	39 11.8	47 10.4	19 10.0
MAGAZINES AND RADIO	-	*	0.2	*	*	*	0.1	0.1	*	*
MAGAZINES AND TV	70 7.1	7 9.1	26 9.4	21 5.9	8 5.3	7 6.3	52 6.6	15 4.4	37 8.2	18 9.3
RADIO AND TV	35 3.5	* .	12 4.2	8 2.3	8 5.1	7 5.9	23 3.0	11 3.3	12 2.7	11 5.8
DAILY NEWSPAPERS AND MAGAZINES AND RADIO	10 1.0	* .	* .	5 1.5	4 2.3	1 0.8	8 1.0	1 0.4	6 1.4	2 1.1
DAILY NEWSPAPERS AND MAGAZINES AND TV	82 8.4	9 11.0	16 5.9	32 9.3	11 7.2	13 11.0	73 9.3	35 10.3	39 8.6	9 4.5
DAILY NEWSPAPERS AND RADIO AND TV	34 3.4	3 3.3	12 4.3	7 2.0	7 4.7	5 4.1	26 3.3	15 4.6	11 2.4	7 3.8
MAGAZINES AND RADIO AND TV	17 1.8	4 5.2	2 0.6	4 1.2	6 3.7	2 1.4	13 1.7	5 1.5	8 1.8	4 2.2
DAILY NEWSPAPERS AND MAGAZINES AND RADIO AND TV	111 11.3	7 8.7	17 6.1	62 17.9	8 5.3	16 13.8	94 12.0	53 15.9	41 9.1	17 8.5

NATURAL SCIENCES
 MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B
 BY AGE,SEX AND MOTHER TONGUE

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-NATURAL SCIENCE SOURCE WOULD USE MOST	825 100.0	88 100.0	175 100.0	169 100.0	136 100.0	258 100.0	437 100.0	388 100.0	466 100.0	247 100.0	113 100.0
DAILY NEWSPAPERS	187 22.7	14 15.5	24 13.7	35 20.8	40 29.3	75 29.1	87 19.9	100 25.9	104 22.3	59 24.1	24 21.5
MAGAZINES	335 40.6	46 51.7	96 54.8	67 39.6	50 36.7	77 30.0	193 44.2	142 36.6	204 43.8	89 36.0	43 37.7
RADIO	43 5.2	2 2.0	10 5.9	12 7.2	9 6.7	9 3.6	18 4.1	25 6.4	19 4.1	12 4.8	12 10.4
TELEVISION	229 27.8	24 27.0	31 17.5	52 30.6	36 26.4	88 34.0	126 28.7	104 26.8	111 23.7	89 36.1	30 26.4
DON'T KNOW/NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
DO NOT USE MAJOR MEDIA SOURCE	40 4.8	4 4.3	15 8.5	3 1.7	9 6.4	10 3.7	22 5.0	18 4.6	30 6.5	4 1.5	6 5.1
COURSE(S)	87 10.6	16 18.1	28 15.9	17 10.3	9 6.6	17 6.8	53 12.1	35 8.9	52 11.1	25 10.0	11 9.9
JOURNAL(S)	154 18.6	11 12.9	21 11.8	37 22.1	36 26.6	48 18.8	89 20.5	64 16.6	76 16.2	64 25.9	14 12.7
TEXTBOOKS	204 24.7	32 36.7	59 33.9	33 19.8	31 22.7	48 18.7	81 18.5	123 31.7	134 28.8	36 14.7	33 29.6
OTHER BOOKS THAT RELATE TO THE AREA	181 22.0	15 17.0	40 23.0	42 24.7	30 22.0	55 21.2	107 24.6	74 19.1	108 23.2	54 21.8	20 17.4
GOVT. PUBLICATIONS	100 12.1	10 11.8	13 7.6	21 12.3	17 12.4	39 15.1	56 12.8	44 11.4	28 6.1	55 22.2	17 15.1
LIBRARY	24 3.0	* .	4 2.0	3 1.9	4 3.1	13 5.2	15 3.4	9 2.4	20 4.4	2 0.9	2 1.6
ENCYCLOPEDIA	11 1.3	* .	2 0.9	7 4.0	2 1.6	* .	5 1.2	5 1.3	8 1.7	2 0.9	1 0.8
FILMS	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	2 0.3	* .	1 0.5	1 0.8	* .	* .	1 0.3	1 0.2	2 0.4	* .	1 0.5
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	2 0.2	* .	1 0.5	* .	* .	1 0.2	2 0.3	* .	2 0.3	* .	* .
MISCELLANEOUS	8 1.0	1 1.1	4 2.5	1 0.6	1 0.6	1 0.3	5 1.2	3 0.7	6 1.4	1 0.2	1 1.0
NONE/DON'T KNOW	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
DO NOT USE SECONDARY MEDIA SOURCE	61 7.4	3 3.9	5 2.8	7 4.4	8 5.6	38 14.8	27 6.3	34 8.7	34 7.3	11 4.4	16 14.5

N A T U R A L S C I E N C E S

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-NATURAL SCIENCE SOURCE WOULD USE MOST	825 100.0	444 100.0	135 100.0	244 100.0	91 100.0	63 100.0	168 100.0	503 100.0
DAILY NEWSPAPERS	187 22.7	114 25.7	27 20.2	46 18.9	21 22.5	11 17.9	32 19.0	124 24.6
MAGAZINES	335 40.6	148 33.3	58 43.4	127 51.9	48 53.0	30 48.0	61 36.1	196 38.9
RADIO	43 5.2	25 5.6	11 8.4	6 2.6	1 0.7	6 10.2	14 8.1	22 4.4
TELEVISION	229 27.8	153 34.5	33 24.3	43 17.8	13 14.4	14 22.8	62 36.9	140 27.8
DON'T KNOW/NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .
DO NOT USE MAJOR MEDIA SOURCE	40 4.8	10 2.2	6 4.3	24 10.0	9 9.3	4 6.7	3 1.6	25 4.9
COURSE(S)	87 10.6	49 11.0	9 6.5	30 12.2	11 12.6	6 9.4	20 12.0	50 9.9
JOURNAL(S)	154 18.6	68 15.3	33 24.7	53 21.7	27 29.2	10 16.0	35 20.7	82 16.4
TEXTBOOKS	204 24.7	107 24.0	25 18.8	70 28.8	18 20.3	15 23.8	29 17.1	142 28.2
OTHER BOOKS THAT RELATE TO THE AREA	181 22.0	96 21.6	33 24.8	52 21.2	21 22.7	18 28.0	42 25.0	101 20.1
GOVT. PUBLICATIONS	100 12.1	72 16.3	11 8.0	17 7.1	9 10.2	9 14.8	17 10.0	65 12.9
LIBRARY	24 3.0	10 2.3	6 4.6	8 3.2	3 2.9	* .	6 3.7	16 3.1
ENCYCLOPEDIA	11 1.3	7 1.7	2 1.3	1 0.6	* .	* .	5 3.2	5 1.0
FILMS	* .	* .	* .	* .	* .	* .	* .	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	2 0.3	* .	* .	2 0.9	* .	1 1.4	* .	1 0.3
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	2 0.2	* .	* .	2 0.6	1 0.7	* .	1 0.5	* .
MISCELLANEOUS	8 1.0	2 0.5	3 2.3	3 1.0	1 0.9	3 4.1	2 0.9	3 0.6
NONE/DON'T KNOW	* .	* .	* .	* .	* .	* .	* .	* .
DO NOT USE SECONDARY MEDIA SOURCE	61 7.4	40 9.0	13 9.9	8 3.4	1 1.3	2 2.5	15 8.8	44 8.7

N A T U R A L S C I E N C E S
 MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B
 BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-NATURAL SCIENCE SOURCE WOULD USE MOST	825 100.0	59 100.0	269 100.0	274 100.0	132 100.0	91 100.0	667 100.0	298 100.0	369 100.0	158 100.0
DAILY NEWSPAPERS	187 22.7	18 31.0	55 20.6	79 28.9	23 17.3	12 12.8	151 22.7	72 24.2	79 21.5	36 22.8
MAGAZINES	335 40.6	24 40.3	100 37.2	110 40.2	54 40.6	48 52.2	273 41.0	114 38.4	159 43.0	62 39.2
RADIO	43 5.2	* .	16 6.1	11 4.2	5 3.9	10 10.6	31 4.6	15 5.0	16 4.4	12 7.4
TELEVISION	229 27.8	13 21.6	98 36.5	58 21.2	40 30.6	20 22.2	188 28.2	89 29.7	99 26.9	42 26.3
DON'T KNOW/NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
DO NOT USE MAJOR MEDIA SOURCE	40 4.8	4 7.1	6 2.1	17 6.3	11 8.1	2 2.2	33 5.0	11 3.8	22 5.9	7 4.3
COURSE(S)	87 10.6	7 11.7	31 11.6	28 10.4	12 8.7	9 10.2	70 10.6	39 13.1	31 8.5	17 10.8
JOURNAL(S)	154 18.6	7 12.0	72 26.6	39 14.4	22 16.5	14 15.3	128 19.2	53 17.9	75 20.3	25 16.1
TEXTBOOKS	204 24.7	18 31.3	39 14.6	83 30.3	46 35.1	17 18.4	161 24.1	73 24.5	88 23.8	43 27.3
OTHER BOOKS THAT RELA- TE TO THE AREA	181 22.0	16 27.4	57 21.1	61 22.2	27 20.6	20 22.4	147 22.1	61 20.5	87 23.4	34 21.5
GOVT. PUBLICATIONS	100 12.1	4 7.2	56 20.7	18 6.6	11 8.0	12 12.6	75 11.2	35 11.7	40 10.8	26 16.1
LIBRARY	24 3.0	2 2.5	2 0.8	12 4.5	5 4.1	3 3.4	20 3.0	3 0.9	17 4.7	4 2.8
ENCYCLOPEDIA	11 1.3	0.6	2 0.8	5 1.8	2 1.3	1 1.6	10 1.5	3 1.0	7 2.0	0.2
FILMS	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	2 0.3	* .	* .	1 0.3	1 0.4	1 1.0	2 0.3	2 0.8	* .	* .
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	2 0.2	1 1.5	* .	1 0.2	* .	* .	2 0.2	1 0.2	1 0.2	* .
MISCELLANEOUS	8 1.0	* .	2 0.7	5 1.9	* .	1 0.9	7 1.0	3 1.0	4 1.0	1 0.8
NONE/DON'T KNOW	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
DO NOT USE SECONDARY MEDIA SOURCE	61 7.4	4 7.0	11 4.1	23 8.4	10 7.8	13 14.2	51 7.7	28 9.3	24 6.4	10 6.5

S O C I A L S C I E N C E S

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B
BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----						-----SEX-----		-----MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-SOCIAL SCIENCES SOURCE WOULD USE MOST	1215 100.0	85 100.0	229 100.0	256 100.0	233 100.0	412 100.0	539 100.0	676 100.0	653 100.0	398 100.0	164 100.0
DAILY NEWSPAPERS	384 31.6	17 19.9	66 28.7	78 30.5	72 31.0	151 36.6	154 28.6	230 34.0	231 35.4	103 26.0	50 30.2
MAGAZINES	360 29.7	39 46.1	84 36.8	76 29.7	66 28.1	95 23.2	178 33.1	182 26.9	207 31.7	105 26.5	48 29.4
RADIO	75 6.2	6 7.3	13 5.6	16 6.1	20 8.4	21 5.0	28 5.3	47 6.9	30 4.6	27 6.8	18 10.8
TELEVISION	345 28.4	19 22.1	53 23.2	77 29.9	76 32.8	120 29.2	153 28.4	192 28.4	138 21.1	163 41.0	45 27.1
DON'T KNOW/NOT STATED	0.2 0.2	* .	* .	* .	1 0.5	1 0.3	1 0.1	2 0.3	2 0.4	* .	* .
DO NOT USE MAJOR MEDIA SOURCE	60 4.9	5 5.4	13 5.8	10 3.8	7 2.8	25 6.2	32 5.9	28 4.1	47 7.2	7 1.8	5 3.2
COURSE(S)	154 12.6	16 18.3	54 23.6	33 12.8	23 9.9	28 6.9	62 11.5	92 13.6	87 13.3	45 11.3	22 13.4
JOURNAL(S)	197 16.2	9 10.5	33 14.3	46 17.9	38 16.3	71 17.3	98 18.2	99 14.6	97 14.8	81 20.2	20 12.0
TEXTBOOKS	281 23.1	35 40.9	56 24.6	59 23.2	50 21.7	80 19.3	107 19.9	174 25.7	188 28.9	58 14.6	34 20.9
OTHER BOOKS THAT RELATE TO THE AREA	226 18.6	18 21.4	47 20.6	49 19.2	46 19.8	65 15.9	104 19.3	122 18.0	125 19.2	69 17.2	32 19.6
GOVT. PUBLICATIONS	166 13.6	6 7.0	23 10.2	32 12.7	31 13.5	72 17.6	91 16.9	75 11.1	51 7.8	88 22.1	27 16.2
LIBRARY	24 2.0	0.5 0.5	2 0.8	5 2.0	5 2.1	12 2.9	17 3.2	7 1.0	22 3.4	* .	2 1.5
ENCYCLOPEDIA	8 0.7	* .	1 0.7	3 1.1	4 1.8	* .	2 0.4	6 0.9	5 0.8	2 0.6	1 0.5
FILMS	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
DISCUSSION WITH FRIEND/RELATIVES/PEOPLE	8 0.7	* .	2 0.9	3 1.3	* .	3 0.7	4 0.7	4 0.6	4 0.6	1 0.2	3 1.8
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE/PROFESSOR/EXPERT	10 0.8	1 0.7	2 0.7	2 0.7	3 1.1	4 0.9	6 1.1	4 0.6	6 1.0	4 1.0	* .
MISCELLANEOUS	10 0.8	1 1.1	2 1.0	3 1.4	1 0.6	2 0.5	5 0.9	6 0.8	7 1.1	2 0.5	1 0.9
NONE/DON'T KNOW	5 0.4	* .	* .	2 0.8	1 0.2	2 0.5	* .	5 0.7	2 0.2	3 0.8	* .
DO NOT USE SECONDARY MEDIA SOURCE	137 11.3	2 2.4	9 4.1	21 8.3	31 13.2	74 18.0	47 8.7	91 13.4	64 9.7	50 12.6	24 14.4

S O C I A L S C I E N C E S

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-SOCIAL SCIENCES SOURCE WOULD USE MOST	1215 100.0	662 100.0	218 100.0	333 100.0	113 100.0	96 100.0	193 100.0	812 100.0
DAILY NEWSPAPERS	384 31.6	199 30.0	74 34.0	110 33.2	39 34.2	27 27.9	45 23.0	274 33.7
MAGAZINES	360 29.7	162 24.5	60 27.6	136 41.0	43 37.9	39 40.6	54 27.9	225 27.7
RADIO	75 6.2	49 7.4	14 6.3	12 3.7	3 2.6	7 7.5	16 8.4	48 6.0
TELEVISION	345 28.4	236 35.6	62 28.3	48 14.4	19 16.6	20 20.7	75 38.6	232 28.6
DON'T KNOW/NOT STATED	2 0.2	2 0.3	* .	1 0.2	1 0.6	* .	* .	2 0.2
DO NOT USE MAJOR MEDIA SOURCE	60 4.9	20 3.1	11 5.0	28 8.5	10 8.7	7 7.1	6 3.0	37 4.6
COURSE(S)	154 12.6	74 11.2	16 7.2	64 19.2	18 15.7	17 17.7	24 12.2	95 11.7
JOURNAL(S)	197 16.2	88 13.3	47 21.4	62 18.6	26 23.4	12 12.7	34 17.7	124 15.3
TEXTBOOKS	281 23.1	144 21.7	49 22.3	87 26.0	20 17.5	24 24.5	42 21.6	196 24.1
OTHER BOOKS THAT RELATE TO THE AREA	226 18.6	120 18.1	40 18.4	65 19.6	22 19.3	25 26.4	31 16.2	147 18.1
GOVT. PUBLICATIONS	166 13.6	112 16.9	26 12.0	27 8.2	16 13.7	14 14.9	30 15.5	106 13.0
LIBRARY	24 2.0	12 1.7	3 1.5	10 2.9	5 4.2	* .	5 2.4	15 1.8
ENCYCLOPEDIA	8 0.7	7 1.0	1 0.6	1 0.2	* .	1 0.8	2 1.2	5 0.7
FILMS	* .	* .	* .	* .	* .	* .	* .	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	8 0.7	2 0.3	* .	6 1.8	2 1.8	* .	2 1.0	4 0.5
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	10 0.8	8 1.2	1 0.4	2 0.5	2 1.4	* .	1 0.5	8 1.0
MISCELLANEOUS	10 0.8	6 0.8	2 0.9	2 0.7	2 1.8	1 0.7	1 0.4	7 0.8
NONE/DON'T KNOW	5 0.4	2 0.3	2 0.7	1 0.3	* .	* .	* .	5 0.6
DO NOT USE SECONDARY MEDIA SOURCE	137 11.2	93 14.0	32 14.6	13 3.8	4 3.6	4 4.1	22 11.2	108 13.2

S O C I A L S C I E N C E S

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTER- ESTED-SOCIAL SCIENCES SOURCE WOULD USE MOST	1215 100.0	100 100.0	400 100.0	411 100.0	178 100.0	124 100.0	981 100.0	452 100.0	529 100.0	234 100.0
DAILY NEWSPAPERS	384 31.6	35 34.9	103 25.8	153 37.3	48 26.8	45 35.8	317 32.4	153 33.8	164 31.1	67 28.4
MAGAZINES	360 29.7	42 41.9	103 25.7	124 30.2	56 31.5	35 28.1	287 29.3	115 25.4	172 32.7	73 31.1
RADIO	75 6.2	3 3.4	31 7.8	21 5.2	13 7.3	6 5.0	59 6.0	31 6.9	28 5.2	16 6.8
TELEVISION	345 28.4	16 15.4	163 40.7	87 21.3	53 29.5	27 21.5	269 27.4	130 28.8	139 26.2	77 32.7
DON'T KNOW/NOT STATED	2 0.2	* .	1 0.3	1 0.3	* .	* .	2 0.3	2 0.4	1 0.1	* .
DO NOT USE MAJOR MEDIA SOURCE	60 4.9	4 4.3	8 2.1	25 6.1	9 5.2	12 10.0	54 5.5	24 5.4	30 5.6	6 2.4
COURSE(S)	154 12.6	10 9.6	53 13.2	37 8.9	37 20.7	17 14.1	120 12.2	52 11.5	67 12.8	34 14.5
JOURNAL(S)	197 16.2	11 10.8	89 22.2	55 13.3	16 8.7	27 21.4	160 16.4	80 17.7	80 15.2	36 15.5
TEXTBOOKS	281 23.1	38 37.9	54 13.6	120 29.1	45 25.1	24 19.1	231 23.5	102 22.5	129 24.4	50 21.3
OTHER BOOKS THAT RELATE TO THE AREA	226 18.6	18 18.0	70 17.4	78 18.9	32 18.2	28 22.4	190 19.4	88 19.4	102 19.4	36 15.3
GOVT. PUBLICATIONS	166 13.6	6 5.5	82 20.6	37 8.9	25 13.9	16 13.0	132 13.5	53 11.8	79 14.9	33 14.2
LIBRARY	24 2.0	3 3.1	* .	15 3.6	5 2.7	2 1.3	21 2.1	5 1.1	16 3.0	4 1.5
ENCYCLOPEDIA	8 0.7	1 1.1	2 0.6	4 1.0	1 0.5	* .	8 0.8	2 0.5	6 1.1	0.2
FILMS	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	8 0.7	1 1.4	1 0.2	5 1.3	1 0.3	* .	7 0.7	4 0.8	3 0.6	1 0.3
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	10 0.8	5 4.9	* .	4 1.0	* .	1 1.1	6 0.6	2 0.5	4 0.8	4 1.7
MISCELLANEOUS	10 0.8	* .	3 0.7	7 1.7	* .	* .	6 0.7	4 0.8	3 0.5	4 1.6
NONE/DON'T KNOW	5 0.4	* .	2 0.5	3 0.6	* .	* .	5 0.5	2 0.4	3 0.5	* .
DO NOT USE SECONDARY MEDIA SOURCE	137 11.3	8 8.4	48 12.0	51 12.5	20 11.2	10 7.8	103 10.5	60 13.3	43 8.1	34 14.6

L I F E S C I E N C E S

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY AGE,SEX AND MOTHER TONGUE

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-LIFE SCIENCES SOURCE WOULD USE MOST	1457 100.0	114 100.0	252 100.0	292 100.0	254 100.0	545 100.0	668 100.0	789 100.0	794 100.0	462 100.0	201 100.0
DAILY NEWSPAPERS	356 24.4	23 20.1	49 19.4	61 21.1	73 28.9	149 27.3	145 21.8	210 26.7	215 27.1	90 19.5	50 25.1
MAGAZINES	500 34.3	57 49.9	115 45.6	99 34.0	84 32.9	145 26.6	248 37.2	252 31.9	286 36.0	143 30.9	71 35.1
RADIO	97 6.7	2 1.4	15 5.9	20 7.0	17 6.7	43 7.9	45 6.7	52 6.6	51 6.5	31 6.8	15 7.4
TELEVISION	454 31.1	29 25.6	58 23.1	106 36.2	77 30.4	183 33.6	207 30.9	247 31.3	204 25.7	190 41.1	60 29.8
DON'T KNOW/NOT STATED	1 -	* .	* .	* .	0.3 .	* .	0.1 .	* .	0.1 .	* .	* .
DO NOT USE MAJOR MEDIA SOURCE	65 4.4	4 3.3	16 6.3	5 1.9	10 4.1	29 5.3	34 5.0	31 3.9	42 5.3	16 3.4	7 3.4
COURSE(S)	137 9.4	19 17.0	38 15.1	24 8.3	23 9.2	32 5.8	58 8.8	78 9.9	76 9.6	39 8.4	22 10.7
JOURNAL(S)	250 17.2	17 15.1	43 17.2	63 21.7	39 15.3	88 16.1	115 17.2	135 17.1	120 15.2	105 22.6	25 12.6
TEXTBOOKS	335 23.0	40 35.1	79 31.1	58 19.7	60 23.5	99 18.2	136 20.4	199 25.2	212 26.7	78 16.9	45 22.4
OTHER BOOKS THAT RELATE TO THE AREA	286 19.6	23 20.3	51 20.0	66 22.7	54 21.3	92 16.9	131 19.6	155 19.6	164 20.7	88 18.9	34 17.1
GOVT. PUBLICATIONS	201 13.8	9 7.6	20 8.1	39 13.5	29 11.5	103 18.9	112 16.8	89 11.3	84 10.6	80 17.4	37 18.3
LIBRARY	33 2.2	0.4 .	6 2.5	4 1.4	4 1.7	17 3.2	22 3.3	11 1.4	29 3.6	* .	4 1.9
ENCYCLOPEDIA	13 0.9	1 0.6	1 0.6	6 2.2	4 1.8	* .	5 0.7	1.8 1.0	9 1.2	2 0.5	2 0.8
FILMS	1 -	* .	1 0.2	* .	* .	* .	* .	0.1 .	0.1 .	* .	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	7 0.5	* .	1 0.3	2 0.7	1 0.2	4 0.7	3 0.5	4 0.5	5 0.6	1 0.2	2 0.9
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	12 0.9	* .	2 0.6	2 0.6	3 1.3	6 1.1	6 0.9	7 0.8	7 0.9	3 0.8	2 1.0
MISCELLANEOUS	15 1.1	1 0.8	2 0.9	2 0.6	2 0.7	9 1.6	9 1.3	7 0.8	10 1.3	1 0.1	4 2.2
NONE/DON'T KNOW	5 0.3	* .	* .	2 0.7	1 0.2	2 0.4	* .	5 0.6	2 0.2	3 0.7	* .
DO NOT USE SECONDARY MEDIA SOURCE	176 12.1	4 3.9	9 3.6	25 8.7	37 14.7	99 18.2	77 11.5	99 12.5	85 10.7	66 14.3	25 12.3

L I F E S C I E N C E S

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD-HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTERESTED-LIFE SCIENCES SOURCE WOULD USE MOST	1457 100.0	873 100.0	247 100.0	334 100.0	117 100.0	96 100.0	264 100.0	980 100.0
DAILY NEWSPAPERS	356 24.4	204 23.4	70 28.2	82 24.5	23 20.1	19 19.4	51 19.5	262 26.7
MAGAZINES	500 34.3	244 27.9	91 36.6	163 48.7	59 50.3	47 48.9	84 32.0	310 31.6
RADIO	97 6.7	67 7.6	18 7.2	13 3.8	4 3.5	4 4.5	19 7.3	70 7.1
TELEVISION	454 31.1	339 38.9	58 23.3	57 16.9	20 16.7	24 25.4	102 38.8	307 31.4
DON'T KNOW/NOT STATED	1 -	* .	* .	1 0.2	1 0.6	* .	* .	* .
DO NOT USE MAJOR MEDIA SOURCE	65 4.4	26 3.0	15 5.9	24 7.1	10 8.9	5 5.5	11 4.2	38 3.8
COURSE(S)	137 9.4	78 9.0	19 7.7	39 11.8	12 10.3	11 11.0	19 7.2	95 9.7
JOURNAL(S)	250 17.2	116 13.3	59 24.0	75 22.4	32 27.6	20 20.3	44 16.8	154 15.8
TEXTBOOKS	335 23.0	189 21.7	57 23.1	87 26.1	23 19.8	21 21.8	56 21.1	236 24.0
OTHER BOOKS THAT RELATE TO THE AREA	286 19.6	180 20.6	43 17.3	63 18.7	22 18.4	22 23.0	54 20.4	189 19.2
GOVT. PUBLICATIONS	201 13.8	143 16.3	26 10.5	33 9.8	15 12.8	13 13.1	43 16.2	131 13.3
LIBRARY	33 2.2	16 1.8	8 3.1	9 2.7	3 2.3	* .	7 2.8	23 2.3
ENCYCLOPEDIA	13 0.9	9 1.1	3 1.2	1 0.2	* .	1 0.8	6 2.1	7 0.7
FILMS	1 -	* .	* .	1 0.2	* .	* .	* .	1 0.1
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	7 0.5	3 0.3	1 0.3	4 1.1	* .	1 0.9	2 0.8	4 0.5
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	12 0.9	8 0.9	3 1.2	2 0.5	1 0.6	1 0.7	1 0.3	10 1.0
MISCELLANEOUS	15 1.1	9 1.1	5 2.0	1 0.3	* .	2 1.6	6 2.3	8 0.8
NONE/DON'T KNOW	5 0.3	2 0.2	2 0.7	1 0.3	* .	* .	* .	5 0.5
DO NOT USE SECONDARY MEDIA SOURCE	176 12.1	130 14.9	22 9.1	23 7.0	13 10.9	8 8.1	27 10.1	129 13.1

L I F E S C I E N C E S

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUM-BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTERESTED-LIFE SCIENCES SOURCE WOULD USE MOST	1457 100.0	115 100.0	450 100.0	489 100.0	245 100.0	158 100.0	1148 100.0	499 100.0	649 100.0	310 100.0
DAILY NEWSPAPERS	356 24.4	30 26.1	85 18.9	146 29.9	56 22.8	38 24.2	278 24.2	125 25.1	152 23.5	78 25.2
MAGAZINES	500 34.3	53 46.3	137 30.4	168 34.3	82 33.6	60 37.9	396 34.5	177 35.5	219 33.7	104 33.6
RADIO	97 6.7	1 1.0	34 7.5	28 5.8	24 9.8	10 6.4	62 5.4	31 6.3	31 4.7	35 11.4
TELEVISION	454 31.1	26 22.5	189 42.0	125 25.5	72 29.3	42 26.6	369 32.2	146 29.3	223 34.4	84 27.2
DON'T KNOW/NOT STATED	1 -	* .	* .	0.1 .	* .	* .	0.1 .	0.1 .	* .	* .
DO NOT USE MAJOR MEDIA SOURCE	65 4.4	5 4.1	13 3.0	27 5.6	11 4.5	8 5.0	54 4.7	22 4.4	32 5.0	10 3.3
COURSE(S)	137 9.4	11 9.3	41 9.1	34 6.9	27 11.0	25 15.5	101 8.8	50 10.1	51 7.9	36 11.5
JOURNAL(S)	250 17.2	8 7.2	119 26.5	76 15.6	25 10.1	22 13.7	214 18.6	99 19.9	114 17.6	37 11.9
TEXTBOOKS	335 23.0	38 33.1	69 15.4	124 25.4	70 28.4	34 21.4	263 22.9	110 22.1	153 23.6	72 23.3
OTHER BOOKS THAT RELATE TO THE AREA	286 19.6	27 23.3	82 18.3	98 20.0	43 17.7	36 22.6	233 20.3	100 20.1	133 20.5	53 17.1
GOVT. PUBLICATIONS	201 13.8	9 7.4	76 17.0	53 10.8	39 15.9	24 15.3	138 12.0	60 11.9	79 12.1	63 20.3
LIBRARY	33 2.2	3 2.7	* .	16 3.4	10 4.1	3 2.0	25 2.2	5 0.9	21 3.2	7 2.3
ENCYCLOPEDIA	13 0.9	1 1.0	2 0.5	7 1.4	3 1.1	* .	12 1.0	2 0.5	10 1.5	1 0.4
FILMS	1 -	* .	* .	0.1 .	* .	* .	1 -	* .	1 0.1	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	7 0.5	1 1.2	1 0.2	3 0.6	1 0.2	2 1.0	7 0.6	3 0.7	3 0.5	1 0.2
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	12 0.9	4 3.8	* .	5 1.0	3 1.2	0.3 .	9 0.8	3 0.6	6 0.9	3 1.1
MISCELLANEOUS	15 1.1	* .	2 0.4	5 1.1	7 2.9	1 0.8	11 1.0	4 0.9	7 1.1	4 1.3
NONE/DON'T KNOW	5 0.3	* .	2 0.4	3 0.5	* .	* .	5 0.4	2 0.4	3 0.4	* .
DO NOT USE SECONDARY MEDIA SOURCE	176 12.1	15 12.8	60 13.2	69 14.1	21 8.4	12 7.4	137 11.9	64 12.8	73 11.3	39 12.5

ENGINEERING SCIENCES

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY AGE,SEX AND MOTHER TONGUE

	AGE-----						SEX-----		MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL VERY/QUITE INTERESTED-ENGINEERING SCIENCES	983 100.0	74 100.0	190 100.0	205 100.0	180 100.0	335 100.0	661 100.0	322 100.0	578 100.0	281 100.0	125 100.0
SOURCE WOULD USE MOST											
DAILY NEWSPAPERS	298 30.3	19 25.1	58 30.7	64 31.4	57 31.4	100 30.0	169 25.5	129 40.2	192 33.1	70 24.9	37 29.3
MAGAZINES	306 31.1	31 41.6	67 35.0	69 33.8	55 30.7	84 25.2	244 36.9	62 19.3	186 32.2	74 26.5	46 36.5
RADIO	49 5.0	* .	10 5.4	11 5.6	8 4.7	19 5.8	31 4.8	19 5.8	32 5.6	13 4.6	4 3.2
TELEVISION	277 28.2	23 30.8	42 21.9	51 25.0	58 31.9	104 31.1	186 28.1	91 28.4	121 20.9	123 43.9	33 26.4
DON'T KNOW/NOT STATED	2 0.2	* .	* .	* .	1 0.7	1 0.3	2 0.2	1 0.2	2 0.4	* .	* .
DO NOT USE MAJOR MEDIA SOURCE	61 6.2	2 3.1	13 7.0	9 4.3	9 4.8	28 8.5	41 6.1	21 6.4	49 8.4	6 2.0	7 5.5
COURSE(S)	81 8.2	12 15.6	20 10.5	16 7.7	11 5.9	23 6.9	59 9.0	22 6.7	42 7.3	22 7.9	17 13.3
JOURNAL(S)	187 19.0	13 18.2	33 17.2	46 22.5	36 19.9	58 17.5	124 18.7	63 19.5	95 16.5	67 23.9	24 19.4
TEXTBOOKS	196 19.9	22 30.2	59 31.1	32 15.8	37 20.8	44 13.3	126 19.1	69 21.5	135 23.4	39 13.7	22 17.3
OTHER BOOKS THAT RELATE TO THE AREA	192 19.5	15 20.7	42 22.1	40 19.5	39 21.7	56 16.7	144 21.8	48 14.9	124 21.4	51 18.0	18 14.4
GOVT. PUBLICATIONS	161 16.4	9 12.0	23 12.1	45 22.0	31 17.4	53 15.8	108 16.4	53 16.4	73 12.6	65 23.2	23 18.8
LIBRARY	20 2.1	* .	4 1.9	3 1.2	4 2.0	11 3.1	17 2.5	3 1.1	17 2.9	* .	3 2.6
ENCYCLOPEDIA	8 0.8	* .	1 0.4	4 2.2	3 1.5	* .	3 0.3	6 1.8	6 1.1	2 0.6	* .
FILMS	1 0.1	* .	1 0.4	* .	* .	* .	1 0.1	* .	1 0.1	* .	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	6 0.6	* .	1 0.5	1 0.7	* .	3 1.0	4 0.5	2 0.7	3 0.5	2 0.5	1 0.9
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	7 0.7	* .	1 0.5	2 1.0	1 0.4	3 1.0	6 1.0	1 0.3	4 0.7	3 1.0	* .
MISCELLANEOUS	15 1.5	0.6	4 2.0	4 1.8	* .	7 2.1	13 2.0	2 0.5	11 1.9	* .	4 3.2
NONE/DON'T KNOW	2 0.2	* .	* .	2 1.0	* .	0.1	* .	2 0.8	0.1	2 0.7	* .
DO NOT USE SECONDARY MEDIA SOURCE	118 12.0	2 2.6	8 4.5	10 4.9	21 11.9	76 22.8	65 9.8	54 16.6	72 12.4	31 11.2	15 12.1

ENGINEERING SCIENCES

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL VERY/QUITE INTER- ESTED-ENGINEERING SCIENCES	983 100.0	560 100.0	160 100.0	262 100.0	111 100.0	85 100.0	283 100.0	505 100.0
SOURCE WOULD USE MOST								
DAILY NEWSPAPERS	298 30.3	163 29.1	59 36.9	76 29.0	32 28.7	24 28.3	62 22.0	180 35.7
MAGAZINES	306 31.1	145 25.9	49 30.4	112 42.8	50 45.6	33 38.5	105 37.0	118 23.4
RADIO	49 5.0	36 6.4	7 4.2	7 2.7	2 1.7	4 4.6	11 4.1	32 6.4
TELEVISION	277 28.2	200 35.7	33 20.6	44 16.9	17 15.6	23 27.5	93 33.0	143 28.4
DON'T KNOW/NOT STATED	0.2 0.2	1 0.3	* .	1 0.3	1 0.6	* .	1 0.3	1 0.1
DO NOT USE MAJOR MEDIA SOURCE	61 6.2	22 4.0	13 8.3	25 9.6	9 8.4	5 5.3	13 4.7	34 6.8
COURSE(S)	81 8.2	56 10.0	3 2.1	22 8.4	9 8.5	8 10.0	27 9.6	36 7.1
JOURNAL(S)	187 19.0	79 14.0	41 25.3	67 25.8	30 27.1	23 27.5	45 15.7	89 17.6
TEXTBOOKS	196 19.9	111 19.9	27 17.1	57 21.7	17 15.1	15 17.9	61 21.6	102 20.3
OTHER BOOKS THAT RELA- TE TO THE AREA	192 19.5	116 20.7	36 22.8	39 14.8	22 19.5	18 21.0	67 23.6	86 17.0
GOVT. PUBLICATIONS	161 16.4	101 18.1	20 12.4	40 15.2	19 17.3	14 16.1	43 15.3	85 16.8
LIBRARY	20 2.1	10 1.8	2 1.6	7 2.9	3 2.4	* .	5 1.6	13 2.6
ENCYCLOPEDIA	8 0.8	7 1.2	1 0.5	1 0.2	* .	1 0.9	2 0.7	5 1.0
FILMS	1 0.1	* .	* .	1 0.3	* .	* .	* .	1 0.2
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	6 0.6	2 0.4	* .	4 1.4	* .	1 1.0	1 0.3	2 0.7
DISCUSSION WITH PROFES- SIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	7 0.7	5 0.8	* .	3 1.0	1 1.2	* .	2 0.8	4 0.7
MISCELLANEOUS	15 1.5	6 1.1	2 1.3	7 2.6	4 3.5	1 1.3	4 1.3	6 1.3
NONE/DON'T KNOW	0.2 0.2	2 0.4	* .	* .	* .	* .	* .	2 0.3
DO NOT USE SECONDARY MEDIA SOURCE	118 12.0	71 12.8	27 17.0	19 7.4	8 7.2	5 6.4	29 10.1	76 15.1

ENGINEERING SCIENCES

MEDIA SOURCE WOULD USE MOST OFTEN QUES.6,7B

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL VERY/QUITE INTERESTED-ENGINEERING SCIENCES	983 100.0	82 100.0	278 100.0	347 100.0	159 100.0	117 100.0	788 100.0	335 100.0	452 100.0	196 100.0
SOURCE WOULD USE MOST										
DAILY NEWSPAPERS	298 30.3	27 33.2	59 21.4	127 36.6	44 27.5	41 34.6	233 29.6	106 31.7	127 28.0	65 33.4
MAGAZINES	306 31.1	27 33.1	79 28.3	114 33.0	53 33.3	33 28.2	254 32.2	113 33.7	141 31.1	52 26.7
RADIO	49 5.0	4 5.1	16 5.8	12 3.4	13 8.1	4 3.7	29 3.6	14 4.3	14 3.1	21 10.6
TELEVISION	277 28.2	16 19.8	124 44.5	69 20.0	42 26.6	26 21.8	230 29.2	89 26.6	141 31.2	47 23.9
DON'T KNOW/NOT STATED	2 0.2	* .	* .	1 0.4	* .	1 0.8	2 0.3	2 0.5	1 0.1	* .
DO NOT USE MAJOR MEDIA SOURCE										
COURSE(S)	81 8.2	4 5.1	24 8.5	27 7.8	16 10.3	10 8.2	65 8.3	30 8.8	36 7.9	16 8.1
JOURNAL(S)	187 19.0	7 8.1	72 25.9	62 17.8	24 14.8	22 19.1	157 19.9	75 22.4	82 18.1	30 15.2
TEXTBOOKS	196 19.9	28 34.1	38 13.7	74 21.5	38 23.7	18 15.0	155 19.7	56 16.8	99 21.9	40 20.7
OTHER BOOKS THAT RELATE TO THE AREA	192 19.5	15 18.1	43 15.4	75 21.6	33 20.4	27 22.9	165 21.0	64 19.1	101 22.4	27 13.7
GOVT. PUBLICATIONS	161 16.4	14 17.3	66 23.8	37 10.7	20 12.5	23 20.0	117 14.8	56 16.8	60 13.3	44 22.7
LIBRARY	20 2.1	* .	* .	12 3.4	6 3.5	3 2.5	14 1.8	2 0.6	13 2.8	6 3.0
ENCYCLOPEDIA	8 0.8	1 1.4	2 0.6	5 1.5	* .	* .	8 1.0	2 0.5	6 1.3	2 0.2
FILMS	1 0.1	* .	* .	1 0.2	* .	* .	1 0.1	1 0.2	* .	* .
DISCUSSION WITH FRIEND /RELATIVES/PEOPLE	6 0.6	1 1.7	2 0.5	1 0.4	1 0.4	1 0.8	5 0.6	3 0.8	2 0.5	1 0.4
DISCUSSION WITH PROFESSIONALS DOCTOR/NURSE /PROFESSOR/EXPERT	7 0.7	4 4.6	* .	1 0.4	* .	2 1.8	3 0.3	1 0.4	1 0.3	4 2.3
MISCELLANEOUS	15 1.5	* .	2 0.7	10 2.9	3 1.8	* .	12 1.5	8 2.5	3 0.8	3 1.6
NONE/DON'T KNOW	2 0.2	* .	2 0.7	* .	* .	0.4 .	2 0.3	2 0.6	1 0.1	* .
DO NOT USE SECONDARY MEDIA SOURCE	118 12.0	8 9.7	31 11.3	45 12.8	23 14.7	11 9.4	93 11.9	39 11.5	55 12.1	25 12.7

GENERAL ATTITUDE TOWARDS SCIENCE QUES.8
 BY AGE, SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL INTERVIEWS	2000	166	361	380	333	760	992	1008	1141	575	284
IT IS IMPORTANT TO BE KEPT INFORMED ABOUT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE	1643 82.1	138 83.5	306 84.6	324 85.2	288 86.5	587 77.2	813 81.9	830 82.4	922 80.8	483 83.9	239 84.1
DISAGREE	80 4.0	7 4.1	8 2.1	14 3.6	7 2.2	45 5.9	44 4.5	36 3.5	53 4.7	19 3.2	8 2.9
IT VARIES	154 7.7	13 7.8	25 7.0	28 7.5	24 7.3	63 8.3	76 7.7	77 7.7	91 8.0	49 8.6	13 4.5
NO OPINION	95 4.7	7 4.3	13 3.6	12 3.1	10 3.0	53 7.0	47 4.7	48 4.8	55 4.8	16 2.9	23 8.2
NOT STATED	29 1.4	1 0.3	10 2.7	3 0.7	4 1.1	12 1.6	12 1.2	16 1.6	20 1.7	8 1.5	1 0.2
SCIENTIFIC DEVELOPMENTS ARE DISTANT FROM MY EVERY DAY LIFE											
AGREE	716 35.8	53 32.3	107 29.7	127 33.3	111 33.4	317 41.8	368 37.0	348 34.5	448 39.3	149 26.0	118 41.7
DISAGREE	936 46.8	90 54.5	206 57.2	194 50.9	165 49.5	281 37.0	470 47.4	466 46.2	512 44.9	318 55.2	106 37.3
IT VARIES	185 9.2	13 7.7	28 7.8	40 10.5	37 11.2	67 8.8	81 8.2	104 10.3	95 8.3	62 10.8	28 9.8
NO OPINION	130 6.5	9 5.2	10 2.7	16 4.3	16 4.7	80 10.5	60 6.1	70 6.9	62 5.5	37 6.4	31 10.8
NOT STATED	33 1.7	1 0.3	10 2.7	4 1.1	4 1.3	15 2.0	13 1.3	20 2.0	23 2.1	9 1.5	1 0.4

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
SCIENCE IS MAINLY FOR WELL-EDUCATED PEOPLE											
AGREE	383 19.1	10 5.8	50 13.7	61 16.1	57 17.1	205 27.0	185 18.6	198 19.6	204 17.9	108 18.7	71 25.1
DISAGREE	1362 68.1	137 82.9	282 78.2	282 74.2	231 69.2	429 56.5	673 67.8	689 68.3	792 69.4	401 69.8	168 59.3
IT VARIES	135 6.8	10 6.3	9 2.5	22 5.8	30 9.1	64 8.4	70 7.0	66 6.5	76 6.6	45 7.8	15 5.3
NO OPINION	80 4.0	7 4.3	8 2.3	8 2.1	12 3.5	45 5.9	47 4.7	33 3.3	43 3.7	12 2.0	26 9.1
NOT STATED	41 2.0	1 0.8	12 3.2	7 1.9	4 1.1	17 2.2	18 1.8	23 2.3	28 2.4	10 1.7	3 1.2
I WOULD LIKE TO FIND OUT MORE ABOUT CANADIAN ACHIEVEMENTS IN SCIENCE											
AGREE	1259 62.9	126 76.2	252 69.8	243 64.0	216 64.9	421 55.4	635 64.0	623 61.8	693 60.7	381 66.3	185 65.1
DISAGREE	330 16.5	14 8.5	40 11.1	56 14.7	53 15.8	168 22.1	163 16.4	168 16.6	206 18.1	83 14.4	41 14.5
IT VARIES	204 10.2	14 8.3	40 11.1	49 13.0	41 12.2	60 7.9	95 9.6	108 10.8	117 10.2	61 10.6	26 9.3
NO OPINION	177 8.8	11 6.8	19 5.3	29 7.7	20 6.0	97 12.8	87 8.7	90 9.0	104 9.1	42 7.3	31 10.9
NOT STATED	31 1.5	1 0.3	10 2.7	3 0.7	4 1.1	14 1.9	12 1.2	19 1.8	22 1.9	8 1.5	1 0.2
YOUNG PEOPLE ARE BETTER EQUIPPED TO UNDERSTAND MODERN SCIENCE THAN ARE OLDER PEOPLE											
AGREE	1134 56.7	69 41.5	158 43.8	208 54.8	207 62.1	492 64.8	560 56.5	574 56.9	608 53.3	345 60.0	181 63.8
DISAGREE	555 27.8	80 48.3	143 39.7	112 29.5	75 22.5	145 19.0	268 27.0	287 28.5	346 30.3	148 25.8	61 21.5
IT VARIES	201 10.0	12 7.1	39 10.9	45 11.9	36 10.8	68 9.0	107 10.8	94 9.3	124 10.9	59 10.2	18 6.3
NO OPINION	80 4.0	5 2.8	11 3.0	10 2.7	12 3.5	42 5.6	44 4.5	35 3.5	41 3.6	15 2.6	24 8.3
NOT STATED	31 1.5	1 0.3	10 2.7	5 1.2	4 1.1	12 1.6	12 1.2	18 1.8	22 1.9	8 1.5	1 0.2

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THE MAJOR MEDIA-DAILY NEWSPAPERS/MAGAZINES/RADIO/TV PROVIDE SUFFICIENT COVERAGE OF SCIENCE											
AGREE	792 39.6	63 38.3	100 27.7	144 37.9	122 36.6	362 47.6	378 38.1	414 41.1	429 37.6	226 39.3	136 48.1
DISAGREE	856 42.8	79 47.9	208 57.6	180 47.3	152 45.7	236 31.0	448 45.1	408 40.5	518 45.4	238 41.4	99 35.0
IT VARIES	187 9.3	15 9.1	32 8.7	34 9.0	39 11.6	67 8.8	88 8.8	99 9.8	106 9.3	60 10.4	20 7.2
NO OPINION	133 6.7	7 3.9	12 3.3	19 5.1	16 4.7	80 10.5	65 6.5	69 6.8	65 5.7	43 7.4	26 9.2
NOT STATED	33 1.7	1 0.8	10 2.7	3 0.7	5 1.4	15 2.0	15 1.5	19 1.8	24 2.1	8 1.5	1 0.5
MOST INFORMATION ABOUT SCIENCE IS DIFFICULT TO UNDERSTAND BECAUSE OF THE VOCABULARY USED											
AGREE	1078 53.9	94 56.9	185 51.3	197 51.9	181 54.3	421 55.4	531 53.5	547 54.3	591 51.8	314 54.6	173 60.9
DISAGREE	518 25.9	37 22.5	104 28.9	119 31.3	92 27.4	166 21.8	259 26.1	259 25.7	329 28.8	138 24.0	51 17.9
IT VARIES	275 13.8	26 15.9	52 14.4	48 12.6	48 14.3	101 13.3	139 14.0	136 13.5	146 12.8	91 15.8	39 13.7
NO OPINION	95 4.7	7 4.4	9 2.4	13 3.3	10 2.9	57 7.5	50 5.0	45 4.5	53 4.7	22 3.9	19 6.8
NOT STATED	34 1.7	1 0.3	11 3.1	3 0.9	4 1.1	15 2.0	13 1.3	21 2.1	22 1.9	10 1.7	2 0.8
NOT ENOUGH SCIENTIFIC INFORMATION IS MADE PUBLIC											
AGREE	✓ 54 1074 53.7	111 67.2	229 63.3	208 54.8	189 56.6	337 44.4	544 54.9	530 52.6	576 50.5	360 62.6	138 48.6
DISAGREE	✓ 22 432 21.6	28 17.2	57 15.8	87 22.8	62 18.5	198 26.0	217 21.9	214 21.3	265 23.2	96 16.6	71 25.1
IT VARIES	✓ 10 208 10.4	13 8.0	43 11.9	48 12.5	40 12.1	64 8.4	96 9.7	112 11.1	122 10.6	64 11.2	22 7.8
NO OPINION	✓ 12 253 12.6	12 7.4	23 6.3	34 8.9	39 11.7	145 19.0	120 12.1	133 13.2	156 13.6	46 7.9	52 18.3
NOT STATED	✓ 2 33 1.7	1 0.3	10 2.7	4 1.0	4 1.1	16 2.1	15 1.5	19 1.8	23 2.0	10 1.7	1 0.2

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
I WOULD LIKE TO FIND OUT MORE ABOUT THE PEOPLE INVOLVED IN SCIENCE											
AGREE	903 45.2	90 54.2	189 52.5	162 42.5	156 46.8	306 40.3	443 44.6	461 45.7	435 38.1	327 56.8	141 49.9
DISAGREE	642 32.1	49 29.7	96 26.7	135 35.4	101 30.1	262 34.4	309 31.1	334 33.1	422 37.0	146 25.4	74 26.0
IT VARIES	189 9.4	15 9.3	40 11.2	35 9.3	29 8.7	69 9.0	104 10.5	85 8.4	119 10.5	47 8.2	22 7.8
NO OPINION	235 11.8	11 6.5	25 7.1	46 12.0	44 13.2	109 14.3	124 12.5	111 11.0	144 12.6	46 8.0	45 15.9
NOT STATED	31 1.5	1 0.3	10 2.7	3 0.7	4 1.1	14 1.9	13 1.3	18 1.7	21 1.8	8 1.5	1 0.5
MOST INFORMATION ABOUT SCIENCE IS DIFFICULT TO UNDERSTAND BECAUSE THE SUBJECTS ARE TOO TECHNICAL											
AGREE	1082 54.1	81 48.6	161 44.6	194 50.9	181 54.2	466 61.3	533 53.8	548 54.4	579 50.8	331 57.5	172 60.6
DISAGREE	466 23.3	52 31.3	100 27.7	105 27.6	89 26.7	120 15.8	244 24.6	222 22.0	302 26.4	114 19.7	51 18.0
IT VARIES	314 15.7	24 14.6	81 22.5	65 17.2	47 14.0	97 12.7	152 15.3	162 16.0	184 16.1	90 15.7	40 14.0
NO OPINION	110 5.5	9 5.2	9 2.6	14 3.6	13 4.0	65 8.5	50 5.0	60 5.9	57 5.0	32 5.6	21 7.3
NOT STATED	29 1.4	1 0.3	10 2.7	3 0.7	4 1.1	12 1.6	12 1.2	16 1.6	20 1.7	8 1.5	1 0.2

GENERAL ATTITUDE TOWARDS SCIENCE QUES.8
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL INTERVIEWS	2000	1239	320	439	158	128	410	1304
IT IS IMPORTANT TO BE KEPT INFORMED ABOUT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE	1643 82.1	968 78.2	283 88.3	390 88.8	135 85.2	108 84.6	333 81.3	1067 81.8
DISAGREE	80 4.0	61 4.9	7 2.2	12 2.7	8 5.2	8 5.9	15 3.8	49 3.7
IT VARIES	154 7.7	112 9.1	18 5.6	23 5.3	11 6.9	9 7.1	36 8.7	98 7.5
NO OPINION	95 4.7	79 6.4	10 3.0	6 1.5	4 2.2	3 2.4	23 5.5	66 5.0
NOT STATED	29 1.4	19 1.5	3 0.9	8 1.7	1 0.4	* .	3 0.7	25 1.9
SCIENTIFIC DEVELOPMENTS ARE DISTANT FROM MY EVERY DAY LIFE								
AGREE	716 35.8	497 40.1	117 36.4	101 23.0	46 28.8	34 26.4	149 36.4	487 37.4
DISAGREE	936 46.8	487 39.3	151 47.0	298 67.8	99 62.7	75 58.6	197 48.0	566 43.4
IT VARIES	185 9.2	126 10.2	31 9.8	27 6.3	10 6.1	11 8.6	39 9.6	125 9.6
NO OPINION	130 6.5	106 8.6	18 5.7	5 1.2	3 2.1	8 6.5	21 5.2	97 7.4
NOT STATED	33 1.7	22 1.8	4 1.2	8 1.7	1 0.4	* .	4 0.9	29 2.2

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
SCIENCE IS MAINLY FOR WELL-EDUCATED PEOPLE								
AGREE	383 19.1	290 23.5	48 15.0	43 9.7	17 10.5	18 14.0	89 21.8	259 19.9
DISAGREE	1362 68.1	774 62.5	238 74.1	349 79.5	126 79.7	94 73.4	279 68.0	863 66.2
IT VARIES	135 6.8	84 6.8	21 6.4	31 7.1	9 5.7	8 6.2	19 4.7	99 7.6
NO OPINION	80 4.0	69 5.5	8 2.4	3 0.8	2 1.3	8 6.0	18 4.3	53 4.0
NOT STATED	41 2.0	22 1.7	7 2.1	13 2.9	4 2.8	1 0.5	5 1.2	31 2.4
I WOULD LIKE TO FIND OUT MORE ABOUT CANADIAN ACHIEVEMENTS IN SCIENCE								
AGREE	1259 62.9	744 60.1	203 63.3	311 70.8	99 62.8	90 70.7	262 63.8	807 61.9
DISAGREE	330 16.5	207 16.7	61 19.0	61 13.8	34 21.8	15 12.0	68 16.7	212 16.3
IT VARIES	204 10.2	141 11.4	29 9.0	34 7.7	14 9.0	13 10.5	41 9.9	135 10.4
NO OPINION	177 8.8	126 10.1	25 7.9	26 5.9	10 6.1	9 6.8	36 8.8	122 9.4
NOT STATED	31 1.5	21 1.7	3 0.9	8 1.7	1 0.4	* .	3 0.7	27 2.1
YOUNG PEOPLE ARE BETTER EQUIPPED TO UNDERSTAND MODERN SCIENCE THAN ARE OLDER PEOPLE								
AGREE	1134 56.7	715 57.7	196 61.2	223 50.8	86 54.6	60 46.8	226 55.1	762 58.5
DISAGREE	555 27.8	322 26.0	95 29.6	136 31.0	47 29.5	46 35.7	106 25.9	357 27.4
IT VARIES	201 10.0	117 9.5	19 5.8	65 14.7	23 14.2	13 10.1	56 13.8	109 8.3
NO OPINION	80 4.0	64 5.2	8 2.5	7 1.7	2 1.3	9 7.3	19 4.6	49 3.8
NOT STATED	31 1.5	20 1.6	3 0.9	8 1.7	1 0.4	* .	3 0.7	27 2.1

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
THE MAJOR MEDIA-DAILY NEWSPAPERS/MAGAZINES/ RADIO/TV PROVIDE SUFFICIENT COVERAGE OF SCIENCE								
AGREE	792 39.6	546 44.1	122 38.2	123 28.1	42 26.3	36 28.5	159 38.6	555 42.6
DISAGREE	856 42.8	449 36.3	156 48.8	248 56.4	97 61.3	63 49.7	185 45.0	511 39.1
IT VARIES	187 9.3	113 9.1	27 8.3	47 10.7	13 8.1	17 13.7	37 8.9	120 9.2
NO OPINION	133 6.7	108 8.7	12 3.9	13 3.0	6 3.9	10 8.2	26 6.3	91 7.0
NOT STATED	33 1.7	22 1.8	3 0.9	8 1.9	1 0.4	* .	5 1.1	28 2.2
MOST INFORMATION ABOUT SCIENCE IS DIFFICULT TO UNDERSTAND BECAUSE OF THE VOCABULARY USED								
AGREE	1078 53.9	753 60.8	159 49.8	166 37.8	65 41.1	61 47.6	228 55.6	724 55.6
DISAGREE	518 25.9	228 18.4	106 33.2	182 41.4	66 41.8	39 30.5	97 23.6	316 24.2
IT VARIES	275 13.8	162 13.1	42 13.1	71 16.2	20 12.8	23 17.6	59 14.4	173 13.3
NO OPINION	95 4.7	77 6.2	9 2.7	10 2.2	6 3.9	5 3.8	22 5.4	62 4.7
NOT STATED	34 1.7	19 1.5	4 1.2	11 2.5	1 0.4	1 0.5	4 0.9	29 2.2
NOT ENOUGH SCIENTIFIC INFORMATION IS MADE PUBLIC								
AGREE	1074 53.7	653 52.7	189 58.9	230 52.5	87 54.9	71 55.7	240 58.6	676 51.8
DISAGREE	432 21.6	245 19.8	70 21.8	117 26.6	48 30.4	30 23.6	66 16.1	287 22.0
IT VARIES	208 10.4	130 10.5	31 9.7	48 10.8	8 5.4	12 9.5	51 12.3	137 10.5
NO OPINION	253 12.6	190 15.3	28 8.7	35 8.0	13 7.9	14 11.2	50 12.2	176 13.5
NOT STATED	33 1.7	21 1.7	3 0.9	9 2.2	2 1.4	* .	3 0.7	28 2.2

	----- EDUCATION -----				----- OCCUPATION -----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
I WOULD LIKE TO FIND OUT MORE ABOUT THE PEOPLE INVOLVED IN SCIENCE								
AGREE	903 45.2	555 44.8	139 43.4	208 47.5	70 44.0	67 52.1	185 45.2	582 44.6
DISAGREE	642 32.1	386 31.1	121 37.6	135 30.6	57 35.9	34 26.4	131 32.0	421 32.2
IT VARIES	189 9.4	112 9.1	30 9.3	47 10.7	17 10.6	18 14.1	34 8.2	120 9.2
NO OPINION	235 11.8	165 13.3	28 8.8	42 9.5	14 9.1	9 7.3	57 13.9	154 11.8
NOT STATED	31 1.5	20 1.6	3 0.9	8 1.7	1 0.4	* .	3 0.7	27 2.1
MOST INFORMATION ABOUT SCIENCE IS DIFFICULT TO UNDERSTAND BECAUSE THE SUBJECTS ARE TOO TECHNICAL								
AGREE	1082 54.1	753 60.8	156 48.8	171 39.0	56 35.6	61 47.7	244 59.6	720 55.2
DISAGREE	466 23.3	203 16.4	95 29.5	168 38.2	66 41.8	31 24.3	88 21.4	281 21.6
IT VARIES	314 15.7	173 14.0	57 17.7	85 19.3	32 20.2	28 21.7	59 14.3	196 15.0
NO OPINION	110 5.5	92 7.4	10 3.1	8 1.8	3 2.1	8 6.4	17 4.0	82 6.3
NOT STATED	29 1.4	19 1.5	3 0.9	8 1.7	1 0.4	* .	3 0.7	25 1.9

GENERAL ATTITUDE TOWARDS SCIENCE QUES.8
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL INTERVIEWS	2000	182	559	726	325	208	1551	668	883	450
IT IS IMPORTANT TO BE KEPT INFORMED ABOUT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE	1643 82.1	137 75.4	484 86.6	574 79.1	268 82.5	179 86.0	1288 83.1	577 86.3	711 80.6	355 79.0
DISAGREE	80 4.0	6 3.4	21 3.7	33 4.6	11 3.5	8 4.0	65 4.2	27 4.0	38 4.3	15 3.4
IT VARIES	154 7.7	14 7.9	39 6.9	68 9.4	22 6.6	11 5.2	118 7.6	41 6.2	76 8.6	36 8.0
NO OPINION	95 4.7	17 9.6	11 2.0	37 5.1	21 6.6	8 3.9	68 4.4	15 2.3	52 5.9	27 6.0
NOT STATED	29 1.4	7 3.8	5 0.8	13 1.8	2 0.7	2 1.0	12 0.8	7 1.1	5 0.6	16 3.6
SCIENTIFIC DEVELOPMENTS ARE DISTANT FROM MY EVERY DAY LIFE										
AGREE	716 35.8	72 39.4	129 23.0	298 41.0	135 41.4	83 39.9	526 33.9	215 32.2	311 35.2	190 42.2
DISAGREE	936 46.8	73 40.2	331 59.1	286 39.4	136 42.0	110 52.9	773 49.8	346 51.8	427 48.3	163 36.3
IT VARIES	185 9.2	9 5.2	61 11.0	75 10.3	28 8.7	11 5.3	147 9.5	66 9.9	81 9.2	38 8.5
NO OPINION	130 6.5	18 9.8	35 6.2	53 7.3	22 6.9	2 0.9	89 5.7	33 4.9	57 6.4	41 9.1
NOT STATED	33 1.7	10 5.4	5 0.8	14 1.9	3 1.0	2 1.0	16 1.0	8 1.2	8 0.9	18 3.9

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
SCIENCE IS MAINLY FOR WELL-EDUCATED PEOPLE										
AGREE	383 19.1	46 25.0	104 18.5	148 20.4	58 17.7	28 13.4	292 18.8	123 18.5	169 19.1	90 20.1
DISAGREE	1362 68.1	97 53.1	396 70.7	483 66.6	218 67.1	168 80.7	1087 70.1	473 70.8	614 69.5	275 61.1
IT VARIES	135 6.8	15 8.1	45 8.0	46 6.4	23 7.2	6 2.9	102 6.5	44 6.6	58 6.5	34 7.5
NO OPINION	80 4.0	16 8.9	10 1.9	29 4.0	20 6.1	4 2.1	48 3.1	13 2.0	35 3.9	32 7.2
NOT STATED	41 2.0	9 4.9	5 0.8	19 2.7	6 1.9	2 1.0	23 1.5	15 2.2	8 0.9	18 4.0
I WOULD LIKE TO FIND OUT MORE ABOUT CANADIAN ACHIEVEMENTS IN SCIENCE										
AGREE	1259 62.9	90 49.5	386 69.0	427 58.8	216 66.6	139 67.0	1000 64.5	441 66.0	559 63.4	258 57.4
DISAGREE	330 16.5	18 9.9	83 14.7	143 19.7	48 14.7	39 18.9	266 17.2	124 18.6	142 16.1	64 14.2
IT VARIES	204 10.2	25 14.0	55 9.8	76 10.4	31 9.5	17 8.1	159 10.2	57 8.6	101 11.5	45 10.0
NO OPINION	177 8.8	40 21.8	31 5.6	68 9.4	28 8.5	10 5.0	111 7.1	38 5.6	73 8.3	66 14.7
NOT STATED	31 1.5	9 4.9	5 0.8	13 1.8	2 0.7	2 1.0	15 0.9	7 1.1	7 0.8	16 3.6
YOUNG PEOPLE ARE BETTER EQUIPPED TO UNDERSTAND MODERN SCIENCE THAN ARE OLDER PEOPLE										
AGREE	1134 56.7	96 52.6	334 59.6	404 55.7	180 55.3	121 58.3	893 57.6	400 59.9	493 55.9	241 53.6
DISAGREE	555 27.8	47 25.6	153 27.4	203 28.0	89 27.4	63 30.5	450 29.0	187 28.0	263 29.8	105 23.4
IT VARIES	201 10.0	20 10.8	58 10.3	75 10.3	31 9.6	17 8.3	150 9.6	64 9.6	85 9.7	51 11.3
NO OPINION	80 4.0	13 7.3	11 1.9	29 4.0	23 7.0	4 2.0	44 2.8	9 1.4	35 3.9	36 8.0
NOT STATED	31 1.5	7 3.8	5 0.8	15 2.0	2 0.7	2 1.0	14 0.9	7 1.1	7 0.8	16 3.6

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THE MAJOR MEDIA-DAILY NEWSPAPERS/MAGAZINES/ RADIO/TV PROVIDE SUFFICIENT COVERAGE OF SCIENCE										
AGREE	792 39.6	77 42.1	206 36.9	314 43.3	126 38.7	69 32.9	586 37.8	239 35.8	347 39.3	205 45.6
DISAGREE	856 42.8	52 28.3	256 45.7	290 39.9	144 44.4	114 54.9	715 46.1	334 50.1	380 43.1	141 31.4
IT VARIES	187 9.3	25 13.7	57 10.2	62 8.6	28 8.6	15 7.0	145 9.4	61 9.2	84 9.5	42 9.2
NO OPINION	133 6.7	20 11.0	36 6.4	45 6.2	25 7.6	8 3.8	88 5.7	25 3.7	63 7.1	46 10.1
NOT STATED	33 1.7	9 4.9	5 0.8	15 2.0	2 0.7	3 1.4	17 1.1	8 1.3	9 1.0	16 3.6
MOST INFORMATION ABOUT SCIENCE IS DIFFICULT TO UNDERSTAND BECAUSE OF THE VOCABULARY USED										
AGREE	1078 53.9	104 57.2	287 51.3	395 54.4	186 57.4	106 51.1	825 53.2	340 50.9	485 54.9	253 56.3
DISAGREE	518 25.9	42 22.8	148 26.5	180 24.9	81 24.8	67 32.3	428 27.6	196 29.3	233 26.3	90 20.0
IT VARIES	275 13.8	15 8.1	99 17.7	97 13.4	39 12.1	25 11.9	218 14.1	99 14.9	119 13.4	57 12.7
NO OPINION	95 4.7	14 7.8	20 3.5	40 5.5	16 4.8	6 2.8	63 4.1	23 3.4	40 4.6	32 7.1
NOT STATED	34 1.7	7 4.1	6 1.0	14 1.9	3 0.9	4 1.9	16 1.1	10 1.5	6 0.7	17 3.9
NOT ENOUGH SCIENTIFIC INFORMATION IS MADE PUBLIC										
AGREE	1074 53.7	75 41.2	355 63.5	357 49.3	172 53.0	114 54.8	874 56.4	406 60.8	468 53.1	200 44.4
DISAGREE	432 21.6	36 19.7	92 16.5	180 24.8	64 19.8	59 28.4	341 22.0	133 19.9	208 23.6	91 20.2
IT VARIES	208 10.4	29 15.8	69 12.2	60 8.3	34 10.4	17 8.3	145 9.4	55 8.2	91 10.3	63 13.9
NO OPINION	253 12.6	33 18.4	38 6.8	115 15.8	52 16.0	15 7.2	173 11.1	64 9.6	109 12.3	80 17.8
NOT STATED	33 1.7	9 4.9	6 1.0	14 1.9	2 0.7	3 1.4	17 1.1	10 1.5	7 0.8	16 3.6

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
I WOULD LIKE TO FIND OUT MORE ABOUT THE PEOPLE INVOLVED IN SCIENCE										
AGREE	903 45.2	61 33.4	334 59.8	271 37.4	141 43.3	96 46.1	729 47.0	341 51.0	388 43.9	175 38.9
DISAGREE	642 32.1	46 25.1	137 24.4	288 39.7	90 27.7	82 39.5	509 32.8	217 32.5	292 33.0	134 29.8
IT VARIES	189 9.4	27 14.6	46 8.2	63 8.7	38 11.7	16 7.6	141 9.1	50 7.5	91 10.3	48 10.7
NO OPINION	235 11.8	42 23.0	38 6.8	89 12.3	53 16.5	12 5.9	158 10.2	53 7.9	105 11.9	77 17.0
NOT STATED	31 1.5	7 3.8	5 0.8	14 1.9	3 0.9	2 1.0	14 0.9	7 1.1	7 0.8	16 3.6
MOST INFORMATION ABOUT SCIENCE IS DIFFICULT TO UNDERSTAND BECAUSE THE SUBJECTS ARE TOO TECHNICAL										
AGREE	1082 54.1	100 55.2	313 56.0	383 52.7	179 55.0	106 51.2	834 53.8	360 53.8	474 53.7	248 55.2
DISAGREE	466 23.3	37 20.3	124 22.1	172 23.7	70 21.5	63 30.4	379 24.4	176 26.4	203 23.0	87 19.4
IT VARIES	314 15.7	22 12.3	89 15.9	119 16.3	52 16.0	32 15.4	251 16.2	102 15.2	149 16.9	63 14.1
NO OPINION	110 5.5	15 8.5	29 5.1	39 5.4	22 6.8	4 2.0	75 4.9	23 3.5	52 5.9	34 7.6
NOT STATED	29 1.4	7 3.8	5 0.8	13 1.8	2 0.7	2 1.0	12 0.8	7 1.1	5 0.6	16 3.6

GENERAL ATTITUDE TOWARDS SCIENCE QUES.8
 BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			I N T E R E S T I N											
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES	VERY/ QUITE	VERY/ NOT AT ALL	SOCIAL SCIENCES	VERY/ QUITE	VERY/ NOT AT ALL	LIFE SCIENCES	VERY/ QUITE	VERY/ NOT AT ALL	ENG. SCIENCES	VERY/ QUITE	VERY/ NOT AT ALL
TOTAL INTERVIEWS	2000	1776	1425	825		786	1215		481	1457		291	983		692
IT IS IMPORTANT TO BE KEPT INFORMED ABOUT SCIENCE	100.0	100.0	100.0	100.0		100.0	100.0		100.0	100.0		100.0	100.0		100.0
AGREE	1643 82.1	1560 87.8	1291 90.6	764 92.7		573 72.9	1099 90.5		312 64.8	1297 89.0		165 56.7	890 90.5		499 72.0
DISAGREE	80 4.0	63 3.6	32 2.3	16 1.9		56 7.2	33 2.7		39 8.1	44 3.0		30 10.4	21 2.2		79 11.0
IT VARIES	154 7.7	119 6.7	81 5.7	38 4.7		68 8.7	66 5.5		54 11.2	90 6.2		31 10.6	58 5.9		62 8.9
NO OPINION	95 4.7	30 1.7	16 1.2	7 0.8		66 8.4	15 1.2		59 12.3	22 1.5		47 16.3	12 1.2		60 8.7
NOT STATED	29 1.4	4 0.2	4 0.3	* .		23 2.9	2 0.1		17 3.5	4 0.3		18 6.1	3 0.3		23 3.4
SCIENTIFIC DEVELOPMENTS ARE DISTANT FROM MY EVERY DAY LIFE															
AGREE	716 35.8	624 35.1	465 32.6	242 29.3		346 44.0	391 32.2		222 46.0	507 34.8		123 42.3	330 33.5		288 41.6
DISAGREE	936 46.8	908 51.1	781 54.8	496 60.1		274 34.9	672 55.3		145 30.2	761 52.2		75 25.8	554 56.3		235 34.0
IT VARIES	185 9.2	174 9.8	138 9.7	74 9.0		59 7.5	109 8.9		31 6.5	138 9.5		13 4.4	83 8.5		63 9.0
NO OPINION	130 6.5	64 3.6	35 2.4	13 1.6		81 10.3	39 3.2		64 13.2	45 3.1		60 20.7	13 1.4		80 11.6
NOT STATED	33 1.7	7 0.4	6 0.4	* .		26 3.3	4 0.3		19 4.0	6 0.4		20 6.8	3 0.3		27 3.8

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN								
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES		
				VERY/ QUITE	NOT AT ALL	VERY/ QUITE	NOT AT ALL	VERY/ QUITE	NOT AT ALL	VERY/ QUITE	NOT AT ALL	
SCIENCE IS MAINLY FOR WELL-EDUCATED PEOPLE												
AGREE	383 19.1	310 17.5	219 15.4	97 11.7	199 25.3	193 15.9	120 24.9	248 17.0	85 29.3	143 14.6	180 26.1	
DISAGREE	1362 68.1	1307 73.6	1096 76.9	666 80.7	464 59.1	934 76.9	257 53.5	1084 74.4	122 41.9	766 77.9	385 55.6	
IT VARIES	135 6.8	120 6.7	90 6.3	56 6.8	47 6.0	70 5.8	37 7.6	96 6.6	22 7.5	61 6.2	51 7.3	
NO OPINION	80 4.0	25 1.4	8 0.6	2 0.3	47 6.0	10 0.8	46 9.6	17 1.2	41 13.9	6 0.6	49 7.1	
NOT STATED	41 2.0	15 0.8	11 0.8	4 0.5	28 3.6	7 0.6	21 4.4	12 0.8	22 7.4	7 0.8	27 4.0	
I WOULD LIKE TO FIND OUT MORE ABOUT CANADIAN ACHIEVEMENTS IN SCIENCE												
AGREE	1259 62.9	1232 59.4	1030 72.3	643 78.0	392 49.9	866 71.3	230 47.8	1023 70.2	102 34.9	744 75.7	326 47.1	
DISAGREE	330 16.5	272 15.3	198 13.9	93 11.2	181 23.1	178 14.6	110 22.9	216 14.8	73 24.9	120 12.2	162 23.4	
IT VARIES	204 10.2	172 9.7	122 8.5	54 6.5	94 11.9	106 8.8	44 9.2	140 9.6	29 9.8	70 7.2	86 12.5	
NO OPINION	177 8.8	96 5.4	71 5.0	35 4.3	94 11.9	64 5.2	78 16.2	74 5.1	68 23.5	46 4.7	93 13.4	
NOT STATED	31 1.5	4 0.2	4 0.3	* .	25 3.1	2 0.1	19 4.0	4 0.3	20 6.8	3 0.3	25 3.6	
YOUNG PEOPLE ARE BETTER EQUIPPED TO UNDERSTAND MODERN SCIENCE THAN ARE OLDER PEOPLE												
AGREE	1134 56.7	1025 57.7	820 57.5	452 54.8	466 59.2	698 57.4	271 56.4	848 58.2	153 52.5	562 57.2	404 58.4	
DISAGREE	555 27.8	526 29.6	435 30.5	277 33.5	183 23.3	365 30.0	113 23.5	421 28.9	68 23.3	308 31.3	157 22.6	
IT VARIES	201 10.0	189 10.6	155 10.9	88 10.7	68 8.7	140 11.5	31 6.5	164 11.3	16 5.5	99 10.0	64 9.2	
NO OPINION	80 4.0	31 1.7	9 0.7	6 0.8	46 5.9	11 0.9	47 9.7	18 1.2	37 12.7	10 1.0	45 6.5	
NOT STATED	31 1.5	6 0.3	6 0.4	2 0.2	23 2.9	2 0.1	19 3.9	6 0.4	18 6.1	4 0.4	23 3.4	

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL	VERY/ QUITE	NOT VERY/ AT ALL
THE MAJOR MEDIA-DAILY NEWSPAPERS/MAGAZINES/ RADIO/TV PROVIDE SUFFICIENT COVERAGE OF SCIENCE											
AGREE	792 39.6	700 39.4	535 37.6	281 34.1	360 45.8	447 36.8	226 46.9	576 39.6	124 42.7	351 35.7	314 45.3
DISAGREE	856 42.8	837 47.1	714 50.1	456 55.2	260 33.0	606 49.9	140 29.0	694 47.6	77 26.3	519 52.8	215 31.0
IT VARIES	187 9.3	172 9.7	137 9.6	73 8.9	63 8.0	121 10.0	32 6.7	137 9.4	17 5.9	91 9.2	58 8.3
NO OPINION	133 6.7	61 3.4	33 2.3	14 1.7	77 9.8	37 3.0	64 13.2	44 3.0	53 18.0	18 1.9	80 11.5
NOT STATED	33 1.7	6 0.3	6 0.4	1 0.1	26 3.3	3 0.3	20 4.1	6 0.4	21 7.1	4 0.4	26 3.8
MOST INFORMATION ABOUT SCIENCE IS DIFFICULT TO UNDERSTAND BECAUSE OF THE VOCABULARY USED											
AGREE	1078 53.9	965 54.4	746 52.4	394 47.8	472 60.0	631 51.9	285 59.1	789 54.1	165 56.7	508 51.6	389 56.2
DISAGREE	518 25.9	506 28.5	443 31.1	286 34.6	156 19.8	383 31.5	78 16.1	416 28.6	42 14.4	322 32.7	128 18.6
IT VARIES	275 13.8	260 14.6	208 14.6	133 16.2	78 9.9	178 14.7	50 10.3	220 15.1	23 8.0	136 13.8	91 13.1
NO OPINION	95 4.7	36 2.0	20 1.4	10 1.2	56 7.1	17 1.4	52 10.9	25 1.7	43 14.8	14 1.5	58 8.4
NOT STATED	34 1.7	9 0.5	8 0.6	2 0.2	24 3.1	6 0.5	17 3.5	7 0.5	18 6.1	4 0.4	26 3.7
NOT ENOUGH SCIENTIFIC INFORMATION IS MADE PUBLIC											
AGREE	1074 53.7	1031 58.1	846 59.3	509 61.7	380 48.3	710 58.5	217 45.1	842 57.8	114 39.3	618 62.8	306 44.2
DISAGREE	432 21.6	392 22.1	334 23.5	182 22.1	177 22.5	284 23.4	97 20.1	334 22.9	48 16.4	203 20.6	157 22.7
IT VARIES	208 10.4	192 10.8	136 9.6	81 9.8	72 9.1	119 9.8	44 9.1	157 10.8	26 8.9	97 9.9	68 9.9
NO OPINION	253 12.6	154 8.7	103 7.2	52 6.3	133 16.9	98 8.1	105 21.8	118 8.1	83 28.7	63 6.4	135 19.5
NOT STATED	33 1.7	7 0.4	6 0.4	1 0.1	25 3.1	3 0.3	19 4.0	7 0.4	20 6.8	3 0.3	26 3.8

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/NDT AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/NDT AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/NDT AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/NDT AT ALL
I WOULD LIKE TO FIND OUT MORE ABOUT THE PEOPLE INVOLVED IN SCIENCE											
AGREE	903 45.2	885 49.9	753 52.8	497 60.3	251 31.9	643 53.0	143 29.6	744 51.1	66 22.7	550 55.9	216 31.2
DISAGREE	642 32.1	570 32.1	447 31.4	212 25.7	316 40.3	379 31.2	175 36.4	460 31.6	100 34.4	290 29.5	257 37.1
IT VARIES	189 9.4	172 9.7	128 9.0	75 9.1	62 7.9	109 8.9	34 7.0	139 9.5	24 8.2	74 7.5	71 10.2
NO OPINION	235 11.8	144 8.1	93 6.5	40 4.9	132 16.8	82 6.7	111 23.0	109 7.5	82 28.3	67 6.8	124 17.9
NOT STATED	31 1.5	5 0.3	4 0.3	* .	25 3.1	2 0.1	19 3.9	5 0.3	19 6.5	3 0.3	25 3.6
MOST INFORMATION ABOUT SCIENCE IS DIFFICULT TO UNDERSTAND BECAUSE THE SUBJECTS ARE TOO TECHNICAL											
AGREE	1082 54.1	970 54.6	757 53.2	390 47.3	489 62.2	645 53.1	291 60.5	802 55.1	159 54.6	519 52.7	393 56.7
DISAGREE	466 23.3	455 25.6	393 27.6	257 31.1	129 16.4	330 27.2	72 14.9	381 26.1	36 12.4	294 29.9	109 15.7
IT VARIES	314 15.7	299 16.8	238 16.7	156 19.0	84 10.7	209 17.2	49 10.2	234 16.1	30 10.4	151 15.3	101 14.6
NO OPINION	110 5.5	47 2.7	32 2.2	21 2.6	62 7.8	29 2.4	52 10.8	35 2.4	48 16.4	18 1.8	67 9.6
NOT STATED	29 1.4	4 0.2	4 0.3	* .	23 2.9	2 0.1	17 3.5	4 0.3	18 6.1	3 0.3	23 3.4

N A T U R A L S C I E N C E S

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	728 100.0	75 100.0	153 100.0	149 100.0	125 100.0	227 100.0	385 100.0	343 100.0	427 100.0	202 100.0	98 100.0
AWARE OF SPECIAL COLUMNS /PAGES	244 33.6 100.0	24 32.4 100.0	45 29.5 100.0	53 35.7 100.0	48 38.4 100.0	74 32.6 100.0	127 32.8 100.0	118 34.4 100.0	105 24.6 100.0	110 54.3 100.0	30 30.1 100.0
INCLINATION TO READ SUCH ARTICLES											
MORE INCLINED	171 69.9	20 82.1	28 61.2	43 80.7	32 66.2	49 65.8	94 74.1	77 65.3	70 66.6	80 72.9	21 70.2
LESS INCLINED	24 9.7	2 7.0	7 16.6	2 3.3	5 10.4	8 10.6	6 4.8	18 15.0	16 15.2	6 5.6	2 5.7
DOESN'T MAKE ANY DIFFERENCE	50 20.4	3 10.9	10 22.2	8 15.9	11 23.4	18 23.7	27 21.1	23 19.7	19 18.2	24 21.5	7 24.1
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
FREQUENCY OF READING SUCH COLUMNS											
REGULARLY	114 46.6	9 39.0	14 31.9	28 52.5	24 49.5	38 51.8	61 48.0	53 45.0	61 57.7	42 37.9	12 39.5
FROM TIME TO TIME	128 52.4	15 61.0	30 67.5	25 47.5	23 48.8	34 46.2	64 50.6	64 54.3	43 40.9	67 61.4	18 59.6
NOT AT ALL	3 1.1	* .	0.6 .	* .	1 1.7	1 2.0	2 1.4	1 0.7	1 1.4	1 0.7	1 1.0
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AWARE OF SPECIAL COLUMNS/PAGES	484 197.9 100.0	50 209.1 100.0	108 238.6 100.0	96 180.1 100.0	77 160.6 100.0	153 206.6 100.0	259 204.5 100.0	225 190.9 100.0	322 307.3 100.0	93 84.2 100.0	69 232.6 100.0
INCLINATION TO READ SUCH ARTICLES											
MORE INCLINED	377 78.0	44 87.4	82 76.5	79 82.9	58 75.7	113 73.9	200 77.2	177 78.8	258 80.1	72 78.2	47 67.7
LESS INCLINED	6 1.3	1 1.8	1 1.0	1 0.6	2 2.2	2 1.5	5 1.8	2 0.9	3 1.0	2 1.9	2 2.3
DOESN'T MAKE ANY DIFFERENCE	99 20.4	5 10.8	24 22.4	15 15.7	17 22.1	37 24.2	54 20.7	45 20.0	60 18.5	18 20.0	21 29.9
NOT STATED	2 0.3	* .	* .	1 0.9	* .	1 0.5	1 0.3	1 0.4	2 0.5	* .	* .
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS											
REGULARLY	253 52.2	23 45.3	49 45.5	52 54.7	37 47.6	92 60.0	130 50.1	123 54.7	178 55.3	48 51.4	27 39.0
FROM TIME TO TIME	222 46.0	26 50.7	57 52.7	43 44.4	40 51.8	58 37.7	124 48.0	98 43.7	142 44.0	43 46.8	37 53.8

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
NOT AT ALL	0.4 0.9	0.2 3.5	0.4	0.1 0.8	* .	0.1 0.9	0.1 0.4	0.3 1.4	0.1 0.4	0.4	3.3 3.7
NOT STATED	0.4 0.9	0.5	1.2 1.4	* .	0.6	1.2 1.3	1.4 1.5	0.2	0.1 0.2	1.1 1.3	3.2 3.4

N A T U R A L S C I E N C E S

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
TOTAL NEWSPAPER READERS	728	375	123	229	84	56	147	442	234	494	490	238
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AWARE OF SPECIAL COLUMNS /PAGES	244 33.6	123 32.7	41 33.0	81 35.3	32 38.3	22 39.9	44 29.7	146 33.1	91 39.1	153 30.9	177 36.0	68 28.5
INCLINATION TO READ SUCH ARTICLES												
MORE INCLINED	171 69.9	91 74.0	25 60.7	55 68.3	25 78.2	14 64.8	31 72.0	100 68.2	65 71.2	106 69.1	125 70.7	46 67.9
LESS INCLINED	24 9.7	14 11.1	3 6.9	7 9.1	1 2.0	2 11.0	4 9.5	17 11.3	8 9.1	15 10.1	17 9.9	6 9.3
DOESN'T MAKE ANY DIFFERENCE	50 20.4	18 15.0	13 32.4	18 22.6	6 19.7	5 24.2	8 18.5	30 20.5	18 19.6	32 20.8	34 19.4	16 22.9
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
FREQUENCY OF READING SUCH COLUMNS												
REGULARLY	114 46.6	57 46.3	21 52.1	36 44.2	18 57.1	11 50.9	26 58.5	59 40.0	49 53.6	65 42.4	99 55.9	15 22.4
FROM TIME TO TIME	128 52.4	65 52.8	20 47.9	44 54.0	12 38.4	11 49.1	18 40.8	87 59.4	41 44.8	87 56.9	76 43.3	52 76.0
NOT AT ALL	3 1.1	1 0.9	* .	1 1.8	1 4.5	* .	0.7 .	1 0.6	1 1.6	1 0.7	1 0.8	1 1.6
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AWARE OF SPECIAL COLUMNS/PAGES	484 197.9	252 205.3	82 202.6	148 183.5	52 161.2	33 150.8	103 236.1	296 201.7	142 155.6	341 223.3	314 177.7	170 250.6
INCLINATION TO READ SUCH ARTICLES												
MORE INCLINED	377 78.0	189 75.0	70 84.5	117 79.2	42 80.6	29 87.4	72 70.0	234 79.2	117 82.3	260 76.2	252 80.5	125 73.3
LESS INCLINED	6 1.3	5 2.0	* .	1 0.9	* .	* .	3 3.1	3 1.1	2 1.7	4 1.2	3 1.0	3 2.0
DOESN'T MAKE ANY DIFFERENCE	99 20.4	56 22.3	13 15.5	30 19.9	10 19.4	4 12.6	27 26.2	57 19.4	22 15.5	77 22.4	58 18.3	41 24.1
NOT STATED	2 0.3	2 0.6	* .	* .	* .	* .	1 0.7	1 0.3	1 0.6	1 0.2	1 0.2	1 0.5
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS												
REGULARLY	253 52.2	118 46.6	43 51.6	92 62.0	33 63.0	18 53.6	47 45.2	156 52.6	98 68.6	155 45.4	190 60.5	63 37.1
FROM TIME TO TIME	222 46.0	130 51.4	39 47.4	54 36.1	19 37.0	16 46.4	54 52.3	134 45.3	44 30.9	178 52.3	119 38.0	103 60.7

	-----EDUCATION-----				-----OCCUPATION-----			--INTEREST IN--		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	THAT SCIENCE	VERY	QUITE	REGU- LARLY
NOT AT ALL	4 0.9	3 1.3	1 1.0	0.3	* .	* .	1 0.7	4 1.2	0.3	4 1.2	2 0.6	3 1.5
NOT STATED	4 0.9	2 0.8	* .	2 1.6	* .	* .	2 1.8	2 0.8	0.3	4 1.1	3 1.0	1 0.7

NATURAL SCIENCES

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	728 100.0	58 100.0	227 100.0	250 100.0	109 100.0	84 100.0	596 100.0	268 100.0	328 100.0	133 100.0
AWARE OF SPECIAL COLUMNS/PAGES	244 33.6 100.0	15 25.8 100.0	116 51.2 100.0	74 29.8 100.0	25 23.4 100.0	13 15.8 100.0	207 34.8 100.0	94 35.0 100.0	114 34.7 100.0	37 27.9 100.0
INCLINATION TO READ SUCH ARTICLES										
MORE INCLINED	171 69.9	12 77.3	86 74.1	43 58.3	19 74.4	11 80.8	150 72.2	65 68.8	85 74.9	21 57.2
LESS INCLINED	24 9.7	3 22.7	5 4.0	15 19.8	1 4.2	* .	23 11.0	15 15.6	8 7.2	1 2.5
DOESN'T MAKE ANY DIFFERENCE	50 20.4	* .	25 21.9	16 22.0	5 21.4	3 19.2	35 16.8	15 15.6	20 17.9	15 40.3
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
FREQUENCY OF READING SUCH COLUMNS										
REGULARLY	114 46.6	9 61.0	46 39.8	41 55.5	12 45.2	6 42.4	96 46.2	49 52.6	46 40.9	18 48.7
FROM TIME TO TIME	128 52.4	6 39.0	69 59.5	32 42.5	14 53.7	8 57.6	109 52.6	43 46.2	66 57.8	19 51.3
NOT AT ALL	3 1.1	* .	1 0.7	1 2.0	1 1.1	* .	3 1.2	1 1.2	1 1.3	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AWARE OF SPECIAL COLUMNS/PAGES	484 197.9 100.0	43 287.4 100.0	111 95.4 100.0	175 235.9 100.0	83 328.1 100.0	71 532.3 100.0	388 187.1 100.0	174 185.6 100.0	214 188.3 100.0	96 259.0 100.0
INCLINATION TO READ SUCH ARTICLES										
MORE INCLINED	377 78.0	38 89.2	87 78.0	127 72.4	69 82.3	57 79.9	308 79.4	136 78.1	172 80.4	69 72.2
LESS INCLINED	6 1.3	* .	2 1.9	3 1.6	1 1.4	0.6	5 1.4	3 1.6	2 1.1	1 1.3
DOESN'T MAKE ANY DIFFERENCE	99 20.4	5 10.8	22 20.1	46 26.1	14 16.3	12 17.2	73 18.8	34 19.7	39 18.1	25 26.6
NOT STATED	0.3 0.3	* .	* .	* .	* .	2 2.2	2 0.4	1 0.5	1 0.3	* .
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS										
REGULARLY	253 52.2	30 71.2	55 49.8	87 49.7	37 44.7	42 59.7	211 54.4	99 56.7	112 52.5	42 43.5
FROM TIME TO TIME	222 46.0	12 28.8	54 48.8	85 48.3	43 51.9	28 39.3	169 43.6	73 41.9	96 44.9	53 55.8

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
NOT AT ALL	4 0.9	* .	0.4	1 0.8	3 3.1	* .	4 1.0	* .	4 1.7	1 0.7
NOT STATED	4 0.9	* .	1 1.1	2 1.2	0.3	1 1.0	4 1.1	2 1.4	2 0.9	* .

S O C I A L S C I E N C E S

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY AGE,SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	1063 100.0	77 100.0	189 100.0	228 100.0	203 100.0	366 100.0	472 100.0	591 100.0	600 100.0	322 100.0	140 100.0
AWARE OF SPECIAL COLUMNS /PAGES	486 100.0	32 100.0	82 100.0	118 100.0	99 100.0	154 100.0	221 100.0	264 100.0	224 100.0	196 100.0	66 100.0
INCLINATION TO READ SUCH ARTICLES											
MORE INCLINED	371 76.4	26 80.8 *	54 66.4	90 75.9	79 79.8	122 79.0	171 77.4	200 75.6	168 75.2	148 75.6	55 83.1
LESS INCLINED	16 3.2	1 4.3 *	4 4.9	0.3	3 3.0	7 4.4	6 2.6	10 3.7	11 4.9	2 1.2	2 3.5
DOESN'T MAKE ANY DIFFERENCE	99 20.4	5 14.9	23 28.7	28 23.7	17 17.2	26 16.6	44 20.0	55 20.7	45 20.0	45 23.2	9 13.4
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
FREQUENCY OF READING SUCH COLUMNS											
REGULARLY	248 51.2	8 23.2	36 43.9	60 50.8	62 62.8	83 53.7	116 52.6	132 49.9	121 54.1	100 51.4	27 40.7
FROM TIME TO TIME	234 48.2	25 75.7	44 54.2	58 48.7	37 37.2	70 45.8	102 46.3	132 49.8	102 45.4	93 47.6	39 59.3
NOT AT ALL	3 0.7	1 1.0	2 1.9	1 0.5	* .	1 0.5	2 1.1	1 0.3	1 0.6	2 1.0	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AWARE OF SPECIAL COLUMNS/PAGES	577 118.9 100.0	44 136.1 100.0	107 131.0 100.0	110 92.7 100.0	104 105.4 100.0	212 137.7 100.0	250 113.1 100.0	327 123.8 100.0	377 168.2 100.0	126 64.7 100.0	74 112.4 100.0
INCLINATION TO READ SUCH ARTICLES											
MORE INCLINED	426 73.7	33 75.2	76 70.9	81 73.5	80 76.6	156 73.6	175 69.7	251 76.8	275 73.1	95 75.2	56 74.8
LESS INCLINED	13 2.3	1 2.5	2 2.0	3 3.0	2 2.2	4 2.1	10 4.0	3 1.0	7 1.8	4 3.0	3 3.7
DOESN'T MAKE ANY DIFFERENCE	137 23.7	10 22.3	28 25.9	26 23.5	22 21.2	52 24.3	66 26.3	71 21.8	95 25.2	27 21.3	15 20.6
NOT STATED	1 0.2	* .	1 1.2	* .	* .	* .	* .	1 0.4	* .	1 0.5	1 0.9
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS											
REGULARLY	275 47.6	21 47.3	42 39.0	49 44.2	50 48.4	113 53.4	97 38.6	178 54.5	185 49.2	57 45.1	32 43.7
FROM TIME TO TIME	290 50.3	23 52.7	63 58.6	57 51.8	53 51.2	94 44.4	147 58.8	143 43.8	184 48.9	65 51.6	41 55.2

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	<u>TOTAL</u>	<u>15-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45 & OVER</u>	<u>MALE</u>	<u>FEMALE</u>	<u>ENGLISH</u>	<u>FRENCH</u>	<u>OTHER</u>
NOT AT ALL	10 1.7	* .	2 1.8	4 4.0	0.4	3 1.6	6 2.3	4 1.3	7 1.7	3 2.2	1 1.1
NOT STATED	2 0.4	* .	1 0.6	* .	* .	1 0.7	1 0.3	1 0.4	1 0.2	1 1.1	* .

S O C I A L S C I E N C E S

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----					-----OCCUPATION-----			--INTEREST IN--		READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	1063 100.0	554 100.0	196 100.0	312 100.0	99 100.0	84 100.0	164 100.0	715 100.0	460 100.0	603 100.0	722 100.0	341 100.0
AWARE OF SPECIAL COLUMNS /PAGES	486 45.7 100.0	225 40.6 100.0	89 45.2 100.0	172 55.2 100.0	57 57.3 100.0	47 55.1 100.0	73 44.9 100.0	309 43.1 100.0	230 50.0 100.0	256 42.4 100.0	345 47.8 100.0	141 41.3 100.0
INCLINATION TO READ SUCH ARTICLES												
MORE INCLINED	371 76.4	176 78.3	66 74.6	129 74.9	40 70.6	40 87.0	56 76.8	234 75.8	187 81.3	184 72.0	265 77.0	106 75.1
LESS INCLINED	16 3.2	8 3.7	1 1.6	6 3.4	1 2.5	* .	1 2.0	13 4.1	5 2.0	11 4.3	13 3.7	3 2.0
DOESN'T MAKE ANY DIFFERENCE	99 20.4	41 18.0	21 23.8	37 21.7	15 26.9	6 13.0	16 21.2	62 20.1	38 16.7	60 23.7	67 19.4	32 22.9
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
FREQUENCY OF READING SUCH COLUMNS												
REGULARLY	248 51.2	109 48.5	39 43.9	100 58.3	36 63.3	23 48.9	33 44.8	157 50.8	137 59.8	111 43.4	200 58.0	49 34.5
FROM TIME TO TIME	234 48.2	114 50.6	50 56.1	70 40.9	20 35.8	24 51.1	41 55.2	149 48.4	91 39.7	143 55.9	143 41.5	91 64.6
NOT AT ALL	3 0.7	2 0.9	* .	1 0.7	1 0.9	* .	* .	3 0.9	1 0.6	2 0.8	2 0.6	1 0.8
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AWARE OF SPECIAL COLUMNS/PAGES	577 118.9 100.0	329 146.4 100.0	108 121.4 100.0	140 81.3 100.0	42 74.4 100.0	38 81.5 100.0	90 122.9 100.0	407 131.8 100.0	230 100.0 100.0	347 135.9 100.0	377 109.4 100.0	200 142.1 100.0
INCLINATION TO READ SUCH ARTICLES												
MORE INCLINED	426 73.7	234 71.0	90 83.5	102 73.2	28 66.8	31 83.1	61 67.9	305 74.9	186 80.8	240 69.1	284 75.3	142 70.8
LESS INCLINED	13 2.3	8 2.5	1 1.2	4 2.7	2 5.7	* .	5 5.2	6 1.5	5 2.4	8 2.2	9 2.5	4 2.0
DOESN'T MAKE ANY DIFFERENCE	137 23.7	86 26.2	17 15.3	34 24.2	12 27.5	6 16.9	24 26.9	95 23.3	38 16.6	99 28.5	83 22.1	54 26.9
NOT STATED	1 0.2	1 0.4	* .	* .	* .	* .	* .	1 0.3	1 0.3	1 0.2	1 0.2	1 0.3
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS												
REGULARLY	275 47.6	139 42.1	58 53.8	78 56.0	21 50.4	16 42.3	33 36.4	204 50.3	140 61.0	135 38.7	211 55.9	64 32.0
FROM TIME TO TIME	290 50.3	182 55.3	48 44.6	60 42.7	20 48.1	21 55.0	54 60.3	195 47.9	87 37.9	203 58.5	161 42.8	129 64.4

	EDUCATION					OCCUPATION			INTEREST IN THAT SCIENCE		READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
NOT AT ALL	1.0	0.7	0.2	0.1	0.1	0.1	0.2	0.6	0.2	0.8	0.4	0.7
NOT STATED	0.2	0.1	*	0.1	*	*	0.1	0.1	0.1	0.1	0.1	0.1
	1.7	2.2	1.7	0.7	1.5	2.6	2.5	1.5	0.8	2.3	0.9	3.2
	0.4	0.4	.	0.5	.	.	0.8	0.3	0.3	0.4	0.4	0.3

S O C I A L S C I E N C E S

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	1063 100.0	88 100.0	330 100.0	376 100.0	154 100.0	115 100.0	873 100.0	411 100.0	462 100.0	190 100.0
AWARE OF SPECIAL COLUMNS /PAGES	486 45.7 100.0	21 23.5 100.0	210 63.5 100.0	159 42.4 100.0	48 31.0 100.0	48 42.1 100.0	425 48.6 100.0	233 56.7 100.0	192 41.5 100.0	61 32.1 100.0
INCLINATION TO READ SUCH ARTICLES										
MORE INCLINED	371 76.4	17 80.4	159 75.7	117 73.4	41 86.4	38 78.1	328 77.3	180 77.2	148 77.3	43 70.5
LESS INCLINED	16 3.2	1 4.4	3 1.6	7 4.7	1 2.2	3 5.9	13 3.1	10 4.3	3 1.8	2 3.7
DOESN'T MAKE ANY DIFFERENCE	99 20.4	3 15.3	48 22.8	35 21.9	5 11.4	8 16.0	83 19.6	43 18.5	40 20.9	16 25.8
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
FREQUENCY OF READING SUCH COLUMNS										
REGULARLY	248 51.2	9 44.0	111 53.0	83 52.1	20 42.3	25 52.0	225 52.9	135 57.9	90 46.9	24 38.9
FROM TIME TO TIME	234 48.2	11 52.5	97 46.1	76 47.5	28 57.7	23 48.0	197 46.3	97 41.6	100 52.0	37 61.1
NOT AT ALL	3 0.7	1 3.5	2 0.9	1 0.3	* .	* .	3 0.8	1 0.5	2 1.1	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AWARE OF SPECIAL COLUMNS/PAGES	577 118.9 100.0	68 326.4 100.0	120 57.5 100.0	216 133.8 100.0	107 223.0 100.0	66 137.7 100.0	449 105.7 100.0	178 76.4 100.0	271 141.2 100.0	129 211.2 100.0
INCLINATION TO READ SUCH ARTICLES										
MORE INCLINED	426 73.7	50 74.0	90 75.1	151 69.7	79 73.8	56 84.1	335 74.6	132 74.0	203 75.0	91 70.7
LESS INCLINED	13 2.3	2 2.4	3 2.3	6 2.6	1 1.2	2 2.6	11 2.5	4 2.1	8 2.8	2 1.4
DOESN'T MAKE ANY DIFFERENCE	137 23.7	16 23.6	27 22.1	59 27.3	27 24.9	9 13.3	101 22.6	41 23.1	60 22.2	36 27.9
NOT STATED	1 0.2	* .	1 0.5	1 0.3	* .	* .	1 0.3	1 0.7	* .	* .
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS										
REGULARLY	275 47.6	33 48.3	58 48.4	99 45.8	40 37.2	45 67.9	217 48.4	99 55.7	118 43.6	58 44.7
FROM TIME TO TIME	290 50.3	34 50.1	58 48.4	113 52.4	65 60.7	20 30.6	222 49.6	75 42.3	147 54.3	68 52.9

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
NOT AT ALL	10 1.7	1 1.7	2 2.0	4 1.8	2 1.4	1 1.5	7 1.5	3 1.6	4 1.5	3 2.4
NOT STATED	2 0.4	* .	1 1.2	* .	1 0.6	* .	2 0.5	1 0.4	1 0.5	* .

L I F E S C I E N C E S

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY AGE,SEX AND MOTHER TONGUE

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS	1254	99	204	252	228	471	562	692	712	366	176
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AWARE OF SPECIAL COLUMNS/PAGES	546	31	82	114	107	212	236	310	261	208	78
	43.5	31.2	40.3	45.2	46.9	45.0	42.0	44.8	36.6	56.8	44.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCLINATION TO READ SUCH ARTICLES											
MORE INCLINED	435	26	59	86	94	171	186	249	216	153	66
	79.7	84.0	71.3	75.1	88.1	80.5	78.7	80.5	82.9	73.8	84.7
LESS INCLINED	17	2	3	2	1	10	9	9	11	4	2
	3.2	5.0	3.7	1.6	0.8	4.8	3.7	2.8	4.3	2.0	2.9
DOESN'T MAKE ANY DIFFERENCE	92	3	21	25	12	31	41	51	33	49	10
	16.8	11.1	25.1	21.8	11.1	14.6	17.4	16.4	12.6	23.8	12.4
NOT STATED	2	*	*	2	*	*	1	1	1	1	*
	0.3	.	.	1.4	.	.	0.3	0.3	0.3	0.4	.
FREQUENCY OF READING SUCH COLUMNS											
REGULARLY	313	13	34	53	75	137	126	187	164	107	41
	57.2	41.9	41.7	46.7	70.5	64.5	53.3	60.2	63.0	51.5	53.3
FROM TIME TO TIME	230	18	46	59	31	75	108	121	93	100	36
	42.0	58.1	55.5	51.9	29.5	35.5	45.9	39.1	35.7	48.2	46.7
NOT AT ALL	3	*	2	1	*	*	1	2	2	1	*
	0.5	.	2.3	0.8	.	.	0.4	0.6	0.9	0.2	.
NOT STATED	1	*		1	*	*	1	*	1	*	*
	0.2	.	0.5	0.6	.	.	0.5	.	0.4	.	.
NOT AWARE OF SPECIAL COLUMNS/PAGES	708	68	122	138	121	259	326	382	451	158	99
	129.7	220.1	148.3	121.1	113.4	122.0	137.9	123.4	173.0	76.1	127.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCLINATION TO READ SUCH ARTICLES											
MORE INCLINED	507	49	79	108	89	183	221	286	323	110	74
	71.7	72.2	64.7	78.5	73.1	70.5	67.9	74.8	71.6	69.5	75.2
LESS INCLINED	13	2	2	1	3	5	8	5	7	5	1
	1.9	3.5	1.5	0.5	2.6	2.1	2.6	1.3	1.6	3.2	1.2
DOESN'T MAKE ANY DIFFERENCE	185	17	40	28	29	71	95	90	120	42	23
	26.2	24.3	33.1	20.2	24.3	27.4	29.2	23.5	26.5	26.7	23.6
NOT STATED	2	*	1	1	*	*	1	1	1	1	*
	0.3	.	0.7	0.8	.	.	0.3	0.3	0.3	0.5	.
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS											
REGULARLY	360	34	47	73	56	150	160	200	232	81	47
	50.9	49.6	38.7	52.7	46.4	58.0	49.1	52.4	51.5	51.1	47.4
FROM TIME TO TIME	324	33	68	61	63	99	154	170	203	70	51
	45.8	47.7	56.1	44.6	52.3	38.2	47.3	44.6	45.1	44.3	51.8

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	<u>TOTAL</u>	<u>15-17</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45 & OVER</u>	<u>MALE</u>	<u>FEMALE</u>	<u>ENGLISH</u>	<u>FRENCH</u>	<u>OTHER</u>
NOT AT ALL	18 2.5	2 2.7	5 4.3	4 2.7	2 1.3	5 2.1	6 2.5	10 2.5	13 2.8	4 2.6	1 0.8
NOT STATED	6 0.8	* .	1 1.0	* .	* .	4 1.7	4 1.1	2 0.6	2 0.5	3 2.0	* .

L I F E S C I E N C E S

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E
 BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	1254	719	224	310	103	87	220	843	576	678	834	419
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AWARE OF SPECIAL COLUMNS /PAGES	546	302	91	153	41	39	95	371	276	270	389	157
	43.5	42.0	40.8	49.2	39.5	44.8	43.3	44.0	47.9	39.8	46.6	37.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCLINATION TO READ SUCH ARTICLES												
MORE INCLINED	435	246	76	113	31	30	76	298	219	216	320	115
	79.7	81.5	82.8	74.3	75.3	76.0	80.2	80.5	79.4	80.0	82.3	73.2
LESS INCLINED	17	14	1	3	1	*	5	12	10	7	12	6
	3.2	4.5	1.1	1.9	1.6	.	4.8	3.3	3.7	2.7	3.1	3.5
DOESN'T MAKE ANY DIFFERENCE	92	41	15	36	9	9	14	59	45	47	56	36
	16.8	13.7	16.1	23.3	23.1	24.0	15.8	15.8	16.4	17.3	14.4	22.9
NOT STATED	2	1	*	1	*	*	*	2	2	*	1	1
	0.3	0.3	.	0.5	.	.	.	0.4	0.6	.	0.2	0.4
FREQUENCY OF READING SUCH COLUMNS												
REGULARLY	313	173	54	86	25	16	46	226	174	139	240	72
	57.2	57.4	58.6	56.1	60.3	41.5	48.3	60.9	63.0	51.4	61.7	46.2
FROM TIME TO TIME	230	127	38	64	16	22	49	143	101	129	147	83
	42.0	42.2	41.4	42.2	39.7	56.2	51.3	38.4	36.6	47.6	37.7	52.8
NOT AT ALL	3	1	*	2	*	1	*	2	1	2	2	1
	0.5	0.3	.	1.2	.	2.3	.	0.5	0.2	0.8	0.6	0.3
NOT STATED	1	0.1	*	1	*	*	0.4	0.2	0.3	0.1	*	1
	0.2	0.1	.	0.5	.	.	0.4	0.2	0.3	0.1	.	0.7
NOT AWARE OF SPECIAL COLUMNS/PAGES	708	417	133	157	63	48	125	472	300	408	445	263
	129.7	138.1	145.3	103.1	153.3	123.1	131.2	127.4	108.7	151.0	114.4	167.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INCLINATION TO READ SUCH ARTICLES												
MORE INCLINED	507	294	101	112	39	35	91	342	235	272	324	184
	71.7	70.4	75.8	71.4	62.8	73.6	72.6	72.4	78.5	66.6	72.7	70.0
LESS INCLINED	13	8	1	4	3	*	*	10	1	12	11	3
	1.9	1.9	0.9	2.6	5.1	0.9	.	2.1	0.5	2.9	2.4	1.1
DOESN'T MAKE ANY DIFFERENCE	185	113	31	41	20	12	33	119	61	124	111	74
	26.2	27.2	23.3	26.0	32.1	25.5	26.8	25.3	20.3	30.4	25.0	28.2
NOT STATED	2	2	*	*	*	*	1	1	2	*	*	2
	0.3	0.5	0.7	0.2	0.7	.	.	0.7
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS												
REGULARLY	360	201	67	91	40	25	56	239	181	179	256	104
	50.9	48.3	50.4	57.9	64.3	52.5	44.9	50.5	60.3	44.0	57.6	39.5
FROM TIME TO TIME	324	204	61	59	21	19	67	217	110	214	177	147
	45.8	49.0	45.8	37.5	33.4	40.6	53.5	46.0	36.7	52.5	39.7	56.1

	-----EDUCATION-----				-----OCCUPATION-----			--INTEREST IN--		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	FROM TIME TO TIME
NOT AT ALL	18 2.5	9 2.1	5 3.5	4 2.8	1 2.3	2 3.6	* .	15 3.1	7 2.4	11 2.6	9 2.0	9 3.4
NOT STATED	6 0.8	2 0.6	3 0.3	3 1.8	* .	2 3.3	2 1.5	2 0.4	2 0.6	4 0.9	3 0.7	2 0.9

L I F E S C I E N C E S

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUM-BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS	1254	101	368	440	202	144	1015	452	563	239
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AWARE OF SPECIAL COLUMNS /PAGES	546	33	211	174	76	53	460	212	248	86
	43.5	33.0	57.4	39.4	37.5	36.7	45.3	46.9	44.0	36.0
INCLINATION TO READ SUCH ARTICLES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE INCLINED	435	30	154	138	68	45	364	161	203	71
	79.7	91.1	73.2	79.6	89.8	84.6	79.1	75.8	82.0	82.8
LESS INCLINED	17	2	3	11	1	1	17	11	6	1
	3.2	4.9	1.3	6.3	0.9	2.7	3.6	5.3	2.3	0.8
DOESN'T MAKE ANY DIFFERENCE	92	1	54	23	7	7	78	40	38	13
	16.8	4.0	25.5	13.2	9.3	12.7	17.0	18.9	15.4	15.6
NOT STATED	2	*	*	2	*	*	1	*	1	1
	0.3	.	.	0.9	.	.	0.2	.	0.4	0.8
FREQUENCY OF READING SUCH COLUMNS										
REGULARLY	313	21	109	105	46	32	260	119	141	52
	57.2	63.5	51.6	60.3	60.5	60.8	56.6	56.4	56.7	60.9
FROM TIME TO TIME	230	12	102	66	30	20	197	91	105	33
	42.0	36.5	48.4	37.9	39.5	37.6	42.8	43.0	42.5	38.3
NOT AT ALL	3	*	*	2	*	1	3	1	2	*
	0.5	.	.	1.1	.	1.7	0.6	0.4	0.8	.
NOT STATED	1	*	*	1	*	*	0.1	0.2	*	1
	0.2	.	.	0.6	.	.				0.8
NOT AWARE OF SPECIAL COLUMNS/PAGES	708	67	157	267	126	91	555	240	315	153
	129.7	202.6	74.4	153.7	166.9	172.5	120.7	113.1	127.2	177.6
INCLINATION TO READ SUCH ARTICLES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE INCLINED	507	52	109	189	89	68	410	180	230	97
	71.7	77.8	69.5	70.7	70.8	74.7	73.9	75.1	72.9	63.6
LESS INCLINED	13	2	6	4	1	1	10	4	6	3
	1.9	3.4	3.5	1.6	0.6	0.7	1.8	1.8	1.9	2.1
DOESN'T MAKE ANY DIFFERENCE	185	12	41	74	36	22	135	55	80	50
	26.2	17.1	26.4	27.7	28.6	24.7	24.3	23.1	25.2	32.9
NOT STATED	2	1	1	*	*	*	*	*	*	2
	0.3	1.7	0.5	1.3
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS										
REGULARLY	360	40	88	118	58	55	296	139	157	64
	50.9	59.5	56.3	44.3	46.3	60.6	53.3	58.0	49.7	42.1
FROM TIME TO TIME	324	24	61	142	63	34	243	97	146	82
	45.8	35.3	38.9	53.4	50.2	37.2	43.7	40.3	46.3	53.3

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
NOT AT ALL	18 2.5	4 5.2	4 2.6	4 1.4	4 3.4	2 2.1	12 2.1	2 0.9	10 3.0	6 4.0
NOT STATED	6 0.8	* .	4 2.2	2 0.8	* .	* .	5 0.9	2 0.8	3 0.9	1 0.5

ENGINEERING SCIENCES

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY AGE,SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	845 100.0	59 100.0	160 100.0	177 100.0	156 100.0	295 100.0	559 100.0	287 100.0	510 100.0	225 100.0	110 100.0
AWARE OF SPECIAL COLUMNS /PAGES	307 100.0	17 28.6 100.0	65 40.8 100.0	71 40.0 100.0	52 33.2 100.0	103 35.0 100.0	193 34.5 100.0	115 39.9 100.0	136 26.6 100.0	130 57.9 100.0	42 37.8 100.0
INCLINATION TO READ SUCH ARTICLES											
MORE INCLINED	235 76.3	12 72.6	46 71.3	52 74.3	47 91.5	76 73.8	145 75.3	89 78.0	106 78.0	97 74.9	31 75.2
LESS INCLINED	18 6.0	2 13.6	4 6.6	2 3.0	* .	10 9.4	11 5.6	8 6.6	11 7.8	5 4.2	2 5.6
DOESN'T MAKE ANY DIFFERENCE	54 17.5	2 13.8	14 21.1	16 22.7	4 8.5	17 16.8	36 18.8	18 15.3	19 14.2	27 20.4	8 19.2
NOT STATED	1 0.2	* .	1 1.0	* .	* .	* .	1 0.4	* .	* .	1 0.5	* .
FREQUENCY OF READING SUCH COLUMNS											
REGULARLY	162 52.7	6 33.3	30 46.6	33 47.4	40 77.2	53 51.1	106 55.1	56 48.7	83 61.3	61 47.1	17 42.0
FROM TIME TO TIME	141 46.0	11 66.7	31 47.1	37 52.6	12 22.8	50 48.9	83 43.1	58 50.9	50 36.9	68 52.5	23 55.3
NOT AT ALL	4 1.3	* .	4 6.3	* .	* .	* .	4 1.9	1 0.4	2 1.8	1 0.4	1 2.7
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AWARE OF SPECIAL COLUMNS/PAGES	538 175.1 100.0	42 249.3 100.0	94 144.9 100.0	106 150.0 100.0	104 201.0 100.0	192 186.1 100.0	366 189.7 100.0	172 150.5 100.0	375 276.4 100.0	95 72.8 100.0	68 164.5 100.0
INCLINATION TO READ SUCH ARTICLES											
MORE INCLINED	378 70.2	34 81.7	62 65.8	85 80.5	74 71.1	122 63.6	262 71.6	116 67.3	265 70.8	65 68.2	48 69.9
LESS INCLINED	20 3.6	2 4.8	5 5.4	2 1.7	5 4.4	6 3.3	10 2.7	10 5.6	12 3.1	5 5.5	3 4.1
DOESN'T MAKE ANY DIFFERENCE	140 26.0	6 13.5	27 28.8	19 17.8	25 24.5	63 32.7	93 25.5	47 27.1	97 26.0	25 26.3	18 26.0
NOT STATED	1 0.1	* .	* .	* .	* .	1 0.4	1 0.2	* .	1 0.2	* .	* .
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS											
REGULARLY	266 49.4	25 58.8	35 37.6	58 55.0	55 52.8	93 48.2	189 51.8	76 44.3	183 48.0	47 49.4	36 52.3
FROM TIME TO TIME	250 46.5	17 41.2	55 57.8	44 41.5	45 43.6	89 46.5	166 45.3	84 49.0	177 47.3	43 45.2	30 44.1

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
NOT AT ALL	17 3.2	*	4	2	3	8	6	11	12	4	2
NOT STATED	5 0.9	*	4.7	1.5	3.2	4.2	1.7	6.5	3.1	4.1	2.8
		*	*	2.2	0.4	2	4	0.3	3	1	1
		*	*	2.0	0.4	1.1	1.1	0.3	0.8	1.3	0.9

ENGINEERING SCIENCES

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	845 100.0	455 100.0	145 100.0	245 100.0	103 100.0	78 100.0	237 100.0	427 100.0	306 100.0	539 100.0	590 100.0	256 100.0
AWARE OF SPECIAL COLUMNS /PAGES	307 36.4 100.0	160 35.2 100.0	50 34.6 100.0	97 39.6 100.0	32 30.8 100.0	34 43.9 100.0	86 36.3 100.0	155 36.3 100.0	117 38.4 100.0	190 35.2 100.0	220 37.4 100.0	87 34.0 100.0
INCLINATION TO READ SUCH ARTICLES												
MORE INCLINED	235 76.3	124 77.4	43 85.0	68 70.1	21 67.9	28 81.2	73 84.8	112 72.2	94 80.5	140 73.8	172 77.9	63 72.2
LESS INCLINED	18 6.0	13 7.9	1 2.0	5 4.8	* .	3 8.8	2 2.8	13 8.3	8 6.5	11 5.6	10 4.6	8 9.5
DOESN'T MAKE ANY DIFFERENCE	54 17.5	24 14.7	7 13.0	24 24.4	10 32.1	3 10.0	11 12.4	29 19.0	15 13.0	38 20.3	39 17.5	15 17.5
NOT STATED	1 0.2	* .	* .	1 0.7	* .	* .	* .	1 0.4	* .	1 0.4	* .	1 0.8
FREQUENCY OF READING SUCH COLUMNS												
REGULARLY	162 52.7	83 51.6	23 46.1	56 58.0	21 65.6	16 46.2	50 58.3	75 48.4	77 65.8	85 44.6	131 59.3	31 35.8
FROM TIME TO TIME	141 46.0	78 48.4	27 53.9	37 37.8	11 34.4	19 53.8	36 41.7	76 49.0	39 33.2	102 53.9	86 39.0	55 63.6
NOT AT ALL	4 1.3	* .	* .	4 4.2	* .	* .	* .	4 2.6	1 1.0	3 1.6	4 1.6	1 0.6
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AWARE OF SPECIAL COLUMNS/PAGES	538 175.1 100.0	295 184.0 100.0	95 188.7 100.0	148 152.5 100.0	71 224.3 100.0	44 127.6 100.0	151 175.5 100.0	272 175.3 100.0	189 160.7 100.0	349 184.0 100.0	369 167.5 100.0	169 194.2 100.0
INCLINATION TO READ SUCH ARTICLES												
MORE INCLINED	378 70.2	216 73.4	64 67.6	97 65.9	43 60.7	31 70.6	121 79.9	183 67.2	150 79.4	228 65.2	258 69.9	120 70.8
LESS INCLINED	20 3.6	8 2.6	4 4.2	8 5.5	4 5.8	2 3.7	3 1.9	11 4.1	8 4.1	12 3.4	15 3.9	5 3.0
DOESN'T MAKE ANY DIFFERENCE	140 26.0	70 23.8	27 28.3	42 28.7	24 33.5	11 25.7	27 17.8	78 28.7	30 16.1	110 31.4	96 26.0	44 26.2
NOT STATED	1 0.1	1 0.2	* .	* .	* .	* .	1 0.5	* .	1 0.4	* .	1 0.2	* .
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS												
REGULARLY	266 49.4	140 47.6	49 51.9	76 51.5	39 55.7	21 47.0	89 59.1	116 42.7	124 65.9	141 40.5	198 53.7	68 40.0
FROM TIME TO TIME	250 46.5	144 48.8	44 46.4	62 41.9	28 39.3	23 51.5	60 39.5	140 51.5	59 31.2	191 54.8	158 42.9	92 54.5

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
NOT AT ALL	17 3.2	9 3.0	2 1.7	7 4.7	1 2.1	1 1.5	1 0.5	15 5.4	3 1.4	15 4.2	11 2.9	7 4.0
NOT STATED	5 0.9	2 0.6	*	3 1.9	2 3.0	*	1 1.0	1 0.4	3 1.5	2 0.5	2 0.6	3 1.5

ENGINEERING SCIENCES

AWARENESS OF/INTEREST IN SPECIAL SCIENCE COLUMNS/PAGES Q.9/12A-E

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUM-BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS	845	73	227	318	124	103	703	309	393	143
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AWARE OF SPECIAL COLUMNS /PAGES	307	22	127	103	32	23	261	133	128	46
	36.4	30.9	55.8	32.2	26.1	22.5	37.2	43.0	32.5	32.4
INCLINATION TO READ SUCH ARTICLES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE INCLINED	235	18	93	79	25	19	207	108	99	28
	76.3	79.6	73.1	77.2	78.2	83.9	79.2	80.9	77.5	59.8
LESS INCLINED	18	3	6	7	1	1	15	7	8	3
	6.0	15.5	4.8	6.8	4.5	1.6	5.8	5.0	6.8	7.2
DOESN'T MAKE ANY DIFFERENCE	54	1	27	16	6	3	39	18	20	15
	17.5	4.9	21.5	16.0	17.3	14.5	14.8	13.6	15.9	33.0
NOT STATED	1	*	1	*	*	*	1	1	*	*
	0.2	.	0.5	.	.	.	0.3	0.5	.	.
FREQUENCY OF READING SUCH COLUMNS										
REGULARLY	162	11	60	62	15	15	138	78	60	24
	52.7	48.6	47.3	60.4	45.0	62.6	52.9	58.4	47.1	51.7
FROM TIME TO TIME	141	12	67	37	18	9	119	53	66	22
	46.0	51.4	52.7	35.6	55.0	37.4	45.6	40.2	51.2	48.3
NOT AT ALL	4	*	*	4	*	*	4	2	2	*
	1.3	.	.	4.0	.	.	1.6	1.4	1.7	.
NOT STATED	*	*	*	*	*	*	*	*	*	*

NOT AWARE OF SPECIAL COLUMNS/PAGES	538	50	100	216	92	80	442	176	265	97
	175.1	223.9	79.3	210.2	283.2	343.7	169.1	132.4	207.2	208.8
INCLINATION TO READ SUCH ARTICLES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORE INCLINED	378	40	71	142	65	61	310	122	189	67
	70.2	79.7	70.3	65.6	70.3	76.4	70.3	69.1	71.1	69.8
LESS INCLINED	20	2	3	4	8	3	19	8	11	1
	3.6	3.3	3.2	1.9	8.6	3.6	4.3	4.5	4.1	0.9
DOESN'T MAKE ANY DIFFERENCE	140	9	27	70	19	15	112	47	65	28
	26.0	17.1	26.5	32.5	21.1	19.2	25.3	26.5	24.5	29.3
NOT STATED	1	*	*	*	*	1	1	*	1	*
	0.1	0.9	0.2	.	0.3	.
FREQUENCY WOULD BE LIKELY TO READ SUCH COLUMNS										
REGULARLY	266	30	53	99	41	43	220	96	124	46
	49.4	60.2	52.4	45.8	45.1	53.4	49.7	54.3	45.7	47.9
FROM TIME TO TIME	250	19	41	108	48	34	203	71	132	48
	46.5	38.3	40.4	50.0	52.4	43.2	45.9	40.1	49.8	49.3

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
NOT AT ALL	17 3.2	1 1.5	4 3.9	8 3.9	2 2.5	2 2.5	15 3.4	7 4.0	8 3.0	2 2.4
NOT STATED	5 0.9	* .	3 3.3	1 0.3	* .	1 0.9	4 0.9	3 1.5	1 0.6	0.5

N A T U R A L S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----						-----SEX-----		-----MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	728 100.0	75 100.0	153 100.0	149 100.0	125 100.0	227 100.0	385 100.0	343 100.0	427 100.0	202 100.0	98 100.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED											
AGREE	297 40.8	36 48.0	52 34.3	58 39.2	45 36.2	105 46.3	166 43.1	131 38.1	162 37.9	103 50.7	32 32.8
DISAGREE	208 28.5	22 29.6	54 35.4	39 26.3	37 29.6	56 24.5	113 29.2	95 27.8	130 30.3	48 23.7	30 30.8
IT VARIES	141 19.4	9 12.7	31 20.1	38 25.3	26 21.0	37 16.5	67 17.5	74 21.6	84 19.7	39 19.1	19 18.9
NO OPINION	77 10.5	7 9.6	14 9.0	12 8.3	17 13.3	27 11.8	38 9.9	38 11.2	47 10.9	13 6.5	17 17.1
NOT STATED	5 0.7	* .	2 1.3	1 0.9	* .	2 1.0	1 0.3	4 1.3	5 1.2	* .	0.4
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ											
AGREE	494 67.8	42 56.9	96 62.9	102 68.7	90 72.3	162 71.6	258 66.9	236 68.8	282 66.0	146 72.0	66 66.6
DISAGREE	70 9.6	12 15.5	24 15.8	10 6.5	5 4.2	19 8.5	46 11.9	24 7.0	44 10.2	15 7.4	11 11.4
IT VARIES	143 19.7	19 25.3	24 16.0	32 21.5	27 21.9	40 17.8	72 18.6	71 20.9	85 20.0	39 19.5	18 18.6
NO OPINION	16 2.2	2 2.3	6 4.0	4 2.4	2 1.5	3 1.2	9 2.4	7 2.0	11 2.6	2 1.1	3 3.0
NOT STATED	5 0.7	* .	2 1.3	1 0.9	* .	2 1.0	1 0.3	4 1.3	5 1.2	* .	0.4
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE											
AGREE	490 67.3	50 66.7	87 57.3	107 71.7	88 70.6	158 69.7	261 67.7	229 66.9	285 66.7	141 69.6	64 65.3
DISAGREE	56 7.8	7 8.7	16 10.4	7 4.9	7 5.4	20 8.8	30 7.8	26 7.7	34 8.0	15 7.2	8 8.0
IT VARIES	152 20.9	15 20.8	37 24.1	32 21.2	28 22.7	40 17.6	82 21.4	70 20.4	88 20.7	41 20.3	23 23.3
NO OPINION	22 3.1	3 3.8	11 6.9	2 1.3	2 1.3	5 2.4	11 2.8	11 3.3	14 3.2	6 2.9	3 3.0
NOT STATED	7 0.9	* .	2 1.3	1 0.9	* .	3 1.5	1 0.3	6 1.6	6 1.5	* .	0.4

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND											
AGREE	413 56.7	33 44.0	87 56.7	93 62.6	68 54.7	132 58.1	226 58.6	187 54.6	249 58.2	116 57.5	48 48.6
DISAGREE	105 14.4	16 20.9	22 14.2	16 11.0	20 15.8	32 14.0	51 13.1	55 15.9	60 14.0	32 15.9	13 13.5
IT VARIES	192 26.4	25 34.0	40 25.9	34 22.7	37 29.5	56 24.8	99 25.7	93 27.2	106 24.9	52 25.6	34 34.3
NO OPINION	11 1.5	1 1.2	2 1.6	4 2.8	* .	3 1.5	9 2.2	2 0.7	6 1.4	2 1.0	3 3.1
NOT STATED	7 1.0	* .	2 1.5	1 0.9	* .	3 1.5	1 0.4	6 1.6	7 1.5	* .	0.4 .
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER											
AGREE	430 59.0	55 73.6	100 65.5	91 60.8	64 51.0	121 53.1	228 59.2	202 58.9	251 58.7	126 62.4	53 53.8
DISAGREE	171 23.5	12 16.5	27 17.4	30 20.0	38 30.1	65 28.5	91 23.5	80 23.5	104 24.4	43 21.0	24 24.6
IT VARIES	69 9.5	5 6.8	11 7.5	14 9.6	16 12.4	23 10.1	43 11.1	26 7.7	40 9.3	20 9.9	10 9.7
NO OPINION	52 7.1	2 3.1	13 8.3	13 8.7	8 6.4	16 6.9	22 5.7	30 8.7	28 6.5	13 6.4	11 11.5
NOT STATED	6 0.8	* .	2 1.3	1 0.9	* .	3 1.3	2 0.5	4 1.3	5 1.2	1 0.4	0.4 .
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE											
AGREE	354 48.6	38 51.5	76 49.6	79 53.1	59 47.4	101 44.6	194 50.3	160 46.6	209 48.8	103 51.0	42 42.5
DISAGREE	221 30.3	21 27.7	37 23.9	45 30.0	35 28.2	84 36.9	118 30.7	102 29.9	129 30.2	61 30.4	30 30.9
IT VARIES	79 10.8	10 13.8	16 10.3	13 8.7	14 11.5	26 11.3	40 10.5	39 11.3	42 9.8	23 11.4	14 14.3
NO OPINION	69 9.5	5 7.0	23 15.0	11 7.4	16 12.8	14 6.2	32 8.2	38 11.0	43 10.1	15 7.2	12 11.9
NOT STATED	5 0.7	* .	2 1.3	1 0.9	* .	2 1.0	1 0.3	4 1.3	5 1.2	* .	0.4 .

N A T U R A L S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	FROM TIME TO TIME
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	728	375	123	229	84	56	147	442	234	494	490	238
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE	297 40.8	158 42.1	46 37.5	92 40.2	37 44.6	28 49.7	54 36.8	178 40.2	102 43.7	195 39.4	203 41.5	93 39.3
DISAGREE	208 28.5	118 31.6	29 23.1	61 26.6	24 29.0	14 24.7	44 29.8	126 28.5	74 31.6	134 27.1	135 27.5	73 30.7
IT VARIES	141 19.4	66 17.5	28 23.1	47 20.6	15 18.2	8 13.6	29 20.1	89 20.2	39 16.8	102 20.6	103 21.1	38 16.0
NO OPINION	77 10.5	32 8.5	17 13.8	27 12.0	7 8.2	5 9.2	18 12.6	46 10.4	18 7.7	59 11.9	44 8.9	33 13.9
NOT STATED	5 0.7	1 0.3	3 2.5	1 0.6	* .	2 2.8	1 0.7	3 0.6	0.2	5 1.0	5 1.0	0.2
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ												
AGREE	494 67.8	259 69.0	89 72.2	145 63.4	51 60.3	41 73.9	102 69.9	299 67.7	170 72.6	324 65.5	337 68.7	157 66.0
DISAGREE	70 9.6	34 8.9	6 4.7	31 13.3	15 18.3	4 7.8	12 8.0	39 8.7	25 10.7	45 9.1	50 10.2	20 8.4
IT VARIES	143 19.7	74 19.8	22 18.1	47 20.3	14 17.0	8 14.1	27 18.4	94 21.3	35 14.8	108 21.9	90 18.5	53 22.1
NO OPINION	16 2.2	7 2.0	3 2.5	5 2.4	4 4.4	1 1.5	4 3.0	7 1.6	4 1.7	12 2.4	8 1.6	8 3.4
NOT STATED	5 0.7	1 0.3	3 2.5	1 0.6	* .	2 2.8	1 0.7	3 0.6	0.2	5 1.0	5 1.0	0.2
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE												
AGREE	490 67.3	257 68.6	83 67.7	142 65.0	56 66.4	43 76.9	94 63.8	298 67.3	178 76.3	312 63.1	351 71.6	139 58.6
DISAGREE	56 7.8	28 7.5	7 5.4	22 9.5	13 15.6	1 2.4	11 7.4	31 7.1	16 6.7	41 8.2	31 6.4	25 10.6
IT VARIES	152 20.9	74 19.9	26 21.0	52 22.7	13 15.2	9 16.5	37 25.2	93 21.1	33 14.2	119 24.1	91 18.6	61 25.8
NO OPINION	22 3.1	13 3.4	4 3.4	5 2.3	2 2.8	1 1.5	4 2.8	15 3.4	5 2.0	18 3.6	11 2.2	12 4.9
NOT STATED	7 0.9	2 0.6	3 2.5	1 0.6	* .	2 2.8	1 0.7	4 0.9	2 0.7	5 1.0	6 1.3	0.2

	EDUCATION				OCCUPATION				INTEREST IN THAT SCIENCE		READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND												
AGREE	413 56.7	190 50.8	64 52.2	158 68.7	62 73.5	34 61.0	77 52.4	240 54.4	151 64.5	262 53.0	298 60.7	115 48.4
DISAGREE	105 14.4	70 18.7	16 12.6	20 8.6	3 3.0	6 10.9	23 15.6	74 16.7	25 10.9	80 16.1	59 12.0	46 19.5
IT VARIES	192 26.4	106 28.3	39 31.8	47 20.4	18 21.4	13 23.5	41 28.0	120 27.2	54 23.1	138 27.9	124 25.3	68 28.6
NO OPINION	11 1.5	7 2.0	* .	4 1.6	2 2.1	1 1.9	5 3.2	3 0.8	3 1.4	8 1.6	3 0.7	8 3.2
NOT STATED	7 1.0	1 0.3	4 3.5	2 0.7	* .	2 2.8	1 0.7	4 1.0	0.2	7 1.3	6 1.3	1 0.3
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER												
AGREE	430 59.0	217 57.8	80 65.3	132 57.8	48 57.2	34 61.7	82 56.2	265 60.0	160 68.3	270 54.7	280 57.2	149 62.8
DISAGREE	171 23.5	95 25.4	25 20.4	51 22.2	21 25.5	14 24.8	39 26.4	97 22.0	47 20.0	124 25.2	127 25.8	44 18.6
IT VARIES	69 9.5	31 8.3	9 7.4	28 12.3	11 12.9	4 7.8	12 8.3	42 9.5	17 7.2	52 10.6	52 10.6	17 7.2
NO OPINION	52 7.1	30 8.0	5 4.4	17 7.2	4 4.4	2 3.1	12 8.4	34 7.7	10 4.4	42 8.4	25 5.1	27 11.2
NOT STATED	6 0.8	2 0.5	3 2.5	1 0.6	* .	2 2.8	1 0.7	4 0.8	0.2	6 1.2	6 1.2	0.2
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE												
AGREE	354 48.6	176 46.9	62 50.5	115 50.1	40 48.0	24 42.7	77 52.4	213 48.2	121 51.6	233 47.1	234 47.6	120 50.5
DISAGREE	221 30.3	120 31.9	40 32.4	61 26.8	27 32.2	19 33.9	43 29.5	132 29.8	67 28.8	154 31.1	158 32.2	63 26.5
IT VARIES	79 10.8	42 11.1	12 9.8	25 11.0	7 7.9	7 11.8	14 9.7	52 11.7	26 11.0	53 10.8	53 10.7	26 11.1
NO OPINION	69 9.5	37 9.9	6 4.8	26 11.5	10 12.0	5 8.9	11 7.7	43 9.7	20 8.5	49 10.0	41 8.4	28 11.8
NOT STATED	5 0.7	1 0.3	3 2.5	1 0.6	* .	2 2.8	1 0.7	3 0.6	0.2	5 1.0	5 1.0	0.2

N A T U R A L S C I E N C E S
 A T T I T U D E S T O W A R D S N E W S P A P E R A R T I C L E S O N S C I E N C E T O P I C S Q.9/12F
 B Y R E G I O N A N D C O M M U N I T Y S I Z E

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS	728	58	227	250	109	84	596	268	328	133
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	297 40.8	23 39.5	112 49.4	98 39.1	37 34.4	27 31.6	230 38.7	94 35.0	137 41.7	66 50.1
DISAGREE	208 28.5	18 30.8	54 23.9	71 28.3	37 34.2	28 32.8	186 31.2	85 31.6	101 30.8	22 16.8
IT VARIES	141 19.4	11 19.5	46 20.2	47 18.6	19 17.4	19 22.3	118 19.8	55 20.4	63 19.2	24 17.9
NO OPINION	77 10.5	6 10.2	15 6.5	30 12.0	15 14.1	11 12.5	58 9.7	33 12.3	25 7.6	19 14.2
NOT STATED	5 0.7	* .	* .	5 1.9	* .	1 0.8	4 0.7	2 0.7	2 0.7	1 1.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ										
AGREE	494 67.8	46 79.1	156 68.5	171 68.3	69 62.9	53 62.9	396 66.4	171 63.8	225 68.6	98 73.9
DISAGREE	70 9.6	6 10.4	23 10.3	25 9.9	11 9.8	5 6.3	61 10.2	29 10.8	32 9.7	9 6.9
IT VARIES	143 19.7	6 10.5	46 20.3	46 18.5	22 20.0	23 27.2	121 20.3	58 21.6	63 19.3	22 16.8
NO OPINION	16 2.2	* .	2 0.9	4 1.5	8 7.3	2 2.8	14 2.4	8 3.1	6 1.8	2 1.4
NOT STATED	5 0.7	* .	* .	5 1.9	* .	1 0.8	4 0.7	2 0.7	2 0.7	1 1.0
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE										
AGREE	490 67.3	45 77.9	150 65.8	169 67.7	77 70.9	50 58.9	398 66.9	167 62.5	231 70.5	92 69.3
DISAGREE	56 7.8	5 8.9	22 9.6	16 6.3	6 5.7	8 8.9	52 8.7	25 9.2	27 8.3	5 3.5
IT VARIES	152 20.9	5 8.1	48 21.3	54 21.7	21 19.2	24 28.6	121 20.3	64 24.0	57 17.3	31 23.7
NO OPINION	22 3.1	3 5.2	6 2.7	6 2.5	5 4.3	2 2.8	19 3.2	9 3.2	10 3.2	3 2.6
NOT STATED	7 0.9	* .	1 0.5	5 1.9	* .	1 0.8	5 0.9	3 1.2	2 0.7	1 1.0

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND										
AGREE	413 56.7	36 62.3	131 57.5	146 58.5	50 46.3	50 58.8	342 57.4	153 57.1	189 57.7	71 53.6
DISAGREE	105 14.4	13 22.5	33 14.5	32 12.8	16 14.9	11 12.9	85 14.3	31 11.6	54 16.6	20 14.9
IT VARIES	192 26.4	9 15.1	57 25.3	66 26.4	40 37.1	19 23.0	153 25.7	74 27.5	79 24.2	39 29.5
NO OPINION	11 1.5	* .	4 2.0	1 0.4	2 1.7	4 4.5	10 1.6	7 2.5	3 0.9	1 1.0
NOT STATED	7 1.0	* .	2 0.7	5 1.9	* .	1 0.8	6 1.0	3 1.3	2 0.7	1 1.0
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER										
AGREE	430 59.0	32 55.1	144 63.1	146 58.3	68 62.5	41 48.2	347 58.3	155 57.7	193 58.9	82 62.1
DISAGREE	171 23.5	20 34.3	47 20.8	60 24.1	17 15.5	27 31.6	146 24.5	64 23.9	82 24.9	25 19.1
IT VARIES	69 9.5	4 6.5	21 9.2	21 8.6	12 11.1	11 13.1	58 9.7	24 9.1	34 10.3	11 8.6
NO OPINION	52 7.1	2 4.1	15 6.5	18 7.1	12 10.9	5 6.2	40 6.6	22 8.3	17 5.3	12 9.2
NOT STATED	6 0.8	* .	1 0.3	5 1.9	* .	1 0.8	5 0.8	3 1.0	2 0.7	1 1.0
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE										
AGREE	354 48.6	37 64.6	114 50.0	105 42.1	59 54.2	39 45.7	292 49.1	126 46.8	167 50.9	61 46.4
DISAGREE	221 30.3	14 23.8	74 32.5	72 28.7	31 28.1	31 36.5	181 30.3	72 26.8	109 33.2	40 30.4
IT VARIES	79 10.8	3 5.9	25 10.9	32 12.7	10 9.0	9 10.9	61 10.2	38 14.1	23 7.1	18 13.7
NO OPINION	69 9.5	3 5.7	15 6.6	36 14.6	9 8.6	5 6.0	58 9.7	31 11.6	27 8.2	11 8.7
NOT STATED	5 0.7	* .	* .	5 1.9	* .	1 0.8	4 0.7	2 0.7	2 0.7	1 1.0

S O C I A L S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	1063 100.0	77 100.0	189 100.0	228 100.0	203 100.0	366 100.0	472 100.0	591 100.0	600 100.0	322 100.0	140 100.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED											
AGREE	443 41.7	38 49.9	79 41.9	97 42.5	85 42.2	143 39.1	205 43.4	239 40.3	242 40.3	143 44.5	58 41.4
DISAGREE	282 26.5	22 28.2	63 33.4	67 29.1	35 17.3	95 26.0	141 29.9	141 23.8	174 29.0	69 21.4	39 27.7
IT VARIES	237 22.3	8 10.3	31 16.5	54 23.8	60 29.5	84 22.9	90 19.2	146 24.7	119 19.9	89 27.5	29 20.7
NO OPINION	98 9.2	9 11.7	15 7.8	10 4.3	21 10.4	43 11.8	33 7.1	65 10.9	64 10.7	19 5.9	14 10.3
NOT STATED	4 0.3	* .	1 0.4	1 0.3	1 0.7	1 0.2	2 0.5	1 0.2	1 0.2	2 0.7	* .
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ											
AGREE	732 68.9	47 61.9	114 60.5	161 70.4	154 76.2	255 69.7	315 66.8	417 70.5	408 68.0	229 71.0	95 68.0
DISAGREE	102 9.6	13 16.5	25 13.2	18 7.8	15 7.5	32 8.7	56 12.0	46 7.8	66 11.1	20 6.2	16 11.5
IT VARIES	206 19.3	14 18.7	48 25.2	44 19.4	28 14.0	71 19.4	92 19.4	114 19.3	116 19.3	63 19.7	26 18.7
NO OPINION	20 1.8	2 2.9	1 0.6	5 2.1	4 1.9	7 2.0	6 1.3	13 2.3	9 1.6	8 2.4	3 1.8
NOT STATED	3 0.3	* .	1 0.4	1 0.3	1 0.4	1 0.2	2 0.5	1 0.1	1 0.1	2 0.7	* .
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE											
AGREE	730 68.7	46 60.3	114 60.0	165 72.5	148 73.0	257 70.3	310 65.8	420 71.1	416 69.3	220 68.3	94 67.1
DISAGREE	72 6.7	5 6.2	18 9.8	16 7.2	7 3.4	25 6.9	39 8.3	32 5.5	42 6.9	20 6.1	11 7.6
IT VARIES	239 22.4	24 31.6	55 28.9	40 17.6	43 21.1	77 21.0	116 24.6	123 20.7	135 22.6	73 22.8	30 21.2
NO OPINION	19 1.8	2 2.0	1 0.6	6 2.5	4 2.1	6 1.7	3 0.7	15 2.6	6 1.0	7 2.2	6 4.1
NOT STATED	4 0.3	* .	1 0.7	1 0.3	1 0.4	1 0.2	3 0.6	1 0.1	1 0.2	2 0.7	* .

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND											
AGREE	615 57.8	34 44.7	115 61.0	139 60.9	131 64.8	195 53.2	290 61.5	324 54.9	366 61.0	169 52.4	80 56.6
DISAGREE	167 15.7	12 15.4	37 19.7	34 15.0	31 15.3	52 14.3	66 14.0	101 17.0	77 12.9	69 21.5	20 14.2
IT VARIES	265 25.0	30 39.4	34 17.7	50 21.9	39 19.0	113 30.8	110 23.3	156 26.3	150 24.9	77 24.0	39 27.4
NO OPINION	13 1.2	0.4	2 1.1	4 1.6	1 0.5	6 1.5	3 0.7	9 1.6	6 0.9	5 1.4	2 1.7
NOT STATED	4 0.4	* .	1 0.4	1 0.6	1 0.4	1 0.2	2 0.5	1 0.3	1 0.2	2 0.7	* .
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER											
AGREE	537 50.5	47 61.2	102 54.1	110 48.1	102 50.5	176 48.0	235 49.8	302 51.1	277 46.2	191 59.2	70 49.5
DISAGREE	328 30.8	21 27.5	52 27.4	76 33.3	54 26.8	125 34.0	153 32.4	175 29.6	201 33.6	87 26.9	39 28.1
IT VARIES	128 12.0	6 7.4	23 11.9	24 10.4	29 14.5	46 12.6	56 11.9	71 12.0	80 13.3	30 9.3	18 12.7
NO OPINION	66 6.3	3 3.9	12 6.1	17 7.4	16 7.8	19 5.3	24 5.2	42 7.1	40 6.7	12 3.9	14 9.7
NOT STATED	4 0.4	* .	1 0.4	2 0.8	1 0.4	1 0.2	3 0.7	1 0.1	2 0.3	2 0.7	* .
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE											
AGREE	434 40.8	37 48.3	91 47.9	88 38.4	77 38.2	141 38.6	200 42.5	234 39.5	242 40.4	141 43.9	50 35.9
DISAGREE	370 34.8	22 29.3	63 33.1	86 37.5	69 34.0	131 35.7	160 33.8	211 35.6	207 34.4	117 36.2	47 33.4
IT VARIES	147 13.8	10 12.8	17 9.1	33 14.6	36 17.6	51 13.9	64 13.5	83 14.1	86 14.3	39 12.1	22 15.9
NO OPINION	106 10.0	7 9.6	18 9.4	21 9.2	20 9.8	40 11.1	44 9.2	63 10.6	64 10.7	23 7.1	19 13.7
NOT STATED	5 0.5	* .	1 0.4	1 0.3	1 0.4	3 0.8	4 0.9	1 0.1	1 0.2	2 0.7	1 1.0

S O C I A L S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----				-----OCCUPATION-----			---INTEREST IN--- THAT SCIENCE		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	FROM TIME TO TIME
TOTAL NEWSPAPER READERS	1063	554	196	312	99	84	164	715	460	603	722	341
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED												
AGREE	443 41.7	231 41.7	82 41.9	129 41.3	42 42.6	30 35.8	83 50.7	287 40.2	173 37.7	270 44.7	320 44.3	123 36.1
DISAGREE	282 26.5	143 25.8	52 26.4	87 27.7	29 29.2	27 32.2	37 22.8	188 26.3	144 31.4	137 22.7	188 26.0	94 27.5
IT VARIES	237 22.3	116 21.0	47 23.9	73 23.3	23 23.3	21 24.7	27 16.5	166 23.1	107 23.4	129 21.4	162 22.4	75 21.9
NO OPINION	98 9.2	60 10.9	15 7.7	23 7.2	5 4.7	6 7.4	15 9.0	72 10.1	32 6.9	66 11.0	50 7.0	48 14.0
NOT STATED	4 0.3	3 0.5	* .	1 0.2	* .	* .	2 1.0	2 0.3	3 0.6	1 0.1	1 0.2	2 0.6
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ												
AGREE	732 68.9	370 66.8	139 70.8	223 71.3	72 72.0	60 71.0	100 60.8	501 70.1	339 73.8	393 65.2	522 72.4	210 61.6
DISAGREE	102 9.6	52 9.3	19 9.6	32 10.3	14 14.3	8 9.7	19 11.9	61 8.5	39 8.6	63 10.5	59 8.2	43 12.7
IT VARIES	206 19.3	113 20.4	37 18.8	56 17.8	12 12.5	16 19.3	41 25.3	135 18.9	75 16.3	131 21.7	135 18.7	70 20.7
NO OPINION	20 1.8	17 3.0	2 0.8	1 0.4	1 1.2	* .	2 1.1	17 2.3	4 0.9	16 2.6	4 0.5	16 4.6
NOT STATED	3 0.3	2 0.4	* .	1 0.2	* .	* .	2 1.0	1 0.2	2 0.5	1 0.1	1 0.2	2 0.4
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE												
AGREE	730 68.7	364 65.7	139 70.8	228 72.9	68 68.6	59 69.8	95 58.1	508 71.1	350 76.0	381 63.1	525 72.7	206 60.3
DISAGREE	72 6.7	39 7.1	12 6.1	21 6.6	12 11.6	4 4.5	12 7.5	44 6.2	20 4.4	51 8.5	39 5.4	33 9.5
IT VARIES	239 22.4	131 23.7	45 23.2	61 19.6	18 18.6	22 25.7	54 32.9	145 20.2	84 18.2	155 25.7	154 21.3	85 24.9
NO OPINION	19 1.8	17 3.0	* .	2 0.6	1 1.2	* .	2 0.2	17 2.4	4 0.8	15 2.5	3 0.4	16 4.7
NOT STATED	4 0.3	3 0.5	* .	1 0.2	* .	* .	2 1.3	1 0.2	2 0.5	1 0.2	1 0.2	2 0.6

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND												
AGREE	615 57.8	244 44.0	123 62.6	247 79.2	79 79.0	60 71.3	76 46.6	399 55.8	291 63.4	323 53.6	441 61.1	174 51.0
DISAGREE	167 15.7	119 21.5	24 12.4	23 7.5	9 9.5	7 8.8	36 22.2	113 15.8	70 15.2	97 16.1	90 12.5	76 22.3
IT VARIES	265 25.0	177 32.0	48 24.5	40 12.9	11 10.9	16 18.6	48 29.3	191 26.7	95 20.7	170 28.2	183 25.3	82 24.2
NO OPINION	13 1.2	11 2.0	1 0.5	1 0.2	1 0.6	1 1.2	1 0.9	10 1.3	1 0.2	12 1.9	6 0.8	7 2.1
NOT STATED	4 0.4	3 0.6	* .	1 0.2	* .	* .	2 1.0	2 0.3	2 0.5	1 0.2	2 0.3	2 0.4
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER												
AGREE	537 50.5	271 49.0	110 55.9	156 50.1	46 46.0	44 52.2	77 46.8	371 51.8	270 58.6	268 44.4	359 49.8	178 52.1
DISAGREE	328 30.8	169 30.5	56 28.5	103 33.0	37 37.2	24 28.1	53 32.6	214 29.9	125 27.2	202 33.6	241 33.5	86 25.3
IT VARIES	128 12.0	67 12.1	22 11.2	39 12.4	11 11.2	12 14.2	24 14.4	81 11.3	52 11.4	75 12.5	89 12.3	39 11.4
NO OPINION	66 6.3	45 8.1	9 4.4	13 4.0	6 5.6	4 4.3	9 5.2	49 6.8	11 2.3	56 9.3	31 4.3	36 10.4
NOT STATED	4 0.4	2 0.4	* .	2 0.6	* .	1 1.3	2 1.0	1 0.2	2 0.5	2 0.3	1 0.2	3 0.8
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE												
AGREE	434 40.8	220 39.8	79 40.3	135 43.1	45 45.7	41 48.2	69 41.9	279 39.0	200 43.5	234 38.8	284 39.4	150 43.9
DISAGREE	370 34.8	183 33.1	68 34.6	119 38.3	31 31.6	26 30.3	55 33.3	259 36.2	167 36.3	204 33.8	271 37.6	99 29.1
IT VARIES	147 13.8	72 13.1	31 16.0	43 13.7	12 11.9	12 14.7	23 14.3	99 13.9	66 14.3	81 13.5	107 14.8	40 11.9
NO OPINION	106 10.0	74 13.4	17 8.8	15 4.7	10 10.2	6 6.7	14 8.7	76 10.7	24 5.2	83 13.7	56 7.8	50 14.7
NOT STATED	5 0.5	4 0.7	1 0.3	1 0.2	1 0.6	* .	3 1.9	1 0.2	4 0.8	1 0.2	4 0.5	2 0.4

S O C I A L S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS	1063	88	330	376	154	115	873	411	462	190
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	443 41.7	49 55.9	140 42.5	167 44.4	43 28.0	43 37.9	357 40.8	165 40.1	192 41.5	87 45.7
DISAGREE	282 26.5	19 21.3	80 24.2	94 25.1	55 35.6	34 29.6	247 28.3	117 28.5	130 28.1	35 18.3
IT VARIES	237 22.3	13 14.3	95 28.7	74 19.7	32 20.4	24 20.9	201 23.0	98 23.8	103 22.3	36 18.8
NO OPINION	98 9.2	7 8.5	14 4.2	39 10.3	25 16.0	13 11.6	67 7.7	31 7.5	37 8.0	31 16.1
NOT STATED	4 0.3	* .	2 0.5	2 0.5	* .	* .	1 0.2	1 0.2	1 0.1	2 1.2
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ										
AGREE	732 68.9	68 77.3	232 70.4	250 66.6	101 65.5	80 70.2	602 68.9	280 68.1	322 69.5	131 68.9
DISAGREE	102 9.6	6 7.1	22 6.6	46 12.4	21 13.4	7 6.4	87 9.9	38 9.2	49 10.5	16 8.4
IT VARIES	206 19.3	12 13.7	69 21.0	69 18.4	29 18.7	26 22.9	172 19.7	87 21.3	84 18.2	34 17.8
NO OPINION	20 1.8	2 1.9	5 1.5	9 2.3	4 2.4	1 0.5	13 1.4	5 1.2	8 1.7	7 3.7
NOT STATED	3 0.3	* .	2 0.5	1 0.4	* .	* .	1 0.1	1 0.2	* .	2 1.2
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE										
AGREE	730 68.7	67 76.1	224 67.8	257 68.4	104 67.4	79 68.5	606 69.4	297 72.2	309 66.9	124 65.6
DISAGREE	72 6.7	1 1.4	27 8.1	26 7.0	11 7.0	7 5.8	60 6.9	28 6.8	32 6.9	12 6.2
IT VARIES	239 22.4	18 20.5	72 21.8	87 23.1	34 21.9	28 24.5	195 22.3	82 19.9	113 24.5	44 23.1
NO OPINION	19 1.8	2 1.9	6 1.8	4 1.2	5 3.4	1 1.1	11 1.3	4 1.0	7 1.6	7 3.9
NOT STATED	4 0.3	* .	2 0.5	1 0.4	1 0.4	* .	1 0.2	1 0.2	1 0.1	2 1.2

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND										
AGREE	615 57.8	51 57.5	184 55.6	225 59.9	74 47.8	82 71.2	519 59.5	261 63.4	259 55.9	95 50.2
DISAGREE	167 15.7	16 17.6	63 19.1	55 14.6	25 16.0	9 7.6	131 15.0	49 11.9	82 17.6	36 18.9
IT VARIES	265 25.0	20 22.2	78 23.8	91 24.1	53 34.6	23 20.3	214 24.5	98 23.7	116 25.1	52 27.3
NO OPINION	13 1.2	2 2.7	4 1.1	3 0.9	2 1.6	1 0.9	8 0.9	2 0.5	6 1.3	5 2.4
NOT STATED	4 0.4	* .	2 0.5	2 0.6	* .	* .	2 0.2	2 0.4	* .	2 1.2
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER										
AGREE	537 50.5	39 44.0	195 59.2	173 46.1	78 50.4	52 45.4	451 51.7	222 54.0	229 49.6	86 45.4
DISAGREE	328 30.8	28 31.8	89 26.9	119 31.8	49 31.8	42 36.8	273 31.3	118 28.8	155 33.4	55 28.8
IT VARIES	128 12.0	15 16.5	31 9.3	54 14.2	14 9.4	14 12.4	101 11.5	55 13.4	46 9.9	27 14.1
NO OPINION	66 6.3	7 7.8	12 3.7	28 7.5	13 8.4	6 5.4	46 5.3	14 3.4	32 7.0	20 10.5
NOT STATED	4 0.4	* .	3 0.8	1 0.4	* .	* .	2 0.2	2 0.5	* .	2 1.2
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE										
AGREE	434 40.8	40 45.7	151 45.7	132 35.0	72 46.6	39 34.2	361 41.4	170 41.3	191 41.4	73 38.4
DISAGREE	370 34.8	19 21.9	119 36.1	137 36.6	39 25.5	55 48.2	315 36.0	165 40.0	150 32.4	56 29.4
IT VARIES	147 13.8	21 23.6	37 11.2	47 12.4	27 17.8	15 13.1	115 13.1	46 11.3	68 14.8	32 17.1
NO OPINION	106 10.0	8 8.8	21 6.4	57 15.1	16 10.2	5 4.5	80 9.2	29 7.0	51 11.1	27 14.0
NOT STATED	5 0.5	* .	2 0.5	3 0.9	* .	* .	3 0.3	1 0.3	1 0.3	2 1.2

L I F E S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----						-----SEX-----		-----MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	1254	99	204	252	228	471	562	692	712	366	176
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE	614 49.0	54 54.1	100 48.9	118 46.9	115 50.4	228 48.4	286 50.8	329 47.6	342 48.0	192 52.4	81 46.0
DISAGREE	263 20.9	21 20.9	49 24.1	55 22.0	49 21.4	88 18.8	138 24.6	124 17.9	152 21.4	69 18.9	41 23.5
IT VARIES	266 21.2	19 19.3	40 19.9	58 23.1	49 21.5	99 21.1	99 17.5	168 24.2	147 20.6	87 23.7	33 18.5
NO OPINION	105 8.4	6 5.7	15 7.1	19 7.6	15 6.5	51 10.9	37 6.6	68 9.9	68 9.5	17 4.7	20 11.6
NOT STATED	5 0.4	* .	* .	1 0.2	1 0.2	4 0.9	3 0.5	3 0.4	3 0.5	1 0.4	1 0.3
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ											
AGREE	915 73.0	73 73.4	139 68.3	179 71.0	172 75.6	352 74.7	408 72.6	507 73.3	513 72.1	277 75.7	125 70.9
DISAGREE	93 7.4	7 7.0	19 9.6	22 8.7	16 7.0	29 6.1	50 8.9	43 6.2	55 7.8	27 7.3	12 6.5
IT VARIES	205 16.4	19 19.6	35 17.4	44 17.3	38 16.9	69 14.5	93 16.5	113 16.3	116 16.3	55 15.1	34 19.3
NO OPINION	35 2.8	* .	10 4.8	7 2.7	1 0.5	17 3.7	8 1.5	27 3.9	24 3.4	6 1.6	5 2.9
NOT STATED	5 0.4	* .	* .	1 0.2	* .	4 0.9	3 0.5	2 0.3	3 0.4	1 0.4	1 0.3
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE											
AGREE	947 75.6	75 75.3	143 70.0	197 78.1	174 76.3	359 76.3	409 72.7	539 77.9	540 75.9	274 74.9	133 75.6
DISAGREE	73 5.8	6 6.1	14 6.8	15 6.0	12 5.4	26 5.4	30 5.4	43 6.2	44 6.2	21 5.8	8 4.3
IT VARIES	201 16.0	18 17.8	38 18.8	33 13.1	37 16.1	75 15.9	112 20.0	88 12.8	106 14.8	65 17.7	30 17.3
NO OPINION	27 2.1	1 0.8	9 4.2	6 2.3	5 2.1	7 1.4	8 1.4	19 2.7	18 2.5	4 1.2	4 2.5
NOT STATED	6 0.5	* .	* 0.2	1 0.5	* .	4 0.9	3 0.6	3 0.4	4 0.5	2 0.5	1 0.3

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND											
AGREE	692 55.2	46 46.6	118 57.6	148 58.9	135 59.2	245 52.1	310 55.1	383 55.3	415 58.4	187 51.2	90 50.9
DISAGREE	188 15.0	16 16.0	29 14.3	36 14.1	34 15.0	73 15.4	79 14.0	109 15.7	95 13.3	70 19.2	22 12.7
IT VARIES	342 27.3	36 36.3	47 22.9	63 25.0	57 25.1	140 29.6	163 29.0	179 25.9	187 26.2	98 26.8	57 32.6
NO OPINION	22 1.8	* .	9 4.4	4 1.7	1 0.6	7 1.5	6 1.1	16 2.3	10 1.5	7 1.9	5 2.7
NOT STATED	10 0.8	1 1.1	1 0.7	1 0.2	* .	6 1.4	4 0.7	5 0.8	4 0.6	3 1.0	2 1.1
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER											
AGREE	673 53.7	55 55.3	116 56.7	148 58.8	115 50.6	240 50.8	309 54.9	365 52.7	384 54.0	201 54.9	88 49.9
DISAGREE	308 24.6	20 20.0	46 22.4	53 21.1	64 28.3	125 26.5	144 25.7	164 23.7	171 24.0	93 25.5	44 24.8
IT VARIES	152 12.2	15 14.7	22 10.9	31 12.3	29 12.6	56 11.9	56 10.0	96 13.9	90 12.6	42 11.4	21 11.8
NO OPINION	114 9.1	10 9.9	19 9.1	19 7.6	19 8.5	47 9.9	49 8.6	65 9.4	63 8.9	27 7.3	23 13.2
NOT STATED	7 0.5	* .	2 0.8	1 0.2	* .	4 0.9	4 0.8	2 0.3	3 0.4	3 0.8	1 0.3
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE											
AGREE	525 41.9	49 49.2	88 43.3	118 46.7	95 41.8	175 37.2	239 42.5	287 41.5	306 43.0	160 43.7	59 33.5
DISAGREE	410 32.7	24 24.1	69 33.9	76 30.1	76 33.3	166 35.1	188 33.4	222 32.1	209 29.3	136 37.1	66 37.1
IT VARIES	185 14.8	18 18.5	17 8.5	37 14.7	37 16.4	75 16.0	76 13.5	109 15.8	115 16.2	41 11.3	29 16.2
NO OPINION	126 10.1	8 8.3	29 14.4	21 8.3	19 8.5	48 10.3	57 10.2	69 10.0	76 10.7	28 7.5	23 12.8
NOT STATED	7 0.6	* .	* .	1 0.2	* .	7 1.4	3 0.5	5 0.7	5 0.8	1 0.4	1 0.3

L I F E S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F
BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----				-----OCCUPATION-----			--INTEREST IN--		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	FROM TIME
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	1254 100.0	719 100.0	224 100.0	310 100.0	103 100.0	87 100.0	220 100.0	843 100.0	576 100.0	678 100.0	834 100.0	419 100.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED												
AGREE	614 49.0	362 50.3	96 42.7	156 50.4	47 45.7	46 53.4	112 50.9	409 48.5	283 49.3	331 48.8	419 50.2	195 46.5
DISAGREE	263 20.9	153 21.3	46 20.4	64 20.6	32 31.4	24 27.4	49 22.1	158 18.7	140 24.2	123 18.1	164 19.6	99 23.6
IT VARIES	266 21.2	145 20.2	57 25.3	64 20.8	14 13.7	11 12.5	46 21.1	195 23.1	127 22.1	139 20.5	183 21.9	83 19.9
NO OPINION	105 8.4	58 8.0	26 11.6	22 7.1	9 8.7	6 6.8	12 5.6	78 9.3	24 4.1	82 12.1	65 7.7	41 9.7
NOT STATED	5 0.4	2 0.3	* .	3 1.1	1 0.6	* .	1 0.4	4 0.5	2 0.3	4 0.5	4 0.5	1 0.3
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ												
AGREE	915 73.0	528 73.4	167 74.4	220 70.9	68 66.3	66 76.1	158 71.7	623 73.8	454 78.9	461 68.0	623 74.7	292 69.6
DISAGREE	93 7.4	50 6.9	18 8.0	25 8.2	13 12.3	10 11.4	17 7.5	54 6.4	35 6.1	58 8.6	55 6.6	38 9.2
IT VARIES	205 16.4	118 16.4	31 14.0	56 18.2	18 17.8	9 10.8	41 18.7	137 16.2	79 13.8	126 18.6	137 16.4	68 16.3
NO OPINION	35 2.8	22 3.1	8 3.6	5 1.5	3 3.1	2 1.8	4 1.7	26 3.1	6 1.0	29 4.3	15 1.8	20 4.8
NOT STATED	5 0.4	1 0.2	* .	3 1.1	1 0.6	* .	1 0.4	4 0.4	2 0.2	4 0.5	4 0.5	1 0.1
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE												
AGREE	947 75.6	524 72.9	180 80.5	242 78.0	76 73.9	67 77.5	158 71.7	646 76.6	476 82.7	472 69.5	642 77.0	305 72.7
DISAGREE	73 5.8	42 5.8	13 5.6	19 6.0	9 8.9	3 4.0	11 5.0	49 5.8	33 5.7	40 5.9	45 5.4	28 6.7
IT VARIES	201 16.0	136 18.9	23 10.3	42 13.4	15 14.3	12 14.0	48 21.9	125 14.9	60 10.4	141 20.7	133 15.9	68 16.2
NO OPINION	27 2.1	16 2.2	7 3.2	4 1.3	2 2.3	4 4.1	2 1.0	19 2.2	6 1.0	21 3.1	9 1.1	17 4.2
NOT STATED	6 0.5	1 0.2	1 0.4	4 1.3	1 0.6	0.5	1 0.4	4 0.5	1 0.2	5 0.7	5 0.6	1 0.2

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND												
AGREE	692 55.2	317 44.1	144 64.4	230 74.2	72 69.9	53 61.5	91 41.4	476 56.4	358 62.2	334 49.3	487 58.4	205 49.0
DISAGREE	188 15.0	139 19.4	25 11.0	24 7.6	11 10.4	10 11.8	42 19.0	125 14.8	88 15.4	99 14.6	104 12.4	84 20.0
IT VARIES	342 27.3	242 33.7	52 23.2	48 15.6	17 16.8	21 24.1	83 37.7	221 26.2	124 21.6	218 32.2	232 27.8	110 26.3
NO OPINION	22 1.8	17 2.3	2 0.7	4 1.3	2 2.3	2 2.6	2 1.0	15 1.8	2 0.4	20 3.0	5 0.6	17 4.0
NOT STATED	10 0.8	4 0.5	1 0.6	4 1.4	1 0.6	* .	2 1.0	7 0.8	3 0.5	7 1.0	6 0.8	3 0.7
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER												
AGREE	673 53.7	391 54.4	120 53.6	162 52.3	50 48.2	43 49.5	130 59.2	450 53.4	363 63.0	311 45.8	448 53.7	225 53.7
DISAGREE	308 24.6	162 22.5	62 27.6	84 27.3	33 31.5	19 22.3	52 23.5	204 24.2	119 20.7	189 27.8	227 27.2	81 19.3
IT VARIES	152 12.2	83 11.5	26 11.7	43 13.8	13 12.6	15 17.2	20 9.0	105 12.4	60 10.4	92 13.6	105 12.5	48 11.4
NO OPINION	114 9.1	82 11.4	16 7.1	16 5.1	7 7.1	10 11.1	17 7.8	79 9.4	32 5.6	81 12.0	49 5.8	65 15.5
NOT STATED	7 0.5	1 0.2	* .	5 1.7	1 0.6	* .	1 0.4	5 0.6	1 0.2	5 0.8	6 0.7	1 0.1
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE												
AGREE	525 41.9	308 42.8	89 39.8	129 41.5	49 47.0	38 43.6	97 44.1	342 40.5	292 50.8	233 34.4	332 39.7	194 46.2
DISAGREE	410 32.7	218 30.3	81 36.3	111 35.8	35 34.0	26 29.5	72 32.7	277 32.9	169 29.4	240 35.5	293 35.2	117 27.8
IT VARIES	185 14.8	105 14.7	35 15.7	44 14.2	9 8.2	16 18.5	30 13.6	131 15.5	79 13.7	106 15.7	134 16.1	51 12.1
NO OPINION	126 10.1	87 12.1	16 7.1	23 7.4	11 10.2	7 8.5	21 9.3	88 10.4	34 5.9	92 13.6	68 8.2	58 13.7
NOT STATED	7 0.6	1 0.2	2 1.1	3 1.1	1 0.6	* .	1 0.4	6 0.7	1 0.2	6 0.9	7 0.8	1 0.1

L I F E S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	1254	101	368	440	202	144	1015	452	563	239
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE	614 49.0	64 63.8	185 50.3	221 50.2	85 42.0	60 41.5	474 46.7	207 45.8	267 47.3	141 58.9
DISAGREE	263 20.9	21 20.9	74 20.2	88 20.0	46 22.8	33 23.1	228 22.5	101 22.3	128 22.6	34 14.3
IT VARIES	266 21.2	9 8.5	93 25.3	86 19.5	39 19.5	39 27.4	226 22.3	99 22.0	127 22.5	40 16.7
NO OPINION	105 8.4	7 6.9	13 3.6	42 9.6	32 15.8	12 8.0	81 8.0	42 9.3	39 7.0	24 10.0
NOT STATED	5 0.4	* .	2 0.6	3 0.7	* .	* .	5 0.5	2 0.5	3 0.6	* .
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ										
AGREE	915 73.0	75 74.2	271 73.6	317 72.0	148 73.7	104 72.5	734 72.3	322 71.4	412 73.1	181 75.8
DISAGREE	93 7.4	9 8.6	33 9.0	32 7.2	12 5.9	8 5.7	86 8.4	36 7.9	50 8.9	8 3.1
IT VARIES	205 16.4	15 14.6	56 15.2	77 17.6	29 14.4	28 19.8	160 15.7	74 16.4	86 15.2	46 19.1
NO OPINION	35 2.8	3 2.6	6 1.6	11 2.6	12 6.0	3 2.0	30 3.0	17 3.9	13 2.3	5 1.9
NOT STATED	5 0.4	* .	2 0.6	3 0.6	* .	* .	5 0.5	2 0.5	3 0.5	* .
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE										
AGREE	947 75.6	81 80.4	274 74.6	330 74.9	151 74.8	111 77.4	772 76.0	349 77.3	423 75.1	176 73.5
DISAGREE	73 5.8	2 2.3	27 7.5	22 4.9	13 6.6	8 5.7	65 6.4	34 7.5	31 5.5	8 3.4
IT VARIES	201 16.0	12 11.5	59 16.0	78 17.7	30 14.8	22 15.6	149 14.7	56 12.4	93 16.5	52 21.6
NO OPINION	27 2.1	6 5.9	4 1.2	7 1.6	8 3.7	2 1.3	24 2.3	10 2.2	14 2.4	3 1.4
NOT STATED	6 0.5	* .	3 0.7	4 0.8	* .	* .	6 0.6	3 0.7	3 0.5	0.2

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND										
AGREE	692 55.2	56 55.6	196 53.2	249 56.6	107 52.9	85 59.3	578 56.9	270 59.9	307 54.5	115 48.1
DISAGREE	188 15.0	14 14.0	65 17.6	60 13.5	32 15.7	18 12.2	157 15.5	61 13.4	96 17.1	31 12.8
IT VARIES	342 27.3	29 28.3	97 26.3	125 28.3	53 26.3	39 27.2	255 25.1	111 24.6	144 25.5	87 36.6
NO OPINION	22 1.8	2 2.0	7 1.9	3 0.8	8 3.8	2 1.3	17 1.7	7 1.5	10 1.8	5 2.1
NOT STATED	10 0.8	* .	4 1.0	3 0.8	3 1.2	* .	8 0.8	3 0.6	6 1.0	1 0.5
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER										
AGREE	673 53.7	62 61.3	207 56.3	216 49.1	112 55.8	76 52.8	556 54.8	258 57.2	298 52.8	117 49.1
DISAGREE	308 24.6	18 17.8	98 26.6	123 27.9	36 18.0	33 23.1	251 24.7	108 23.9	143 25.4	57 24.0
IT VARIES	152 12.2	15 14.4	36 9.8	54 12.2	25 12.5	23 15.9	120 11.8	46 10.2	74 13.1	33 13.7
NO OPINION	114 9.1	7 6.5	23 6.2	45 10.1	28 13.7	12 8.3	82 8.1	37 8.2	45 8.0	32 13.2
NOT STATED	7 0.5	* .	4 1.0	3 0.6	* .	* .	7 0.6	2 0.5	4 0.8	* .
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE										
AGREE	525 41.9	52 51.3	166 45.1	168 38.2	81 40.3	59 40.7	433 42.7	186 41.1	248 44.0	92 38.5
DISAGREE	410 32.7	21 20.8	137 37.3	138 31.4	55 27.4	58 40.4	347 34.2	173 38.3	174 30.9	63 26.4
IT VARIES	185 14.8	23 23.0	33 9.0	77 17.6	35 17.4	16 11.4	137 13.5	50 11.2	86 15.3	48 20.2
NO OPINION	126 10.1	5 4.9	30 8.0	53 12.1	28 13.6	11 7.4	90 8.9	38 8.4	52 9.3	36 14.9
NOT STATED	7 0.6	* .	2 0.6	3 0.6	2 1.2	* .	7 0.7	5 1.0	3 0.5	* .

E N G I N E E R I N G S C I E N C E S

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS	845	59	160	177	156	295	559	287	510	225	110
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED											
AGREE	376 44.5	29 48.7	71 44.4	92 52.0	64 40.8	122 41.2	269 48.2	107 37.4	220 43.2	106 47.3	50 45.0
DISAGREE	194 22.9	17 28.1	42 26.4	37 21.1	39 25.0	59 20.0	129 23.1	65 22.6	122 23.9	53 23.6	19 17.0
IT VARIES	168 19.8	11 19.5	29 18.1	30 17.2	38 24.5	59 19.9	111 19.9	57 19.7	98 19.2	45 20.0	25 22.6
NO OPINION	102 12.0	1 1.0	18 11.1	15 8.4	15 9.6	53 18.1	46 8.2	56 19.5	67 13.1	19 8.2	16 14.5
NOT STATED	6 0.7	2 2.7	* .	2 1.3	* .	2 0.7	4 0.7	2 0.8	3 0.6	2 0.9	1 0.8
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ											
AGREE	568 67.2	38 63.9	108 67.8	126 71.2	104 66.5	193 65.5	390 69.7	179 62.3	337 66.0	154 68.6	77 69.9
DISAGREE	75 8.8	5 8.2	16 10.2	9 5.1	14 9.1	30 10.3	53 9.5	21 7.5	50 9.8	17 7.6	8 6.9
IT VARIES	179 21.2	15 25.2	30 18.9	40 22.4	37 23.8	57 19.5	107 19.1	72 25.1	111 21.7	47 20.7	22 19.8
NO OPINION	18 2.1	* .	5 3.1	* .	1 0.6	12 4.0	5 0.9	12 4.3	10 1.9	5 2.2	3 2.6
NOT STATED	6 0.7	2 2.7	* .	2 1.3	* .	2 0.7	4 0.7	2 0.8	3 0.6	2 0.9	1 0.8
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE											
AGREE	602 71.2	41 70.5	98 61.1	137 77.5	121 77.9	205 69.5	413 74.0	189 65.8	374 73.2	157 70.0	71 64.3
DISAGREE	48 5.7	3 4.3	14 8.5	8 4.7	5 3.2	19 6.5	28 5.0	20 7.1	29 5.6	17 7.5	3 2.7
IT VARIES	173 20.5	12 21.2	44 27.6	28 16.0	28 18.0	60 20.4	109 19.5	64 22.4	94 18.4	46 20.3	34 30.5
NO OPINION	15 1.7	1 1.4	4 2.8	1 0.5	* .	9 2.9	4 0.7	11 3.8	11 2.2	3 1.3	1 0.5
NOT STATED	7 0.9	2 2.7	* .	2 1.3	1 0.9	2 0.7	5 0.9	2 0.8	3 0.6	2 0.9	2 2.1

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND											
AGREE	415 49.1	26 43.5	85 53.0	99 56.2	82 52.7	124 41.9	290 51.9	125 43.5	259 50.6	107 47.6	49 44.8
DISAGREE	162 19.1	15 25.1	29 18.0	28 16.1	25 15.9	65 22.0	93 16.7	69 23.9	84 16.4	54 24.1	24 21.7
IT VARIES	241 28.5	16 26.8	42 26.2	44 24.8	46 29.9	94 31.7	165 29.5	77 26.7	151 29.7	57 25.4	33 29.8
NO OPINION	16 1.9	1 1.4	4 2.6	1 0.8	2 1.5	7 2.5	5 0.8	11 3.9	10 1.9	4 1.9	2 1.6
NOT STATED	12 1.4	2 3.2	0.2	4 2.2	* .	5 1.9	6 1.1	6 2.0	7 1.4	2 1.0	2 2.1
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER											
AGREE	432 51.1	33 56.6	80 50.0	94 53.5	79 50.8	146 49.3	295 52.8	137 47.8	254 49.8	127 56.3	51 46.7
DISAGREE	247 29.2	16 27.1	51 31.7	51 29.0	43 27.4	87 29.4	163 29.2	84 29.3	155 30.4	64 28.4	28 25.2
IT VARIES	82 9.6	5 8.5	19 11.8	15 8.6	17 10.8	26 8.7	54 9.6	28 9.7	50 9.9	18 7.8	14 12.4
NO OPINION	75 8.9	2 3.9	10 6.5	13 7.5	15 9.8	34 11.6	41 7.3	35 12.1	44 8.7	15 6.6	16 14.9
NOT STATED	9 1.1	2 3.9	* .	2 1.3	2 1.2	3 1.0	6 1.1	3 1.1	6 1.2	2 0.9	1 0.8
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE											
AGREE	377 44.5	28 48.2	70 43.8	90 51.1	71 45.5	117 39.8	261 46.7	116 40.3	232 45.5	105 46.5	40 36.2
DISAGREE	268 31.7	19 31.6	56 34.8	54 30.7	50 31.9	91 30.7	173 31.0	95 33.3	147 28.8	80 35.6	42 37.8
IT VARIES	105 12.5	6 9.5	18 11.2	15 8.5	24 15.1	43 14.7	66 11.8	40 13.8	63 12.4	25 11.1	17 15.4
NO OPINION	88 10.5	5 8.1	16 10.2	15 8.4	12 7.6	41 13.9	54 9.8	34 11.8	64 12.6	13 5.9	11 9.7
NOT STATED	7 0.8	2 2.7	* .	2 1.3	* .	3 1.0	4 0.8	2 0.8	4 0.7	2 0.9	1 0.8

ENGINEERING SCIENCES

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	FROM TIME TO TIME
TOTAL NEWSPAPER READERS	845	455	145	245	103	78	237	427	306	539	590	256
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED												
AGREE	376 44.5	213 46.8	58 39.8	105 43.0	45 43.5	41 51.8	120 50.7	171 40.0	132 43.0	245 45.4	263 44.6	114 44.4
DISAGREE	194 22.9	116 25.5	30 20.8	48 19.5	30 29.6	19 24.9	50 21.2	94 22.0	93 30.3	101 18.7	129 21.8	65 25.5
IT VARIES	168 19.8	81 17.8	32 22.1	55 22.4	24 23.4	13 16.2	44 18.7	87 20.3	59 19.1	109 20.2	123 20.8	45 17.6
NO OPINION	102 12.0	42 9.3	23 15.8	36 14.9	4 3.5	6 7.2	21 8.7	72 16.8	20 6.4	82 15.2	70 11.8	32 12.5
NOT STATED	6 0.7	3 0.7	2 1.4	1 0.3	* .	* .	1 0.6	4 1.0	3 1.1	2 0.5	6 1.0	* .
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ												
AGREE	568 67.2	310 68.2	99 68.0	159 64.9	74 71.7	47 60.1	180 75.6	268 62.8	234 76.4	335 62.0	388 65.8	181 70.6
DISAGREE	75 8.8	38 8.3	8 5.2	30 12.1	12 12.1	15 19.0	16 6.7	32 7.4	25 8.3	49 9.1	58 9.8	17 6.6
IT VARIES	179 21.2	95 21.0	33 22.5	51 20.7	17 16.2	15 19.0	40 16.7	108 25.2	43 14.0	136 25.2	124 21.1	55 21.3
NO OPINION	18 2.1	9 1.9	4 2.9	5 1.9	* .	1 1.9	1 0.4	15 3.5	1 0.2	17 3.1	14 2.3	4 1.4
NOT STATED	6 0.7	3 0.7	2 1.4	1 0.3	* .	* .	1 0.6	4 1.0	3 1.1	2 0.5	6 1.0	* .
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE												
AGREE	602 71.2	323 71.0	104 71.5	174 71.3	75 73.2	56 71.4	190 79.9	281 65.8	255 83.2	347 64.4	427 72.4	175 68.5
DISAGREE	48 5.7	30 6.7	5 3.1	14 5.5	7 7.3	4 5.2	10 4.3	27 6.2	14 4.5	35 6.4	34 5.8	14 5.5
IT VARIES	173 20.5	91 20.0	29 19.9	53 21.8	18 17.4	18 22.6	36 15.1	102 23.8	33 10.9	140 25.9	109 18.5	64 24.9
NO OPINION	15 1.7	6 1.4	6 4.0	2 1.0	1 0.8	1 0.8	* .	13 3.1	1 0.2	14 2.6	12 2.0	3 1.1
NOT STATED	7 0.9	5 1.0	2 1.4	1 0.3	1 1.3	* .	1 0.6	4 1.0	3 1.1	4 0.7	7 1.2	* .

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		READ NEWSPAPERS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND												
AGREE	415 49.1	174 38.2	83 57.4	157 64.1	70 68.7	43 55.3	115 48.5	186 43.5	186 60.9	228 42.4	304 51.6	111 43.2
DISAGREE	162 19.1	112 24.7	21 14.5	28 11.6	8 8.2	12 15.7	45 19.1	96 22.4	52 17.0	110 20.3	103 17.5	58 22.8
IT VARIES	241 28.5	151 33.1	37 25.4	54 22.0	23 22.5	21 26.9	74 31.2	123 28.8	61 19.9	180 33.5	159 27.0	82 32.0
NO OPINION	16 1.9	12 2.7	1 0.6	3 1.2	* .	1 0.8	1 0.5	14 3.3	2 0.7	14 2.5	12 2.1	4 1.4
NOT STATED	12 1.4	6 1.3	3 2.1	3 1.1	1 0.5	1 1.4	1 0.6	9 2.0	4 1.5	7 1.3	10 1.7	1 0.5
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER:												
AGREE	432 51.1	238 52.3	69 47.3	125 51.3	52 51.0	38 48.9	135 56.8	207 48.4	184 60.0	249 46.1	287 48.6	146 56.9
DISAGREE	247 29.2	129 28.5	47 32.4	71 28.8	35 33.8	30 38.0	63 26.5	120 28.0	77 25.2	170 31.5	176 29.8	71 27.8
IT VARIES	82 9.6	41 8.9	7 5.1	34 13.8	9 8.8	5 6.1	24 9.9	44 10.4	28 9.1	54 9.9	62 10.5	20 7.6
NO OPINION	75 8.9	40 8.9	20 13.9	14 5.8	7 6.4	5 6.9	13 5.4	51 11.8	11 3.7	64 11.9	56 9.5	20 7.7
NOT STATED	9 1.1	6 1.4	2 1.4	1 0.3	* .	* .	3 1.4	6 1.4	6 2.0	3 0.6	9 1.6	* .
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE												
AGREE	377 44.5	206 45.2	65 44.8	106 43.2	51 50.1	31 39.2	119 50.1	176 41.1	159 52.1	217 40.3	262 44.5	114 44.7
DISAGREE	268 31.7	133 29.3	45 31.3	90 36.7	31 30.3	28 36.1	69 29.3	140 32.7	96 31.4	172 31.9	182 30.9	86 33.6
IT VARIES	105 12.5	58 12.9	19 12.8	28 11.5	9 8.8	15 18.8	26 10.9	56 13.0	28 9.1	78 14.4	75 12.8	30 11.8
NO OPINION	88 10.5	54 11.8	14 9.8	20 8.2	11 10.7	5 5.9	22 9.1	51 12.0	19 6.1	70 12.9	63 10.7	25 10.0
NOT STATED	7 0.8	4 0.9	2 1.4	1 0.3	* .	* .	1 0.6	5 1.2	4 1.4	2 0.5	7 1.1	* .

ENGINEERING SCIENCES

ATTITUDES TOWARDS NEWSPAPER ARTICLES ON SCIENCE TOPICS Q.9/12F

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUM-BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS VERY/QUITE INTERESTED IN THAT SCIENCE	845	73	227	318	124	103	703	309	393	143
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE	376 44.5	42 57.7	105 46.1	153 48.0	45 36.0	32 31.3	297 42.2	126 40.6	171 43.5	80 55.7
DISAGREE	194 22.9	20 27.7	51 22.3	54 17.0	34 27.1	35 34.3	170 24.2	73 23.6	97 24.8	24 16.5
IT VARIES	168 19.8	5 6.9	52 23.0	72 22.5	22 17.6	17 16.5	148 21.1	72 25.7	68 17.4	20 13.8
NO OPINION	102 12.0	6 7.7	17 7.5	39 12.2	22 18.0	18 17.2	82 11.7	28 9.0	54 13.8	20 13.7
NOT STATED	6 0.7	* .	3 1.2	1 0.3	2 1.3	1 0.7	6 0.8	3 1.1	2 0.6	0.2
MOST NEWSPAPER ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ										
AGREE	568 67.2	54 74.4	155 68.3	208 65.4	81 65.3	70 67.8	470 66.8	199 64.3	271 68.8	99 69.1
DISAGREE	75 8.8	5 7.5	19 8.4	32 10.0	10 8.0	8 8.1	66 9.4	26 8.5	40 10.1	9 6.1
IT VARIES	179 21.2	12 16.1	45 19.7	69 21.8	30 23.8	23 22.8	144 20.5	76 24.5	68 17.3	35 24.6
NO OPINION	18 2.1	2 2.1	5 2.3	8 2.5	2 1.7	1 0.7	18 2.5	5 1.7	12 3.2	* .
NOT STATED	6 0.7	* .	3 1.2	1 0.3	2 1.3	1 0.7	6 0.8	3 1.1	2 0.6	0.2
ENJOY READING ARTICLES IN NEWSPAPER ON THAT SCIENCE										
AGREE	602 71.2	63 86.1	159 70.2	223 70.1	85 68.7	71 69.3	500 71.1	222 71.7	278 70.7	102 71.5
DISAGREE	48 5.7	2 2.9	18 8.0	18 5.7	5 3.8	5 5.2	43 6.1	15 4.9	28 7.1	5 3.8
IT VARIES	173 20.5	7 10.0	44 19.4	69 21.5	30 23.8	24 22.9	139 19.9	66 21.2	74 18.8	34 23.5
NO OPINION	15 1.7	1 1.1	3 1.2	8 2.4	3 2.4	1 0.7	15 2.1	3 1.1	11 2.9	* .
NOT STATED	7 0.9	* .	3 1.2	1 0.3	2 1.3	2 2.0	6 0.8	3 1.1	2 0.6	1.2

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND										
AGREE	415 49.1	37 51.0	111 49.0	148 46.6	65 52.3	53 51.6	352 50.2	163 52.8	189 48.1	62 43.7
DISAGREE	162 19.1	13 17.4	55 24.1	60 18.9	20 15.7	15 14.1	137 19.5	52 16.7	85 21.6	25 17.4
IT VARIES	241 28.5	22 30.4	53 23.5	102 32.0	33 26.8	31 29.8	187 26.7	85 27.3	103 26.2	54 37.8
NO OPINION	16 1.9	1 1.1	3 1.4	6 1.7	3 2.8	3 2.9	15 2.1	4 1.2	11 2.8	1 0.9
NOT STATED	12 1.4	* .	5 2.0	3 0.8	3 2.4	2 1.6	11 1.6	6 2.0	5 1.3	0.2
NOT ENOUGH ARTICLES ON THAT SCIENCE IN NEWSPAPER										
AGREE	432 51.1	31 42.4	130 57.2	152 47.8	52 42.2	67 64.8	367 52.2	169 54.8	197 50.2	65 45.9
DISAGREE	247 29.2	23 31.6	62 27.3	97 30.5	42 34.0	23 21.9	210 29.9	88 28.5	122 31.0	37 25.9
IT VARIES	82 9.6	17 23.2	21 9.1	26 8.3	13 10.4	5 4.5	58 8.3	30 9.6	28 7.2	23 16.4
NO OPINION	75 8.9	2 2.8	12 5.1	38 12.0	15 12.2	8 8.0	60 8.5	19 6.0	41 10.4	16 11.1
NOT STATED	9 1.1	* .	3 1.2	4 1.3	2 1.3	1 0.7	8 1.2	3 1.1	5 1.2	1 0.7
DIFFICULTY TO FIND SPECIFIC ARTICLES ON THAT SCIENCE										
AGREE	377 44.5	36 49.7	102 45.0	138 43.3	52 41.9	48 47.1	320 45.5	148 47.8	172 43.8	56 39.6
DISAGREE	268 31.7	12 16.2	83 36.6	93 29.3	42 34.1	38 36.8	225 32.0	95 30.6	130 33.1	43 30.5
IT VARIES	105 12.5	18 24.7	26 11.6	40 12.5	12 9.7	9 8.9	81 11.6	39 12.6	42 10.7	24 16.9
NO OPINION	88 10.5	7 9.3	13 5.6	46 14.4	16 13.0	7 6.6	70 10.0	24 7.8	46 11.7	18 12.8
NOT STATED	7 0.8	* .	3 1.2	2 0.5	2 1.3	1 0.7	6 0.9	3 1.1	3 0.8	0.2

FEATURES WILLING TO GIVE UP FOR MORE SCIENCE ARTICLES QUES.13
 BY AGE,SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL NEWSPAPER READERS	1665	138	279	322	287	639	815	850	1000	440	226
ARTICLES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPORTS SECTIONS	416	17	59	101	87	152	166	250	252	111	54
	25.0	12.1	21.1	31.3	30.4	23.9	20.4	29.4	25.2	25.2	23.8
COMICS	277	22	39	61	39	116	110	167	215	24	38
	16.6	15.8	14.0	19.0	13.7	18.1	13.5	19.7	21.6	5.4	16.8
WANT ADS/CLASSIFIED SECTION	114	14	20	25	19	36	54	60	73	29	12
	6.9	10.4	7.2	7.7	6.6	5.6	6.7	7.0	7.3	6.5	5.4
WOMEN'S PAGE/SOCIAL SOCIETY NEWS/FAMILY SECTION	418	30	87	91	81	130	263	154	271	100	47
	25.1	21.6	31.0	28.2	28.2	20.3	32.3	18.2	27.1	22.7	20.8
DEAR ABBY/ANN LANDERS	110	5	39	21	16	29	64	46	83	9	18
	6.6	3.7	14.1	6.5	5.5	4.5	7.9	5.4	8.3	2.0	8.1
TRAGEDIES/ACCIDENTS/VIOLENCE	166	7	24	30	29	75	84	82	76	73	17
	10.0	5.2	8.5	9.4	10.2	11.8	10.3	9.7	7.6	16.7	7.3
STOCK MARKET REPORTS/BUSINESS/FINANCIAL	154	11	34	33	27	49	63	91	93	34	27
	9.3	8.0	12.3	10.3	9.4	7.6	7.8	10.7	9.3	7.7	12.0
POLITICS	93	11	18	22	20	22	46	47	55	34	4
	5.6	7.7	6.6	6.7	6.8	3.5	5.6	5.5	5.5	7.8	1.8
EDITORIAL/SPECIFIC COMMENTS	58	16	14	11	8	9	35	23	42	8	8
	3.5	11.3	5.0	3.3	2.8	1.4	4.3	2.7	4.2	1.8	3.6
ENTERTAINMENT	118	14	21	22	22	40	65	53	60	46	13
	7.1	10.2	7.6	6.7	7.5	6.2	8.0	6.2	6.0	10.4	5.7
ADVERTISING/ADS	390	33	65	83	70	139	204	186	236	95	59
	23.4	24.1	23.2	25.7	24.4	21.8	25.0	21.9	23.6	21.6	26.2
HOROSCOPE/ASTRONOMY/ASTROLOGY/SPACE	84	13	21	13	13	24	43	41	33	45	7
	5.1	9.4	7.6	4.1	4.4	3.8	5.3	4.8	3.3	10.2	2.9
ANNOUNCEMENT OF BIRTH/OBITUARY/MARRIAGES	42	4	11	19	5	4	29	13	28	9	5
	2.5	3.1	3.8	6.0	1.6	0.6	3.6	1.6	2.8	2.1	2.2
GOSSIP COLUMNS	27	1	8	3	7	7	18	8	11	12	4
	1.6	0.8	3.0	1.0	2.5	1.1	2.3	1.0	1.1	2.8	1.6
INTERNATIONAL WORLD/FOREIGN REPORT	38	2	6	10	5	14	17	21	26	9	3
	2.3	1.2	2.2	3.2	1.9	2.3	2.0	2.5	2.6	1.9	1.4
CROSSWORD PUZZLES, BRIDGE	38	1	9	4	9	15	25	13	30	5	3
	2.3	0.7	3.3	1.4	3.0	2.3	3.1	1.5	3.0	1.2	1.3
ADVICE ON HEALTH ARTICLES	14	4	4	4	4	1	3	11	8	6	1
	0.9	3.0	1.6	1.3	0.4	0.1	0.4	1.4	0.8	1.3	0.2
TRAVEL	18	1	4	7	3	4	8	10	14	2	2
	1.1	0.5	1.4	2.2	0.9	0.6	1.0	1.2	1.4	0.5	0.9
LOCAL NEWS/METRO NEWS	13	*	8	3	1	1	6	7	10	1	2
	0.8	.	2.9	1.0	0.5	0.1	0.8	0.8	1.0	0.3	1.1
REAL ESTATE	16	1	5	3	1	6	6	10	14	*	2
	1.0	0.5	1.7	0.9	0.4	1.0	0.7	1.2	1.4	.	1.0

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
RELIGIOUS COLUMN	10 0.6	1 0.6	4 1.5	2 0.5	2 0.6	2 0.3	6 0.7	4 0.5	9 0.9	*	2 0.8
NONE	266 16.0	19 13.5	20 7.3	33 10.2	50 17.3	145 22.6	139 17.1	127 14.9	150 15.0	75 17.1	41 18.3
MISCELLANEOUS	117 7.0	14 9.9	29 10.3	17 5.3	23 8.1	34 5.3	65 8.0	52 6.1	82 8.2	22 4.9	13 5.9
DON'T KNOW/NOT STATED	202 12.1	22 16.1	32 11.5	43 13.3	30 10.4	75 11.7	82 10.1	120 14.1	94 9.4	74 16.9	33 14.8

FEATURES WILLING TO GIVE UP FOR MORE SCIENCE ARTICLES QUES.13
 BY EDUCATION/OCCUPATION/FREQUENCY OF READING NEWSPAPERS

	-----EDUCATION-----				-----OCCUPATION-----				READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD-HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	REGU-LARLY	FROM TIME TO TIME
TOTAL NEWSPAPER READERS	1665	976	284	404	142	113	328	1082	1101	564
ARTICLES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPORTS SECTIONS	416	206	80	130	51	24	66	274	290	126
	25.0	21.1	28.1	32.2	36.3	21.2	20.3	25.3	26.3	22.3
COMICS	277	146	68	62	18	18	53	188	201	77
	16.6	15.0	24.0	15.3	12.7	16.1	16.1	17.4	18.2	13.6
WANT ADS/CLASSIFIED SECTION	114	59	25	30	12	14	17	70	91	23
	6.9	6.0	8.8	7.5	8.7	12.7	5.2	6.5	8.2	4.2
WOMEN'S PAGE/SOCIAL SOCIETY NEWS/FAMILY SECTION	418	221	60	136	53	43	112	210	274	144
	25.1	22.6	21.1	33.7	37.5	38.2	34.1	19.4	24.9	25.6
DEAR ABBY/ANN LANDERS	110	53	16	41	10	12	34	54	68	42
	6.6	5.4	5.5	10.2	6.8	11.0	10.3	5.0	6.1	7.5
TRAGEDIES/ACCIDENTS/VIOLENCE	166	96	21	49	15	13	36	102	111	54
	10.0	9.8	7.5	12.0	10.7	11.5	10.9	9.4	10.1	9.6
STOCK MARKET REPORTS/BUSINESS/FINANCIAL	154	81	32	41	11	17	19	107	100	55
	9.3	8.3	11.4	10.0	8.1	14.6	5.8	9.9	9.0	9.7
POLITICS	93	62	17	14	2	6	27	58	57	36
	5.6	6.4	5.8	3.5	1.5	5.3	8.3	5.3	5.2	6.4
EDITORIAL/SPECIFIC COMMENTS	58	34	9	14	5	5	13	34	48	9
	3.5	3.5	3.1	3.6	3.5	4.7	4.1	3.1	4.4	1.6
ENTERTAINMENT	118	61	19	38	14	7	25	73	78	40
	7.1	6.3	6.5	9.4	9.6	6.3	7.5	6.7	7.1	7.0
ADVERTISING/ADS	390	224	57	109	33	25	83	249	264	126
	23.4	22.9	20.0	26.9	23.5	21.9	25.4	23.0	24.0	22.4
HOROSCOPE/ASTRONOMY/ASTROLOGY/SPACE	84	51	12	21	2	6	18	59	54	30
	5.1	5.3	4.2	5.2	1.2	5.0	5.5	5.4	4.9	5.3
ANNOUNCEMENT OF BIRTH/OBITUARY/MARRIAGES	42	16	8	19	4	9	9	20	25	17
	2.5	1.6	2.7	4.7	3.2	7.8	2.7	1.9	2.3	3.0
GOSSIP COLUMNS	27	12	4	10	3	3	7	14	19	8
	1.6	1.3	1.5	2.4	2.2	2.7	2.1	1.3	1.7	1.3
INTERNATIONAL WORLD/FOREIGN REPORT	38	20	10	8	*	3	9	27	32	6
	2.3	2.0	3.7	1.9	.	2.4	2.7	2.4	2.9	1.0
CROSSWORD PUZZLES, BRIDGE	38	21	6	11	2	4	15	18	26	12
	2.3	2.2	2.0	2.8	1.3	3.1	4.4	1.7	2.3	2.2
ADVICE ON HEALTH ARTICLES	14	11	1	3	1	*	4	9	10	4
	0.9	1.1	0.2	0.7	0.8	.	1.2	0.9	0.9	0.7
TRAVEL	18	7	2	9	5	1	1	11	10	8
	1.1	0.7	0.7	2.2	3.8	0.6	0.3	1.0	0.9	1.4
LOCAL NEWS/METRO NEWS	13	3	7	3	1	3	3	6	6	7
	0.8	0.3	2.6	0.7	0.8	3.0	0.8	0.6	0.6	1.3
REAL ESTATE	16	10	5	1	*	*	6	10	10	6
	1.0	1.0	1.9	0.2	.	.	1.7	0.9	0.9	1.0

	-----EDUCATION-----				-----OCCUPATION-----				READ NEWSPAPERS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SECOND- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	REGU- LARLY	FROM TO TIME
RELIGIOUS COLUMN	10 0.6	2 0.2	4 1.4	4 1.1	2 1.3	* .	3 0.8	6 0.6	5 0.5	5 0.9
NONE	266 16.0	185 19.0	47 16.7	33 8.3	17 12.3	18 15.6	50 15.1	182 16.8	183 16.7	83 14.7
MISCELLANEOUS	117 7.0	58 6.0	16 5.5	43 10.7	10 7.0	4 3.8	34 10.4	69 6.3	94 8.5	23 4.1
DON'T KNOW/NOT STATED	202 12.1	138 14.1	31 11.0	32 8.0	10 7.3	8 7.2	34 10.4	149 13.8	106 9.6	96 17.0

FEATURES WILLING TO GIVE UP FOR MORE SCIENCE ARTICLES QUES.13
 BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL NEWSPAPER READERS	1665	151	441	629	261	184	1340	593	747	325
ARTICLES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPORTS SECTIONS	416	18	119	156	69	54	336	164	172	80
	25.0	11.7	27.0	24.8	26.6	29.7	25.1	27.7	23.0	24.5
COMICS	277	31	24	140	27	55	235	83	153	42
	16.6	20.5	5.4	22.2	10.4	30.2	17.5	13.9	20.4	12.9
WANT ADS/CLASSIFIED SEC- TION	114	3	31	48	25	7	101	48	53	13
	6.9	1.9	7.1	7.7	9.5	3.7	7.6	8.1	7.1	3.9
WOMEN'S PAGE/SOCIAL SOCIETY NEWS/FAMILY SECTION	418	38	113	141	53	73	344	177	167	74
	25.1	25.2	25.6	22.4	20.2	40.0	25.7	29.9	22.3	22.8
DEAR ABBY/ANN LANDERS	110	17	11	50	15	17	94	37	57	16
	6.6	11.1	2.5	7.9	5.6	9.5	7.0	6.3	7.6	4.9
TRAGEDIES/ACCIDENTS/ VIOLENCE	166	4	81	43	17	20	141	78	63	25
	10.0	2.6	18.4	6.8	6.7	11.0	10.5	13.1	8.5	7.7
STOCK MARKET REPORTS/ BUSINESS/FINANCIAL	154	18	38	50	32	17	127	57	70	27
	9.3	11.6	8.7	8.0	12.2	9.0	9.5	9.6	9.4	8.3
POLITICS	93	14	30	31	13	4	82	32	50	11
	5.6	9.4	6.8	5.0	5.1	2.2	6.1	5.5	6.6	3.4
EDITORIAL/SPECIFIC COMMENTS	58	4	10	24	9	10	52	15	37	5
	3.5	2.8	2.3	3.8	3.6	5.5	3.9	2.6	5.0	1.6
ENTERTAINMENT	118	13	46	36	13	10	96	38	58	22
	7.1	8.4	10.4	5.7	5.0	5.7	7.2	6.4	7.8	6.7
ADVERTISING/ADS	390	30	98	161	55	47	316	129	187	74
	23.4	19.9	22.2	25.6	20.9	25.4	23.6	21.8	25.0	22.7
MOROSCOPE/ASTRONOMY/ ASTROLOGY/SPACE	84	6	47	17	11	3	79	36	42	5
	5.1	3.8	10.7	2.7	4.3	1.4	5.9	6.2	5.7	1.6
ANNOUNCEMENT OF BIRTH/ OBITUARY/MARRIAGES	42	4	11	16	6	5	39	16	23	3
	2.5	2.4	2.5	2.6	2.4	2.8	2.9	2.7	3.1	1.0
GOSSIP COLUMNS	27	1	14	5	4	3	20	10	10	7
	1.6	0.5	3.1	0.8	1.6	1.5	1.5	1.7	1.3	2.2
INTERNATIONAL WORLD/ FOREIGN REPORT	38	2	13	16	4	3	34	18	16	4
	2.3	1.2	2.9	2.6	1.4	1.8	2.5	3.0	2.1	1.4
CROSSWORD PUZZLES, BRIDGE	38	16	7	12	3	1	27	14	14	11
	2.3	10.3	1.5	1.9	1.0	0.8	2.0	2.3	1.8	3.3
ADVICE ON HEALTH ARTICLES	14	4	6	5	*	*	11	3	8	3
	0.9	2.5	1.3	0.8	.	.	0.8	0.5	1.1	1.0
TRAVEL	18	*	4	11	3	1	18	14	4	*
	1.1	.	0.9	1.7	1.0	0.5	1.4	2.3	0.6	.
LOCAL NEWS/METRO NEWS	13	*	1	9	2	1	7	1	6	6
	0.8	.	0.3	1.5	0.7	0.4	0.5	0.2	0.8	1.9
REAL ESTATE	16	*	*	16	*	*	12	7	5	4
	1.0	0	0	2.5	0	0.2	0.9	1.3	0.6	1.1

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
RELIGIOUS COLUMN	10 0.6	* .	1 0.2	3 0.4	4 1.4	3 1.9	8 0.6	4 0.6	4 0.6	3 0.8
NONE	266 16.0	27 18.1	63 14.4	102 16.2	41 15.5	33 17.9	210 15.6	92 15.4	118 15.8	56 17.4
MISCELLANEOUS	117 7.0	19 12.3	25 5.8	43 6.8	23 8.9	7 3.7	99 7.4	35 6.0	64 8.5	18 5.5
DON'T KNOW/NOT STATED	202 12.1	24 16.0	72 16.3	67 10.6	35 13.3	4 2.3	145 10.8	53 9.0	92 12.3	57 17.5

FEATURES WILLING TO GIVE UP FOR MORE SCIENCE ARTICLES QUES.13
 BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL VERY/ QUITE	SCIENCES NOT VERY/NOT AT ALL	SOCIAL VERY/ QUITE	SCIENCES NOT VERY/NOT AT ALL	LIFE SCIENCES VERY/ QUITE	SCIENCES NOT VERY/NOT AT ALL	ENG. SCIENCES VERY/ QUITE	SCIENCES NOT VERY/NOT AT ALL
TOTAL NEWSPAPER READERS	1665	1519	1234	728	612	1063	361	1254	201	845	541
ARTICLES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SPORTS SECTIONS	416	406	347	207	139	303	72	347	35	222	125
	25.0	26.7	28.1	28.4	22.7	28.5	20.0	27.7	17.4	26.3	23.2
COMICS	277	268	225	138	100	194	47	236	22	151	93
	16.6	17.6	18.3	19.0	16.3	18.2	13.2	18.8	10.8	17.9	17.2
WANT ADS/CLASSIFIED SEC- TION	114	113	98	53	36	90	12	92	9	63	34
	6.9	7.5	8.0	7.3	5.9	8.5	3.4	7.3	4.4	7.4	6.4
WOMEN'S PAGE /SOCIAL SOCIETY NEWS/FAMILY SECTION	418	408	353	229	117	288	65	320	39	285	80
	25.1	26.9	28.6	31.4	19.1	27.1	18.1	25.5	19.4	33.7	14.8
DEAR ABBY/ANN LANDERS	110	107	86	54	25	79	15	82	12	66	28
	6.6	7.0	7.0	7.4	4.1	7.5	4.1	6.6	5.9	7.7	5.2
TRAGEDIES/ACCIDENTS/ VIOLENCE	166	164	139	76	57	125	21	139	8	91	54
	10.0	10.8	11.3	10.5	9.2	11.8	5.8	11.1	4.2	10.8	10.0
STOCK MARKET REPORTS/ BUSINESS/FINANCIAL	154	148	129	69	62	119	26	133	10	75	51
	9.3	9.8	10.5	9.5	10.2	11.2	7.3	10.6	5.1	8.8	9.5
POLITICS	93	91	77	41	38	66	19	75	9	47	34
	5.6	6.0	6.2	5.7	6.2	6.3	5.2	6.0	4.4	5.6	6.2
EDITORIAL/SPECIFIC COMMENTS	58	56	45	30	15	35	11	43	7	40	12
	3.5	3.7	3.6	4.2	2.5	3.3	3.0	3.4	3.4	4.7	2.3
ENTERTAINMENT	118	112	98	67	33	85	18	91	15	72	32
	7.1	7.4	7.9	9.2	5.5	8.0	5.1	7.2	7.3	8.6	5.9
ADVERTISING/ADS	390	370	322	192	128	268	65	317	28	235	101
	23.4	24.4	26.1	26.4	20.9	25.3	18.0	25.3	13.9	27.8	18.8
HOROSCOPE/ASTRONOMY/ ASTROLOGY/SPACE	84	83	70	45	25	59	18	72	2	48	23
	5.1	5.4	5.7	6.2	4.1	5.6	5.1	5.7	1.2	5.7	4.2
ANNOUNCEMENT OF BIRTH/ OBITUARY/MARRIAGES	42	42	37	19	18	28	6	34	1	29	8
	2.5	2.8	3.0	2.7	2.9	2.6	1.7	2.7	0.7	3.4	1.5
GOSSIP COLUMNS	27	27	24	15	9	18	4	24	3	19	3
	1.6	1.8	2.0	2.0	1.4	1.7	1.0	1.9	1.5	2.2	0.5
INTERNATIONAL WORLD/ FOREIGN REPORT	38	36	30	17	13	25	8	30	4	18	14
	2.3	2.4	2.4	2.4	2.0	2.3	2.3	2.4	1.9	2.2	2.6
CROSSWORD PUZZLES,BRIDGE	38	37	35	21	7	31	6	31	4	29	5
	2.3	2.4	2.8	2.8	1.1	2.9	1.6	2.4	2.2	3.4	1.0
ADVICE ON HEALTH ARTICLE	14	14	7	6	5	7	4	9	5	5	6
	0.9	0.9	0.6	0.8	0.9	0.7	1.1	0.7	2.3	0.6	1.1
TRAVEL	18	18	13	12	4	13	2	11	2	9	5
	1.0	1.0	1.1	1.6	0.7	1.0	0.7	0.9	0.9	1.1	1.0
LOCAL NEWS/METRO NEWS	13	13	10	6	7	5	5	9	4	10	1
	0.8	0.9	0.8	0.9	1.0	0.5	1.0	0.7	1.0	1.1	0.2
REAL ESTATE	16	16	10	6	8	8	7	12	4	9	4
	1.0	1.0	0.8	0.8	1.0	0.7	1.0	0.9	2.0	1.1	0.7

	TOTAL INTERESTED --IN SCIENCE--			I N T E R E S T I N							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL
RELIGIOUS COLUMN	10 0.6	10 0.7	9 0.7	7 1.0	2 0.3	7 0.6	1 0.4	6 0.5	1 0.3	9 1.1	1 0.3
NONE	266 16.0	209 13.8	159 12.9	82 11.2	132 21.5	134 12.6	93 25.9	174 13.9	56 28.1	115 13.6	103 19.0
MISCELLANEOUS	117 7.0	114 7.5	92 7.4	62 8.5	31 5.1	79 7.4	24 6.5	83 6.6	21 10.7	77 9.1	28 5.1
DON'T KNOW/NOT STATED	202 12.1	153 10.1	102 8.3	58 8.0	83 13.5	96 9.0	60 16.7	121 9.6	35 17.6	47 5.6	96 17.8

SCIENCE MAGAZINES READ & FREQUENCY OF READING QUES.14
 BY AGE,SEX AND MOTHER TONGUE

	AGE					45 & OVER	SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44		MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL MAGAZINE READERS	1296 100.0	127 100.0	251 100.0	262 100.0	219 100.0	437 100.0	605 100.0	691 100.0	806 100.0	317 100.0	173 100.0
MEDICAL/SOCIAL SCIENCE MAGAZINES-CANADIAN NURSE,ETC.											
REGULARLY	38 2.9	3 2.4	10 3.9	11 4.1	9 4.0	6 1.3	15 2.5	23 3.4	21 2.7	12 3.9	4 2.5
FROM TIME TO TIME	34 2.7	4 2.9	12 4.6	9 3.4	5 2.1	6 1.3	16 2.6	19 2.7	20 2.5	10 3.1	4 2.5
AGRICULTURAL/FARMING LIVESTOCK MAG.-FARM GUIDE, ETC.											
REGULARLY	60 4.6	3 2.7	13 5.2	3 1.0	9 4.0	32 7.4	35 5.8	25 3.7	28 3.5	16 5.2	16 9.1
FROM TIME TO TIME	17 1.3	2 1.2	6 2.5	3 1.0	1 0.4	6 1.4	5 0.9	12 1.8	3 0.4	8 2.6	6 3.3
OUTDOOR COUNTRY,WILDLIFE MAG.-COUNTRY GUIDE,ETC.											
REGULARLY	71 5.5	8 6.2	9 3.4	13 4.8	16 7.4	26 6.0	41 6.8	30 4.4	45 5.6	20 6.4	6 3.4
FROM TIME TO TIME	37 2.8	4 3.4	7 2.8	15 5.5	3 1.2	8 1.9	27 4.4	10 1.5	27 3.3	7 2.1	3 1.8
EDUCATIONAL/EDUCATION MAG. -PARENTS,ETC.											
REGULARLY	19 1.5	2 1.5	7 3.0	8 2.9	1 0.5	1 0.2	5 0.8	15 2.1	4 0.5	12 3.7	4 2.0
FROM TIME TO TIME	7 0.5	* .	1 0.3	4 1.3	1 0.3	2 0.4	5 0.8	2 0.3	4 0.5	3 0.8	* .
ENGINEERING/MECHANICS MAG. -POPULAR MECHANICS,ETC.											
REGULARLY	73 5.7	6 4.9	11 4.4	22 8.5	11 5.0	23 5.3	70 11.5	4 0.5	51 6.3	9 2.9	13 7.5
FROM TIME TO TIME	24 1.9	2 1.3	5 2.0	4 1.7	6 2.7	7 1.6	14 2.3	10 1.4	16 1.9	6 1.9	3 1.5
BUSINESS AND FINANCE MAG. -FORTUNE,ETC.											
REGULARLY	36 2.8	2 1.3	2 1.0	17 6.5	11 5.0	4 1.0	24 4.0	12 1.7	18 2.2	18 5.6	1 0.4
FROM TIME TO TIME	6 0.5	* .	1 0.5	* .	1 0.3	4 0.9	5 0.9	1 0.1	5 0.6	1 0.2	* .
ENVIRONMENTAL,NATURAL RESOURCE MAG.-WORLD OIL,ETC.											
REGULARLY	16 1.2	0.3	4 1.6	3 1.0	4 1.8	4 1.0	16 2.6	* .	11 1.3	2 0.7	3 1.6
FROM TIME TO TIME	5 0.4	1 1.1	* .	2 0.8	2 0.8	* .	5 0.8	* .	5 0.6	* .	* .
GEOGRAPHICAL/ARCHEOLOGICAL MAG.-ARCHEOLOGY,ETC.											
REGULARLY	145 11.2	8 6.5	24 9.6	31 11.9	33 15.1	48 11.1	78 12.9	67 9.7	102 12.6	14 4.5	29 16.7

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
FROM TIME TO TIME	4.62	7	23	10	7	16	26	36	49	7	7
GENERAL AND NATURAL SCIENCE MAG.-SCIENCE DIGEST, ETC.	4.8	5.4	9.0	4.0	3.1	3.6	4.3	5.3	6.1	2.1	3.8
REGULARLY	74	17	16	19	8	15	60	15	52	16	6
FROM TIME TO TIME	5.7	13.1	6.2	7.3	3.5	3.4	9.8	2.1	6.5	5.2	3.2
GENERAL MAG. WITH SCIENCE ARTICLES-READER'S DIGEST, ETC.	78	14	28	11	8	16	48	30	59	11	9
REGULARLY	6.0	10.9	11.2	4.3	3.7	3.7	8.0	4.3	7.3	3.3	4.9
FROM TIME TO TIME	505	37	79	107	91	191	233	271	285	148	71
WOMEN'S MAG. WITH SCIENCE ARTICLES-CHATELAINE, ETC.	38.9	29.2	31.3	40.6	41.7	43.8	38.5	39.3	35.4	46.7	41.1
REGULARLY	335	40	79	73	46	97	156	178	206	82	47
FROM TIME TO TIME	25.8	31.7	31.3	27.7	21.2	22.1	25.9	25.8	25.5	26.0	26.8
REGULARLY	203	15	23	41	35	89	13	190	112	74	17
SPORTS/SPORTING MAG. WITH SCIENCE ARTICLES-SPORTS ILLUSTRATED, ETC.	15.6	12.1	9.1	15.5	15.9	20.4	2.1	27.5	14.0	23.2	9.6
REGULARLY	95	10	15	19	14	38	12	84	54	32	10
FROM TIME TO TIME	7.4	7.6	6.0	7.1	6.4	8.8	1.9	12.1	6.7	10.0	5.8
REGULARLY	36	7	10	11	1	6	31	5	25	7	4
AVIATION/SPACE MAG.- AVIATION TECHNOLOGY, ETC.	2.8	5.9	4.1	4.0	0.7	1.4	5.1	0.7	3.1	2.3	2.3
REGULARLY	18	6	3	2	2	5	15	4	11	4	3
FROM TIME TO TIME	1.4	4.3	1.4	0.9	1.1	1.0	2.4	0.5	1.3	1.3	2.0
DESIGN/PHOTOGRAPHY/FILM MAG.-POPULAR PHOTOGRAPHY, ETC.	4	1	1	*	1	2	4	*	2	1	1
REGULARLY	0.3	0.7	0.4	.	0.4	0.4	0.7	.	0.3	0.3	0.5
FROM TIME TO TIME	4	*	1	2	*	1	3	2	3	0.1	1
OTHER MAG. NOT RELATED TO SCIENCE/SEX MAG.-PLAYBOY	0.3	.	0.6	0.8	.	0.2	0.5	0.2	0.4	0.1	0.7
REGULARLY	20	1	3	6	1	8	13	6	11	5	4
FROM TIME TO TIME	1.5	0.9	1.1	2.3	0.7	1.9	2.2	0.9	1.3	1.7	2.0
REGULARLY	7	*	1	1	2	3	3	5	4	3	1
FROM TIME TO TIME	0.6	.	0.4	0.4	0.8	0.3	0.4	0.7	0.5	0.9	0.3
REGULARLY	13	3	4	4	4	3	13	1	11	*	3
FROM TIME TO TIME	1.0	0.3	1.3	1.4	1.8	0.6	2.1	0.1	1.3	.	1.6
DO NOT READ SCIENCE MAG.	18	1	6	5	3	3	11	7	11	4	3
REGULARLY	1.4	0.6	2.4	2.0	1.2	0.6	1.8	1.0	1.3	1.2	1.8
FROM TIME TO TIME	109	14	27	11	19	38	34	75	81	13	15
MISCELLANEOUS	8.4	10.8	10.7	4.0	8.7	8.8	5.5	10.9	10.0	4.0	8.9
REGULARLY	1	*	*	1	*	*	*	1	*	*	1
FROM TIME TO TIME	0.1	0	0	0.3	0	0	0	0.1	0	0	0.5
REGULARLY	96	9	12	19	16	41	51	46	48	27	21
FROM TIME TO TIME	7.4	7.2	4.9	7.2	7.1	9.3	8.4	6.6	6.0	8.5	12.1
REGULARLY	48	3	12	6	8	19	21	27	25	13	11
FROM TIME TO TIME	3.7	2.5	4.8	2.3	3.6	4.4	3.4	4.0	3.1	4.1	6.1

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
DON'T KNOW/NOT STATED	59 4.5	9 6.8	11 4.5	9 3.5	10 4.4	20 4.6	27 4.4	32 4.6	49 6.0	6 1.9	4 2.5

SCIENCE MAGAZINES READ & FREQUENCY OF READING QUES.14
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL MAGAZINE READERS	1296 100.0	708 100.0	224 100.0	361 100.0	125 100.0	93 100.0	226 100.0	854 100.0
MEDICAL/SOCIAL SCIENCE MAGAZINES-CANADIAN NURSE, ETC.								
REGULARLY	38 2.9	10 1.4	6 2.9	22 6.1	6 4.6	3 3.6	4 1.7	25 3.0
FROM TIME TO TIME	34 2.7	19 2.6	3 1.1	13 3.7	3 2.5	1 0.9	7 3.0	24 2.8
AGRICULTURAL/FARMING, LIVESTOCK MAG.-FARM GUIDE, ETC.								
REGULARLY	60 4.6	47 6.6	8 3.6	5 1.4	3 2.6	5 5.6	8 3.4	44 5.2
FROM TIME TO TIME	17 1.3	10 1.4	7 2.9	1 0.2	* .	2 2.3	1 0.6	14 1.6
OUTDOOR COUNTRY, WILDLIFE MAG.-COUNTRY GUIDE, ETC.								
REGULARLY	71 5.5	40 5.7	12 5.4	19 5.3	11 9.0	6 6.3	6 2.8	48 5.6
FROM TIME TO TIME	37 2.8	22 3.1	8 3.6	7 1.9	3 2.3	* .	12 5.2	22 2.6
EDUCATIONAL/EDUCATION MAG. -PARENTS, ETC.								
REGULARLY	19 1.5	5 0.7	5 2.3	9 2.5	2 1.4	* .	1 0.3	17 1.9
FROM TIME TO TIME	7 0.5	1 0.2	1 0.2	5 1.3	3 2.2	1 1.5	1 0.2	2 0.2
ENGINEERING/MECHANICS MAG. -POPULAR MECHANICS, ETC.								
REGULARLY	73 5.7	34 4.8	13 5.7	27 7.4	18 14.7	4 4.0	36 16.2	15 1.8
FROM TIME TO TIME	24 1.9	15 2.0	5 2.4	4 1.2	1 1.0	3 3.5	6 2.4	14 1.7
BUSINESS AND FINANCE MAG. -FORTUNE, ETC.								
REGULARLY	36 2.8	11 1.5	4 1.8	21 5.9	15 12.2	6 6.1	1 0.2	15 1.8
FROM TIME TO TIME	6 0.5	3 0.4	1 0.2	2 0.6	4 3.1	* .	* .	2 0.2
ENVIRONMENTAL, NATURAL RESOURCE MAG.-WORLD OIL, ETC.								
REGULARLY	16 1.2	5 0.7	1 0.3	10 2.7	7 5.3	1 0.7	7 3.0	2 0.2
FROM TIME TO TIME	5 0.4	4 0.6	* .	1 0.3	1 0.8	* .	1 0.4	3 0.4
GEOGRAPHICAL/ARCHEOLOGICAL MAG.-ARCHEOLOGY, ETC.								
REGULARLY	145 11.2	56 7.9	28 12.7	61 16.8	16 12.9	12 13.4	24 10.8	92 10.8

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
FROM TIME TO TIME	62	28	15	20	4	7	9	43
GENERAL AND NATURAL SCIENCE MAG.-SCIENCE DIGEST, ETC.	4.8	3.9	6.5	5.4	3.3	7.0	3.8	5.0
REGULARLY	74	31	9	34	17	6	17	33
	5.7	4.4	4.1	9.3	13.8	6.7	7.7	3.9
FROM TIME TO TIME	78	29	15	33	11	2	9	56
GENERAL MAG. WITH SCIENCE ARTICLES-READER'S DIGEST, ETC.	6.0	4.1	6.9	9.2	8.6	1.6	4.1	6.6
REGULARLY	505	250	91	161	53	43	71	338
	38.9	35.3	40.8	44.6	42.6	46.2	31.4	39.6
FROM TIME TO TIME	335	191	59	84	28	26	61	220
WOMEN'S MAG. WITH SCIENCE ARTICLES-CHATELAIN, ETC.	25.8	26.9	26.4	23.3	22.4	28.4	26.9	25.8
REGULARLY	203	117	43	42	2	6	3	191
	15.6	16.5	19.2	11.7	1.8	7.0	1.3	22.4
FROM TIME TO TIME	95	56	25	14	5	1	8	81
SPORTS/SPORTING MAG. WITH SCIENCE ARTICLES-SPORTS ILLUSTRATED, ETC.	7.4	7.9	11.3	3.9	3.8	1.1	3.7	9.5
REGULARLY	36	20	6	9	5	2	12	17
	2.8	2.9	2.8	2.6	3.8	2.7	5.1	2.0
FROM TIME TO TIME	18	15	*	3	*		7	11
AVIATION/SPACE MAG- AVIATION TECHNOLOGY, ETC.	1.4	2.2	.	0.8	.	0.5	3.2	1.2
REGULARLY	4	2	*	3	2	1	1	1
	0.3	0.2	.	0.7	1.2	0.8	0.3	0.1
FROM TIME TO TIME	4	2	1	1	*	1	1	3
DESIGN/PHOTOGRAPHY/FILM MAG.-POPULAR PHOTOGRAPHY, ETC.	0.3	0.3	0.4	0.3	.	0.6	0.5	0.3
REGULARLY	20	8	1	11	9	3	2	6
	1.5	1.1	0.3	3.1	6.8	3.6	0.7	0.7
FROM TIME TO TIME	7	4	2	2	1	2	*	5
OTHER MAG. NOT RELATED TO SCIENCE/SEX MAG.-PLAYBOY	0.6	0.6	0.7	0.4	0.7	1.8	.	0.5
REGULARLY	13	8	4	2	1	*	7	6
	1.0	1.1	1.6	0.6	0.9	.	2.9	0.7
FROM TIME TO TIME	18	13	2	3	*	1	9	8
DO NOT READ SCIENCE MAG.	1.4	1.8	0.8	0.8	.	0.7	4.0	0.9
REGULARLY	109	63	20	26	8	6	16	79
	8.4	9.0	8.8	7.1	6.0	6.3	7.3	9.3
FROM TIME TO TIME	1	*	*	1	*	*	*	1
MISCELLANEOUS	0.1	.	.	0.2	.	.	.	0.1
REGULARLY	96	61	14	22	9	5	15	68
	7.4	8.6	6.2	6.0	7.0	5.1	6.8	7.9
FROM TIME TO TIME	48	25	6	17	4	6	12	26
	3.7	3.6	2.6	4.6	3.0	6.3	5.4	3.1

-----EDUCATION-----			
TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY
DON'T KNOW/NOT STATED	59	34	10
	4.5	4.9	3.8

-----OCCUPATION-----			
MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
1	7	13	38
1.1	7.5	5.6	4.4

SCIENCE MAGAZINES READ & FREQUENCY OF READING QUES.14
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUM-BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL MAGAZINE READERS	1296	116	326	488	221	146	1013	453	560	283
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEDICAL/SOCIAL SCIENCE MAGAZINES-CANADIAN NURSE, ETC.										
REGULARLY	38	2	15	9	7	4	33	20	14	5
12 2.9	2.9	1.9	4.7	1.9	3.4	2.7	3.3	4.3	2.4	1.7
FROM TIME TO TIME	34	1	10	10	6	7	31	17	14	3
	2.7	0.6	3.2	2.1	2.7	4.9	3.1	3.7	2.6	1.2
AGRICULTURAL/FARMING, LIVESTOCK MAG.-FARM GUIDE, ETC.										
REGULARLY	60	1	16	25	16	2	13	3	10	47
4.6	4.6	1.2	4.8	5.2	7.1	1.6	1.3	0.7	1.8	16.6
FROM TIME TO TIME	17	1	8	2	6	*	7	1	6	10
1.3	1.3	1.2	2.5	0.3	2.8	.	0.7	0.2	1.1	3.7
OUTDOOR COUNTRY, WILDLIFE MAG.-COUNTRY GUIDE, ETC.										
REGULARLY	71	3	18	26	22	3	37	13	23	35
5.5	5.5	2.3	5.6	5.2	10.0	1.8	3.6	3.0	4.2	12.2
FROM TIME TO TIME	37	1	7	16	6	7	29	14	14	8
2.8	2.8	0.5	2.2	3.3	2.5	4.9	2.8	3.1	2.6	2.9
EDUCATIONAL/EDUCATION MAG.-PARENTS, ETC.										
REGULARLY	19	2	10	5	2	1	16	7	9	3
1.5	1.5	1.7	3.1	1.0	0.8	0.5	1.6	1.5	1.7	1.1
FROM TIME TO TIME	7	1	3	3	*	*	5	1	3	2
0.5	0.5	0.7	1.0	0.5	.	.	0.5	0.3	0.6	0.7
ENGINEERING/MECHANICS MAG.-POPULAR MECHANICS, ETC.										
REGULARLY	73	9	13	30	15	6	51	25	26	22
5.7	5.7	8.0	4.1	6.1	6.9	4.1	5.0	5.5	4.7	7.9
FROM TIME TO TIME	24	1	4	9	6	4	19	11	7	5
1.9	1.9	0.5	1.1	1.9	2.9	2.9	1.9	2.5	1.3	1.9
BUSINESS AND FINANCE MAG.-FORTUNE, ETC.										
REGULARLY	36	2	16	13	4	2	28	18	10	8
2.8	2.8	1.4	5.0	2.7	1.6	1.3	2.8	4.0	1.8	2.9
FROM TIME TO TIME	6	1	1	4	1	*	6	3	3	*
0.5	0.5	0.7	0.2	0.7	0.4	.	0.6	0.8	0.4	0.
ENVIRONMENTAL, NATURAL RESOURCE MAG.-WORLD OIL, ETC.										
REGULARLY	16	1	3	3	5	4	14	5	9	1
1.2	1.2	1.2	0.9	0.6	2.3	2.4	1.4	1.1	1.7	0.5
FROM TIME TO TIME	5	*	*	1	2	2	2	*	2	3
0.4	0.4	0.	0.	0.3	0.8	1.4	0.2	0.	0.4	1.1
GEOGRAPHICAL/ARCHEOLOGICAL MAG.-ARCHEOLOGY, ETC.										
REGULARLY	145	18	18	54	37	18	121	49	72	24
11.2	11.2	16.0	5.5	11.1	16.8	12.0	12.0	10.8	12.9	8.4

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
FROM TIME TO TIME	62	8	7	25	12	10	48	20	29	14
GENERAL AND NATURAL SCIENCE MAG.-SCIENCE DIGEST, ETC.	4.8	6.5	2.3	5.2	5.6	6.7	4.8	4.4	5.1	4.8
REGULARLY	74	9	16	26	11	12	64	32	32	10
FROM TIME TO TIME	5.7	7.6	4.8	5.4	4.9	8.5	6.3	7.1	5.7	3.5
GENERAL MAG. WITH SCIENCE ARTICLES-READER'S DIGEST, ETC.	78	7	15	25	14	17	64	33	30	14
REGULARLY	6.0	6.2	4.5	5.1	6.2	11.8	6.3	7.3	5.4	5.0
FROM TIME TO TIME	505	53	153	171	79	49	408	178	230	96
WOMEN'S MAG. WITH SCIENCE ARTICLES-CHATELAIN, ETC.	38.9	46.1	47.0	35.0	35.6	33.4	40.3	39.3	41.1	34.0
REGULARLY	335	28	81	132	48	46	273	112	161	61
FROM TIME TO TIME	25.8	23.9	24.9	27.0	21.7	31.6	27.0	24.8	28.8	21.6
REGULARLY	203	22	70	69	27	15	154	59	96	48
SPORTS/SPORTING MAG. WITH SCIENCE ARTICLES-SPORTS ILLUSTRATED, ETC.	15.6	18.7	21.5	14.1	12.2	10.3	15.2	13.0	17.1	17.1
FROM TIME TO TIME	95	7	29	40	11	8	77	26	51	19
REGULARLY	7.4	6.3	9.0	8.2	5.1	5.3	7.6	5.8	9.1	6.5
FROM TIME TO TIME	36	2	8	13	9	4	28	10	18	8
AVIATION/SPACE MAG.-AVIATION TECHNOLOGY, ETC.	2.8	1.6	2.4	2.7	4.0	3.1	2.7	2.3	3.1	2.9
REGULARLY	18	*	3	9	4	3	16	4	12	2
FROM TIME TO TIME	1.4	0	0.8	1.8	1.9	1.9	1.6	0.9	2.1	0.8
REGULARLY	4	*	2	2	1	*	4	3	2	*
FROM TIME TO TIME	0.3	0	0.6	0.3	0.4	0	0.4	0.6	0.3	0
DESIGN/PHOTOGRAPHY/FILM MAG.-POPULAR PHOTOGRAPHY, ETC.	4	*	0.1	3	1	*	4	3	1	*
REGULARLY	0.3	0	0.1	0.6	0.6	0	0.4	0.7	0.2	0
FROM TIME TO TIME	20	*	14	5	1	*	16	14	2	3
OTHER MAG. NOT RELATED TO SCIENCE/SEX MAG.-PLAYBOY	1.5	0	4.3	0.9	0.4	0	1.6	3.1	0.4	1.1
REGULARLY	7	2	3	1	1	*	7	2	5	*
FROM TIME TO TIME	0.6	1.6	1.1	0.3	0.2	0	0.7	0.5	0.8	0
REGULARLY	13	*	1	9	1	2	10	3	7	4
FROM TIME TO TIME	1.0	0	0.3	1.9	0.6	1.3	1.0	0.8	1.2	1.2
DO NOT READ SCIENCE MAG.	18	*	3	11	2	2	15	11	4	3
REGULARLY	1.4	0	1.0	2.2	0.8	1.3	1.5	2.5	0.6	0.9
FROM TIME TO TIME	109	13	11	42	30	13	91	44	47	18
MISCELLANEOUS	5.4	11.3	3.3	8.6	13.6	8.8	9.0	9.6	8.4	6.3
REGULARLY	1	*	*	1	*	*	1	*	1	*
FROM TIME TO TIME	0.1	0	0	0.2	0	0	0.1	0	0.2	0
REGULARLY	96	5	28	33	18	12	72	35	37	24
FROM TIME TO TIME	7.4	4.6	8.7	6.7	8.0	8.4	7.1	7.7	6.6	8.6
REGULARLY	48	6	16	17	6	3	37	15	23	11
FROM TIME TO TIME	3.7	5.2	4.9	3.5	2.8	2.1	3.7	3.2	4.1	3.8

DON'T KNOW/NOT STATED

-----REGION-----						-----COMMUNITY SIZE-----			
TOTAL	ATLANTIC PROV%	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M=500M	TOTAL RURAL
59	13	6	27	9	3	41	22	19	17
4.5	11.5	1.9	5.5	4.1	2.0	4.1	4.8	3.5	6.1

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18
 BY AGE, SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL MAGAZINE READERS VERY/QUITE INTERESTED IN THAT SCIENCE MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	600 100.0	67 100.0	141 100.0	122 100.0	95 100.0	174 100.0	301 100.0	299 100.0	358 100.0	162 100.0	79 100.0
AGREE	381 63.5	41 61.7	90 64.1	85 69.3	54 56.9	110 63.1	198 65.9	182 61.0	216 60.4	117 72.1	47 59.8
DISAGREE	64 10.7	11 16.9	17 11.9	12 9.8	6 6.7	18 10.2	31 10.4	33 10.9	46 12.8	10 6.0	8 10.2
IT VARIES	100 16.7	10 14.4	23 16.1	19 15.2	26 27.7	23 13.2	48 16.0	52 17.5	57 15.8	27 16.8	17 21.0
NO OPINION	49 8.1	2 3.6	11 7.9	6 5.2	8 8.8	20 11.8	22 7.5	26 8.8	37 10.2	8 4.7	4 5.6
NOT STATED	6 1.0	2 3.4	* .	1 0.6	* .	3 1.7	1 0.3	5 1.8	3 0.8	1 0.3	3 3.4
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ											
AGREE	479 79.9	57 84.5	104 73.7	100 81.8	76 79.4	143 82.1	241 80.2	238 79.6	283 79.0	137 84.7	59 74.2
DISAGREE	19 3.1	2 2.3	4 2.9	6 4.6	2 1.9	6 3.4	10 3.2	9 3.1	12 3.3	4 2.4	3 4.1
IT VARIES	70 11.7	5 7.0	24 17.0	13 10.9	15 15.3	13 7.7	38 12.5	32 10.8	42 11.7	17 10.4	11 14.0
NO OPINION	26 4.3	2 2.8	9 6.4	3 2.1	3 3.4	9 5.2	12 3.8	14 4.8	19 5.2	4 2.2	3 4.3
NOT STATED	6 1.0	2 3.4	* .	1 0.6	* .	3 1.7	1 0.3	5 1.8	3 0.8	1 0.3	3 3.4
ENJOY READING MAG. ARTICLES ON THAT SCIENCE											
AGREE	478 79.8	53 78.7	106 74.9	100 81.6	73 77.1	147 84.4	239 79.5	239 80.1	282 78.6	132 81.3	65 82.1
DISAGREE	33 5.4	3 5.0	9 6.1	5 3.9	6 6.8	10 5.5	19 6.2	14 4.7	17 4.7	11 7.0	5 5.8
IT VARIES	62 10.4	7 10.2	19 13.1	14 11.8	13 13.2	10 5.7	33 11.0	29 9.8	43 12.1	15 9.5	3 4.3
NO OPINION	20 3.4	2 2.8	8 5.8	3 2.1	3 2.9	5 2.7	9 3.1	11 3.6	14 3.8	3 1.9	3 4.3
NOT STATED	6 1.0	2 3.4	* .	1 0.6	* .	3 1.7	1 0.3	5 1.8	3 0.8	1 0.3	3 3.4

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND											
AGREE	382 63.6	41 61.0	85 60.3	85 69.9	62 64.7	109 62.4	193 64.1	189 63.2	237 66.1	104 63.9	41 52.2
DISAGREE	80 13.3	11 15.9	19 13.3	11 8.8	10 10.2	30 17.0	34 11.2	46 15.4	41 11.5	23 14.0	16 19.6
IT VARIES	111 18.5	11 16.9	29 20.6	23 19.0	19 20.4	28 16.1	63 21.1	48 16.0	63 17.6	32 19.7	16 20.4
NO OPINION	21 3.5	2 2.8	8 5.4	2 1.7	5 4.8	5 2.7	10 3.4	11 3.5	14 4.0	3 2.2	3 3.5
NOT STATED	7 1.1	2 3.4	1 0.5	1 0.6	* .	3 1.7	1 0.3	6 2.0	3 0.8	1 0.3	3 4.2
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE											
AGREE	264 44.0	30 44.4	68 48.3	53 43.2	35 36.7	78 44.9	135 44.7	129 43.2	156 43.6	81 49.9	27 33.6
DISAGREE	219 36.6	24 35.1	48 34.2	46 37.4	34 35.6	68 39.1	103 34.3	116 38.9	134 37.5	49 30.1	36 45.8
IT VARIES	57 9.5	7 11.1	9 6.4	16 12.9	12 12.8	12 7.0	34 11.4	23 7.6	26 7.4	23 13.9	8 9.7
NO OPINION	53 8.8	4 6.0	16 11.1	7 5.8	13 14.0	13 7.2	27 9.1	25 8.5	38 10.5	9 5.7	6 7.5
NOT STATED	7 1.2	2 3.4	* .	1 0.6	1 0.9	3 1.7	2 0.5	5 1.8	4 1.0	1 0.3	3 3.4
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE											
AGREE	177 29.6	20 29.9	36 25.7	35 28.3	31 32.1	56 32.0	91 30.4	86 28.7	104 29.0	54 33.2	20 24.9
DISAGREE	278 46.4	33 49.1	69 48.9	61 49.6	36 37.7	80 45.8	142 47.2	136 45.5	168 46.9	71 43.6	39 49.7
IT VARIES	73 12.1	9 13.4	19 13.8	16 13.1	12 12.5	16 9.4	35 11.6	38 12.6	39 11.0	22 13.7	11 14.0
NO OPINION	65 10.8	3 4.3	16 11.6	10 8.3	16 17.1	19 11.0	31 10.4	34 11.2	44 12.2	15 9.2	6 8.0
NOT STATED	7 1.1	2 3.4	* .	1 0.6	1 0.6	3 1.7	1 0.3	6 1.9	3 0.9	1 0.3	3 3.4

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q015/18
 BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		READ MAGAZINES		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC. ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGULARLY	FROM TIME TO TIME
TOTAL MAGAZINE READERS VERY QUITE INTERESTED IN THAT SCIENCE MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	600 100.0	294 100.0	107 100.0	197 100.0	76 100.0	49 100.0	101 100.0	374 100.0	200 100.0	399 100.0	323 100.0	276 100.0
AGREE	381 63.5	181 61.6	61 57.3	136 69.2	59 77.0	33 68.0	63 62.1	226 60.5	133 66.3	248 62.0	223 68.9	158 57.1
DISAGREE	64 10.7	31 10.7	14 12.9	19 9.5	7 8.6	4 8.2	12 11.6	42 11.1	23 11.7	40 10.1	28 8.6	36 13.1
IT VARIES	100 16.7	53 18.0	18 17.3	29 14.8	6 8.2	8 15.8	19 18.9	67 18.0	34 16.8	67 16.7	46 14.2	54 19.7
NO OPINION	49 8.1	24 8.3	12 11.6	12 6.1	5 6.2	4 8.0	7 6.6	33 8.9	8 3.8	41 10.3	25 7.9	23 8.4
NOT STATED	6 1.0	4 1.5	1 0.9	1 0.4	* .	* .	1 0.8	5 1.4	3 1.4	3 0.8	1 0.4	5 1.7
TOTAL MAGAZINE READERS VERY QUITE INTERESTED IN THAT SCIENCE MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	479 79.9	232 79.0	88 82.9	156 79.3	60 78.5	38 78.4	82 80.8	300 80.1	175 87.4	304 76.1	272 84.1	207 75.0
AGREE	479 79.9	232 79.0	88 82.9	156 79.3	60 78.5	38 78.4	82 80.8	300 80.1	175 87.4	304 76.1	272 84.1	207 75.0
DISAGREE	19 3.1	6 2.0	2 2.2	11 5.4	6 7.7	1 1.4	1 0.7	12 3.1	5 2.7	13 3.4	12 3.7	7 2.5
IT VARIES	70 11.7	35 11.9	11 10.5	24 12.0	7 9.2	9 18.9	15 15.0	39 10.3	12 5.9	58 14.5	27 8.3	43 15.6
NO OPINION	26 4.3	16 5.6	4 3.5	6 2.8	3 4.6	1 1.3	3 2.8	19 5.0	5 2.6	21 5.2	11 3.5	14 5.2
NOT STATED	6 1.0	4 1.5	1 0.9	1 0.4	* .	* .	1 0.8	5 1.4	3 1.4	3 0.8	1 0.4	5 1.7
TOTAL MAGAZINE READERS VERY QUITE INTERESTED IN THAT SCIENCE MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	478 79.8	232 78.9	86 80.9	158 80.3	62 81.4	39 79.5	82 80.9	296 79.2	175 87.5	303 75.9	270 83.6	208 75.4
AGREE	478 79.8	232 78.9	86 80.9	158 80.3	62 81.4	39 79.5	82 80.9	296 79.2	175 87.5	303 75.9	270 83.6	208 75.4
DISAGREE	33 5.4	14 4.9	6 5.7	12 6.2	8 10.8	1 1.4	5 4.8	19 5.1	6 3.2	26 6.6	13 4.1	19 7.0
IT VARIES	62 10.4	32 10.9	10 9.0	21 10.5	3 4.0	9 17.8	11 10.8	40 10.6	11 5.6	51 12.8	29 8.8	34 12.2
NO OPINION	20 3.4	11 3.9	4 3.5	5 2.5	3 3.8	1 1.3	3 2.8	14 3.7	5 2.3	16 3.9	10 3.1	10 3.7
NOT STATED	6 1.0	4 1.5	1 0.9	1 0.4	* .	* .	1 0.8	5 1.4	3 1.4	3 0.8	1 0.4	5 1.7

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		READ MAGAZINES		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC. ONDARY	MANAGER / PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	FROM TIME TO TIME
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND												
AGREE	382 63.6	170 57.8	69 65.0	140 71.2	53 70.2	29 59.7	65 64.7	234 62.5	143 71.5	238 59.7	222 68.7	160 57.8
DISAGREE	80 13.3	44 14.9	18 16.7	18 9.2	8 10.9	9 18.4	12 12.3	50 13.3	22 11.1	57 14.4	36 11.1	44 15.9
IT VARIES	111 18.5	65 22.0	15 13.9	32 16.1	10 13.4	10 20.6	20 20.0	71 18.9	28 13.8	83 20.9	55 17.0	56 20.3
NO OPINION	21 3.5	11 3.8	3 2.9	6 3.2	4 5.5	* 0	2 2.2	14 3.8	4 1.9	17 4.2	9 2.7	12 4.3
NOT STATED	7 1.1	4 1.5	2 1.5	1 0.4	* 0	1 1.3	1 0.8	5 1.4	3 1.7	3 0.8	2 0.6	5 1.7
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE												
AGREE	264 44.0	123 41.9	47 44.2	91 46.2	28 37.0	29 58.9	44 43.7	163 43.5	112 56.0	151 37.9	153 47.2	111 40.2
DISAGREE	219 36.6	105 35.6	44 41.2	71 36.0	32 41.6	12 25.4	38 37.1	138 36.9	59 29.3	161 40.3	128 39.6	91 33.1
IT VARIES	57 9.5	32 10.9	8 7.2	17 8.6	9 11.3	3 6.8	11 10.6	34 9.1	22 11.1	34 8.6	22 6.8	35 12.5
NO OPINION	53 8.8	30 10.1	6 5.7	17 8.7	7 9.0	4 8.9	8 7.8	34 9.0	4 2.2	48 12.1	19 6.0	34 12.1
NOT STATED	7 1.2	4 1.5	2 1.7	1 0.4	1 1.1	* 0	1 0.8	5 1.4	3 1.4	4 1.0	1 0.4	6 2.0
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE												
AGREE	177 29.6	81 27.7	33 31.1	61 31.0	29 38.8	13 27.7	27 26.7	107 28.7	72 35.8	105 26.4	113 34.9	64 23.3
DISAGREE	278 46.4	127 43.2	53 49.3	98 49.8	36 47.2	17 35.0	54 53.8	171 45.7	90 45.1	188 47.1	149 46.1	129 46.8
IT VARIES	73 12.1	39 13.2	13 12.3	21 10.5	5 6.5	15 30.7	9 8.6	44 11.8	25 12.7	47 11.8	34 10.4	39 14.1
NO OPINION	65 10.8	42 14.2	7 6.5	16 8.3	6 7.5	3 6.6	10 10.1	46 12.3	10 5.0	55 13.7	26 8.1	39 14.1
NOT STATED	7 1.1	5 1.7	1 0.9	1 0.4	* 0	* 0	1 0.8	6 1.6	3 1.4	4 0.9	2 0.6	5 1.7

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18
 BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL MAGAZINE READERS VERY/QUITE INTERESTED IN THAT SCIENCE	600	49	180	208	96	67	478	220	258	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	381	27	127	141	40	45	300	144	156	81
	63.5	55.9	70.8	67.8	41.4	67.7	62.7	65.3	60.5	66.4
DISAGREE	64	9	14	17	19	5	53	24	29	11
	10.7	18.9	7.7	8.1	19.6	7.8	11.0	10.8	11.2	9.2
IT VARIES	100	8	28	28	23	13	84	28	55	17
	16.7	17.4	15.4	13.7	23.5	19.5	17.5	12.8	21.5	13.8
NO OPINION	49	4	9	21	13	2	36	21	16	12
	8.1	7.8	4.7	10.0	13.7	3.7	7.6	9.3	6.1	10.2
NOT STATED	6	*	3	1	2	1	6	4	2	1
	1.0	.	1.4	0.4	1.8	1.4	1.2	1.7	0.7	0.4
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	479	40	147	172	63	56	379	175	204	100
	79.9	82.9	81.9	83.0	65.3	83.8	79.2	79.5	79.0	82.5
DISAGREE	19	2	6	6	6	*	19	9	10	*
	3.1	4.2	3.1	2.7	6.0	.	3.9	4.1	3.8	.
IT VARIES	70	6	18	17	19	10	52	17	36	18
	11.7	11.6	10.1	8.3	19.8	14.5	10.9	7.6	13.8	14.5
NO OPINION	26	1	6	12	7	0.3	23	16	7	3
	4.3	1.4	3.6	5.5	7.2	0.3	4.7	7.1	2.7	2.6
NOT STATED	6	*	3	1	2	1	6	4	2	1
	1.0	.	1.4	0.4	1.8	1.4	1.2	1.7	0.7	0.4
ENJOY READING MAG. ARTICLES ON THAT SCIENCE										
AGREE	478	41	142	172	71	52	380	172	207	99
	79.8	85.0	78.6	82.9	74.1	77.7	79.5	78.4	80.5	81.0
DISAGREE	33	1	14	7	9	2	29	17	12	3
	5.4	1.4	7.8	3.3	9.6	2.8	6.2	7.8	4.7	2.7
IT VARIES	62	6	16	21	7	12	45	15	31	17
	10.4	12.2	8.8	10.4	7.3	17.8	9.5	6.7	11.9	14.0
NO OPINION	20	1	6	6	7	0.3	18	12	6	2
	3.4	1.4	3.3	3.1	7.2	0.3	3.7	5.4	2.3	1.9
NOT STATED	6	*	3	1	2	1	6	4	2	1
	1.0	0	1.4	0.4	1.8	1.4	1.2	1.7	0.7	0.4

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND										
AGREE	382 63.6	34 70.7	113 62.9	135 64.8	51 52.8	48 72.4	293 61.3	135 61.3	158 61.3	89 72.9
DISAGREE	80 13.3	6 11.5	22 12.4	29 13.7	16 17.1	7 9.9	64 13.5	24 11.1	40 15.5	15 12.5
IT VARIES	111 18.5	8 16.5	36 19.7	38 18.2	19 19.7	11 16.0	97 20.2	45 20.5	52 20.0	14 11.9
NO OPINION	21 3.5	1 1.4	6 3.6	5 2.5	8 8.6	0 0.3	18 3.8	11 5.1	7 2.6	3 2.3
NOT STATED	7 1.1	* .	3 1.4	1 0.7	2 1.8	1 1.4	6 1.3	4 2.0	2 0.7	1 0.4
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE										
AGREE	264 44.0	28 57.3	85 47.4	82 39.3	45 47.0	24 35.2	203 42.5	84 38.0	120 46.4	60 49.6
DISAGREE	219 36.6	18 36.8	54 30.2	88 42.2	27 27.9	32 48.5	185 38.7	84 38.3	101 39.1	34 28.2
IT VARIES	57 9.5	2 3.3	26 14.4	16 7.7	10 10.3	3 4.7	45 9.3	26 11.8	19 7.3	12 10.0
NO OPINION	53 8.8	1 2.6	12 6.5	21 10.3	12 13.0	6 8.9	38 8.0	23 10.3	16 6.1	14 11.8
NOT STATED	7 1.2	* .	3 1.4	1 0.4	2 1.8	2 2.7	6 1.3	4 1.7	3 1.0	1 0.4
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE										
AGREE	177 29.6	19 39.5	60 33.3	47 22.7	34 35.5	17 25.0	133 27.8	51 23.2	82 31.7	44 36.4
DISAGREE	278 46.4	21 43.8	76 42.2	106 51.1	35 36.8	39 58.8	227 47.5	110 50.1	117 45.2	51 42.2
IT VARIES	73 12.1	6 13.0	24 13.4	27 13.1	11 11.0	4 6.4	65 13.5	23 10.4	42 16.2	8 6.6
NO OPINION	65 10.8	1 2.6	18 9.7	26 12.6	14 14.9	6 8.3	47 9.9	32 14.6	15 5.9	18 14.4
NOT STATED	7 1.1	1 1.2	3 1.4	1 0.4	2 1.8	1 1.4	6 1.3	4 1.7	2 0.9	1 0.4

S O C I A L S C I E N C E S

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18

BY AGE, SEX AND MOTHER TONGUE

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL MAGAZINE READERS	863	65	176	187	161	274	364	498	499	247	116
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED											
AGREE	482 55.9	39 59.9	95 54.2	114 60.9	95 59.2	139 50.7	205 56.1	278 55.7	272 54.6	156 63.2	54 46.2
DISAGREE	131 15.1	9 14.4	33 18.7	27 14.2	19 11.6	43 15.8	60 16.5	70 14.1	82 16.4	33 13.2	16 14.0
IT VARIES	145 16.8	10 15.7	33 18.7	31 16.8	28 17.5	42 15.5	55 15.2	90 18.0	77 15.4	45 18.3	23 19.7
NO OPINION	94 10.9	5 7.3	11 6.5	15 7.8	19 11.7	44 16.1	42 11.5	52 10.4	60 12.0	13 5.3	21 17.7
NOT STATED	11 1.3	2 2.7	3 1.9	1 0.4	* .	5 1.8	3 0.7	8 1.7	8 1.6	* .	3 2.3
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ											
AGREE	665 77.1	50 76.7	129 73.5	151 80.8	127 79.0	208 75.8	273 74.9	392 78.7	376 75.5	205 82.7	84 72.1
DISAGREE	50 5.8	3 4.5	18 10.2	8 4.1	7 4.4	15 5.5	27 7.3	24 4.8	34 6.7	10 4.0	7 6.0
IT VARIES	93 10.8	9 13.8	21 11.9	20 10.5	17 10.8	26 9.6	43 11.9	50 10.0	57 11.4	24 9.7	12 10.7
NO OPINION	46 5.4	2 2.3	8 4.4	8 4.2	9 5.8	20 7.3	19 5.2	28 5.5	27 5.5	9 3.6	10 8.9
NOT STATED	7 0.9	2 2.7	* .	1 0.4	* .	5 1.8	3 0.7	5 1.0	5 1.0	* .	3 2.3
ENJOY READING MAG. ARTICLES ON THAT SCIENCE											
AGREE	661 76.6	43 66.6	127 72.1	156 83.1	130 81.0	205 74.9	276 75.9	385 77.2	369 74.1	203 82.3	88 75.7
DISAGREE	49 5.7	4 6.2	15 8.6	5 2.5	5 3.1	20 7.4	16 4.4	33 6.6	34 6.9	9 3.8	5 4.4
IT VARIES	107 12.4	14 22.1	27 15.2	20 10.6	18 11.1	28 10.2	52 14.2	55 11.1	71 14.2	26 10.5	10 8.6
NO OPINION	36 4.2	2 2.3	7 4.1	6 3.3	6 3.5	15 5.6	18 4.9	18 3.7	17 3.5	8 3.4	10 8.9
NOT STATED	10 1.1	2 2.7	* .	1 0.4	2 1.4	5 1.8	3 0.7	7 1.4	7 1.4	* .	3 2.3

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND											
AGREE	558 64.7	32 48.3	119 67.7	126 67.1	109 67.9	173 63.1	245 67.2	313 62.9	331 66.4	157 63.6	69 59.5
DISAGREE	77 8.9	12 18.5	11 6.2	16 8.8	16 9.9	22 8.0	36 9.8	41 8.3	40 8.1	26 10.7	10 8.7
IT VARIES	179 20.7	18 28.2	38 21.8	38 20.2	28 17.7	56 20.4	64 17.5	115 23.0	101 20.2	54 21.9	24 20.6
NO OPINION	40 4.7	2 2.3	7 4.1	6 3.1	7 4.5	18 6.7	18 4.8	23 4.5	21 4.1	9 3.8	10 8.8
NOT STATED	9 1.0	2 2.7	1 0.3	2 0.9	*	5 1.8	3 0.7	6 1.3	6 1.2	*	3 2.3
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE											
AGREE	327 37.9	29 43.9	62 35.3	77 41.3	58 36.3	101 36.7	141 38.8	185 37.2	184 37.0	108 43.7	34 29.5
DISAGREE	346 40.1	26 39.9	78 44.7	69 36.8	61 38.2	111 40.7	135 37.0	212 42.5	206 41.3	91 36.9	49 41.9
IT VARIES	92 10.6	6 9.0	21 12.2	22 11.8	20 12.3	23 8.2	47 13.0	44 8.9	46 9.3	33 13.4	12 10.5
NO OPINION	89 10.4	3 4.5	13 7.3	18 9.7	21 13.1	34 12.6	38 10.4	52 10.4	56 11.2	15 6.0	18 15.8
NOT STATED	8 1.0	2 2.7	1 0.5	1 0.4	*	5 1.8	3 0.8	5 1.1	6 1.1	*	3 2.3
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE											
AGREE	241 28.0	21 31.8	50 28.3	56 29.9	43 26.7	72 26.2	107 29.3	135 27.0	133 26.7	84 33.8	24 20.9
DISAGREE	402 46.7	29 44.7	93 52.9	89 47.5	73 45.3	119 43.4	170 46.7	232 46.6	227 45.6	119 48.2	56 47.9
IT VARIES	98 11.3	7 10.9	20 11.2	23 12.2	22 13.5	26 9.6	39 10.6	59 11.8	57 11.4	27 11.0	14 11.7
NO OPINION	111 12.9	6 9.8	13 7.3	19 10.0	21 13.1	52 19.1	46 12.8	65 13.0	74 14.8	17 7.0	20 17.1
NOT STATED	10 1.2	2 2.7	1 0.3	1 0.4	2 1.4	5 1.8	3 0.7	8 1.5	7 1.5	*	3 2.3

S O C I A L S C I E N C E S

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18
BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		READ MAGAZINES	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	FROM TIME
TOTAL MAGAZINE READERS VERY/QUITE INTERESTED IN THAT SCIENCE	863 100.0	417 100.0	159 100.0	284 100.0	91 100.0	76 100.0	114 100.0	583 100.0	403 100.0	460 100.0	463 100.0	399 100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED												
AGREE	482 55.9	221 52.9	90 56.7	171 60.0	57 63.0	36 47.0	58 51.1	331 56.9	241 59.9	241 52.4	280 60.4	202 50.7
DISAGREE	131 15.1	68 16.2	24 15.2	37 13.1	10 11.3	17 21.9	21 18.2	83 14.3	63 15.7	67 14.6	69 14.9	61 15.4
IT VARIES	145 16.8	66 15.9	28 17.7	51 17.9	13 14.0	13 17.0	20 17.5	100 17.1	66 16.3	79 17.2	68 14.6	77 19.3
NO OPINION	94 10.9	57 13.6	16 9.8	21 7.5	11 11.8	11 14.0	12 10.9	60 10.3	29 7.2	65 14.1	44 9.4	50 12.5
NOT STATED	11 1.3	6 1.4	1 0.6	4 1.5	* .	* .	3 2.3	8 1.4	3 0.8	8 1.6	3 0.6	8 2.1
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED												
AGREE	665 77.1	313 75.0	133 83.7	217 76.3	73 80.0	57 74.8	83 73.3	452 77.7	329 81.6	336 73.1	384 83.0	281 70.3
DISAGREE	50 5.8	24 5.8	7 4.6	19 6.7	4 4.0	5 6.8	9 8.1	33 5.6	17 4.1	34 7.4	22 4.8	28 7.0
IT VARIES	93 10.8	47 11.3	11 6.9	35 12.4	8 9.0	9 12.2	13 11.5	63 10.8	37 9.3	56 12.1	40 8.6	54 13.4
NO OPINION	46 5.4	28 6.6	7 4.1	12 4.3	6 7.0	5 6.2	6 4.9	30 5.1	17 4.1	30 6.5	14 3.1	32 8.0
NOT STATED	7 0.9	6 1.4	1 0.6	1 0.3	* .	* .	3 2.3	5 0.8	3 0.8	4 0.9	3 0.6	5 1.2
ENJOY READING MAG. ARTICLES ON THAT SCIENCE												
AGREE	661 76.6	296 71.1	130 81.9	232 81.7	74 82.0	59 77.8	87 76.2	441 75.7	333 82.7	328 71.3	381 82.2	280 70.2
DISAGREE	49 5.7	22 5.2	9 5.9	18 6.2	4 4.7	3 3.7	4 3.9	37 6.4	17 4.3	32 6.8	24 5.2	25 6.2
IT VARIES	107 12.4	70 16.9	13 7.9	24 8.4	6 6.9	9 12.3	15 13.2	76 13.1	34 8.5	72 15.8	44 9.4	63 15.8
NO OPINION	36 4.2	23 5.4	4 2.4	10 3.4	6 6.4	5 6.2	5 4.3	21 3.6	12 3.1	24 5.2	12 2.6	24 6.0
NOT STATED	10 1.1	6 1.4	3 2.0	1 0.3	* .	* .	3 2.3	7 1.2	6 1.4	4 0.9	3 0.6	7 1.8

	EDUCATION					OCCUPATION			INTEREST IN THAT SCIENCE		READ MAGAZINES	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND												
AGREE	558 64.7	235 56.5	106 66.6	214 75.4	72 78.9	49 64.9	67 58.6	371 63.6	282 70.2	275 59.9	327 70.5	231 57.9
DISAGREE	77 8.9	45 10.9	15 9.6	16 5.7	4 4.6	4 5.3	18 16.2	50 8.6	41 10.2	36 7.8	31 6.7	46 11.5
IT VARIES	179 20.7	105 25.2	31 19.5	43 15.0	9 10.1	18 23.6	21 18.1	131 22.5	61 15.2	118 25.5	88 19.0	91 22.7
NO OPINION	40 4.7	24 5.9	6 3.8	10 3.4	6 6.4	5 6.2	5 4.8	24 4.2	14 3.6	26 5.6	13 2.8	27 6.8
NOT STATED	9 1.0	7 1.6	1 0.6	1 0.5	*	*	3 2.3	6 1.1	3 0.8	6 1.2	4 0.9	5 1.2
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE												
AGREE	327 37.9	151 36.3	62 39.2	113 39.6	37 41.1	23 30.2	42 37.2	224 38.5	174 43.2	153 33.3	190 41.1	136 34.1
DISAGREE	346 40.1	159 38.2	69 43.3	117 41.0	36 39.2	30 39.9	41 35.6	240 41.2	162 40.2	185 40.1	200 43.1	147 36.7
IT VARIES	92 10.6	47 11.2	15 9.2	30 10.6	8 8.7	9 12.5	20 17.8	54 9.3	40 9.9	52 11.2	39 8.3	53 13.3
NO OPINION	89 10.4	54 13.0	12 7.7	23 8.1	10 10.5	13 17.4	8 7.1	59 10.1	24 5.9	66 14.3	31 6.8	58 14.5
NOT STATED	8 1.0	6 1.4	1 0.6	2 0.6	0.5	*	3 2.3	5 0.9	3 0.8	5 1.1	3 0.7	5 1.3
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE												
AGREE	241 28.0	111 26.5	52 32.9	78 27.3	27 30.2	20 26.7	35 30.9	158 27.2	120 29.9	121 26.3	138 29.8	103 25.8
DISAGREE	402 46.7	180 43.2	75 47.4	145 51.1	45 49.5	31 40.5	52 45.7	275 47.2	187 46.4	216 46.9	234 50.5	168 42.2
IT VARIES	98 11.3	49 11.7	13 8.5	35 12.4	6 6.4	9 12.1	12 10.2	71 12.2	52 12.9	46 9.9	40 8.7	57 14.4
NO OPINION	111 12.9	72 17.2	15 9.2	25 8.7	13 13.8	16 20.7	12 10.9	71 12.1	38 9.5	73 15.9	48 10.3	64 15.9
NOT STATED	10 1.2	6 1.4	3 2.0	1 0.3	*	*	3 2.3	8 1.3	6 1.4	5 1.0	3 0.7	7 1.8

S O C I A L S C I E N C E S

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL MAGAZINE READERS	863	77	259	304	129	93	701	335	367	161
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	482 55.9	49 63.4	159 61.3	182 59.8	41 31.5	52 55.7	390 55.6	190 56.8	200 54.4	92 57.3
DISAGREE	131 15.1	11 13.6	36 13.8	40 13.1	30 23.4	14 15.5	110 15.7	57 17.1	53 14.5	20 12.6
IT VARIES	145 16.8	13 16.6	50 19.1	35 11.7	30 23.6	17 18.0	124 17.7	50 14.8	75 20.3	21 13.0
NO OPINION	94 10.9	5 6.4	14 5.5	44 14.6	21 16.4	9 9.7	70 9.9	33 10.0	36 9.9	24 14.9
NOT STATED	11 1.3	* .	1 0.3	3 0.9	7 5.1	1 1.0	7 1.1	4 1.3	3 0.9	3 2.1
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	665 77.1	65 84.2	207 79.9	233 76.6	86 67.1	74 79.0	537 76.5	246 73.6	291 79.3	128 79.4
DISAGREE	50 5.8	5 6.0	13 4.9	15 5.1	12 9.4	6 6.0	41 5.9	21 6.3	20 5.5	9 5.7
IT VARIES	93 10.8	6 7.5	26 10.2	33 11.0	17 13.2	11 11.5	75 10.7	36 10.7	39 10.6	19 11.5
NO OPINION	46 5.4	2 2.3	12 4.8	20 6.5	10 7.8	2 2.5	41 5.9	27 8.2	14 3.7	5 3.3
NOT STATED	7 0.9	* .	1 0.3	3 0.9	3 2.4	1 1.0	7 1.1	4 1.3	3 0.9	* .
ENJOY READING MAG. ARTICLES ON THAT SCIENCE										
AGREE	661 76.6	70 90.6	205 79.0	229 75.4	87 67.7	70 74.8	535 76.2	248 74.1	286 78.1	127 78.5
DISAGREE	49 5.7	3 4.0	15 5.9	18 6.1	9 7.0	3 3.3	40 5.6	26 7.7	14 3.7	9 5.8
IT VARIES	107 12.4	1 1.5	26 10.1	39 12.9	22 17.4	18 19.2	85 12.1	35 10.4	50 13.7	22 13.4
NO OPINION	36 4.2	3 3.9	12 4.6	12 4.0	7 5.5	2 1.8	33 4.6	20 5.8	13 3.5	4 2.2
NOT STATED	10 1.1	* .	1 0.3	5 1.6	3 2.4	1 1.0	10 1.4	7 1.9	3 0.9	* .

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV%	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND										
AGREE	558 64.7	58 75.3	165 63.5	193 63.5	70 54.7	71 76.8	461 65.8	223 66.6	238 65.0	97 59.9
DISAGREE	77 8.9	10 12.7	26 10.2	25 8.3	11 8.6	5 4.9	54 7.7	17 5.0	37 10.1	23 14.4
IT VARIES	179 20.7	6 8.1	55 21.0	67 22.0	37 28.5	15 15.6	142 20.3	68 20.2	74 20.3	37 22.8
NO OPINION	40 4.7	3 3.9	13 5.0	15 4.9	7 5.8	2 1.8	35 5.0	23 6.9	12 3.4	5 2.9
NOT STATED	9 1.0	* .	1 0.3	4 1.3	3 2.4	1 1.0	9 1.3	4 1.3	5 1.2	* .
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE										
AGREE	327 37.9	36 47.1	112 43.1	98 32.2	52 40.4	29 30.9	260 37.0	120 35.7	140 38.2	67 41.6
DISAGREE	346 40.1	29 37.6	95 36.5	134 44.0	43 33.6	45 48.7	288 41.0	142 42.5	145 39.6	59 36.4
IT VARIES	92 10.6	9 11.0	35 13.4	25 8.3	13 10.3	10 10.7	73 10.4	30 9.0	43 11.8	19 11.5
NO OPINION	89 10.4	3 4.3	17 6.6	44 14.4	17 13.3	8 8.6	72 10.3	38 11.5	34 9.3	17 10.5
NOT STATED	8 1.0	* .	1 0.3	4 1.2	3 2.4	1 1.0	8 1.2	4 1.3	4 1.1	* .
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE										
AGREE	241 28.0	33 42.5	86 33.2	57 18.7	42 32.6	23 24.8	187 26.7	77 23.0	110 30.0	54 33.6
DISAGREE	402 46.7	23 30.1	125 48.4	160 52.6	44 34.5	49 53.0	343 48.9	173 51.8	170 46.3	59 36.9
IT VARIES	98 11.3	14 17.5	25 9.8	33 10.9	17 13.5	8 8.7	74 10.5	31 9.3	43 11.7	24 14.7
NO OPINION	111 12.9	8 10.0	22 8.3	49 16.0	22 16.9	12 12.4	87 12.5	47 14.0	41 11.1	24 14.8
NOT STATED	10 1.2	* .	1 0.3	5 1.7	3 2.4	1 1.0	10 1.4	7 1.9	4 1.0	* .

L I F E S C I E N C E S

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18

BY AGE, SEX AND MOTHER TONGUE

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL MAGAZINE READERS VERY/QUITE INTERESTED IN THAT SCIENCE	999 100.0	88 100.0	187 100.0	208 100.0	177 100.0	339 100.0	441 100.0	558 100.0	593 100.0	269 100.0	137 100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED											
AGREE	623 62.3	57 64.9	118 63.2	132 63.4	115 65.0	200 59.2	279 63.2	344 61.6	360 60.7	189 70.1	74 54.0
DISAGREE	110 11.0	12 13.5	24 12.8	23 11.0	14 8.0	37 11.0	52 11.9	58 10.3	69 11.6	27 10.1	14 10.2
IT VARIES	149 15.0	10 11.1	28 15.2	36 17.1	34 19.4	41 12.2	65 14.8	84 15.1	79 13.3	39 14.5	31 22.9
NO OPINION	106 10.6	7 8.5	17 8.9	16 7.5	13 7.6	53 15.6	39 8.9	67 11.9	78 13.2	13 4.9	14 10.5
NOT STATED	11 1.1	2 2.0	* .	2 1.1	* .	7 2.1	5 1.2	6 1.0	7 1.2	1 0.3	3 2.4
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ											
AGREE	805 80.6	74 83.8	141 75.7	169 81.2	143 80.9	278 81.9	357 81.1	448 80.2	476 80.2	220 81.8	109 79.9
DISAGREE	28 2.8	4 4.7	7 3.8	5 2.3	6 3.2	6 1.9	14 3.3	13 2.4	17 2.9	8 2.8	3 2.2
IT VARIES	110 11.0	7 7.5	27 14.6	27 12.8	23 13.0	26 7.7	50 11.4	60 10.7	65 11.0	32 11.9	13 9.2
NO OPINION	47 4.7	2 2.1	11 5.9	5 2.5	5 3.0	24 7.0	16 3.5	32 5.6	30 5.1	8 3.1	9 6.2
NOT STATED	9 0.9	2 2.0	* .	2 1.1	* .	5 1.5	3 0.7	6 1.0	5 0.8	1 0.3	3 2.4
ENJOY READING MAG. ARTICLES ON THAT SCIENCE											
AGREE	819 82.0	74 83.7	137 73.4	175 84.3	151 85.5	281 83.0	357 81.1	462 82.7	476 80.2	232 86.2	111 81.5
DISAGREE	17 1.7	3 3.3	5 2.8	2 1.0	4 2.0	3 1.0	7 1.5	10 1.8	10 1.7	3 1.3	3 2.5
IT VARIES	108 10.8	8 8.9	31 16.6	22 10.5	17 9.5	30 8.8	57 12.9	51 9.1	75 12.6	22 8.2	11 7.9
NO OPINION	42 4.2	2 2.1	11 6.1	7 3.2	3 1.8	19 5.7	17 3.8	26 4.6	25 4.3	9 3.4	8 5.7
NOT STATED	13 1.3	2 2.0	2 1.0	2 1.1	2 1.2	5 1.5	3 0.7	10 1.8	8 1.3	2 0.8	3 2.4

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND											
AGREE	606 60.6	46 52.0	114 60.9	131 62.9	111 62.4	204 60.4	273 61.9	333 59.6	377 63.5	156 57.8	73 53.5
DISAGREE	112 11.2	14 15.7	25 13.4	17 8.4	22 12.1	34 10.2	47 10.7	65 11.7	57 9.6	41 15.2	15 10.6
IT VARIES	226 22.6	24 26.8	39 20.6	50 23.9	38 21.7	76 22.4	100 22.6	126 22.6	126 21.3	62 23.0	38 27.8
NO OPINION	46 4.6	3 3.5	9 5.0	8 3.7	7 3.8	19 5.6	18 4.1	28 5.1	29 4.8	10 3.6	8 5.7
NOT STATED	9 0.9	2 2.0	* .	2 1.1	* .	5 1.5	3 0.7	6 1.0	5 0.8	1 0.3	3 2.4
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE											
AGREE	413 41.3	43 48.7	81 43.2	95 45.5	70 39.4	125 36.8	174 39.4	239 42.8	231 38.9	129 47.8	53 39.1
DISAGREE	376 37.6	35 39.1	73 39.1	70 33.8	62 35.3	135 39.9	173 39.2	203 36.4	225 37.9	101 37.6	50 36.4
IT VARIES	88 8.8	5 5.4	16 8.5	19 9.0	23 12.9	26 7.6	41 9.2	48 8.5	59 10.0	22 8.1	7 5.1
NO OPINION	112 11.2	4 4.7	17 9.2	22 10.6	20 11.3	48 14.3	51 11.5	61 11.0	73 12.3	17 6.2	22 16.3
NOT STATED	11 1.1	2 2.0	* .	2 1.1	2 1.1	5 1.5	3 0.7	8 1.4	6 1.0	1 0.3	4 3.1
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE											
AGREE	275 27.6	26 29.7	52 27.7	64 30.6	47 26.4	87 25.6	125 28.3	151 27.0	159 26.8	87 32.3	29 21.5
DISAGREE	465 46.6	37 42.3	89 47.8	102 48.9	82 46.1	155 45.8	214 48.6	251 44.9	255 43.1	138 51.3	72 52.3
IT VARIES	131 13.1	15 16.6	26 14.2	22 10.7	28 15.6	40 11.7	47 10.7	84 15.0	87 14.7	27 10.2	16 11.7
NO OPINION	116 11.6	8 9.4	19 10.0	18 8.8	19 10.7	52 15.4	52 11.8	65 11.6	85 14.3	16 5.9	16 11.6
NOT STATED	12 1.2	2 2.0	1 0.3	2 1.1	2 1.2	5 1.5	3 0.7	9 1.5	7 1.2	1 0.3	4 2.9

L I F E S C I E N C E S

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18
 BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	-----EDUCATION-----				-----OCCUPATION-----			---INTEREST IN--- THAT SCIENCE		READ MAGAZINES		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	TO
TOTAL MAGAZINE READERS	999	524	188	285	96	76	158	670	473	526	514	485
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED												
AGREE	623 62.3	322 61.5	115 61.6	185 64.7	58 60.8	50 66.0	94 59.6	420 62.8	305 64.6	318 60.3	348 67.6	275 56.7
DISAGREE	110 11.0	59 11.2	21 11.2	29 10.0	10 10.4	7 9.1	23 14.4	70 10.5	65 13.7	45 8.6	47 9.1	63 13.0
IT VARIES	149 15.0	78 14.8	27 14.4	45 15.6	17 18.1	10 13.3	24 15.1	98 14.7	58 12.4	91 17.3	62 12.1	87 18.0
NO OPINION	106 10.6	57 10.8	23 12.3	26 9.1	10 10.1	9 11.6	15 9.3	73 10.9	39 8.3	66 12.6	52 10.1	54 11.1
NOT STATED	11 1.1	9 1.7	1 0.5	1 0.5	1 0.6	* .	3 1.6	8 1.2	5 1.0	6 1.2	5 1.0	6 1.2
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED												
AGREE	805 80.6	411 78.5	159 84.6	233 81.7	76 79.8	63 83.3	126 80.0	539 80.6	401 84.9	404 76.8	437 85.0	368 76.0
DISAGREE	28 2.8	14 2.6	4 2.1	10 3.6	2 2.2	3 3.8	5 2.9	18 2.7	11 2.3	17 3.3	14 2.7	14 2.9
IT VARIES	110 11.0	68 13.0	14 7.4	28 9.7	11 11.4	3 4.6	21 13.4	74 11.1	40 8.4	70 13.3	44 8.5	66 13.7
NO OPINION	47 4.7	24 4.6	10 5.4	13 4.6	6 6.0	6 8.3	3 2.1	32 4.7	16 3.4	31 5.9	17 3.2	31 6.3
NOT STATED	9 0.9	7 1.3	1 0.5	1 0.5	1 0.6	* .	3 1.6	6 0.9	5 1.0	4 0.8	3 0.6	6 1.2
ENJOY READING MAG. ARTICLES ON THAT SCIENCE												
AGREE	819 82.0	413 78.8	160 85.3	244 85.5	79 82.1	63 82.6	125 79.3	553 82.6	415 87.7	405 76.9	442 86.0	377 77.8
DISAGREE	17 1.7	6 1.2	5 2.4	6 2.0	1 1.3	2 2.4	3 1.9	11 1.6	7 1.5	10 1.8	10 1.9	7 1.4
IT VARIES	108 10.8	75 14.3	10 5.3	22 7.9	11 11.5	4 5.7	24 14.9	69 10.3	30 6.3	78 14.8	40 7.7	68 14.0
NO OPINION	42 4.2	23 4.3	8 4.2	12 4.1	4 4.6	7 9.3	4 2.3	27 4.1	14 3.0	28 5.4	18 3.5	24 5.0
NOT STATED	13 1.3	7 1.3	5 2.7	1 0.5	1 0.6	* .	3 1.6	10 1.5	7 1.5	6 1.1	4 0.9	9 1.8

	EDUCATION					OCCUPATION			INTEREST IN THAT SCIENCE		READ MAGAZINES	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND												
AGREE	606 60.6	279 53.3	121 64.3	203 71.3	66 69.0	42 55.3	84 53.2	414 61.8	297 62.7	309 58.7	348 67.7	257 53.1
DISAGREE	112 11.2	69 13.1	19 10.2	25 8.6	7 6.8	9 12.3	22 14.2	74 11.1	66 14.0	46 8.8	46 8.9	67 13.7
IT VARIES	226 22.6	143 27.3	38 20.5	44 15.5	18 19.0	18 24.2	43 27.3	146 21.9	87 18.4	139 26.4	100 19.4	126 26.0
NO OPINION	46 4.6	26 5.0	8 4.5	12 4.1	4 4.6	6 8.3	6 3.7	30 4.4	18 3.8	28 5.3	17 3.3	29 6.0
NOT STATED	9 0.9	7 1.3	1 0.5	1 0.5	1 0.6	* .	3 1.6	6 0.9	5 1.0	4 0.8	3 0.6	6 1.2
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE												
AGREE	413 41.3	208 39.7	80 42.6	124 43.5	29 30.4	37 49.4	65 41.1	281 42.0	233 49.3	180 34.2	223 43.4	190 39.1
DISAGREE	376 37.6	192 36.6	78 41.5	104 36.6	45 47.4	22 29.0	63 39.6	246 36.7	162 34.2	214 40.6	199 38.7	177 36.4
IT VARIES	88 8.8	46 8.9	13 6.9	29 10.1	8 8.1	7 8.9	12 7.8	61 9.2	37 7.9	51 9.7	45 8.8	43 8.9
NO OPINION	112 11.2	70 13.3	15 8.1	27 9.4	13 13.4	10 12.7	16 9.9	74 11.0	36 7.6	76 14.4	44 8.5	68 14.0
NOT STATED	11 1.1	8 1.5	2 1.0	1 0.5	1 0.6	* .	3 1.6	8 1.1	5 1.0	6 1.1	3 0.6	8 1.6
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE												
AGREE	275 27.6	142 27.1	48 25.8	84 29.5	22 23.3	23 30.9	48 30.4	181 27.1	152 32.2	123 23.4	149 29.0	126 26.0
DISAGREE	465 46.6	226 43.1	100 53.5	138 48.2	59 61.4	26 34.1	77 48.5	304 45.4	224 47.5	241 45.7	255 49.7	210 43.2
IT VARIES	131 13.1	75 14.3	19 10.2	37 12.8	6 6.6	14 19.1	16 10.2	94 14.0	62 13.1	69 13.1	60 11.6	71 14.6
NO OPINION	116 11.6	75 14.2	16 8.6	26 9.0	8 8.1	12 15.8	15 9.3	82 12.2	27 5.7	90 17.0	47 9.1	70 14.4
NOT STATED	12 1.2	7 1.3	4 2.0	1 0.5	1 0.6	* .	3 1.6	9 1.3	8 1.6	4 0.8	3 0.6	9 1.8

L I F E S C I E N C E S

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18
BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL MAGAZINE READERS	999	76	276	356	177	114	796	356	440	203
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	623 62.3	51 66.5	193 69.8	223 62.6	91 51.4	66 57.7	488 61.2	211 59.3	277 62.8	135 66.7
DISAGREE	110 11.0	11 14.3	27 9.8	30 8.5	25 14.2	17 14.7	89 11.1	36 10.1	53 12.0	21 10.5
IT VARIES	149 15.0	11 14.1	41 14.7	46 13.0	29 16.4	23 19.8	126 15.8	61 17.2	65 14.8	23 11.5
NO OPINION	106 10.6	4 5.0	15 5.5	53 14.9	26 14.7	8 7.0	85 10.7	44 12.3	41 9.4	21 10.3
NOT STATED	11 1.1	* .	1 0.3	3 1.0	6 3.3	1 0.8	9 1.1	4 1.2	5 1.0	2 1.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	805 80.6	63 82.8	221 79.9	289 81.3	137 77.5	95 83.3	626 78.6	278 78.0	348 79.0	180 88.6
DISAGREE	28 2.8	4 5.0	8 2.8	10 2.8	5 2.7	2 1.6	23 2.9	9 2.4	15 3.3	5 2.3
IT VARIES	110 11.0	8 10.3	34 12.2	35 9.8	20 11.6	13 11.3	92 11.5	34 9.6	58 13.1	18 8.9
NO OPINION	47 4.7	1 1.9	13 4.8	18 5.1	11 6.1	3 3.0	47 5.9	31 8.7	16 3.6	0.2
NOT STATED	9 0.9	* .	1 0.3	3 1.0	4 2.1	1 0.8	9 1.1	4 1.2	5 1.0	* .
ENJOY READING MAG. ARTICLES ON THAT SCIENCE										
AGREE	819 82.0	69 90.4	232 83.9	290 81.6	138 78.3	90 78.8	645 81.0	289 81.2	356 80.8	175 86.0
DISAGREE	17 1.7	2 2.8	4 1.4	7 2.1	1 0.7	2 2.0	14 1.8	5 1.5	9 2.1	3 1.3
IT VARIES	108 10.8	4 4.9	25 9.2	39 10.9	22 12.5	18 15.4	84 10.5	29 8.0	55 12.5	24 11.9
NO OPINION	42 4.2	1 1.9	13 4.8	13 3.6	11 6.4	3 3.0	41 5.1	25 7.0	16 3.6	2 0.8
NOT STATED	13 1.3	* .	2 0.8	6 1.8	4 2.1	1 0.8	13 1.6	8 2.4	5 1.0	* .

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND										
AGREE	606 60.6	52 68.2	160 57.9	223 62.6	101 57.1	70 61.4	479 60.2	221 62.1	258 58.7	126 62.2
DISAGREE	112 11.2	9 11.6	39 14.0	34 9.6	19 10.5	12 10.6	80 10.0	23 6.5	56 12.8	33 16.1
IT VARIES	226 22.6	14 18.2	63 22.8	79 22.1	45 25.5	25 22.1	184 23.1	81 22.7	103 23.4	42 20.8
NO OPINION	46 4.6	1 1.9	14 5.0	17 4.7	8 4.8	6 5.2	44 5.6	27 7.5	18 4.0	2 0.9
NOT STATED	9 0.9	* .	1 0.3	3 1.0	4 2.1	1 0.8	9 1.1	4 1.2	5 1.0	* .
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE										
AGREE	413 41.3	41 53.4	126 45.5	125 35.0	77 43.7	45 39.0	320 40.2	131 36.8	189 43.0	93 45.6
DISAGREE	376 37.6	21 27.1	106 38.4	146 41.0	54 30.8	49 42.6	310 39.0	145 40.8	165 37.5	65 32.2
IT VARIES	88 8.8	11 14.2	25 9.1	34 9.5	14 7.9	4 3.9	68 8.6	26 7.2	42 9.6	20 9.8
NO OPINION	112 11.2	4 5.2	18 6.7	48 13.5	25 14.4	16 13.7	88 11.0	50 14.0	38 8.6	24 11.9
NOT STATED	11 1.1	* .	1 0.3	3 1.0	6 3.2	1 0.8	10 1.2	4 1.2	5 1.2	1 0.5
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE										
AGREE	275 27.6	29 37.6	86 31.3	80 22.3	55 30.9	26 22.9	203 25.5	79 22.1	125 28.3	72 35.5
DISAGREE	465 46.6	21 27.0	144 52.0	165 46.4	69 39.0	67 58.5	393 49.4	198 55.3	195 44.4	72 35.5
IT VARIES	131 13.1	24 31.9	25 8.9	52 14.5	19 10.9	11 9.6	101 12.7	31 8.8	70 15.8	29 14.5
NO OPINION	116 11.6	3 3.5	21 7.6	53 15.0	30 17.1	9 8.1	87 10.9	41 11.5	46 10.4	29 14.4
NOT STATED	12 1.2	* .	1 0.3	6 1.8	4 2.1	1 0.8	12 1.5	7 2.0	5 1.0	* .

ENGINEERING SCIENCES

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18

BY AGE, SEX AND MOTHER TONGUE

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL MAGAZINE READERS	673	54	136	156	119	209	431	243	412	172	89
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED											
AGREE	402 59.8	32 59.7	85 63.0	96 61.5	68 56.9	121 58.1	271 63.0	131 54.1	244 59.2	110 63.8	49 54.7
DISAGREE	77 11.5	13 23.2	15 11.0	11 7.2	12 10.1	27 12.8	53 12.3	25 10.2	49 12.0	17 9.8	11 12.6
IT VARIES	109 16.2	6 10.2	18 13.5	32 20.9	27 22.9	26 12.3	65 15.1	44 18.2	64 15.6	32 18.7	13 14.5
NO OPINION	81 12.0	4 6.9	17 12.5	16 10.5	12 10.2	32 15.2	41 9.5	40 16.5	52 12.7	13 7.7	15 17.1
NOT STATED	3 0.5	* .	* .	* .	* .	3 1.5	1 0.2	2 1.0	2 0.5	* .	1 1.1
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE INTERESTING TO READ											
AGREE	514 76.4	47 86.1	90 66.6	118 76.0	97 81.4	162 77.7	351 81.4	164 67.5	312 75.7	140 81.1	63 70.3
DISAGREE	21 3.1	1 2.3	4 3.2	4 2.5	4 3.2	8 3.6	5 1.1	16 6.6	11 2.7	6 3.5	4 4.1
IT VARIES	105 15.6	5 10.1	32 23.9	25 16.3	13 10.6	29 14.0	56 13.1	49 20.1	68 16.6	21 12.0	16 17.9
NO OPINION	30 4.4	1 1.5	8 6.3	8 5.3	6 4.8	7 3.2	18 4.2	12 4.8	18 4.4	6 3.4	6 6.7
NOT STATED	3 0.5	* .	* .	* .	* .	3 1.5	1 0.2	2 1.0	2 0.5	* .	1 1.1
ENJOY READING MAG. ARTICLES ON THAT SCIENCE											
AGREE	511 75.9	43 79.3	95 70.4	119 76.4	95 79.6	159 76.1	359 83.3	152 62.9	312 75.8	133 77.1	66 74.0
DISAGREE	22 3.3	0.8	5 3.6	3 1.9	2 1.4	12 5.8	5 1.1	17 7.1	10 2.5	6 3.3	6 7.1
IT VARIES	110 16.3	10 18.4	28 20.8	26 16.4	17 14.4	29 13.9	50 11.6	60 24.6	72 17.4	28 16.4	10 11.2
NO OPINION	26 3.9	1 1.5	7 5.2	8 5.3	4 3.6	6 2.7	16 3.8	10 4.0	15 3.6	5 3.2	6 6.7
NOT STATED	4 0.6	* .	* .	* .	1 0.9	3 1.5	1 0.2	3 1.4	3 0.8	* .	1 1.1

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND											
AGREE	376 55.9	31 58.1	73 53.6	95 60.9	69 58.3	108 51.6	259 60.2	117 48.1	240 58.2	93 54.0	43 48.8
DISAGREE	93 13.8	6 11.9	19 14.2	17 10.9	14 11.5	37 17.5	44 10.2	49 20.2	52 12.6	31 17.8	10 11.7
IT VARIES	169 25.1	15 28.5	36 26.7	35 22.5	29 24.7	53 25.3	106 24.7	63 25.9	99 24.1	42 24.5	28 31.0
NO OPINION	31 4.6	1 1.5	8 5.5	9 5.6	7 5.5	7 3.6	19 4.5	12 4.8	18 4.4	6 3.7	7 7.5
NOT STATED	4 0.6	*	*	*	*	4 1.9	2 0.4	2 1.0	3 0.7	*	1 1.1
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE											
AGREE	290 43.2	30 55.1	61 45.2	66 42.7	43 35.8	90 43.3	199 46.3	91 37.6	182 44.2	81 46.9	27 30.9
DISAGREE	255 37.9	13 24.1	55 40.4	60 38.7	51 42.8	76 36.6	154 35.8	101 41.6	148 36.0	65 37.4	43 48.1
IT VARIES	62 9.1	8 14.1	10 7.1	17 10.7	15 12.3	13 6.2	39 9.0	23 9.5	35 8.6	18 10.3	8 9.5
NO OPINION	62 9.2	4 6.8	10 7.3	11 7.4	11 9.2	26 12.4	38 8.7	24 9.9	43 10.5	9 5.4	9 10.4
NOT STATED	4 0.6	*	*	1 0.6	*	3 1.5	1 0.2	3 1.3	3 0.7	*	1 1.1
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE											
AGREE	215 31.9	26 47.5	37 27.2	47 30.4	38 32.3	66 31.8	138 32.0	77 31.8	123 29.9	74 42.8	18 20.1
DISAGREE	303 45.0	22 40.5	71 52.7	75 48.1	47 39.4	88 42.0	192 44.6	111 45.6	177 42.9	78 45.0	49 54.6
IT VARIES	71 10.5	4 7.4	16 11.6	13 8.3	20 16.4	19 9.0	46 10.7	25 10.3	50 12.2	11 6.4	10 11.0
NO OPINION	82 12.1	2 4.6	12 8.5	21 13.3	14 11.9	33 15.7	54 12.5	28 11.4	60 14.6	10 5.7	12 13.3
NOT STATED	3 0.5	*	*	*	*	3 1.5	1 0.2	2 1.0	2 0.5	*	1 1.1

ENGINEERING SCIENCES

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18
 BY EDUCATION/OCCUPATION/INTEREST IN SCIENCE/FREQUENCY OF READING

	----- EDUCATION -----				----- OCCUPATION -----			----- INTEREST IN THAT SCIENCE -----		READ MAGAZINES		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU-LARLY	FROM TIME TO TIME
TOTAL MAGAZINE READERS VERY/QUITE INTERESTED IN THAT SCIENCE	673	337	116	219	90	62	172	349	259	414	358	315
TOTAL MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AGREE	402	196	69	137	58	39	106	199	166	236	218	184
	59.8	58.1	59.4	62.4	64.6	62.5	61.8	57.0	64.1	57.1	60.9	58.4
DISAGREE	77	55	8	14	8	5	27	38	30	47	38	39
	11.5	16.2	7.3	6.5	9.0	7.8	15.6	10.8	11.6	11.4	10.7	12.4
IT VARIES	109	46	20	43	15	8	25	61	46	63	60	50
	16.2	13.7	17.1	19.8	16.6	13.4	14.3	17.6	17.8	15.3	16.7	15.7
NO OPINION	81	39	18	24	9	10	14	48	16	65	41	40
	12.0	11.6	15.3	10.9	9.8	16.2	7.9	13.9	6.2	15.7	11.4	12.7
NOT STATED	3	1	1	1	*	*	1	2	1	2	1	2
	0.5	0.4	0.8	0.4	.	.	0.5	0.7	0.3	0.6	0.2	0.7
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED												
AGREE	514	273	85	156	71	46	142	256	220	294	284	230
	76.4	80.8	73.3	71.2	79.0	73.8	82.4	73.2	84.8	71.1	79.3	73.1
DISAGREE	21	7	7	7	1	2	2	16	5	16	6	15
	3.1	2.2	5.9	3.0	1.3	3.0	1.1	4.6	1.9	3.8	1.6	4.8
IT VARIES	105	47	19	40	11	8	24	62	25	80	57	48
	15.6	13.8	16.1	18.2	11.6	13.5	13.8	17.9	9.7	19.3	15.8	15.3
NO OPINION	30	9	5	16	7	6	4	13	9	21	11	19
	4.4	2.8	4.0	7.3	8.2	9.7	2.2	3.7	3.3	5.1	3.0	6.1
NOT STATED	3	1	1	1	*	*	1	2	1	2	1	2
	0.5	0.4	0.8	0.4	.	.	0.5	0.7	0.3	0.6	0.2	0.7
ENJOY READING MAG. ARTICLES ON THAT SCIENCE												
AGREE	511	277	82	151	72	47	156	236	215	296	283	228
	75.9	82.2	71.0	68.8	79.8	76.8	90.3	67.6	82.8	71.6	79.1	72.4
DISAGREE	22	9	9	5	1	2	2	17	5	17	11	11
	3.3	2.6	7.4	2.1	1.3	3.0	1.0	5.0	2.0	4.1	3.1	3.5
IT VARIES	110	41	19	49	10	6	10	83	32	78	53	57
	16.3	12.1	16.8	22.5	11.4	10.5	6.0	23.7	12.3	18.8	14.7	18.1
NO OPINION	26	9	5	12	7	6	4	9	7	19	9	17
	3.9	2.7	4.0	5.7	7.5	9.7	2.2	2.7	2.6	4.7	2.6	5.3
NOT STATED	4	1	1	2	*	*	1	3	1	3	2	2
	0.6	0.4	0.8	0.9	.	.	0.5	1.0	0.3	0.8	0.5	0.7

	-----EDUCATION-----				-----OCCUPATION-----			--INTEREST IN-- THAT SCIENCE		READ MAGAZINES		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	REGU- LARLY	FROM TIME TO TIME
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND												
AGREE	376 55.9	164 48.7	71 61.1	140 64.0	58 64.8	36 58.0	104 60.4	178 50.9	164 63.3	212 51.2	218 60.9	158 50.2
DISAGREE	93 13.8	58 17.3	18 15.2	17 7.8	7 7.7	8 13.1	22 12.6	56 16.1	23 9.0	70 16.8	41 11.4	52 16.5
IT VARIES	169 25.1	99 29.4	21 18.4	48 22.1	19 20.0	11 18.1	41 23.5	99 28.4	62 23.8	107 25.9	88 24.4	81 25.8
NO OPINION	31 4.6	13 3.9	5 4.4	13 5.8	7 7.5	7 10.7	5 3.0	13 3.6	9 3.6	22 5.2	11 3.0	20 6.4
NOT STATED	4 0.6	2 0.7	1 0.8	1 0.4	*	*	1 0.5	3 0.9	1 0.3	3 0.8	1 0.2	3 1.0
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE												
AGREE	290 43.2	145 42.8	54 46.8	92 41.8	40 44.2	26 42.4	76 44.1	148 42.5	128 49.3	163 39.3	158 44.0	133 42.2
DISAGREE	255 37.9	124 36.7	45 38.6	87 39.6	38 41.8	18 29.5	63 36.8	136 39.0	89 34.2	167 40.3	138 38.7	117 37.1
IT VARIES	62 9.1	31 9.3	9 8.0	20 9.2	5 5.6	8 12.5	22 12.7	27 7.7	26 10.0	36 8.6	30 8.4	32 10.0
NO OPINION	62 9.2	35 10.5	7 5.8	20 9.0	8 8.3	10 15.6	10 5.9	34 9.9	16 6.3	45 11.0	31 8.7	31 9.7
NOT STATED	4 0.6	2 0.7	1 0.8	1 0.4	*	*	1 0.5	3 0.9	1 0.3	3 0.8	1 0.2	3 1.0
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE												
AGREE	215 31.9	108 31.9	42 35.8	65 29.9	25 27.8	19 31.5	53 30.9	117 33.5	98 37.6	117 28.3	114 32.0	100 31.8
DISAGREE	303 45.0	146 43.3	58 49.8	99 45.2	44 48.6	23 38.0	80 46.7	155 44.4	105 40.3	198 47.9	170 47.5	133 42.1
IT VARIES	71 10.5	40 11.7	7 6.1	24 10.8	11 12.7	9 14.4	17 9.6	34 9.7	33 12.8	38 9.2	32 9.0	39 12.3
NO OPINION	82 12.1	43 12.6	9 7.5	30 13.8	10 10.9	10 16.1	21 12.4	41 11.6	23 9.0	58 14.1	40 11.3	41 13.1
NOT STATED	3 0.5	1 0.4	1 0.8	1 0.4	*	*	1 0.5	2 0.7	1 0.3	2 0.6	1 0.2	2 0.7

ENGINEERING SCIENCES

ATTITUDES TOWARDS MAGAZINE ARTICLES ON SCIENCE TOPICS Q.15/18

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL MAGAZINE READERS	673	58	177	242	109	87	551	245	305	123
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	402 59.8	39 66.5	109 61.6	162 66.9	52 48.0	41 46.6	330 60.0	151 61.5	179 58.8	72 58.7
DISAGREE	77 11.5	10 16.9	17 9.8	18 7.3	16 14.7	17 19.0	60 10.9	19 7.6	42 13.6	17 14.1
IT VARIES	109 16.2	3 6.0	35 19.7	32 13.4	22 20.3	16 18.8	88 16.0	46 18.8	42 13.7	21 17.3
NO OPINION	81 12.0	6 10.6	15 8.5	20 12.4	17 15.6	13 14.5	69 12.5	28 11.4	41 13.4	12 9.8
NOT STATED	3 0.5	* .	1 0.4	* .	1 1.3	1 1.1	3 0.6	2 0.7	1 0.5	* .
MOST MAG. ARTICLES DEALING WITH THAT SCIENCE ARE ACCURATELY REPORTED										
AGREE	514 76.4	49 84.6	139 78.3	189 78.2	78 71.3	59 68.2	414 75.1	178 72.7	235 77.1	101 82.1
DISAGREE	21 3.1	5 8.1	6 3.2	9 3.6	* .	2 1.7	17 3.2	7 2.7	11 3.5	3 2.7
IT VARIES	105 15.6	2 3.2	23 13.1	33 13.8	27 25.2	19 22.1	88 15.9	40 16.5	47 15.5	17 14.1
NO OPINION	30 4.4	2 4.1	9 4.9	11 4.3	2 2.2	6 6.9	29 5.2	18 7.4	10 3.4	1 1.1
NOT STATED	3 0.5	* .	1 0.4	* .	1 1.3	1 1.1	3 0.6	2 0.7	1 0.5	* .
ENJOY READING MAG. ARTICLES ON THAT SCIENCE										
AGREE	511 75.9	46 78.6	131 73.9	187 77.5	85 78.4	62 70.7	413 75.1	173 70.3	241 79.0	98 79.6
DISAGREE	22 3.3	1 2.4	8 4.3	7 3.0	* .	6 6.6	19 3.5	12 4.7	8 2.6	3 2.1
IT VARIES	110 16.3	9 15.0	30 16.7	37 15.3	21 19.5	13 15.2	88 15.9	41 16.7	47 15.3	22 18.0
NO OPINION	26 3.9	2 4.1	8 4.6	9 3.8	1 0.8	6 6.4	26 4.7	18 7.1	8 2.7	0.3
NOT STATED	4 0.6	* .	1 0.4	1 0.5	1 1.3	1 1.1	4 0.8	3 1.2	1 0.5	* .

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
MAG. ARTICLES ON THAT SCIENCE ARE EASY FOR ME TO UNDERSTAND										
AGREE	376 55.9	37 63.4	97 54.9	131 54.3	65 59.9	45 52.0	302 54.9	142 57.8	161 52.7	74 60.1
DISAGREE	93 13.8	7 11.8	29 16.6	36 15.0	12 10.9	9 9.8	79 14.4	30 12.2	49 16.1	14 11.3
IT VARIES	169 25.1	12 20.7	41 22.9	64 26.5	28 26.0	24 27.6	136 24.8	54 21.9	83 27.1	32 26.5
NO OPINION	31 4.6	2 4.1	9 5.1	10 4.2	2 1.9	7 8.5	28 5.2	18 7.1	11 3.6	3 2.2
NOT STATED	4 0.6	* .	1 0.4	* .	1 1.3	2 2.1	4 0.7	3 1.1	1 0.5	* .
NOT ENOUGH MAG. ARTICLES ON THAT SCIENCE										
AGREE	290 43.2	23 39.2	81 45.8	104 42.8	47 43.1	36 41.4	242 44.0	109 44.5	133 43.7	48 39.2
DISAGREE	255 37.9	20 34.3	64 36.4	89 37.0	45 41.2	37 42.2	206 37.4	92 37.6	114 37.2	49 40.3
IT VARIES	62 9.1	11 19.2	19 10.8	19 7.8	7 6.0	6 6.5	49 8.9	23 9.4	25 8.4	13 10.4
NO OPINION	62 9.2	4 7.3	12 6.5	29 12.0	9 8.4	8 8.8	49 9.0	19 7.8	30 9.9	12 10.0
NOT STATED	4 0.6	* .	1 0.4	1 0.4	1 1.3	1 1.1	4 0.7	2 0.7	2 0.7	* .
DIFFICULTY TO FIND SPECIFIC MAG. ARTICLES ON THAT SCIENCE										
AGREE	215 31.9	21 36.3	71 39.9	61 25.1	33 30.6	29 33.1	171 31.1	74 30.3	97 31.7	44 35.5
DISAGREE	303 45.0	13 21.8	80 45.4	124 51.1	46 42.0	40 46.2	254 46.2	125 51.1	129 42.3	49 39.5
IT VARIES	71 10.5	15 24.9	12 6.8	23 9.5	15 13.3	7 8.1	55 10.0	14 5.8	40 13.3	16 13.2
NO OPINION	82 12.1	10 17.0	13 7.4	35 14.3	14 12.7	10 11.6	67 12.2	30 12.0	38 12.3	14 11.8
NOT STATED	3 0.5	* .	1 0.4	* .	1 1.3	1 1.1	3 0.6	2 0.7	1 0.5	* .

FREQUENCY OF WATCHING NATIONAL NEWS/TV PROGRAMMES AWARE OF/WATCHED
BY AGE, SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL TV WATCHERS	1918	162	344	361	317	734	951	967	1091	561	265
NATIONAL NEWS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WATCH REGULARLY	1009	36	121	204	187	462	498	511	554	315	141
	52.6	21.9	35.2	56.5	59.0	62.9	52.3	52.9	50.7	56.1	53.0
WATCH FROM TIME TO TIME	768	107	199	130	111	222	395	373	453	217	99
	40.0	66.3	57.7	35.9	34.9	30.2	41.6	38.5	41.5	38.6	37.2
NOT AT ALL	130	18	23	26	19	44	53	77	80	26	24
	6.8	11.3	6.8	7.2	5.9	6.0	5.6	8.0	7.3	4.6	9.2
NOT STATED	10	1	1	1	1	7	5	5	5	4	2
	0.5	0.4	0.2	0.4	0.3	0.9	0.5	0.6	0.4	0.7	0.7
TELEVISION PROGRAMMES DEALING WITH SCIENCE--NATURE OF THINGS											
NOT AWARE	590	57	104	104	87	238	281	309	112	431	47
	30.7	35.4	30.2	28.7	27.4	32.4	29.5	31.9	10.2	76.8	17.8
AWARE OF	1328	105	240	257	230	496	671	658	980	131	218
	69.3	64.6	69.8	71.3	72.6	67.6	70.5	68.1	89.8	23.2	82.2
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	321	15	27	66	46	168	161	161	233	32	56
	24.2	14.0	11.4	25.6	19.8	33.8	24.0	24.4	23.8	24.2	25.9
FROM TIME TO TIME	804	66	157	144	159	278	407	397	604	70	129
	60.5	63.4	65.6	56.1	68.9	55.9	60.7	60.4	61.7	54.0	59.3
NOT AT ALL	193	24	53	47	21	48	97	96	136	26	32
	14.5	22.6	22.0	18.3	9.3	9.7	14.4	14.6	13.9	19.6	14.4
NOT STATED	10	*	2	*	5	3	6	4	6	3	1
	0.7	.	1.0	.	2.0	0.6	0.9	0.6	0.6	2.2	0.4
HERE COME THE SEVENTIES											
NOT AWARE	901	64	126	147	148	416	430	471	330	469	101
	47.0	39.4	36.6	40.8	46.7	56.7	45.2	48.7	30.3	83.6	38.1
AWARE OF	1017	98	218	214	169	318	521	496	761	92	164
	53.0	60.6	63.4	59.2	53.3	43.3	54.8	51.3	69.7	15.4	61.9
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	158	18	34	30	23	53	99	59	116	17	25
	15.6	18.6	15.8	13.8	13.9	16.5	19.0	11.9	15.3	18.1	15.5
FROM TIME TO TIME	565	49	122	125	92	177	282	284	426	43	97
	55.6	50.0	55.8	58.6	54.7	55.6	54.1	57.2	56.0	46.3	59.1
NOT AT ALL	284	27	61	59	50	87	136	148	212	31	42
	27.9	27.3	28.0	27.5	29.7	27.4	26.2	29.8	27.8	33.3	25.5
NOT STATED	9	4	1	*	3	2	4	6	7	2	*
	0.9	4.1	0.4	.	1.7	0.5	0.7	1.1	1.0	2.2	.

	AGE					SEX	MOTHER TONGUE				
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TARGET THE IMPOSSIBLE											
NOT AWARE	1045 54.5	80 49.7	168 48.7	186 51.4	166 52.3	446 60.7	487 51.2	556 57.8	480 44.0	440 78.3	126 47.5
AWARE OF	873 45.5 100.0	82 50.3 100.0	176 51.3 100.0	175 48.6 100.0	151 47.7 100.0	288 39.3 100.0	464 48.8 100.0	408 42.2 100.0	612 56.0 100.0	122 21.7 100.0	139 52.5 100.0
FREQUENCY OF WATCHING											
REGULARLY	129 14.8	17 21.0	29 16.5	26 14.8	14 9.0	43 14.9	77 16.5	52 12.7	79 13.0	25 20.9	24 17.3
FROM TIME TO TIME	452 51.8	41 49.9	94 53.2	91 51.8	81 53.8	145 50.4	244 52.6	208 50.9	305 49.9	70 57.8	77 55.0
NOT AT ALL	284 32.5	20 24.3	53 29.9	59 33.4	55 36.6	97 33.7	140 30.2	144 35.2	220 36.0	25 20.7	39 27.7
NOT STATED	8 0.9	4 4.8	1 0.4	* .	1 0.6	3 0.9	3 0.6	5 1.3	7 1.2	1 0.6	* .
JACQUES COUSTEAU SPECIALS											
NOT AWARE	549 28.6	37 23.0	63 18.3	87 24.1	90 28.4	272 37.1	239 25.1	310 32.1	249 22.8	207 36.9	93 35.0
AWARE OF	1369 71.4 100.0	125 77.0 100.0	281 81.7 100.0	274 75.9 100.0	227 71.6 100.0	462 62.9 100.0	713 74.9 100.0	656 67.9 100.0	842 77.2 100.0	354 63.1 100.0	173 65.0 100.0
FREQUENCY OF WATCHING											
REGULARLY	672 49.1	67 53.7	125 44.6	131 48.0	114 50.2	234 50.7	351 49.2	321 48.9	425 50.5	155 43.9	91 52.8
FROM TIME TO TIME	531 38.8	42 33.5	124 44.0	120 43.8	89 39.1	157 33.9	283 39.7	248 37.7	308 36.5	153 43.2	70 40.7
NOT AT ALL	153 11.2	16 12.8	30 10.7	22 8.0	19 8.1	67 14.5	70 9.8	83 12.7	103 12.3	39 11.1	10 6.0
NOT STATED	13 0.9	* .	2 0.7	1 0.3	6 2.5	4 0.9	8 1.2	5 0.7	6 0.7	6 1.7	1 0.5
NATIONAL GEOGRAPHIC SPECIALS											
NOT AWARE	477 24.9	34 21.2	68 19.6	82 22.6	71 22.3	223 30.3	246 25.9	231 23.9	243 22.3	168 29.9	66 24.7
AWARE OF	1441 75.1 100.0	128 78.8 100.0	276 80.4 100.0	279 77.4 100.0	246 77.7 100.0	511 69.7 100.0	705 74.1 100.0	736 76.1 100.0	848 77.7 100.0	393 70.1 100.0	200 75.3 100.0
FREQUENCY OF WATCHING											
REGULARLY	606 42.1	54 42.3	87 31.6	116 41.5	105 42.8	244 47.7	292 41.4	314 42.7	371 43.7	147 37.5	88 44.1
FROM TIME TO TIME	646 44.9	56 44.3	144 52.0	121 43.4	121 49.1	204 40.0	332 47.1	314 42.7	377 44.5	176 44.7	93 46.7
NOT AT ALL	179 12.4	17 13.5	45 16.4	41 14.6	17 7.0	58 11.4	76 10.8	103 13.9	94 11.0	67 17.1	18 8.9
NOT STATED	10 0.7	* .	* .	2 0.6	3 1.2	5 1.0	5 0.7	5 0.6	6 0.7	3 0.7	1 0.4

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
W-5											
NOT AWARE	785 40.9	71 43.8	127 37.1	141 39.1	110 34.8	335 45.6	356 37.4	429 44.4	251 23.0	453 80.6	82 30.8
AWARE OF	1133 59.1 100.0	91 56.2 100.0	216 62.9 100.0	220 60.9 100.0	207 65.2 100.0	399 54.4 100.0	595 62.6 100.0	538 55.6 100.0	841 77.0 100.0	109 19.4 100.0	184 69.2 100.0
FREQUENCY OF WATCHING											
REGULARLY	263 23.2	11 11.6	32 14.8	59 26.7	48 23.2	114 28.6	132 22.2	131 24.4	186 22.2	37 33.8	40 21.9
FROM TIME TO TIME	618 54.6	56 61.6	123 57.0	119 54.1	112 54.2	208 52.1	333 56.0	285 53.0	459 54.6	54 49.8	105 57.1
NOT AT ALL	244 21.5	24 26.8	61 28.0	41 18.4	45 21.8	73 18.4	124 20.8	121 22.4	189 22.5	16 14.9	39 21.0
NOT STATED	7 0.6	* .	0.2 .	0.2 .	0.2 .	0.4 0.9	1.6 .	1 0.2	6 0.7	2 1.4	* .
WEEK-END											
NOT AWARE	867 45.2	82 50.8	158 45.8	144 39.9	152 47.8	331 45.1	426 44.7	441 45.6	335 30.7	423 75.4	109 40.9
AWARE OF	1051 54.8 100.0	80 49.2 100.0	186 54.2 100.0	217 60.1 100.0	166 52.2 100.0	403 54.9 100.0	526 55.3 100.0	526 54.4 100.0	757 69.3 100.0	138 24.6 100.0	157 59.1 100.0
FREQUENCY OF WATCHING											
REGULARLY	173 16.5	8 9.7	13 6.9	38 17.7	19 11.8	94 23.4	79 15.0	94 17.9	121 16.0	21 15.1	31 20.0
FROM TIME TO TIME	539 51.3	34 45.4	92 49.5	102 47.0	95 57.3	213 53.0	275 52.3	264 50.2	387 51.1	74 53.3	78 50.0
NOT AT ALL	330 31.4	35 44.0	80 42.9	76 34.9	48 29.3	90 22.4	167 31.8	162 30.9	241 31.9	42 30.1	47 30.0
NOT STATED	10 0.9	1 0.8	1 0.6	1 0.3	2 1.6	5 1.2	4 0.8	5 1.0	8 1.0	2 1.5	* .
LA FLECHE DU TEMPS											
NOT AWARE	1496 78.0	119 73.3	257 74.8	272 75.3	247 77.8	601 81.9	742 78.0	754 78.0	1040 95.3	212 37.8	243 91.6
AWARE OF	422 22.0 100.0	43 26.7 100.0	87 25.2 100.0	89 24.7 100.0	70 22.2 100.0	133 18.1 100.0	210 22.0 100.0	213 22.0 100.0	51 4.7 100.0	349 62.2 100.0	22 8.4 100.0
FREQUENCY OF WATCHING											
REGULARLY	101 23.8	9 21.8	14 16.3	23 25.2	19 26.6	36 26.9	52 24.6	49 23.0	1 2.6	92 26.4	7 32.1
FROM TIME TO TIME	182 43.2	20 45.3	46 53.5	39 43.5	20 28.8	58 43.3	86 40.9	97 45.4	13 25.3	162 46.3	8 34.9
NOT AT ALL	136 32.2	14 32.9	26 30.2	26 29.1	31 44.7	38 28.7	71 33.7	65 30.6	36 70.7	26 26.5	7 33.0
NOT STATED	3 0.8	* .	* .	2 2.2	* .	1 1.1	1 0.7	2 0.9	1 1.4	3 0.8	* .

TV PROGRAMMES AWARE OF AND FREQUENCY OF WATCHING (CONT.) Q.19

BY AGE, SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL TV WATCHERS	1918	162	344	361	317	734	951	967	1091	561	265
ATOMS ET GALAXIE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NOT AWARE	1498	124	260	274	242	598	752	746	1044	218	236
	78.1	76.7	75.7	75.9	76.3	81.4	79.1	77.2	95.7	38.7	89.0
AWARE OF	420	38	83	87	75	136	199	221	47	344	29
	21.9	23.3	24.3	24.1	23.7	18.6	20.9	22.8	4.3	61.3	11.0
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	85	11	8	17	18	32	40	45	3	78	5
	20.4	28.0	9.4	18.9	24.0	23.8	20.3	20.4	5.8	22.7	16.1
FROM TIME TO TIME	190	15	49	43	26	56	92	98	13	161	16
	45.1	38.6	59.2	49.6	35.0	41.1	46.1	44.3	27.4	46.8	54.5
NOT AT ALL	142	13	26	27	31	46	66	76	31	102	9
	33.8	33.4	31.4	30.5	40.9	33.5	33.3	34.2	66.8	29.6	29.4
NOT STATED	3	*	*	1	*	2	1	2	*	3	*
	0.7	.	.	0.9	.	1.7	0.4	1.1	.	0.9	.
MAN ALIVE	741	62	115	135	121	309	359	382	208	454	79
	38.6	38.1	33.4	37.5	38.0	42.0	37.7	39.5	19.0	80.9	29.9
AWARE OF	1177	100	229	226	196	425	592	584	884	107	186
	61.4	61.9	66.6	62.5	62.0	58.0	62.3	60.5	81.0	19.1	70.1
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	150	6	18	26	12	89	68	82	106	18	26
	12.8	5.9	7.7	11.6	6.0	20.8	11.5	14.0	12.0	16.9	14.2
FROM TIME TO TIME	711	61	134	147	128	241	383	328	529	61	120
	60.4	60.5	58.6	65.0	65.2	56.7	64.7	56.1	59.9	57.3	64.7
NOT AT ALL	306	34	77	53	51	92	135	171	243	26	37
	26.0	33.6	33.5	23.4	26.0	21.6	22.8	29.3	27.5	23.9	20.1
NOT STATED	9	*	*	*	5	3	6	3	5	2	2
	0.8	.	0.1	.	2.8	0.8	1.0	0.6	0.6	1.9	1.0
HUMAN JOURNEY	1322	105	217	236	200	564	650	672	642	512	168
	68.9	64.9	63.1	65.3	63.2	76.8	68.4	69.5	58.8	91.3	63.3
AWARE OF	596	57	127	125	117	170	301	295	449	49	97
	31.1	35.1	36.9	34.7	36.8	23.2	31.6	30.5	41.2	8.7	36.7
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	75	10	14	20	9	23	32	44	55	6	14
	12.7	17.5	10.7	15.8	8.0	13.4	10.5	14.8	12.3	12.9	14.3
FROM TIME TO TIME	301	35	62	60	66	78	164	137	217	28	56
	50.5	61.2	48.9	48.2	56.9	45.5	54.4	46.5	48.4	56.8	57.2
NOT AT ALL	215	12	51	44	38	69	102	113	174	13	28
	36.1	21.4	40.4	35.5	32.6	40.6	33.9	38.3	38.8	26.2	28.5

NOX

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
NOT STATED	4	*	*	1	3	1	4	1	2	2	*
LES JEUNES SCIENTIFIQUES	0.7	.	.	0.6	2.5	0.5	1.2	0.3	0.5	4.2	.
NOT AWARE	1695	133	308	310	272	672	853	842	1065	377	254
	88.4	81.9	89.7	86.0	85.7	91.6	89.7	87.1	97.6	67.2	95.6
AWARE OF	222	29	35	51	45	62	98	124	27	184	12
	11.6	18.1	10.3	14.0	14.3	8.4	10.3	12.9	2.4	32.8	4.4
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	31	7	2	5	8	9	10	20	1	28	2
	13.9	23.1	6.5	10.2	17.8	13.9	10.7	16.4	2.1	15.2	20.6
FROM TIME TO TIME	106	18	16	24	20	28	49	57	3	97	6
	47.8	60.5	46.0	46.9	45.0	45.5	50.4	45.7	12.9	52.6	51.9
NOT AT ALL	81	5	17	22	16	21	37	44	21	56	3
	36.3	16.5	47.5	42.9	35.4	34.3	37.3	35.5	79.4	30.6	27.3
NOT STATED	5	*	*	*	1	4	2	3	2	2	*
	2.0	.	.	.	1.7	6.1	1.6	2.4	5.6	1.7	.
BRONOWSKI SERIES-- ASCENT OF MAN											
NOT AWARE	1513	132	250	274	247	610	731	783	770	532	211
	78.9	81.6	72.7	75.8	78.0	83.2	76.8	81.0	70.6	94.8	79.5
AWARE OF	405	30	94	88	70	124	221	184	321	29	54
	21.1	18.4	27.3	24.2	22.0	16.8	23.2	19.0	29.4	5.2	20.5
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	69	1	16	13	14	25	41	28	52	8	9
	17.0	4.7	17.2	14.4	19.9	20.1	18.8	15.0	16.2	27.9	16.1
FROM TIME TO TIME	168	14	36	33	32	53	86	82	138	9	21
	41.5	46.8	38.1	38.1	45.3	43.1	39.2	44.4	42.8	30.9	39.5
NOT AT ALL	160	13	42	40	21	43	88	72	127	9	24
	39.6	44.0	44.7	46.2	30.6	35.0	39.7	39.4	39.5	31.6	44.3
NOT STATED	7	1	*	1	3	2	5	2	5	3	*
	1.8	4.5	.	1.2	4.2	1.7	2.4	1.2	1.5	9.6	.
LE 60											
NOT AWARE	1411	113	244	253	234	567	718	693	1055	115	240
	73.6	69.7	70.8	70.1	73.9	77.3	75.4	71.7	96.7	20.5	90.6
AWARE OF	507	49	100	108	83	167	234	273	36	446	25
	26.4	30.3	29.2	29.9	26.1	22.7	24.6	28.3	3.3	79.5	9.4
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	256	18	44	59	48	87	113	143	3	244	9
	50.6	37.7	43.4	54.9	57.8	52.3	48.3	52.3	7.0	54.8	37.7
FROM TIME TO TIME	191	24	43	33	27	63	97	94	18	165	8
	37.7	49.0	43.0	30.8	32.9	38.0	41.6	34.3	51.1	36.9	32.5
NOT AT ALL	55	7	13	13	6	15	22	33	15	33	7
	10.8	13.4	13.3	12.0	7.8	9.2	9.2	12.1	41.0	7.3	29.8
NOT STATED	5	*	0.3	3	1	1	2	3	0.9	5	*
	1.0	.	.	2.3	1.5	0.5	0.8	1.1	0.9	1.0	.

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
LA VIE QUI BAT											
NOT AWARE	1529 79.7	129 79.5	259 75.3	284 78.5	244 77.1	614 83.6	772 81.1	757 78.4	1077 98.7	200 35.6	252 95.0
AWARE OF	389 20.3 100.0	33 20.5 100.0	85 24.7 100.0	78 21.5 100.0	73 22.9 100.0	120 16.4 100.0	180 18.9 100.0	209 21.6 100.0	14 1.3 100.0	361 64.4 100.0	13 5.0 100.0
FREQUENCY OF WATCHING											
REGULARLY	78 20.1	8 22.9	14 15.9	13 16.6	16 22.5	28 23.0	34 18.7	45 21.3	1 4.8	75 20.6	3 20.7
FROM TIME TO TIME	175 45.0	14 42.2	36 42.5	39 50.6	33 45.4	53 43.7	79 44.1	96 45.8	5 38.1	163 45.2	6 47.0
NOT AT ALL	133 34.2	12 34.9	35 41.6	25 32.8	21 29.2	39 32.6	64 35.7	69 32.9	8 57.1	120 33.4	4 32.3
NOT STATED	3 0.7	* .	* .	* .	2 2.8	1 0.6	3 1.6	* .	* .	3 0.8	* .
PATROUILLE DU COSMOS											
NOT AWARE	1492 77.8	120 73.9	258 75.1	283 78.2	239 75.4	592 80.7	744 78.2	748 77.4	1073 98.4	173 30.9	245 92.3
AWARE OF	426 22.2 100.0	42 26.1 100.0	86 24.9 100.0	79 21.8 100.0	78 24.6 100.0	142 19.3 100.0	208 21.8 100.0	219 22.6 100.0	18 1.6 100.0	388 69.1 100.0	20 7.7 100.0
FREQUENCY OF WATCHING											
REGULARLY	133 31.3	17 40.9	32 37.5	23 29.6	24 30.2	37 26.2	72 34.8	61 28.0	* .	128 33.0	5 26.1
FROM TIME TO TIME	192 45.0	20 47.7	39 45.7	43 54.2	27 35.0	62 44.0	86 41.5	105 48.2	7 38.0	173 44.7	11 55.8
NOT AT ALL	98 23.1	5 11.4	14 16.8	13 16.1	26 33.8	40 28.3	48 23.0	51 23.2	11 62.0	84 21.6	4 18.1
NOT STATED	3 0.7	* .	* .	* .	1 1.0	2 1.4	2 0.7	1 0.6	* .	3 0.7	* .
WILD KINGDOM											
NOT AWARE	1894 98.7	162 100.0	341 99.1	355 98.3	308 97.2	728 99.1	935 98.3	958 99.1	1068 97.9	561 100.0	264 99.6
AWARE OF	24 1.3 100.0	* . 100.0	3 0.9 100.0	6 1.7 100.0	9 2.8 100.0	6 0.9 100.0	16 1.7 100.0	8 0.9 100.0	23 2.1 100.0	* . 100.0	1 0.4 100.0
FREQUENCY OF WATCHING											
REGULARLY	20 82.4	* . 100.0	3 100.0	6 100.0	5 51.4	6 100.0	12 73.3	8 100.0	19 81.6	* .	1 100.0
FROM TIME TO TIME	4 17.6	* . 100.0	* . 100.0	* . 100.0	4 48.6	* .	4 26.7	* .	4 18.4	* .	* .
NOT AT ALL	* .	* . 100.0	* . 100.0	* . 100.0	* .	* .	* .	* .	* .	* .	* .
NOT STATED	* .	* . 100.0	* . 100.0	* . 100.0	* .	* .	* .	* .	* .	* .	* .

OMITTED

	AGE						SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
SPECIALS											
NOT AWARE	1904 99.3	162 100.0	339 98.6	357 98.8	313 98.8	733 99.9	945 99.3	959 99.2	1078 98.8	561 99.9	265 99.8
AWARE OF	14 0.7 100.0	* .	5 1.4 100.0	4 1.2 100.0	4 1.2 100.0	1 0.1 100.0	7 0.7 100.0	7 0.8 100.0	13 1.2 100.0	1 0.1 100.0	1 0.2 100.0
FREQUENCY OF WATCHING											
REGULARLY	9 62.4	* .	3 55.6	3 75.1	2 49.0	1 100.0	5 69.4	4 56.2	8 63.4	1 100.0	* .
FROM TIME TO TIME	5 37.6	* .	2 44.4	1 24.9	2 51.0	* .	2 30.6	3 43.8	5 36.6	* .	1 100.0
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
MEDECIN D'AUJOURD'HUI											
NOT AWARE	1911 99.7	161 99.7	343 99.9	360 99.7	313 98.8	733 99.9	950 99.9	961 99.5	1091 100.0	556 99.0	264 99.6
AWARE OF	7 0.3 100.0	1 0.3 100.0	1 0.1 100.0	1 0.3 100.0	4 1.2 100.0	1 0.1 100.0	1 0.1 100.0	5 0.5 100.0	* .	5 1.0 100.0	1 0.4 100.0
FREQUENCY OF WATCHING											
REGULARLY	7 100.0	1 100.0	1 100.0	1 100.0	4 100.0	1 100.0	1 100.0	5 100.0	* .	5 100.0	1 100.0
FROM TIME TO TIME	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
MISCELLANEOUS											
NOT AWARE	1801 93.9	151 93.1	319 92.8	341 94.4	295 92.9	695 94.7	892 93.7	909 94.1	1023 93.8	522 93.0	256 96.3
AWARE OF	117 6.1 100.0	11 6.9 100.0	25 7.2 100.0	20 5.6 100.0	22 7.1 100.0	39 5.3 100.0	60 6.3 100.0	57 5.9 100.0	68 6.2 100.0	39 7.0 100.0	10 3.7 100.0
FREQUENCY OF WATCHING											
REGULARLY	80 67.9	11 96.9	17 69.7	12 61.1	17 75.3	22 57.8	41 68.3	39 67.6	42 61.7	33 82.8	5 51.0
FROM TIME TO TIME	31 26.8	1 11.5	7 29.4	6 28.4	6 27.4	11 28.4	14 22.7	18 31.1	21 30.3	6 15.3	5 49.0
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	11 9.2	3.1	1 2.6	2 10.5	2 7.1	6 15.9	8 13.2	3 5.1	8 11.8	3 7.1	* .
NONE OF THESE	38 2.0	1 0.4	3 0.7	3 0.9	1 0.3	30 4.1	24 2.5	14 1.4	16 1.4	12 2.2	10 3.6

FREQUENCY OF WATCHING NATIONAL NEWS/TV PROGRAMMES AWARE OF/WATCHED
BY EDUCATION/OCCUPATION/FREQUENCY OF WATCHING TELEVISION

	-----EDUCATION-----				-----OCCUPATION-----				-HOURS WATCHED-	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	TV LESS THAN 2	2 OR MORE
TOTAL TV WATCHERS	1918	1197	302	417	147	122	397	1252	727	1191
NATIONAL NEWS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WATCH REGULARLY	1009	584	193	231	76	72	206	655	335	675
	52.6	48.7	64.0	55.4	51.9	59.4	51.8	52.3	46.1	56.6
WATCH FROM TIME TO TIME	768	526	85	156	61	44	165	498	315	453
	40.0	44.0	28.2	37.4	41.2	36.4	41.5	39.8	43.4	38.0
NOT AT ALL	130	81	24	26	10	5	26	89	71	89
	6.8	6.8	7.8	6.2	6.8	4.2	6.4	7.1	9.7	5.0
NOT STATED	10	6	*	4	*	*	1	9	6	4
	0.5	0.5	.	0.9	.	.	0.3	0.7	0.8	0.4
TELEVISION PROGRAMMES DEALING WITH SCIENCE-- NATURE OF THINGS										
NOT AWARE	590	416	69	105	39	40	130	381	210	380
	30.7	34.7	23.0	25.1	26.3	33.0	32.6	30.4	28.9	31.9
AWARE OF	1328	782	232	312	108	82	267	871	517	812
	69.3	65.3	77.0	74.9	73.7	67.0	67.4	69.6	71.1	68.1
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	321	181	60	80	25	16	71	209	101	220
	24.2	23.2	25.9	25.7	23.2	19.7	26.7	24.0	19.6	27.1
FROM TIME TO TIME	804	484	140	178	58	60	153	532	322	482
	60.5	61.9	60.2	57.0	53.6	73.9	57.3	61.1	62.3	59.4
NOT AT ALL	193	113	26	54	25	5	38	125	89	104
	14.5	14.4	11.2	17.3	23.2	6.4	14.0	14.4	17.2	12.8
NOT STATED	10	4	6	*	*	*	5	5	5	5
	0.7	0.5	2.7	.	.	.	2.0	0.5	0.9	0.7
HERE COME THE SEVENTIES										
NOT AWARE	901	633	107	161	51	60	181	609	338	563
	47.0	52.8	35.6	38.7	34.7	49.1	45.5	48.7	46.5	47.3
AWARE OF	1017	565	194	256	96	62	216	643	389	628
	53.0	47.2	64.4	61.3	65.3	50.9	54.5	51.3	53.5	52.7
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	158	80	33	45	22	9	40	87	43	115
	15.6	14.1	17.1	17.6	23.1	14.0	18.5	13.6	11.1	18.3
FROM TIME TO TIME	565	316	104	143	51	40	106	369	214	351
	55.6	55.9	53.6	56.0	53.6	63.8	48.8	57.4	55.1	55.9
NOT AT ALL	284	164	53	67	22	14	68	180	124	160
	27.9	29.0	27.1	26.4	23.3	22.2	31.4	28.0	32.0	25.4
NOT STATED	9	5	4	*	*	*	3	6	7	3
	0.9	0.9	2.2	.	.	.	1.3	1.0	1.7	0.4

	-----EDUCATION-----				-----OCCUPATION-----				-----HOURS WATCHED-----	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	LESS THAN 2	2 OR MORE
TARGET THE IMPOSSIBLE										
NOT AWARE	1045 54.5	689 57.6	154 51.0	201 48.2	69 47.2	63 51.4	204 51.4	709 56.6	414 57.0	631 53.0
AWARE OF	873 45.5 100.0	508 42.4 100.0	148 49.0 100.0	216 51.8 100.0	78 52.8 100.0	59 48.6 100.0	193 48.6 100.0	543 43.4 100.0	313 43.0 100.0	560 47.0 100.0
FREQUENCY OF WATCHING										
REGULARLY	129 14.8	74 14.6	20 13.3	35 16.1	9 11.8	14 23.2	31 16.1	75 13.8	28 9.0	100 17.9
FROM TIME TO TIME	452 51.8	291 57.3	60 40.7	100 46.4	35 44.6	36 60.9	111 57.8	270 49.7	168 53.8	284 50.7
NOT AT ALL	284 32.5	137 26.9	66 44.8	81 37.5	34 43.6	8 14.0	50 26.1	191 35.3	112 35.7	172 30.7
NOT STATED	8 0.9	6 1.2	2 1.2	* .	* .	1 1.9	* .	7 1.3	4 1.4	4 0.7
JACQUES COUSTEAU SPECIALS										
NOT AWARE	549 28.6	405 33.8	74 24.6	70 16.9	32 21.4	24 19.6	99 25.0	394 31.5	209 28.7	340 28.6
AWARE OF	1369 71.4 100.0	793 66.2 100.0	227 75.4 100.0	346 83.1 100.0	115 78.6 100.0	98 80.4 100.0	298 75.0 100.0	858 68.5 100.0	518 71.3 100.0	851 71.4 100.0
FREQUENCY OF WATCHING										
REGULARLY	672 49.1	373 47.1	116 50.9	183 52.7	60 52.1	58 59.3	148 49.7	405 47.3	234 45.1	438 51.5
FROM TIME TO TIME	531 38.8	306 38.6	91 40.2	131 37.9	52 45.2	32 32.2	110 37.0	337 39.3	208 40.1	323 38.0
NOT AT ALL	153 11.2	106 13.4	16 7.2	31 8.9	3 2.8	8 8.2	35 11.9	107 12.4	72 13.8	82 9.6
NOT STATED	13 0.9	7 0.9	4 1.7	2 0.5	* .	4 0.3	9 1.3	9 1.0	5 1.0	8 0.9
NATIONAL GEOGRAPHIC SPECIALS										
NOT AWARE	477 24.9	366 30.5	48 15.8	62 14.9	30 20.4	25 20.4	105 26.4	317 25.3	196 27.0	281 23.6
AWARE OF	1441 75.1 100.0	832 69.5 100.0	254 84.2 100.0	354 85.1 100.0	117 79.6 100.0	97 79.6 100.0	292 73.6 100.0	935 74.7 100.0	531 73.0 100.0	910 76.4 100.0
FREQUENCY OF WATCHING										
REGULARLY	606 42.1	349 41.9	102 40.3	155 43.8	47 40.5	37 37.8	124 42.5	398 42.6	189 35.6	417 45.9
FROM TIME TO TIME	646 44.9	368 44.2	121 47.6	157 44.3	58 49.2	51 52.3	133 45.6	405 43.3	269 50.6	378 41.5
NOT AT ALL	179 12.4	111 13.3	27 10.5	41 11.7	11 9.7	10 9.9	32 10.9	126 13.5	69 13.1	109 12.0
NOT STATED	10 0.7	5 0.6	4 1.6	1 0.2	1 0.6	* .	3 1.0	6 0.7	4 0.7	6 0.6

	----- EDUCATION -----				----- OCCUPATION -----				----- HOURS WATCHED -----	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD-HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	TV LESS THAN 2	2 OR MORE
W-5										
NOT AWARE	785 40.9	549 45.9	97 32.3	138 33.2	31 20.9	46 37.7	163 41.1	545 43.5	278 38.3	507 42.5
AWARE OF	1133 59.1 100.0	648 54.1 100.0	204 67.7 100.0	278 66.8 100.0	116 79.1 100.0	76 62.3 100.0	234 58.9 100.0	707 56.5 100.0	448 61.7 100.0	685 57.5 100.0
FREQUENCY OF WATCHING										
REGULARLY	263 23.2	148 22.8	52 25.5	63 22.5	20 17.2	14 18.4	65 27.8	164 23.2	71 15.9	192 28.1
FROM TIME TO TIME	618 54.6	375 57.8	104 51.1	138 49.5	66 56.6	45 58.7	123 52.6	385 54.5	258 57.5	360 52.7
NOT AT ALL	244 21.5	120 18.5	47 23.0	77 27.7	28 24.4	17 22.5	44 18.7	155 21.9	117 26.0	127 18.6
NOT STATED	7 0.6	6 0.9	1 0.4	1 0.3	2 1.9	0.4	0.2 0.9	0.2 0.3	3 0.6	4 0.6
WEEK-END										
NOT AWARE	867 45.2	597 49.8	115 38.2	153 36.8	61 41.6	46 37.4	183 46.1	577 46.1	332 45.7	534 44.9
AWARE OF	1051 54.8 100.0	601 50.2 100.0	187 61.8 100.0	263 63.2 100.0	86 58.4 100.0	76 62.6 100.0	214 53.9 100.0	675 53.9 100.0	394 54.3 100.0	657 55.1 100.0
FREQUENCY OF WATCHING										
REGULARLY	173 16.5	99 16.6	33 17.9	40 15.2	10 12.1	15 19.6	32 14.9	116 17.1	53 13.4	120 18.3
FROM TIME TO TIME	539 51.3	323 53.7	84 45.0	132 50.2	49 56.6	39 50.9	117 54.8	334 49.5	193 49.1	345 52.6
NOT AT ALL	330 31.4	172 28.7	68 36.5	88 33.6	27 31.4	22 29.1	63 29.4	217 32.2	145 36.9	184 28.0
NOT STATED	10 0.9	6 1.0	1 0.6	3 1.0	* .	0.4	0.2 0.9	8 1.1	3 0.7	7 1.1
LA FLECHE DU TEMPS										
NOT AWARE	1496 78.0	929 77.6	241 79.8	323 77.6	127 86.4	86 70.7	295 74.3	987 78.8	606 83.4	890 74.7
AWARE OF	422 22.0 100.0	268 22.4 100.0	61 20.2 100.0	93 22.4 100.0	20 13.6 100.0	36 29.3 100.0	102 25.7 100.0	265 21.2 100.0	121 16.6 100.0	302 25.3 100.0
FREQUENCY OF WATCHING										
REGULARLY	101 23.8	63 23.4	11 18.3	27 28.7	6 30.1	7 20.4	21 20.7	66 25.0	22 18.4	78 26.0
FROM TIME TO TIME	182 43.2	119 44.4	26 42.3	38 40.3	7 33.3	15 42.1	46 45.3	115 43.3	57 47.2	125 41.6
NOT AT ALL	136 32.2	83 30.9	24 39.5	29 31.0	7 36.5	13 37.5	35 34.0	81 30.4	42 34.4	94 31.3
NOT STATED	3 0.8	3 1.3	* .	* .	* .	* .	* .	3 1.3	* .	3 1.2

TV PROGRAMMES AWARE OF AND FREQUENCY OF WATCHING (CONT.) Q.19
 BY EDUCATION/OCCUPATION/FREQUENCY OF WATCHING TELEVISION

	-----EDUCATION-----				-----OCCUPATION-----				-----HOURS WATCHED----- TV	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD-HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	LESS THAN 2	2 OR MORE
TOTAL TV WATCHERS	1918	1197	302	417	147	122	397	1252	727	1191
ATOMS ET GALAXIES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NOT AWARE	1498	929	249	317	124	90	291	994	602	896
	78.1	77.6	82.7	76.1	84.2	73.7	73.2	79.4	82.8	75.3
AWARE OF	420	268	52	100	23	32	106	258	125	295
	21.9	22.4	17.3	23.9	15.8	26.3	26.8	20.6	17.2	24.7
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	85	55	7	24	4	5	21	55	16	70
	20.4	20.6	12.8	23.6	17.0	16.4	19.7	21.4	12.7	23.6
FROM TIME TO TIME	190	122	24	43	13	18	48	112	64	125
	45.1	45.6	46.2	43.4	55.0	54.5	44.8	43.3	51.5	42.4
NOT AT ALL	142	87	21	33	7	9	38	88	44	98
	33.8	32.6	41.1	33.0	28.0	29.1	35.5	34.1	35.1	33.2
NOT STATED	3	3	*	*	*	*	*	3	1	2
	0.7	1.1	1.2	0.7	0.8
MAN ALIVE										
NOT AWARE	741	517	83	141	49	43	159	489	275	466
	38.6	43.2	27.7	33.8	33.5	35.6	40.1	39.1	37.8	39.1
AWARE OF	1177	680	218	276	98	79	238	763	452	725
	61.4	56.8	72.3	66.2	66.5	64.4	59.9	60.9	62.2	60.9
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	150	78	28	44	13	3	26	109	43	108
	12.8	11.4	12.9	16.1	13.3	3.7	10.8	14.3	9.5	14.9
FROM TIME TO TIME	711	440	112	157	64	54	154	440	266	445
	60.4	64.6	51.3	57.0	65.4	68.3	64.6	57.7	58.9	61.4
NOT AT ALL	306	156	76	74	21	22	54	210	135	171
	26.0	22.9	34.8	26.9	21.3	27.6	22.8	27.5	29.8	23.6
NOT STATED	9	7	2	*	*	.	5	4	8	1
	0.8	1.0	0.9	.	.	0.4	1.9	0.6	1.8	0.1
HUMAN JOURNEY										
NOT AWARE	1322	879	184	257	97	78	274	873	502	820
	68.9	73.4	61.1	61.7	66.3	63.8	68.9	69.7	69.1	68.8
AWARE OF	596	318	117	159	50	44	123	379	224	372
	31.1	26.6	38.9	38.3	33.7	36.2	31.1	30.3	30.9	31.2
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	75	35	14	26	4	3	11	57	23	52
	12.7	11.0	12.1	16.1	9.0	6.0	9.3	15.0	10.4	14.1
FROM TIME TO TIME	301	178	61	62	27	26	65	183	117	184
	50.5	55.9	51.7	39.1	54.9	58.5	53.0	48.2	52.0	49.6
NOT AT ALL	215	104	40	71	16	16	44	138	82	133
	36.1	32.6	34.5	44.4	33.1	35.5	36.1	36.6	36.8	35.7

	-----EDUCATION-----				-----OCCUPATION-----				-----HOURS WATCHED-----	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD-HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	LESS THAN 2	2 OR MORE
NOT STATED	4	2	2	1	2	*	2	1	2	2
LES JEUNES SCIENTIFIQUES	0.7	0.5	1.7	0.5	3.0	.	1.7	0.2	0.9	0.6
NOT AWARE	1695	1064	265	365	133	106	348	1108	652	1043
	88.4	88.9	87.7	87.5	90.6	87.3	87.6	88.5	89.8	87.6
AWARE OF	222	133	37	52	14	16	49	144	74	148
	11.6	11.1	12.3	12.5	9.4	12.7	12.4	11.5	10.2	12.4
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	31	24	4	3	3	*	5	23	12	19
	13.9	18.0	11.5	5.2	22.8	.	10.4	15.7	16.7	12.5
FROM TIME TO TIME	106	66	15	26	2	12	24	69	32	74
	47.8	49.2	40.4	49.5	12.0	76.4	48.7	47.8	43.1	50.1
NOT AT ALL	81	41	18	22	9	4	19	49	28	52
	36.3	30.6	48.2	42.5	65.2	23.6	39.3	33.8	38.3	35.3
NOT STATED	5	3	*	2	*	*	1	4	2	3
	2.0	2.3	.	2.9	.	.	1.6	2.6	2.0	2.1
BRONOWSKI SERIES-- ASCENT OF MAN										
NOT AWARE	1513	1002	223	287	100	87	315	1011	573	940
	78.9	83.6	73.8	69.0	68.0	71.2	79.4	80.8	78.9	78.9
AWARE OF	405	196	79	129	47	35	82	241	154	251
	21.1	16.4	26.2	31.0	32.0	28.8	20.6	19.2	21.1	21.1
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	69	24	11	34	16	8	13	32	26	43
	17.0	12.0	14.1	26.0	33.8	21.6	15.9	13.5	17.1	17.0
FROM TIME TO TIME	168	91	25	51	15	11	31	110	60	108
	41.5	46.6	32.2	39.8	32.8	32.0	38.5	45.6	39.3	42.9
NOT AT ALL	160	77	40	43	15	16	35	94	64	97
	39.6	39.1	51.1	33.5	31.2	46.4	43.0	39.1	41.4	38.5
NOT STATED	7	4	2	1	1	*	2	4	3	4
	1.8	2.2	2.6	0.8	2.3	.	2.5	1.8	2.2	1.6
LE 60										
NOT AWARE	1411	853	244	312	125	81	282	923	584	827
	73.6	71.3	80.8	74.8	85.3	66.2	71.1	73.7	80.4	69.4
AWARE OF	507	344	58	105	22	41	115	329	143	364
	26.4	28.7	19.2	25.2	14.7	33.8	28.9	26.3	19.6	30.6
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	256	163	33	61	15	21	40	180	70	186
	50.6	47.3	56.5	58.1	69.7	50.2	35.1	54.7	49.1	51.2
FROM TIME TO TIME	191	138	17	36	6	13	55	117	53	138
	37.7	40.1	29.0	34.7	27.7	31.5	47.9	35.6	37.3	37.8
NOT AT ALL	55	40	8	8	1	7	16	31	18	36
	10.8	11.5	13.1	7.2	2.6	17.5	14.1	9.3	12.8	10.0
NOT STATED	5	4	1	*	*	0.8	3	1	1	4
	1.0	1.2	1.4	.	.	.	2.9	0.4	0.8	1.0

	-----EDUCATION-----				-----OCCUPATION-----				-----HOURS WATCHED-----	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD-HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	LESS THAN 2	2 OR MORE
LA VIE QUI BAT										
NOT AWARE	1529 79.7	944 78.8	252 83.7	331 79.4	131 88.9	91 74.6	302 76.2	1005 80.3	612 84.2	917 77.0
AWARE OF	389 20.3 100.0	254 21.2 100.0	49 16.3 100.0	86 20.6 100.0	16 11.1 100.0	31 25.4 100.0	95 23.8 100.0	247 19.7 100.0	115 15.8 100.0	274 23.0 100.0
FREQUENCY OF WATCHING										
REGULARLY	78 20.1	57 22.6	8 16.0	13 14.8	4 25.0	7 24.1	9 9.4	58 23.3	20 17.7	58 21.1
FROM TIME TO TIME	175 45.0	117 46.0	23 46.3	35 41.4	9 56.4	13 42.0	46 49.2	106 43.1	51 44.2	124 45.4
NOT AT ALL	133 34.2	79 31.1	16 33.5	38 43.8	3 18.6	10 33.9	37 39.2	82 33.3	42 36.4	91 33.3
NOT STATED	3 0.7	1 0.3	2 4.1	* .	* .	* .	2 2.2	1 0.3	2 1.8	1 0.3
PATROUILLE DU COSMOS										
NOT AWARE	1492 77.8	900 75.1	256 84.7	334 80.2	127 86.7	85 70.0	295 74.3	984 78.6	610 83.9	882 74.0
AWARE OF	426 22.2 100.0	298 24.9 100.0	46 15.3 100.0	82 19.8 100.0	20 13.3 100.0	37 30.0 100.0	102 25.7 100.0	268 21.4 100.0	117 16.1 100.0	309 26.0 100.0
FREQUENCY OF WATCHING										
REGULARLY	133 31.3	105 35.2	8 17.4	20 24.9	6 29.5	7 19.3	39 38.1	82 30.5	21 18.0	112 36.3
FROM TIME TO TIME	192 45.0	123 41.3	30 64.6	39 47.2	12 60.3	23 63.1	39 38.2	118 43.9	59 50.1	133 43.0
NOT AT ALL	98 23.1	68 22.8	8 16.3	23 27.9	2 10.2	6 17.5	23 22.9	67 24.8	37 31.3	62 20.0
NOT STATED	3 0.7	2 0.7	1 1.7	* .	* .	* .	1 0.8	2 0.7	1 0.7	2 0.6
WILD KINGDOM										
NOT AWARE	1894 98.7	1181 98.6	297 98.5	413 99.2	146 99.5	120 98.1	386 97.3	1241 99.2	719 99.0	1174 98.6
AWARE OF	24 1.3 100.0	16 1.4 100.0	5 1.5 100.0	4 0.8 100.0	1 0.5 100.0	2 1.9 100.0	11 2.7 100.0	11 0.8 100.0	7 1.0 100.0	17 1.4 100.0
FREQUENCY OF WATCHING										
REGULARLY	20 82.4	16 100.0	1 22.1	3 80.8	1 100.0	2 100.0	6 59.8	11 100.0	7 90.6	14 79.0
FROM TIME TO TIME	4 17.6	* .	4 77.9	1 19.2	* .	* .	4 40.2	* .	1 9.4	4 21.0
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .

	-----EDUCATION-----				-----OCCUPATION-----				-HOURS WATCHED-	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	LESS TV THAN 2	2 OR MORE
SPECIALS										
NOT AWARE	1904 99.3	1191 99.5	297 98.4	414 99.3	145 98.4	120 98.1	394 99.2	1246 99.5	719 99.0	1164 99.4
AWARE OF	14 0.7	6 0.5	5 1.6	3 0.7	2 1.5	2 1.9	3 0.8	6 0.5	7 1.0	7 0.6
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	62.9 62.4	4 58.1	3 68.7	2 61.2	2 76.9	1 34.1	2 73.2	4 61.9	3 35.5	6 91.1
FROM TIME TO TIME	37.5 37.6	3 41.9	2 31.3	1 38.8	1 23.1	2 65.9	1 26.8	2 38.1	5 64.5	1 8.9
NOT AT ALL	*	*	*	*	*	*	*	*	*	*
NOT STATED
MEDECIN D'AUJOURD'HUI										
NOT AWARE	1911 99.7	1192 99.6	301 99.9	415 99.7	146 99.3	122 100.0	397 99.9	1247 99.6	727 100.0	1185 99.5
AWARE OF	7 0.3	5 0.4	1 0.1	1 0.3	1 0.7	*	5 0.1	5 0.4	*	7 0.5
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	.	100.0	100.0	.	100.0
REGULARLY	7 100.0	5 100.0	1 100.0	1 100.0	1 100.0	*	5 100.0	5 100.0	*	7 100.0
FROM TIME TO TIME	*	*	*	*	*	*	*	*	*	*
NOT AT ALL
NOT STATED	*	*	*	*	*	*	*	*	*	*
MISCELLANEOUS										
NOT AWARE	1801 93.9	1127 94.1	286 94.9	386 92.6	134 91.4	115 94.0	376 94.7	1176 93.9	686 94.5	1114 93.6
AWARE OF	117 6.1	71 5.9	15 5.1	31 7.4	13 8.6	7 6.0	21 5.3	76 6.1	40 5.5	77 6.4
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	80 67.9	51 71.7	9 58.4	20 64.2	6 47.2	5 75.3	18 84.8	50 66.1	22 54.0	58 75.3
FROM TIME TO TIME	31 26.8	21 29.6	3 21.4	7 23.1	1 11.2	2 24.7	4 19.0	24 31.7	14 35.5	17 22.3
NOT AT ALL	*	*	*	*	*	*	*	*	*	*
NOT STATED	11 9.2	3 4.7	3 20.2	4 14.1	5 41.6	*	*	6 7.3	4 10.5	7 8.6
NONE OF THESE	38 2.0	24 2.0	3 1.0	11 2.5	2 1.6	3 2.5	10 2.6	22 1.7	26 3.6	11 1.0

FREQUENCY OF WATCHING NATIONAL NEWS/TV PROGRAMMES AWARE OF/WATCHED
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL TV WATCHERS	1918	179	547	681	311	200	1486	645	842	432
NATIONAL NEWS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WATCH REGULARLY	1009	85	319	346	158	101	808	382	426	201
	52.6	47.7	58.3	50.7	50.9	50.8	54.4	59.3	50.7	46.6
WATCH FROM TIME TO TIME	768	81	199	282	128	78	567	218	349	201
	40.0	45.3	36.4	41.4	41.2	39.2	38.2	33.9	41.5	46.5
NOT AT ALL	130	10	24	52	25	20	102	37	66	28
	6.8	5.9	4.3	7.6	7.9	9.8	6.9	5.7	7.8	6.5
NOT STATED	10	2	6	2	0.1	0.2	0.8	1.8	0.1	0.2
	0.5	1.2	1.0	0.3	0.1	0.2	0.6	1.2	0.1	0.5
TELEVISION PROGRAMMES DEALING WITH SCIENCE-- NATURE OF THINGS										
NOT AWARE	590	16	434	111	10	19	450	201	249	140
	30.7	8.9	79.3	16.3	3.1	9.5	30.3	31.1	29.6	32.4
AWARE OF	1328	163	113	570	301	181	1036	444	593	292
	69.3	91.1	20.7	83.7	96.9	90.5	69.7	68.9	70.4	67.6
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	321	44	30	115	85	47	254	98	155	68
	24.2	26.9	26.6	20.1	28.3	26.2	24.5	22.2	26.2	23.2
FROM TIME TO TIME	804	110	66	337	187	104	619	273	346	185
	60.5	67.5	58.4	59.1	62.1	57.4	59.7	61.5	58.4	63.4
NOT AT ALL	193	9	16	113	27	28	157	69	88	36
	14.5	5.6	14.3	19.8	8.9	15.3	15.2	15.6	14.8	12.2
NOT STATED	10	*	1	6	2	2	7	3	4	3
	0.7	.	0.7	1.0	0.6	1.0	0.6	0.6	0.6	1.2
HERE COME THE SEVENTIES										
NOT AWARE	901	63	461	217	72	88	677	287	390	224
	47.0	35.5	84.2	31.8	23.2	44.1	45.6	44.5	46.4	51.9
AWARE OF	1017	115	87	465	239	112	809	358	451	208
	53.0	64.5	15.8	68.2	76.8	55.9	54.4	55.5	53.6	48.1
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	158	19	21	54	44	20	130	53	76	28
	15.6	16.6	24.5	11.6	18.3	18.3	16.0	14.9	16.9	13.7
FROM TIME TO TIME	565	79	44	249	138	56	441	189	252	125
	55.6	68.8	50.5	53.5	57.9	49.8	54.5	52.7	55.9	60.0
NOT AT ALL	284	17	22	154	56	36	230	112	118	54
	27.9	14.6	25.0	33.1	23.5	31.9	28.4	31.4	26.1	25.9
NOT STATED	9	*	*	8	1	*	8	4	5	1
	0.9	.	.	1.8	0.4	.	1.0	1.0	1.1	0.4

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TARGET THE IMPOSSIBLE										
NOT AWARE	1045 54.5	57 32.2	436 79.6	311 45.6	106 34.1	135 67.7	795 53.5	366 56.8	429 51.0	250 57.9
AWARE OF	873 45.5 100.0	121 67.8 100.0	112 20.4 100.0	370 54.4 100.0	205 65.9 100.0	65 32.3 100.0	691 46.5 100.0	278 43.2 100.0	413 49.0 100.0	182 42.1 100.0
FREQUENCY OF WATCHING										
REGULARLY	129 14.8	17 14.0	25 22.5	46 12.4	32 15.7	9 13.3	106 13.3	46 16.3	60 14.5	23 12.7
FROM TIME TO TIME	452 51.8	90 74.0	64 57.0	175 47.2	93 45.5	31 47.6	352 50.9	145 52.2	206 50.0	100 55.3
NOT AT ALL	284 32.5	15 12.0	21 19.2	145 39.1	78 38.0	25 39.1	226 32.8	86 31.0	140 33.9	57 31.6
NOT STATED	8 0.9	* .	1 1.3	5 1.3	2 0.8	* .	7 1.1	1 0.2	7 1.6	1 0.4
JACQUES COUSTEAU SPECIALS										
NOT AWARE	549 28.6	80 45.0	198 36.2	160 23.5	66 21.2	45 22.4	378 25.4	144 22.4	233 27.7	171 39.7
AWARE OF	1369 71.4 100.0	98 55.0 100.0	349 63.8 100.0	522 76.5 100.0	245 78.8 100.0	155 77.6 100.0	1109 74.6 100.0	500 77.6 100.0	608 72.3 100.0	260 60.3 100.0
FREQUENCY OF WATCHING										
REGULARLY	672 49.1	38 39.1	159 45.6	270 51.8	125 51.2	79 50.9	561 50.6	261 52.1	300 49.4	111 42.6
FROM TIME TO TIME	531 38.8	44 45.3	150 42.9	201 38.5	88 35.9	48 31.0	422 38.0	179 35.8	242 39.9	109 41.9
NOT AT ALL	153 11.2	15 15.6	37 10.5	46 8.9	30 12.2	25 16.2	114 10.3	56 11.2	58 9.5	39 15.1
NOT STATED	13 0.9	* .	4 1.0	5 0.9	2 0.7	3 1.9	12 1.1	4 0.9	8 1.3	1 0.3
NATIONAL GEOGRAPHIC SPECIALS										
NOT AWARE	477 24.9	53 29.8	157 28.6	147 21.6	80 25.9	39 19.7	336 22.6	155 24.0	181 21.5	141 32.7
AWARE OF	1441 75.1 100.0	125 70.2 100.0	391 71.4 100.0	534 78.4 100.0	230 74.1 100.0	160 80.3 100.0	1150 77.4 100.0	490 76.0 100.0	661 78.5 100.0	291 67.3 100.0
FREQUENCY OF WATCHING										
REGULARLY	606 42.1	33 26.5	156 39.9	224 42.0	110 47.5	83 51.9	503 43.8	227 46.3	277 41.9	103 35.4
FROM TIME TO TIME	646 44.9	78 62.1	169 43.3	248 46.5	89 38.6	62 38.8	497 43.2	200 40.9	297 45.0	149 51.3
NOT AT ALL	179 12.4	14 11.4	64 16.4	57 10.6	30 13.2	13 8.2	141 12.3	60 12.3	81 12.3	37 12.8
NOT STATED	10 0.7	* .	2 0.4	5 0.9	2 0.7	2 1.1	8 0.7	3 0.6	5 0.8	1 0.5

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
W-5										
NOT AWARE	785 40.9	60 33.5	430 78.6	189 27.7	57 18.4	49 24.4	574 38.6	232 35.9	342 40.6	211 48.9
AWARE OF	1133 59.1 100.0	119 66.5 100.0	117 21.4 100.0	493 72.3 100.0	254 81.6 100.0	151 75.6 100.0	913 61.4 100.0	413 64.1 100.0	500 59.4 100.0	220 51.1 100.0
FREQUENCY OF WATCHING										
REGULARLY	263 23.2	34 28.7	38 32.3	90 18.2	71 27.8	31 20.7	221 24.2	95 23.1	125 25.0	43 19.4
FROM TIME TO TIME	618 54.6	67 56.8	58 49.4	278 56.4	138 54.5	77 51.2	493 54.1	221 53.5	273 54.6	125 56.7
NOT AT ALL	244 21.5	17 14.4	19 16.0	122 24.9	43 17.1	43 28.2	192 21.0	94 22.6	98 19.6	53 23.9
NOT STATED	7 0.6	* .	3 2.3	3 0.6	2 0.7	* .	7 0.8	3 0.8	4 0.8	* .
WEEK-END										
NOT AWARE	867 45.2	64 36.1	416 75.9	223 32.8	78 25.2	85 42.5	641 43.1	277 43.0	364 43.2	226 52.3
AWARE OF	1051 54.8 100.0	114 63.9 100.0	132 24.1 100.0	458 67.2 100.0	232 74.8 100.0	115 57.5 100.0	845 56.9 100.0	367 57.0 100.0	478 56.8 100.0	206 47.7 100.0
FREQUENCY OF WATCHING										
REGULARLY	173 16.5	30 26.1	25 18.7	62 13.6	33 14.0	24 20.6	148 17.5	60 16.3	88 18.5	25 12.1
FROM TIME TO TIME	539 51.3	70 61.8	66 49.8	247 54.0	114 48.9	42 36.5	425 50.3	180 49.1	245 51.1	114 55.3
NOT AT ALL	330 31.4	13 11.0	40 30.6	144 31.4	86 36.8	48 41.4	267 31.6	125 34.0	142 29.8	62 30.3
NOT STATED	10 0.9	1 1.1	1 0.8	5 1.1	1 0.4	2 1.6	5 0.6	2 0.6	3 0.6	5 2.2
LA FLECHE DU TEMPS										
NOT AWARE	1496 78.0	173 96.7	193 35.2	627 92.0	306 98.3	198 99.1	1131 76.1	462 71.7	668 79.4	365 84.6
AWARE OF	422 22.0 100.0	6 3.3 100.0	355 64.8 100.0	55 8.0 100.0	5 1.7 100.0	2 0.9 100.0	356 23.9 100.0	182 28.3 100.0	174 20.6 100.0	67 15.4 100.0
FREQUENCY OF WATCHING										
REGULARLY	101 23.8	1 25.2	98 27.7	1 1.2	* .	* .	87 24.5	50 27.4	37 21.4	14 20.3
FROM TIME TO TIME	182 43.2	3 54.1	165 46.4	13 24.3	8.5	39.1	149 41.8	80 43.7	69 39.9	34 50.5
NOT AT ALL	136 32.2	1 20.7	89 25.0	40 73.1	5 91.5	1 60.9	116 32.7	51 27.8	66 37.9	19 29.2
NOT STATED	3 0.8	* .	3 0.8	1 1.3	* .	* .	3 1.0	2 1.1	1 0.9	* .

TV PROGRAMMES AWARE OF AND FREQUENCY OF WATCHING (CONT.) Q.19
BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.°	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL TV WATCHERS	1918 100.0	179 100.0	547 100.0	681 100.0	311 100.0	200 100.0	1486 100.0	645 100.0	842 100.0	432 100.0
ATOMS ET GALAXIE										
NOT AWARE	1498 78.1	168 94.0	202 36.9	630 92.5	304 97.7	194 97.3	1126 75.8	448 69.4	679 80.6	372 86.1
AWARE OF	420 21.9 100.0	11 6.0 100.0	345 63.1 100.0	51 7.5 100.0	7 2.3 100.0	5 2.7 100.0	360 24.2 100.0	197 30.6 100.0	163 19.4 100.0	60 13.9 100.0
FREQUENCY OF WATCHING										
REGULARLY	85 20.4	2 16.1	82 23.7	1 2.6	* .	1 11.8	79 21.8	51 25.9	28 16.9	7 11.5
FROM TIME TO TIME	190 45.1	8 79.0	161 46.5	15 28.7	5 73.6	8 8.3	165 45.7	89 45.0	76 46.7	25 41.5
NOT AT ALL	142 33.8	1 5.0	101 29.4	34 65.7	2 26.4	4 79.9	115 31.8	56 28.4	59 36.0	27 45.7
NOT STATED	3 0.7	* .	2 0.5	2 2.9	* .	* .	2 0.6	2 0.8	1 0.5	1 1.4
MAN ALIVE										
NOT AWARE	741 38.6	32 17.9	457 83.5	167 24.5	38 12.3	47 23.5	580 39.0	280 43.4	300 35.6	162 37.4
AWARE OF	1177 61.4 100.0	147 82.1 100.0	91 16.5 100.0	514 75.5 100.0	273 87.7 100.0	153 76.5 100.0	907 61.0 100.0	365 56.6 100.0	542 64.4 100.0	270 62.6 100.0
FREQUENCY OF WATCHING										
REGULARLY	150 12.8	28 19.1	15 16.9	47 9.1	40 14.6	21 13.6	117 12.9	47 12.7	70 13.0	34 12.4
FROM TIME TO TIME	711 60.4	105 71.3	51 56.2	293 57.0	181 66.4	81 53.3	526 58.0	200 54.9	326 60.2	185 68.4
NOT AT ALL	306 26.0	13 9.1	24 26.5	170 33.0	50 18.4	49 32.0	259 28.5	116 31.7	143 26.4	47 17.6
NOT STATED	9 0.8	1 0.5	0.4	5 0.9	2 0.6	2 1.2	5 0.5	2 0.7	2 0.5	4 1.6
HUMAN JOURNEY										
NOT AWARE	1322 68.9	100 56.3	499 91.1	418 61.4	168 54.2	136 68.1	1006 67.7	442 68.6	564 66.9	316 73.3
AWARE OF	596 31.1 100.0	78 43.7 100.0	49 8.9 100.0	263 38.6 100.0	142 45.8 100.0	64 31.9 100.0	481 32.3 100.0	203 31.4 100.0	278 33.1 100.0	115 26.7 100.0
FREQUENCY OF WATCHING										
REGULARLY	75 12.7	15 18.8	9 18.5	25 9.6	19 13.3	8 11.8	59 12.3	22 10.7	37 13.4	16 14.3
FROM TIME TO TIME	301 50.5	42 54.1	31 64.7	125 47.4	76 53.3	27 41.8	252 52.3	108 53.2	144 51.7	49 42.9
NOT AT ALL	215 36.1	20 26.0	8 16.7	110 42.0	47 32.7	30 46.4	166 34.6	71 35.2	95 34.2	49 42.3

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
NOT STATED	4	1	*	3	1	*	4	2	2	1
LES JEUNES SCIENTIFIQUES	0.7	1.1	.	1.0	0.6	.	0.8	1.0	0.6	0.6
NOT AWARE	1695	174	364	655	302	200	1294	544	749	402
	88.4	97.7	66.5	96.2	97.0	99.9	87.0	84.5	89.0	93.1
AWARE OF	222	4	183	25	9	0.1	193	100	93	30
FREQUENCY OF WATCHING	11.6	2.3	33.5	3.8	3.0	0.1	13.0	15.5	11.0	6.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	31	1	29	1	*	*	24	13	11	7
	13.9	22.0	15.7	4.8	.	.	12.6	13.2	12.0	22.0
FROM TIME TO TIME	106	3	100	3	1	*	94	52	42	12
	47.8	65.0	54.4	11.4	12.3	.	49.0	51.9	45.8	40.1
NOT AT ALL	81	1	53	19	8	100.0	69	31	38	11
	36.3	13.0	29.1	72.2	87.7	100.0	36.0	31.1	41.4	37.9
NOT STATED	5	*	2	3	*	*	5	4	1	*
BRONOWSKI SERIES-- ASCENT OF MAN	2.0	.	0.8	11.6	.	.	2.4	3.8	0.8	.
NOT AWARE	1513	144	512	511	208	138	1161	500	661	352
	78.9	80.6	93.5	75.0	67.0	69.3	78.1	77.6	78.5	81.6
AWARE OF	405	35	36	171	103	61	325	144	181	79
FREQUENCY OF WATCHING	21.1	19.4	6.5	25.0	33.0	30.7	21.9	22.4	21.5	18.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	69	8	10	26	12	13	54	21	33	15
	17.0	23.3	27.9	15.2	12.0	21.0	16.7	14.7	18.3	18.4
FROM TIME TO TIME	168	19	14	63	53	20	133	62	71	35
	41.5	53.7	38.1	36.7	51.9	32.8	40.8	43.0	39.0	44.7
NOT AT ALL	160	8	10	77	36	28	134	58	76	27
	39.6	23.0	28.9	45.4	35.3	46.2	41.1	40.1	41.8	33.5
NOT STATED	7	*	2	5	1	*	5	3	2	3
LE 60	1.8	.	5.1	2.8	0.9	.	1.5	2.1	0.9	3.4
NOT AWARE	1411	166	96	653	305	191	1086	454	632	325
	73.6	92.9	17.5	95.9	98.0	95.7	73.1	70.5	75.1	75.2
AWARE OF	507	13	451	28	6	9	400	190	210	107
FREQUENCY OF WATCHING	26.4	7.1	82.5	4.1	2.0	4.3	26.9	29.5	24.9	24.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	256	3	252	2	*	*	208	101	106	49
	50.6	21.4	55.8	5.8	.	.	51.9	53.3	50.6	45.5
FROM TIME TO TIME	191	9	162	12	2	6	142	66	75	50
	37.7	74.5	35.8	42.3	27.8	76.2	35.4	34.9	35.8	46.3
NOT AT ALL	55	1	33	14	5	2	46	21	25	9
	10.8	4.2	7.3	51.9	72.2	23.8	11.5	11.2	11.8	8.1
NOT STATED	5	*	5	*	*	*	5	1	4	*
	1.0	.	1.1	.	.	.	1.2	0.6	1.8	.

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUM-BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
LA VIE QUI BAT										
NOT AWARE	1529 79.7	168 93.8	192 35.1	663 97.4	308 98.9	198 99.3	1164 78.3	490 76.1	673 80.0	366 84.7
AWARE OF	389 20.3 100.0	11 6.2 100.0	355 64.9 100.0	18 2.6 100.0	3 1.1 100.0	1 0.7 100.0	323 21.7 100.0	154 23.9 100.0	168 20.0 100.0	66 15.3 100.0
FREQUENCY OF WATCHING										
REGULARLY	78 20.1	1 8.2	75 21.1	2 13.1	* .	* .	67 20.9	37 23.7	31 18.3	11 16.2
FROM TIME TO TIME	175 45.0	10 87.0	161 45.2	4 24.0	1 17.1	* .	144 44.7	72 46.9	72 42.7	31 46.7
NOT AT ALL	133 34.2	1 4.8	119 33.5	9 51.6	3 82.9	1 100.0	108 33.6	43 28.1	65 38.6	24 37.1
NOT STATED	3 0.7	* .	1 0.2	2 11.3	* .	* .	3 0.9	2 1.3	1 0.5	* .
PATROUILLE DU COSMOS										
NOT AWARE	1492 77.8	172 96.4	146 26.6	668 98.0	308 98.9	199 99.4	1136 76.4	467 72.4	669 79.5	356 82.5
AWARE OF	426 22.2 100.0	6 3.6 100.0	402 73.4 100.0	14 2.0 100.0	3 1.1 100.0	1 0.6 100.0	351 23.6 100.0	178 27.6 100.0	173 20.5 100.0	76 17.5 100.0
FREQUENCY OF WATCHING										
REGULARLY	133 31.3	1 14.1	131 32.7	1 9.3	* .	* .	112 32.1	59 33.2	53 30.9	21 27.8
FROM TIME TO TIME	192 45.0	5 77.6	183 45.5	2 13.2	2 59.9	* .	152 43.5	79 44.2	74 42.8	39 51.8
NOT AT ALL	98 23.1	1 8.3	85 21.1	11 77.5	1 40.1	1 100.0	83 23.7	38 21.5	45 25.9	15 20.4
NOT STATED	3 0.7	* .	3 0.7	* .	* .	* .	3 0.8	2 1.1	1 0.4	* .
WILD KINGDOM										
NOT AWARE	1894 98.7	179 100.0	546 99.8	664 97.5	310 99.8	194 97.2	1465 98.5	631 97.9	833 99.0	429 99.4
AWARE OF	24 1.3 100.0	* . .	1 0.2 100.0	17 2.5 100.0	1 0.2 100.0	6 2.8 100.0	22 1.5 100.0	13 2.1 100.0	9 1.0 100.0	3 0.6 100.0
FREQUENCY OF WATCHING										
REGULARLY	20 82.4	* .	1 100.0	13 74.6	1 100.0	6 100.0	18 80.3	13 94.9	5 57.8	3 100.0
FROM TIME TO TIME	4 17.6	* .	* .	4 25.4	* .	* .	4 19.7	1 5.1	4 42.2	* .
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
SPECIALS										
NOT AWARE	1904 99.3	179 100.0	546 99.7	674 98.9	308 99.2	197 98.7	1472 99.1	638 99.0	834 99.1	432 100.0
AWARE OF	14 0.7 100.0	* . .	2 0.3 100.0	7 1.1 100.0	3 0.8 100.0	3 1.3 100.0	14 0.9 100.0	6 1.0 100.0	8 0.9 100.0	* . .
FREQUENCY OF WATCHING										
REGULARLY	62.9 62.4	* .	1 65.1	4 52.4	2 76.8	2 76.2	9 62.4	5 82.2	4 46.6	* .
FROM TIME TO TIME	37.5 37.6	* .	1 34.9	4 47.6	1 23.2	1 23.8	5 37.6	1 17.8	4 53.4	* .
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
MEDECIN D'AUJOURD'HUI										
NOT AWARE	1911 99.7	179 100.0	541 98.8	681 100.0	311 100.0	200 100.0	1482 99.7	640 99.3	842 100.0	430 99.6
AWARE OF	7 0.3 100.0	* . .	7 1.2 100.0	* . .	* . .	* . .	5 0.3 100.0	5 0.7 100.0	* . .	2 0.4 100.0
FREQUENCY OF WATCHING										
REGULARLY	7 100.0	* .	7 100.0	* .	* .	* .	5 100.0	5 100.0	* .	2 100.0
FROM TIME TO TIME	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
MISCELLANEOUS										
NOT AWARE	1801 93.9	178 99.8	503 91.8	643 94.4	295 94.8	182 91.4	1392 93.6	601 93.2	791 93.9	409 94.8
AWARE OF	117 6.1 100.0	1 0.4 100.0	45 8.2 100.0	38 5.6 100.0	16 5.2 100.0	17 8.6 100.0	95 6.4 100.0	44 6.8 100.0	51 6.1 100.0	22 5.2 100.0
FREQUENCY OF WATCHING										
REGULARLY	67.8 67.9	1 100.0	34 76.9	24 63.8	6 39.1	14 79.9	66 69.3	34 77.8	32 62.0	14 62.4
FROM TIME TO TIME	26.3 26.8	* .	7 15.2	14 37.5	7 41.8	3 20.1	25 26.7	8 18.3	17 33.8	6 27.6
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	11 9.2	* .	6 12.5	2 5.5	3 19.2	* .	9 9.0	5 10.7	4 7.5	2 10.1
NONE OF THESE	38 2.0	3 1.6	12 2.3	13 1.9	3 1.1	6 2.8	28 1.9	12 1.9	16 1.9	9 2.1

FREQUENCY OF WATCHING NATIONAL NEWS/TV PROGRAMMES AWARE OF/WATCHED
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	SCIENCES NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	SCIENCES NOT AT ALL	LIFE SCIENCES VERY/ QUITE	SCIENCES NOT AT ALL	ENG. SCIENCES VERY/ QUITE	SCIENCES NOT AT ALL
TOTAL TV WATCHERS	1918	1709	1372	791	757	1166	457	1404	276	949	660
NATIONAL NEWS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WATCH REGULARLY	1009	935	784	453	383	677	195	790	125	546	326
	52.6	54.7	57.1	57.3	50.6	58.1	42.8	56.3	45.2	57.6	49.4
WATCH FROM TIME TO TIME	768	658	508	292	300	425	207	519	120	360	268
	40.0	38.5	37.0	36.9	39.6	36.5	45.2	37.0	43.5	37.9	40.7
NOT AT ALL	130	106	74	43	69	59	51	88	30	38	62
	6.8	6.2	5.4	5.4	9.1	5.0	11.2	6.3	10.8	4.0	9.3
NOT STATED	10	10	7	3	5	5	4	7	1	5	4
	0.5	0.6	0.5	0.4	0.6	0.4	0.8	0.5	0.4	0.6	0.6
TELEVISION PROGRAMMES DEALING WITH SCIENCE-- NATURE OF THINGS											
NOT AWARE	590	512	416	232	240	363	136	432	77	281	212
	30.7	30.0	30.3	29.4	31.7	31.1	29.7	30.8	27.8	29.6	32.1
AWARE OF	1328	1197	956	559	517	803	321	971	200	668	448
	69.3	70.0	69.7	70.6	68.3	68.9	70.3	69.2	72.2	70.4	67.9
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF WATCHING											
REGULARLY	321	292	249	149	130	197	88	251	51	180	115
	24.2	24.4	26.1	26.7	25.2	24.5	27.4	25.9	25.4	27.0	25.7
FROM TIME TO TIME	804	733	584	344	286	501	173	596	99	391	253
	60.5	61.3	61.0	61.5	55.5	62.4	53.8	61.4	49.8	58.5	56.5
NOT AT ALL	193	164	120	64	93	102	55	118	45	91	76
	14.5	13.7	12.5	11.4	18.0	12.6	17.2	12.2	22.5	13.6	17.0
NOT STATED	10	8	3	2	7	3	5	5	5	6	4
	0.7	0.7	0.4	0.3	1.4	0.4	1.5	0.5	2.4	0.8	0.8
HERE COME THE SEVENTIES											
NOT AWARE	901	782	617	325	377	546	217	646	141	408	325
	47.0	45.7	44.9	41.1	49.9	48.8	47.6	46.1	51.1	43.0	49.2
AWARE OF	1017	928	756	466	379	620	240	757	135	541	336
	53.0	54.3	55.1	58.9	50.1	53.2	52.4	53.9	48.9	57.0	50.8
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FREQUENCY OF WATCHING											
REGULARLY	158	154	134	87	43	101	31	131	10	99	40
	15.6	16.6	17.8	18.6	11.4	16.2	13.1	17.2	7.5	18.3	11.8
FROM TIME TO TIME	565	510	406	249	216	351	134	415	85	297	187
	55.6	55.0	53.7	53.4	57.1	56.6	55.7	54.9	62.9	54.9	55.6
NOT AT ALL	264	255	214	128	113	166	68	209	33	137	109
	27.9	27.5	28.3	27.5	29.7	26.8	28.3	27.6	24.5	25.3	32.3
NOT STATED	9	8	2	2	7	2	7	2	7	8	1
	0.9	0.9	0.3	0.5	1.8	0.4	2.9	0.3	5.2	1.6	0.3

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES			ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	VERY/ QUITE	VERY/ NOT AT ALL	
TARGET THE IMPOSSIBLE												
NOT AWARE	1045 54.5	904 52.9	723 52.7	386 48.9	443 58.6	636 54.6	252 55.2	764 54.4	162 58.6	475 50.1	386 58.5	
AWARE OF	873 45.5 100.0	806 47.1 100.0	649 47.3 100.0	404 51.1 100.0	314 41.4 100.0	530 45.4 100.0	205 44.8 100.0	640 45.6 100.0	114 41.4 100.0	474 49.9 100.0	274 41.5 100.0	
FREQUENCY OF WATCHING												
REGULARLY	129 14.8	121 15.1	106 16.3	68 16.7	36 11.6	77 14.5	29 14.3	102 16.0	12 10.3	76 16.1	38 14.0	
FROM TIME TO TIME	452 51.8	413 51.3	324 49.9	205 50.8	158 50.3	272 51.4	98 48.0	331 51.8	56 48.7	228 48.1	146 53.3	
NOT AT ALL	284 32.5	265 32.9	218 33.6	129 31.8	114 36.5	180 34.0	70 34.1	205 32.0	40 34.9	166 34.9	86 31.4	
NOT STATED	8 0.9	6 0.7	2 0.3	3 0.6	5 1.7	1 0.1	7 3.6	1 0.2	7 6.1	4 0.9	4 1.4	
JACQUES COUSTEAU SPECIALS												
NOT AWARE	549 28.6	424 24.8	318 23.2	146 18.4	277 36.6	278 23.8	183 40.1	356 25.3	116 42.2	195 20.5	252 38.1	
AWARE OF	1369 71.4 100.0	1285 75.2 100.0	1055 76.8 100.0	645 81.6 100.0	480 63.4 100.0	888 76.2 100.0	274 59.9 100.0	1048 74.7 100.0	160 57.8 100.0	754 79.5 100.0	408 61.9 100.0	
FREQUENCY OF WATCHING												
REGULARLY	672 49.1	649 50.5	546 51.8	354 54.9	199 41.5	434 48.9	145 52.8	535 51.0	61 38.0	390 51.7	182 44.4	
FROM TIME TO TIME	531 38.8	496 38.6	415 39.3	243 37.7	185 38.7	362 40.8	87 31.6	410 39.1	58 36.4	298 39.5	154 37.7	
NOT AT ALL	153 11.2	129 10.0	86 8.2	42 6.6	89 18.6	85 9.5	38 13.8	95 9.1	36 22.7	57 7.6	71 17.4	
NOT STATED	13 0.9	11 0.9	8 0.8	5 0.8	6 1.3	7 0.8	5 1.9	8 0.8	5 3.0	9 1.2	2 0.5	
NATIONAL GEOGRAPHIC SPECIALS												
NOT AWARE	477 24.9	376 22.0	276 20.1	144 18.2	246 32.5	231 19.8	161 33.3	314 22.3	103 37.1	191 20.1	207 31.4	
AWARE OF	1441 75.1 100.0	1333 78.0 100.0	1096 79.9 100.0	646 81.8 100.0	511 67.5 100.0	935 80.2 100.0	296 64.7 100.0	1090 77.7 100.0	174 62.9 100.0	758 79.9 100.0	453 68.6 100.0	
FREQUENCY OF WATCHING												
REGULARLY	606 42.1	576 43.2	490 44.7	316 48.9	186 36.4	398 42.6	138 46.7	478 43.9	60 34.4	348 45.9	167 36.9	
FROM TIME TO TIME	646 44.9	592 44.4	479 43.6	262 40.5	237 46.5	420 45.0	109 38.8	481 44.2	76 44.0	331 43.6	198 43.6	
NOT AT ALL	179 12.4	157 11.8	123 11.3	65 10.0	83 16.2	113 12.0	43 14.5	126 11.5	33 18.9	73 9.6	85 18.9	
NOT STATED	10 0.7	8 0.6	5 0.4	4 0.6	5 1.0	4 0.4	6 1.9	5 0.4	5 2.7	7 0.9	3 0.6	

	TOTAL INTERESTED --IN SCIENCE--			I N T E R E S T I N							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCE VERY/ QUITE	NOT VERY/ AT ALL	SOCIAL SCIENCE VERY/ QUITE	NOT VERY/ AT ALL	LIFE SCIENCE VERY/ QUITE	NOT VERY/ AT ALL	ENG. SCIENCE VERY/ QUITE	NOT VERY/ AT ALL
W-5											
NCT AWARE	785 40.9	674 39.4	535 39.0	293 37.0	325 42.9	466 39.9	203 44.3	566 40.3	119 43.0	341 36.0	306 46.4
AWARE OF	1133 59.1 100.0	1035 60.6 100.0	838 61.0 100.0	498 63.0 100.0	432 57.1 100.0	700 60.1 100.0	255 55.7 100.0	837 59.7 100.0	157 57.0 100.0	608 64.0 100.0	354 53.6 100.0
FREQUENCY OF WATCHING											
REGULARLY	263 23.2	242 23.4	194 23.2	109 22.0	115 26.7	164 23.4	64 25.3	193 23.0	38 23.9	131 21.6	100 28.3
FROM TIME TO TIME	618 54.6	557 53.8	449 53.5	265 53.1	235 54.4	377 53.8	147 57.9	453 54.1	87 55.4	340 55.9	185 52.3
NOT AT ALL	244 21.5	231 22.3	189 22.6	120 24.1	80 18.5	155 22.1	41 16.0	186 22.2	31 19.6	132 21.7	68 19.1
NOT STATED	7 0.6	6 0.6	6 0.7	4 0.8	2 0.4	5 0.7	2 0.8	6 0.7	2 1.0	5 0.8	1 0.2
WEEK-END											
NOT AWARE	867 45.2	743 43.5	582 42.4	311 39.3	363 48.0	505 43.3	230 50.3	619 44.1	137 49.8	387 40.7	322 48.8
AWARE OF	1051 54.8 100.0	967 56.5 100.0	790 57.6 100.0	480 60.7 100.0	393 52.0 100.0	661 56.7 100.0	227 49.7 100.0	785 55.9 100.0	139 50.2 100.0	562 59.3 100.0	338 51.2 100.0
FREQUENCY OF WATCHING											
REGULARLY	173 16.5	162 16.8	140 17.7	91 19.0	69 17.5	119 18.1	38 16.7	139 17.7	21 15.0	90 16.1	67 19.8
FROM TIME TO TIME	539 51.3	498 51.5	400 50.7	239 49.9	184 46.9	342 51.8	108 47.7	404 51.6	65 46.5	282 50.2	174 51.3
NOT AT ALL	330 31.4	298 30.9	244 30.8	145 30.3	136 34.5	196 29.6	75 33.2	237 30.2	48 34.7	185 33.0	92 27.3
NOT STATED	10 0.9	8 0.9	6 0.8	4 0.9	4 1.1	4 0.6	5 2.4	5 0.6	5 3.7	4 0.8	5 1.5
LA FLECHE DU TEMPS											
NOT AWARE	1496 78.0	1309 76.6	1018 74.1	580 73.4	641 84.8	850 72.9	411 90.0	1059 75.4	249 90.0	706 74.4	548 83.0
AWARE OF	422 22.0 100.0	400 23.4 100.0	355 25.9 100.0	210 26.6 100.0	115 13.2 100.0	315 27.1 100.0	46 10.0 100.0	345 24.6 100.0	28 10.0 100.0	249 25.6 100.0	112 17.0 100.0
FREQUENCY OF WATCHING											
REGULARLY	101 23.8	96 24.0	91 25.8	59 27.9	21 18.1	82 26.1	8 17.6	86 25.1	4 14.6	59 24.5	28 25.0
FROM TIME TO TIME	182 43.2	180 44.9	153 43.2	87 41.5	53 46.1	139 44.0	20 43.7	156 43.3	12 42.3	103 42.3	49 43.3
NOT AT ALL	136 32.2	121 30.2	107 30.1	63 29.8	39 34.1	92 29.1	17 37.0	100 28.9	11 40.3	77 31.8	35 31.7
NOT STATED	3 0.8	3 0.9	3 1.0	1 0.7	2 1.7	3 0.9	1 1.7	3 0.8	1 2.8	3 1.4	* .

TV PROGRAMMES AWARE OF AND FREQUENCY OF WATCHING (CONT.) Q.19
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL
TOTAL TV WATCHERS	1918	1709	1372	791	757	1166	457	1404	276	949	660
ATOMS ET GALAXIES	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NOT AWARE	1498	1310	1031	580	653	865	405	1061	250	714	547
	78.1	76.6	75.1	73.4	86.3	74.2	88.6	75.6	90.4	75.3	82.8
AWARE OF	420	400	341	211	104	301	52	343	26	235	114
	21.9	23.4	24.9	25.6	13.7	25.8	11.4	24.4	9.6	24.7	17.2
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	85	85	73	58	11	62	11	71	5	57	21
	20.4	21.4	21.5	27.7	10.6	20.6	20.2	20.6	19.8	24.1	18.1
FROM TIME TO TIME	190	184	159	98	42	141	19	166	5	107	48
	45.1	46.2	46.7	46.5	40.0	46.9	37.0	48.3	17.4	45.7	41.8
NOT AT ALL	142	127	106	54	50	97	20	104	16	69	46
	33.8	31.7	31.0	25.4	47.9	32.3	38.5	30.4	60.0	29.3	40.1
NOT STATED	3	3	3	1	2	1	2	2	1	2	*
	0.7	0.8	0.9	0.4	1.4	0.3	4.3	0.7	2.9	1.0	.
MAN ALIVE											
NOT AWARE	741	635	501	285	297	445	176	540	105	328	279
	38.6	37.2	36.5	36.1	39.3	38.2	38.5	38.5	38.0	34.5	42.3
AWARE OF	1177	1074	871	506	460	721	281	864	171	621	381
	61.4	62.8	63.5	63.9	60.7	61.8	61.5	61.5	62.0	65.5	57.7
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	150	146	132	73	54	107	29	131	10	78	55
	12.8	13.6	15.2	14.5	11.7	14.8	10.4	15.2	6.1	12.6	14.5
FROM TIME TO TIME	711	638	505	301	273	430	176	508	110	372	231
	60.4	59.4	58.0	59.5	59.3	59.6	62.7	58.8	64.3	59.9	60.6
NOT AT ALL	306	282	231	129	126	181	69	222	45	163	93
	26.0	26.3	26.5	25.6	27.4	25.2	24.6	25.7	26.0	26.3	24.5
NOT STATED	9	8	3	2	7	3	6	3	6	8	2
	0.8	0.7	0.3	0.4	1.5	0.4	2.3	0.3	3.6	1.2	0.4
HUMAN JOURNEY											
NOT AWARE	1322	1156	919	515	546	779	328	962	197	629	468
	68.9	67.6	66.9	65.1	72.2	66.9	71.7	68.5	71.3	66.3	70.8
AWARE OF	596	554	454	276	211	386	130	442	79	320	193
	31.1	32.4	33.1	34.9	27.8	33.1	28.3	31.5	28.7	33.7	29.2
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	75	74	62	40	18	56	13	66	2	37	30
	12.7	13.4	13.6	14.6	8.4	14.4	10.1	14.9	2.1	11.4	15.6
FROM TIME TO TIME	301	278	230	140	110	192	72	228	36	167	87
	50.5	50.2	50.7	50.9	52.1	49.7	55.7	51.7	44.9	52.3	45.2
NOT AT ALL	215	198	160	94	80	137	41	146	39	113	75
	36.1	35.8	35.3	34.0	38.1	35.5	31.9	33.1	49.3	35.4	38.7

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/NOT QUITE	VERY/NOT AT ALL	VERY/NOT QUITE	VERY/NOT AT ALL	VERY/NOT QUITE	VERY/NOT AT ALL	VERY/NOT QUITE	VERY/NOT AT ALL
NOT STATED	4	4	2	0.2	1.3	0.2	2.3	0.2	3.3	0.3	0.5
LES JEUNES SCIENTIFIQUES	0.7	0.6	0.3	0.5	1.4	0.4	2.3	0.3	3.7	0.9	0.5
NOT AWARE	1695 88.4	1492 87.3	1183 86.2	656 83.0	715 94.4	1007 86.4	429 93.8	1222 87.1	261 94.6	824 86.8	604 91.4
AWARE OF	222 11.6	217 12.7	189 13.8	135 17.0	42 5.6	159 13.6	28 6.2	182 12.9	15 5.4	125 13.2	57 8.6
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	31 13.9	31 14.2	28 14.9	20 14.5	5 11.9	25 15.6	1 5.1	24 13.1	2 16.8	18 14.1	8 13.8
FROM TIME TO TIME	106 47.8	106 48.7	92 48.6	68 50.8	18 41.7	79 49.4	15 52.8	92 50.5	7 46.0	61 48.9	24 42.2
NOT AT ALL	81 36.3	77 35.3	65 34.5	46 34.1	17 40.9	54 34.1	10 34.2	63 34.8	4 26.7	44 35.2	23 39.9
NOT STATED	5 2.0	4 1.7	4 2.0	1 0.6	2 5.4	2 0.9	2 7.9	3 1.7	2 10.5	2 1.8	2 4.0
BRONOWSKI SERIES-- ASCENT OF MAN											
NOT AWARE	1513 78.9	1324 77.5	1048 76.3	574 72.6	627 82.8	909 78.0	371 81.0	1096 78.1	227 82.0	703 74.1	552 83.6
AWARE OF	405 21.1	385 22.5	325 23.7	216 27.4	130 17.2	256 22.0	87 19.0	308 21.9	50 18.0	245 25.9	108 16.4
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	69 17.0	67 17.5	63 19.5	44 20.3	14 11.1	47 18.5	13 14.9	63 20.5	1 1.8	41 16.8	20 18.6
FROM TIME TO TIME	168 41.5	158 41.1	130 40.1	85 39.4	62 48.0	106 41.3	41 47.2	129 41.9	23 46.1	95 38.6	54 49.8
NOT AT ALL	160 39.6	153 39.7	128 39.4	83 38.2	50 38.7	102 39.8	28 32.1	113 36.8	21 42.0	104 42.5	32 29.5
NOT STATED	7 1.8	7 1.7	3 1.0	5 2.1	3 2.2	1 0.4	5 5.8	2 0.8	5 10.2	5 2.1	2 2.1
LE 60											
NOT AWARE	1411 73.6	1233 72.2	961 70.1	549 69.5	605 80.0	802 68.8	389 85.0	989 70.5	244 85.4	681 71.8	511 77.4
AWARE OF	507 26.4	476 27.8	411 29.9	241 30.5	152 20.0	364 31.2	68 15.0	414 29.5	32 11.6	268 28.2	149 22.6
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	256 50.6	248 52.1	219 53.3	129 53.3	73 47.9	208 57.3	19 27.8	218 52.6	10 31.0	143 53.2	77 51.2
FROM TIME TO TIME	191 37.7	176 37.0	147 35.8	86 35.8	57 37.8	124 34.2	34 49.1	151 36.3	15 46.9	97 36.2	55 37.1
NOT AT ALL	55 10.8	47 9.9	43 10.4	25 10.2	22 14.3	30 8.3	15 21.5	42 10.2	6 18.2	27 10.1	17 11.4
NOT STATED	5 1.0	5 1.0	2 0.5	2 0.6	* .	1 0.2	1 1.6	4 0.9	1 3.8	1 0.4	0.3

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	VERY/ AT ALL	VERY/ QUITE	VERY/ AT ALL	VERY/ QUITE	VERY/ AT ALL	VERY/ QUITE	VERY/ AT ALL
LA VIE QUI BAT											
NOT AWARE	1529 79.7	1343 78.6	1050 76.5	601 76.0	647 85.6	863 75.7	413 90.2	1084 77.2	255 92.3	731 77.0	564 85.4
AWARE OF	389 20.3 100.0	367 21.4 100.0	322 23.5 100.0	190 24.0 100.0	109 14.4 100.0	283 24.3 100.0	45 9.8 100.0	320 22.8 100.0	21 7.7 100.0	218 23.0 100.0	96 14.6 100.0
FREQUENCY OF WATCHING											
REGULARLY	78 20.1	78 21.3	72 22.3	45 23.6	15 13.3	64 22.7	3 7.0	69 21.7	1 5.8	49 22.3	21 21.6
FROM TIME TO TIME	175 45.0	167 45.5	147 45.8	88 46.6	55 50.7	129 45.5	18 41.3	150 46.9	8 37.7	100 46.1	43 45.0
NOT AT ALL	133 34.2	119 32.5	102 31.7	56 29.4	37 34.1	90 31.9	20 45.4	101 31.5	9 43.3	66 30.3	32 33.4
NOT STATED	3 0.7	3 0.8	1 0.2	1 0.4	2 1.9	* .	3 6.3	* .	3 13.1	3 1.3	* .
PATROUILLE DU COSMOS											
NOT AWARE	1492 77.8	1312 76.7	1035 75.4	587 74.2	628 83.0	870 74.6	395 86.5	1056 75.2	248 89.6	720 75.9	535 81.1
AWARE OF	426 22.2 100.0	398 23.3 100.0	338 24.6 100.0	204 25.8 100.0	129 17.0 100.0	296 25.4 100.0	62 13.5 100.0	348 24.8 100.0	29 10.4 100.0	229 24.1 100.0	125 18.9 100.0
FREQUENCY OF WATCHING											
REGULARLY	133 31.3	118 29.8	96 28.5	61 29.7	46 35.5	82 27.6	22 34.9	102 29.3	14 47.9	67 29.1	50 39.7
FROM TIME TO TIME	192 45.0	182 45.6	163 48.2	101 49.6	47 36.7	138 46.6	24 39.5	161 46.4	8 28.6	112 49.1	40 32.3
NOT AT ALL	98 23.1	95 23.9	76 22.5	41 20.3	36 27.8	74 25.1	15 24.4	82 23.7	6 20.8	48 21.0	35 28.0
NOT STATED	3 0.7	3 0.7	3 0.8	1 0.4	* .	2 0.7	1 1.2	2 0.6	1 2.7	2 0.9	* .
WILD KINGDOM											
NOT AWARE	1894 98.7	1687 98.7	1352 98.5	778 98.4	751 99.2	1153 98.9	450 98.4	1386 98.8	276 99.8	933 98.3	658 99.7
AWARE OF	24 1.3 100.0	22 1.3 100.0	20 1.5 100.0	12 1.6 100.0	6 0.8 100.0	13 1.1 100.0	8 1.6 100.0	18 1.2 100.0	1 0.2 100.0	16 1.7 100.0	2 0.3 100.0
FREQUENCY OF WATCHING											
REGULARLY	20 82.4	18 80.8	16 78.9	9 71.0	6 100.0	9 66.6	8 100.0	17 96.1	1 100.0	13 78.1	2 100.0
FROM TIME TO TIME	4 17.6	4 19.2	4 21.1	4 29.0	* .	4 33.4	* .	1 3.9	* .	4 21.9	* .
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	SCIENCES NOT VERY/ AT ALL	SOCIAL SCIENCES VERY/ QUITE	SCIENCES NOT VERY/ AT ALL	LIFE SCIENCES VERY/ QUITE	SCIENCES NOT VERY/ AT ALL	ENG. SCIENCES VERY/ QUITE	SCIENCES NOT VERY/ AT ALL
SPECIALS											
NOT AWARE	1904 99.3	1696 99.2	1364 99.4	782 98.9	751 99.3	1157 99.2	455 99.4	1395 99.4	273 98.7	944 99.5	654 99.1
AWARE OF	14 0.7	14 0.8	9 0.6	9 1.1	5 0.7	9 0.8	3 0.6	9 0.6	4 1.3	5 0.5	6 0.9
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	62.4	62.4	57.7	69.4	51.3	76.1	65.1	49.9	75.3	58.9	70.9
FROM TIME TO TIME	37.6	37.6	42.3	30.6	49.0	23.9	34.9	50.1	24.9	41.2	29.1
NOT AT ALL	*	*	*	*	*	*	*	*	*	*	*
NOT STATED
MEDECIN D'AUJOURD'HUI											
NOT AWARE	1911 99.7	1703 99.6	1369 99.8	788 99.6	753 99.6	1163 99.8	454 99.3	1398 99.6	276 100.0	947 99.8	656 99.4
AWARE OF	7 0.3	7 0.4	3 0.2	3 0.4	3 0.4	2 0.2	3 0.7	6 0.4	*	2 0.2	4 0.6
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	.	100.0	100.0
REGULARLY	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	*	100.0	100.0
FROM TIME TO TIME	*	*	*	*	*	*	*	*	*	*	*
NOT AT ALL
NOT STATED	*	*	*	*	*	*	*	*	*	*	*
MISCELLANEOUS											
NOT AWARE	1601 93.9	1600 93.6	1286 93.7	735 92.9	713 94.2	1092 93.7	429 93.8	1321 94.1	262 95.0	891 93.9	617 93.5
AWARE OF	117 6.1	110 6.4	86 6.3	56 7.1	44 5.8	73 6.3	28 6.2	83 5.9	14 5.0	58 6.1	43 6.5
FREQUENCY OF WATCHING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	67.9	67.0	66.4	63.5	67.6	69.2	60.6	67.2	79.6	61.8	74.9
FROM TIME TO TIME	26.8	27.4	28.1	28.0	30.7	25.5	31.9	28.6	16.2	28.8	25.4
NOT AT ALL	*	*	*	*	*	*	*	*	*	*	*
NOT STATED	9.2	9.8	11.0	16.8	1.7	10.6	7.4	8.9	9.9	13.7	4.7
NONE OF THESE	38 2.0	22 1.3	17 1.2	12 1.5	20 2.7	15 1.3	18 3.9	19 1.4	12 4.3	12 1.2	16 2.4

N A T U R A L S C I E N C E S

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.20

BY AGE, SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTERESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	791 100.0	87 100.0	163 100.0	161 100.0	130 100.0	249 100.0	420 100.0	370 100.0	448 100.0	237 100.0	106 100.0
AGREE	541 68.5	62 70.8	113 69.1	119 74.1	91 69.8	157 63.0	282 67.0	260 70.1	309 68.9	168 70.9	65 61.1
DISAGREE	67 8.5	11 12.9	21 13.1	7 4.3	11 8.2	17 6.8	33 7.9	34 9.2	40 9.0	19 7.9	9 8.0
IT VARIES	108 13.7	12 13.2	20 12.1	22 13.8	19 14.8	36 14.3	57 13.6	51 13.9	49 10.9	39 16.6	21 19.4
NO OPINION	71 9.0	2 2.5	9 5.7	12 7.4	9 7.3	38 15.3	47 11.2	24 6.4	50 11.1	9 3.9	12 11.5
NOT STATED	3 0.3	1 0.6	* .	1 0.3	* .	2 0.6	1 0.3	1 0.4	1 0.2	2 0.8	* .
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH											
AGREE	645 81.6	70 79.9	124 75.8	139 86.5	110 84.7	203 81.3	337 80.2	308 83.2	365 81.4	196 82.9	85 79.7
DISAGREE	41 5.2	6 6.3	17 10.2	3 2.1	5 3.7	11 4.3	19 4.4	22 6.1	27 6.0	9 3.7	6 5.2
IT VARIES	73 9.3	11 12.4	17 10.6	13 8.3	14 10.7	18 7.2	40 9.5	33 9.0	36 7.9	27 11.3	11 10.2
NO OPINION	28 3.6	1 0.8	6 3.4	4 2.8	1 0.9	17 6.6	23 5.5	5 1.4	20 4.5	3 1.3	5 4.9
NOT STATED	3 0.3	1 0.6	* .	1 0.3	* .	2 0.6	1 0.3	1 0.4	1 0.2	2 0.8	* .
ENJOY WATCHING TV PROGRAMMES ON THAT SCIENCE											
AGREE	630 79.7	68 77.5	113 69.4	136 84.7	111 85.3	202 81.0	337 80.1	293 79.2	356 79.5	190 80.3	84 79.2
DISAGREE	39 4.9	5 5.4	20 12.0	2 1.2	3 2.2	10 3.9	16 3.8	22 6.1	27 6.1	8 3.5	3 2.9
IT VARIES	92 11.6	13 14.9	25 15.3	18 11.0	15 11.7	21 8.2	44 10.5	47 12.8	46 10.2	31 12.9	15 14.4
NO OPINION	27 3.4	1 1.6	4 2.7	4 2.8	1 0.9	15 6.2	22 5.2	5 1.3	17 3.9	6 2.4	4 3.6
NOT STATED	4 0.5	1 0.6	1 0.6	1 0.3	* .	2 0.6	1 0.3	2 0.7	2 0.4	2 0.8	* .

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND											
AGREE	560 70.8	54 62.2	114 69.7	120 74.3	99 76.4	173 69.4	301 71.6	259 70.0	339 75.8	157 66.1	64 60.5
DISAGREE	72 9.1	12 13.8	15 9.3	11 6.8	7 5.3	27 10.8	36 8.6	36 9.7	34 7.5	31 12.9	7 7.1
IT VARIES	130 16.4	19 21.9	29 18.0	25 15.7	23 17.5	34 13.4	62 14.8	68 18.3	57 12.7	43 18.0	31 28.9
NO OPINION	25 3.1	1 1.6	4 2.7	4 2.3	1 0.9	14 5.7	20 4.7	5 1.3	16 3.6	5 2.1	4 3.6
NOT STATED	4 0.5	1 0.6	1 0.3	1 0.8	* .	2 0.6	1 0.3	3 0.7	2 0.4	2 0.8	* .
NOT ENOUGH PROGRAMMES ON THAT SCIENCE											
AGREE	440 55.7	47 54.3	100 61.2	90 55.7	67 51.8	136 54.6	243 57.9	197 53.2	237 53.0	140 59.1	63 59.4
DISAGREE	224 28.3	27 31.0	44 27.2	48 30.1	36 28.1	67 27.0	104 24.8	119 32.2	142 31.7	59 24.7	23 21.6
IT VARIES	53 6.7	10 12.0	4 2.7	12 7.4	10 7.4	16 6.6	31 7.4	22 5.9	28 6.2	19 8.0	6 5.8
NO OPINION	71 8.9	2 2.1	15 8.9	10 6.4	16 12.4	28 11.2	40 9.6	30 8.2	40 8.9	17 7.2	14 13.2
NOT STATED	3 0.4	1 0.6	* .	1 0.3	0.4	2 0.6	1 0.3	2 0.5	1 0.2	2 1.0	* .
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE											
AGREE	327 41.4	43 49.6	69 42.5	69 42.7	53 40.7	93 37.2	178 42.4	149 40.2	181 40.5	103 43.3	43 40.8
DISAGREE	287 36.3	27 31.0	59 36.1	56 35.0	46 35.4	99 39.7	152 36.1	135 36.5	162 36.2	88 37.0	37 35.2
IT VARIES	85 10.8	7 8.3	20 12.2	19 12.0	16 12.0	23 9.4	41 9.7	45 12.0	47 10.5	28 11.7	11 10.0
NO OPINION	86 10.8	6 7.2	15 9.2	16 10.0	15 11.9	33 13.2	48 11.5	37 10.1	54 12.0	17 7.2	15 14.0
NOT STATED	6 0.7	4 4.0	* .	1 0.3	* .	2 0.6	1 0.3	4 1.2	4 0.8	2 0.8	* .

N A T U R A L S C I E N C E S

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.20

BY EDUC./OCC./INTEREST IN SCIENCE/FREQUENCY OF WATCHING TV

	-----EDUCATION-----					-----OCCUPATION-----			---INTEREST IN--- THAT SCIENCE		---HOURS WATCHED--- TV LESS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC. ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	THAN 2	2 OR MORE
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTER- ESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	791 100.0	432 100.0	128 100.0	228 100.0	82 100.0	60 100.0	164 100.0	484 100.0	255 100.0	535 100.0	314 100.0	476 100.0
AGREE	541 68.5	294 68.1	90 70.3	155 67.9	58 70.9	42 69.6	108 65.7	333 68.9	184 72.0	358 66.8	213 67.9	328 68.9
DISAGREE	67 8.5	37 8.5	9 7.0	22 9.4	6 6.9	4 7.4	11 6.5	46 9.6	20 7.9	47 8.8	26 8.2	42 8.7
IT VARIES	108 13.7	67 15.5	17 13.1	25 10.8	6 7.0	8 13.4	28 17.3	66 13.7	33 12.8	76 14.1	38 12.2	70 14.7
NO OPINION	71 9.0	32 7.3	12 9.6	27 11.9	13 15.2	6 9.5	17 10.0	36 7.5	18 6.9	53 10.0	36 11.6	35 7.3
NOT STATED	3 0.3	3 0.6	* .	* .	* .	* .	1 0.4	2 0.4	1 0.3	2 0.3	1 0.2	2 0.4
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH												
AGREE	645 81.6	354 82.0	113 88.5	175 76.8	62 74.7	48 79.3	139 84.3	397 82.2	227 89.0	418 78.1	255 81.0	391 82.0
DISAGREE	41 5.2	23 5.2	6 4.3	13 5.7	3 3.9	4 5.8	4 2.5	30 6.3	7 2.7	34 6.4	13 4.2	28 5.9
IT VARIES	73 9.3	42 9.8	4 3.5	26 11.5	9 10.9	7 11.7	14 8.7	43 8.9	15 5.9	58 10.9	29 9.3	44 9.2
NO OPINION	28 3.6	10 2.3	5 3.6	14 6.0	9 10.6	2 3.2	7 4.1	11 2.3	5 2.1	23 4.3	17 5.4	11 2.4
NOT STATED	3 0.3	3 0.6	* .	* .	* .	* .	1 0.4	2 0.4	1 0.3	2 0.3	1 0.2	2 0.4
ENJOY WATCHING TV PROGRAM- MES ON THAT SCIENCE												
AGREE	630 79.7	341 79.0	116 90.3	171 74.8	62 75.5	49 80.9	133 80.6	387 80.0	222 87.0	408 76.2	242 77.1	388 81.4
DISAGREE	39 4.9	21 4.9	4 2.8	14 6.0	3 3.5	2 2.9	4 2.7	30 6.1	9 3.5	30 5.6	18 5.7	21 4.4
IT VARIES	92 11.6	57 13.2	4 3.3	30 13.2	9 10.5	8 13.1	20 12.4	54 11.3	20 7.8	72 13.4	39 12.5	52 11.0
NO OPINION	27 3.4	9 2.2	5 3.6	13 5.6	9 10.6	2 3.2	6 3.8	10 2.0	4 1.4	23 4.3	14 4.3	13 2.8
NOT STATED	4 0.5	3 0.6	* .	1 0.4	* .	* .	1 0.4	3 0.6	1 0.3	3 0.5	2 0.5	2 0.4

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		HOURS WATCHED-TV LESS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC. ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	THAN 2	2 OR MORE
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND												
AGREE	560 70.8	281 65.0	92 71.9	185 80.9	69 83.4	44 72.4	115 70.1	332 68.7	198 77.7	362 67.6	233 74.2	327 68.6
DISAGREE	72 9.1	50 11.7	14 11.0	7 3.2	1 0.8	3 4.7	18 10.9	51 10.5	16 6.4	56 10.4	25 8.1	46 9.7
IT VARIES	130 16.4	90 20.8	17 13.4	23 10.0	6 7.8	12 19.8	24 14.7	87 18.1	35 13.7	95 17.7	40 12.8	90 18.8
NO OPINION	25 3.1	8 1.7	5 3.6	13 5.5	7 8.0	2 3.2	6 3.9	10 2.0	4 1.7	21 3.8	14 4.5	11 2.2
NOT STATED	4 0.5	3 0.7	* .	1 0.3	* .	* .	1 0.4	2 0.7	1 0.5	3 0.5	1 0.4	3 0.6
NOT ENOUGH PROGRAMMES ON THAT SCIENCE												
AGREE	440 55.7	241 53.8	69 53.6	131 57.3	34 41.1	39 64.4	99 60.1	269 55.6	165 64.5	276 51.5	164 52.2	276 58.0
DISAGREE	224 28.3	126 29.2	39 30.4	57 25.0	26 31.8	8 13.8	45 27.6	144 29.7	55 21.7	168 31.4	87 27.7	136 28.6
IT VARIES	53 6.7	35 8.0	7 5.3	11 5.0	7 8.3	5 8.8	6 3.4	35 7.2	17 6.5	36 6.7	19 6.1	34 7.0
NO OPINION	71 8.9	28 6.5	14 10.7	28 12.4	15 18.7	8 13.1	14 8.4	34 7.0	18 7.0	53 9.9	43 13.8	27 5.7
NOT STATED	3 0.4	3 0.6	* .	2 0.2	* .	* .	1 0.4	2 0.5	1 0.3	2 0.4	1 0.2	3 0.5
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE												
AGREE	327 41.4	176 40.6	52 40.9	98 43.1	28 33.4	27 45.2	68 41.5	204 42.2	120 46.8	207 38.7	126 40.0	201 42.3
DISAGREE	287 36.3	165 38.2	49 38.2	72 31.4	30 36.6	20 33.1	66 40.0	171 35.4	94 36.9	193 36.0	99 31.6	188 39.4
IT VARIES	85 10.8	49 11.3	13 9.8	24 10.4	5 5.9	6 10.7	16 9.5	58 12.1	22 8.5	64 11.9	31 10.0	54 11.3
NO OPINION	86 10.8	37 8.5	14 11.1	35 15.1	20 24.1	7 10.9	14 8.6	45 9.3	19 7.4	67 12.5	55 17.4	31 6.5
NOT STATED	6 0.7	6 1.3	* .	* .	* .	* .	1 0.4	5 1.0	1 0.3	5 0.9	4 1.1	2 0.4

N A T U R A L S C I E N C E S
 ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.20
 BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTER- ESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	791 100.0	58 100.0	260 100.0	259 100.0	126 100.0	88 100.0	637 100.0	287 100.0	350 100.0	154 100.0
AGREE	541 68.5	42 72.5	178 68.4	183 70.7	75 59.6	63 72.1	432 67.9	189 65.8	243 69.6	109 71.0
DISAGREE	67 8.5	7 12.0	21 8.2	20 7.9	14 11.0	5 5.2	51 8.1	28 9.6	24 6.8	16 10.3
IT VARIES	108 13.7	5 9.3	45 17.2	29 11.3	20 15.8	9 10.3	94 14.8	44 15.3	50 14.3	14 9.3
NO OPINION	71 9.0	4 6.2	14 5.4	26 10.1	17 13.6	10 11.6	58 9.1	26 9.1	32 9.1	13 8.5
NOT STATED	3 0.3	* .	2 0.7	* .	* .	1 0.8	1 0.2	1 0.2	1 0.2	1 0.9
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH										
AGREE	645 81.6	47 81.6	213 82.1	220 84.8	99 78.6	66 75.2	521 81.9	246 85.8	276 78.8	124 80.6
DISAGREE	41 5.2	4 6.5	14 5.3	10 3.7	8 6.2	6 6.9	33 5.2	13 4.7	20 5.7	8 5.0
IT VARIES	73 9.3	6 10.4	25 9.7	23 8.9	8 6.7	11 12.1	55 8.6	18 6.1	37 10.6	19 12.2
NO OPINION	28 3.6	1 1.4	6 2.2	7 2.6	11 8.5	4 5.0	26 4.1	10 3.4	17 4.7	2 1.3
NOT STATED	3 0.3	* .	2 0.7	* .	* .	1 0.8	1 0.2	1 0.2	1 0.2	1 0.9
ENJOY WATCHING TV PROGRAM- MES ON THAT SCIENCE										
AGREE	630 79.7	51 87.4	207 79.4	213 82.4	96 76.0	64 72.7	510 80.1	241 84.1	269 76.8	120 78.1
DISAGREE	39 4.9	2 4.2	11 4.2	9 3.3	9 6.9	8 9.1	26 4.1	12 4.3	14 4.0	12 7.9
IT VARIES	92 11.6	4 7.0	32 12.4	30 11.7	14 11.0	11 12.4	73 11.5	24 8.3	49 14.1	18 11.8
NO OPINION	27 3.4	1 1.4	8 3.2	6 2.2	8 6.1	4 5.0	25 3.9	9 3.2	16 4.5	2 1.3
NOT STATED	4 0.5	* .	2 0.7	1 0.4	* .	1 0.8	2 0.4	1 0.2	2 0.5	1 0.9

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND										
AGREE	560 70.8	41 71.3	172 66.2	195 75.5	86 68.1	66 74.5	454 71.3	207 72.3	247 70.6	106 68.7
DISAGREE	72 9.1	8 13.8	31 11.8	12 4.7	13 10.3	8 9.2	56 8.8	18 6.4	38 10.8	16 10.2
IT VARIES	130 16.4	8 13.5	50 19.1	44 16.8	20 15.5	9 10.5	100 15.7	49 17.2	51 14.5	30 19.4
NO OPINION	25 3.1	1 1.4	6 2.2	6 2.5	8 6.1	4 5.0	24 3.7	10 3.6	13 3.8	1 0.7
NOT STATED	4 0.5	* .	2 0.7	1 0.5	* .	1 0.8	3 0.4	1 0.5	1 0.3	1 0.9
NOT ENOUGH PROGRAMMES ON THAT SCIENCE										
AGREE	440 55.7	29 49.8	158 60.8	140 54.0	72 56.8	42 47.7	356 56.0	179 62.3	178 50.7	84 54.7
DISAGREE	224 28.3	22 38.0	61 23.5	73 28.3	32 25.6	35 39.8	179 28.1	63 21.9	116 33.1	45 29.1
IT VARIES	53 6.7	4 6.5	18 6.8	17 6.6	11 8.8	3 3.6	43 6.8	16 5.5	28 7.9	9 6.1
NO OPINION	71 8.9	3 5.6	21 8.0	29 11.0	11 8.7	7 8.1	56 8.9	29 10.0	28 7.9	14 9.3
NOT STATED	3 0.4	* .	2 0.9	* .	* .	1 0.8	2 0.3	1 0.2	1 0.3	1 0.9
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE										
AGREE	327 41.4	34 57.9	123 47.4	88 34.0	49 38.5	34 38.5	256 40.2	118 41.1	138 39.5	71 46.1
DISAGREE	287 36.3	15 25.0	89 34.1	103 39.7	45 35.7	36 41.2	238 37.4	108 37.6	130 37.2	49 31.9
IT VARIES	85 10.8	4 7.5	27 10.2	35 13.7	15 12.0	4 4.4	73 11.4	32 11.1	41 11.7	13 8.1
NO OPINION	86 10.8	6 9.6	20 7.6	33 12.6	17 13.8	10 11.8	66 10.3	29 9.9	37 10.6	20 13.0
NOT STATED	6 0.7	* .	2 0.7	* .	* .	4 4.2	4 0.7	1 0.2	4 1.1	1 0.9

S O C I A L S C I E N C E S

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.21

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTERESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	1166 100.0	82 100.0	219 100.0	244 100.0	221 100.0	401 100.0	519 100.0	647 100.0	627 100.0	385 100.0	154 100.0
AGREE	704 60.4	58 71.0	127 58.1	169 69.3	121 54.8	229 57.1	298 57.4	407 62.8	380 60.5	243 63.3	81 52.7
DISAGREE	149 12.8	9 10.4	35 16.1	20 8.1	35 15.8	51 12.7	67 13.0	82 12.7	86 13.7	49 12.6	15 9.6
IT VARIES	168 14.4	13 15.2	37 17.0	35 14.4	31 14.2	52 12.9	79 15.3	88 13.6	68 10.9	66 17.3	33 21.4
NO OPINION	139 11.9	3 3.4	19 8.5	19 7.9	30 13.6	68 17.1	69 13.4	70 10.8	92 14.7	26 6.7	22 14.0
NOT STATED	6 0.5	* .	1 0.3	1 0.2	4 1.6	1 0.2	5 0.9	1 0.1	1 0.2	1 0.1	4 2.3
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH											
AGREE	896 76.8	67 82.0	166 76.1	201 82.6	168 76.0	293 73.1	383 73.9	512 79.2	464 74.0	309 80.3	123 79.8
DISAGREE	67 5.7	7 8.2	17 7.6	8 3.4	11 4.8	24 6.1	34 6.5	33 5.1	46 7.4	15 4.0	5 3.5
IT VARIES	137 11.8	6 7.9	29 13.1	26 10.5	31 14.1	45 11.3	70 13.5	67 10.4	75 11.9	51 13.2	12 7.6
NO OPINION	60 5.2	2 1.9	6 2.9	8 3.2	8 3.4	37 9.3	27 5.2	33 5.2	41 6.5	9 2.4	10 6.8
NOT STATED	6 0.5	* .	1 0.3	1 0.2	4 1.6	1 0.2	5 0.9	1 0.1	1 0.2	1 0.1	4 2.3
ENJOY WATCHING TV PROGRAMMES ON THAT SCIENCE											
AGREE	875 75.1	58 71.2	154 70.3	201 82.4	163 73.9	299 74.7	380 73.4	495 76.5	461 73.4	294 76.4	121 78.7
DISAGREE	50 4.3	7 8.5	17 7.6	7 2.8	4 1.7	16 4.1	23 4.4	27 4.2	34 5.4	14 3.7	2 1.4
IT VARIES	179 15.4	15 18.3	39 17.9	29 11.8	45 20.6	51 12.7	82 15.8	97 15.1	98 15.6	63 16.4	19 12.0
NO OPINION	53 4.6	1 1.4	7 3.4	7 2.8	5 2.2	33 8.3	28 5.4	25 3.9	32 5.2	12 3.2	9 5.6
NOT STATED	7 0.6	1 0.6	2 0.8	1 0.2	4 1.6	1 0.2	5 0.9	2 0.3	2 0.4	1 0.3	4 2.3

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND											
AGREE	761 65.3	44 53.5	148 67.8	168 68.9	152 68.7	249 62.2	332 64.0	429 66.3	441 70.3	221 57.4	99 64.3
DISAGREE	111 9.5	8 9.9	17 7.8	21 8.5	18 8.4	46 11.5	52 10.0	59 9.1	43 6.9	55 14.3	12 7.9
IT VARIES	236 20.2	28 33.9	47 21.6	50 20.6	41 18.5	70 17.4	104 20.1	131 20.3	108 17.3	98 25.4	30 19.4
NO OPINION	51 4.4	2 2.8	5 2.3	4 1.7	5 2.4	34 8.5	25 4.8	26 4.0	31 4.9	10 2.7	9 6.1
NOT STATED	8 0.7	* .	1 0.6	1 0.2	4 2.0	1 0.3	1 1.1	2 0.3	4 0.6	1 0.1	4 2.3
NOT ENOUGH PROGRAMMES ON THAT SCIENCE											
AGREE	570 48.9	46 56.5	109 50.0	121 49.7	115 52.0	179 44.6	265 51.1	305 47.1	288 45.9	212 55.1	70 45.8
DISAGREE	381 32.7	26 31.7	73 33.2	87 35.6	68 31.0	127 31.8	159 30.6	223 34.4	225 35.9	110 28.5	46 30.2
IT VARIES	84 7.2	4 5.3	18 8.1	14 5.6	14 6.4	34 8.6	36 7.0	48 7.4	41 6.6	32 8.3	11 7.2
NO OPINION	123 10.5	5 6.4	18 8.3	22 8.9	18 8.2	60 14.8	54 10.4	69 10.7	72 11.5	29 7.5	22 14.5
NOT STATED	7 0.6	* .	1 0.3	1 0.2	5 2.4	1 0.2	5 0.9	2 0.4	1 0.2	2 0.6	4 2.3
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE											
AGREE	429 36.8	36 43.6	80 36.6	103 42.1	77 35.0	134 33.3	197 38.0	232 35.8	210 33.5	156 40.5	63 40.8
DISAGREE	426 36.5	32 38.7	74 34.0	90 36.9	79 35.7	151 37.6	189 36.4	237 36.6	229 36.5	149 38.7	47 30.8
IT VARIES	151 12.9	6 7.7	41 18.7	27 11.0	28 12.9	48 12.0	67 12.9	84 12.9	84 13.4	48 12.5	19 12.0
NO OPINION	155 13.3	8 10.0	23 10.4	24 9.8	33 14.8	67 16.8	61 11.8	94 14.5	102 16.3	31 8.1	22 14.0
NOT STATED	6 0.5	* .	1 0.3	1 0.2	4 1.6	1 0.2	5 0.9	1 0.1	1 0.2	1 0.1	4 2.3

S O C I A L S C I E N C E S

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.21
BY EDUC./OCC./INTEREST IN SCIENCE/FREQUENCY OF WATCHING TV

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		-HOURS WATCHED-	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	THAN 2 TV LESS	2 OR MORE
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTER- ESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	1166 100.0	648 100.0	202 100.0	314 100.0	103 100.0	91 100.0	188 100.0	784 100.0	485 100.0	681 100.0	469 100.0	696 100.0
AGREE	704 60.4	393 60.7	128 63.6	182 58.0	56 54.7	47 51.4	118 62.6	484 61.7	308 63.5	396 58.2	272 57.9	432 62.1
DISAGREE	149 12.8	73 11.2	25 12.6	49 15.8	17 16.3	13 14.4	19 10.3	100 12.8	70 14.5	79 11.6	70 14.9	79 11.4
IT VARIES	168 14.4	95 14.6	28 13.9	45 14.3	14 13.4	19 21.4	30 16.0	104 13.3	72 14.8	96 14.1	52 11.2	115 16.5
NO OPINION	139 11.9	83 12.8	20 10.0	36 11.6	16 15.6	8 8.8	20 10.8	95 12.1	34 6.9	106 15.5	71 15.0	69 9.9
NOT STATED	6 0.5	4 0.6	* .	1 0.5	* .	4 4.0	1 0.4	1 0.2	1 0.3	4 0.6	4 0.9	1 0.2
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH												
AGREE	896 76.8	488 75.3	166 82.2	240 76.5	77 75.0	72 79.8	145 77.4	601 76.6	404 83.3	491 72.2	354 75.4	542 77.8
DISAGREE	67 5.7	34 5.3	11 5.6	21 6.7	7 6.6	3 3.4	12 6.6	44 5.7	15 3.2	51 7.5	32 6.8	35 5.0
IT VARIES	137 11.8	84 13.0	20 9.7	34 10.7	13 12.9	8 8.7	22 11.6	94 12.0	47 9.7	90 13.2	43 9.3	94 13.5
NO OPINION	60 5.2	38 5.8	5 2.6	17 5.6	6 5.4	4 4.1	7 4.0	44 5.6	17 3.4	44 6.4	36 7.6	25 3.5
NOT STATED	6 0.5	4 0.6	* .	1 0.5	* .	4 4.0	1 0.4	1 0.2	1 0.3	4 0.6	4 0.9	1 0.2
ENJOY WATCHING TV PROGRAM- MES ON THAT SCIENCE												
AGREE	875 75.1	473 73.0	164 81.4	236 75.2	75 73.0	75 82.7	145 77.0	580 74.0	397 81.9	478 70.2	336 71.5	540 77.5
DISAGREE	50 4.3	27 4.2	7 3.4	17 5.3	5 4.7	2 1.7	6 3.3	38 4.8	13 2.7	37 5.5	22 4.7	28 4.1
IT VARIES	179 15.4	110 16.9	25 12.4	45 14.2	15 15.0	8 8.4	29 15.3	128 16.3	59 12.3	120 17.6	75 16.0	104 15.0
NO OPINION	53 4.6	34 5.2	6 2.8	14 4.5	8 7.3	3 3.2	7 4.0	36 4.5	12 2.5	41 6.0	31 6.7	22 3.2
NOT STATED	7 0.6	5 0.7	* .	2 0.8	* .	4 4.0	1 0.4	3 0.3	3 0.6	4 0.6	5 1.1	2 0.3

	EDUCATION					OCCUPATION			INTEREST IN THAT SCIENCE		HOURS WATCHED-TV LESS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	THAN 2	2 OR MORE
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND												
AGREE	761 65.3	361 55.7	150 74.2	248 79.1	81 78.9	64 71.0	110 58.4	506 64.5	351 72.3	410 60.3	339 72.3	422 60.6
DISAGREE	111 9.5	82 12.7	17 8.2	12 3.8	4 4.2	5 5.3	28 14.7	74 9.4	43 8.9	67 9.9	33 6.9	78 11.2
IT VARIES	236 20.2	164 25.4	31 15.1	41 13.0	14 13.5	16 17.6	42 22.3	164 20.9	75 15.5	161 23.6	65 13.9	171 24.5
NO OPINION	51 4.4	35 5.5	4 2.0	11 3.6	3 3.4	2 2.1	7 3.9	38 4.9	14 2.9	37 5.4	27 5.8	23 3.4
NOT STATED	8 0.7	5 0.8	1 0.4	1 0.5	*	4 4.0	1 0.7	3 0.3	2 0.4	6 0.8	5 1.1	3 0.4
NOT ENOUGH PROGRAMMES ON THAT SCIENCE												
AGREE	570 48.9	300 46.3	108 53.6	160 51.0	50 48.3	40 44.7	97 51.5	383 48.9	282 58.1	288 42.4	216 46.1	354 50.8
DISAGREE	381 32.7	220 34.0	65 32.3	96 30.5	32 30.8	31 34.3	61 32.3	258 32.8	133 27.4	248 36.5	154 32.8	227 32.6
IT VARIES	84 7.2	51 7.9	9 4.3	24 7.7	9 8.4	7 7.3	17 8.8	52 6.7	31 6.4	53 7.8	26 5.6	58 8.3
NO OPINION	123 10.5	72 11.2	18 9.0	32 10.4	13 12.5	9 9.7	13 6.9	88 11.2	36 7.5	87 12.7	67 14.2	56 8.1
NOT STATED	7 0.6	4 0.6	2 0.9	1 0.5	*	4 4.0	1 0.4	3 0.4	3 0.7	4 0.6	6 1.3	1 0.2
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE												
AGREE	429 36.8	226 34.9	87 42.9	116 36.9	38 36.6	37 41.3	73 38.7	281 35.9	198 40.8	231 34.0	150 31.9	279 40.1
DISAGREE	426 36.5	228 35.2	73 36.4	122 39.0	36 34.5	28 30.5	72 38.5	290 37.0	182 37.5	244 35.8	174 37.0	252 36.2
IT VARIES	151 12.9	95 14.6	24 11.9	32 10.2	11 10.2	15 17.1	27 14.6	97 12.4	61 12.6	90 13.2	53 11.3	98 14.0
NO OPINION	155 13.3	95 14.7	18 8.8	42 13.4	19 18.7	6 7.1	15 7.8	115 14.6	43 8.8	112 16.5	89 18.9	66 9.5
NOT STATED	6 0.5	4 0.6	*	1 0.5	*	4 4.0	1 0.4	1 0.2	1 0.3	4 0.6	4 0.9	1 0.2

S O C I A L S C I E N C E S

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.21

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTER- ESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	1166 100.0	99 100.0	388 100.0	387 100.0	174 100.0	118 100.0	940 100.0	432 100.0	509 100.0	225 100.0
AGREE	704 60.4	66 66.6	240 61.9	251 65.0	79 45.5	68 57.3	565 60.1	257 59.5	308 60.6	139 61.8
DISAGREE	149 12.8	12 12.3	50 13.0	49 12.8	26 14.9	11 9.6	122 13.0	63 14.6	59 11.6	27 11.9
IT VARIES	168 14.4	11 11.1	70 18.0	31 8.1	39 22.3	17 14.2	143 15.2	58 13.3	85 16.7	25 11.1
NO OPINION	139 11.9	10 10.1	26 6.6	51 13.2	30 17.3	22 19.0	105 11.2	52 12.1	53 10.3	34 15.2
NOT STATED	6 0.5	* .	2 0.5	4 0.9	* .	* .	6 0.6	2 0.5	4 0.7	* .
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH										
AGREE	896 76.8	78 78.9	306 78.7	289 74.7	137 78.7	86 73.3	723 76.9	328 76.0	395 77.7	173 76.6
DISAGREE	67 5.7	4 4.2	20 5.1	26 6.7	13 7.2	4 3.6	58 6.2	35 8.0	24 4.7	8 3.7
IT VARIES	137 11.8	12 12.0	49 12.6	52 13.4	13 7.7	11 9.7	109 11.6	43 10.0	66 12.9	28 12.6
NO OPINION	60 5.2	5 4.9	12 3.0	17 4.3	11 6.5	16 13.4	44 4.7	24 5.5	20 4.0	16 7.1
NOT STATED	6 0.5	* .	2 0.5	4 0.9	* .	* .	6 0.6	2 0.5	4 0.7	* .
ENJOY WATCHING TV PROGRAM- MES ON THAT SCIENCE										
AGREE	875 75.1	80 81.2	294 75.8	283 73.3	137 78.6	81 68.6	707 75.2	326 75.4	381 75.0	168 74.7
DISAGREE	50 4.3	3 2.7	17 4.4	21 5.5	5 3.1	4 3.4	42 4.5	24 5.5	18 3.6	8 3.7
IT VARIES	179 15.4	11 11.2	62 15.9	65 16.7	22 12.6	20 17.2	144 15.3	59 13.6	85 16.7	36 15.8
NO OPINION	53 4.6	5 4.9	13 3.3	13 3.4	10 5.7	13 10.8	41 4.3	22 5.0	19 3.8	13 5.6
NOT STATED	7 0.6	* .	2 0.6	5 1.2	* .	* .	7 0.7	2 0.5	5 0.9	1 0.2

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND										
AGREE	761 65.3	62 62.9	230 59.2	277 71.7	108 61.9	84 71.1	631 67.1	303 70.1	329 64.6	130 57.5
DISAGREE	111 9.5	16 16.1	54 13.9	21 5.3	17 9.7	3 2.7	78 8.3	32 7.3	47 9.2	32 14.4
IT VARIES	236 20.2	15 14.8	92 23.6	72 18.7	38 21.9	19 16.2	187 19.9	77 17.7	110 21.7	49 21.7
NO OPINION	51 4.4	6 6.2	11 2.8	11 2.9	11 6.0	12 10.0	36 3.9	18 4.1	19 3.6	15 6.4
NOT STATED	8 0.7	* .	2 0.5	5 1.3	1 0.5	* .	8 0.8	3 0.7	4 0.9	* .
NOT ENOUGH PROGRAMMES ON THAT SCIENCE										
AGREE	570 48.9	49 50.0	214 55.1	176 45.4	81 46.5	50 42.7	475 50.5	231 53.4	245 48.1	95 42.1
DISAGREE	381 32.7	24 23.9	114 29.3	136 35.1	64 36.7	44 37.6	312 33.1	133 30.8	179 35.1	70 30.9
IT VARIES	84 7.2	18 18.7	28 7.3	24 6.2	9 5.2	4 3.5	56 6.0	24 5.6	32 6.2	28 12.5
NO OPINION	123 10.5	7 7.3	29 7.4	48 12.3	20 11.5	19 16.2	92 9.8	42 9.8	50 9.8	31 13.7
NOT STATED	7 0.6	* .	4 1.0	4 0.9	* .	* .	6 0.6	2 0.5	4 0.7	2 0.8
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE										
AGREE	429 36.8	37 37.4	161 41.5	129 33.4	62 35.6	40 33.7	352 37.4	161 37.2	191 37.5	78 34.4
DISAGREE	426 36.5	26 26.1	150 38.5	143 37.1	61 35.3	45 38.5	351 37.3	173 40.0	179 35.1	74 33.0
IT VARIES	151 12.9	22 22.3	46 11.8	49 12.7	23 13.1	11 9.2	114 12.1	46 10.7	67 13.3	37 16.4
NO OPINION	155 13.3	14 14.2	30 7.7	61 15.8	28 16.0	22 18.7	118 12.6	50 11.6	68 13.4	37 16.2
NOT STATED	6 0.5	* .	2 0.5	4 0.9	* .	* .	6 0.6	2 0.5	4 0.7	* .

L I F E S C I E N C E S

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.22

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTERESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	1404 100.0	110 100.0	239 100.0	283 100.0	240 100.0	531 100.0	643 100.0	761 100.0	765 100.0	451 100.0	188 100.0
AGREE	945 67.3	80 72.1	161 67.4	211 74.7	148 61.4	346 65.1	423 65.8	522 68.7	516 67.4	311 68.9	119 63.1
DISAGREE	143 10.2	9 8.3	35 14.6	21 7.3	34 14.1	45 8.4	60 9.3	84 11.0	75 9.9	53 11.7	15 8.1
IT VARIES	170 12.1	18 16.0	29 12.0	34 12.0	30 12.6	60 11.2	81 12.6	89 11.7	86 11.2	57 12.7	27 14.4
NO OPINION	140 10.0	4 3.6	14 5.7	16 5.8	28 11.8	77 14.6	76 11.8	64 8.4	86 11.2	27 6.1	27 14.3
NOT STATED	5 0.4	* .	1 0.3	1 0.3	* .	4 0.7	4 0.6	2 0.2	2 0.3	3 0.6	* .
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH											
AGREE	1174 83.6	95 85.7	193 80.5	255 90.0	194 80.5	439 82.6	524 81.5	650 85.4	640 83.6	380 84.3	154 82.1
DISAGREE	34 2.4	4 3.6	9 3.7	4 1.3	7 2.9	10 1.9	16 2.6	17 2.3	14 1.8	16 3.6	4 2.0
IT VARIES	139 9.9	11 10.0	28 11.5	21 7.3	34 14.0	47 8.8	70 10.9	69 9.1	80 10.4	40 9.0	19 10.3
NO OPINION	52 3.7	1 0.6	9 3.9	4 1.4	6 2.6	31 5.9	29 4.5	23 3.0	30 3.9	11 2.5	10 5.6
NOT STATED	5 0.4	* .	1 0.3	* .	* .	5 0.9	4 0.6	2 0.2	3 0.3	3 0.6	* .
ENJOY WATCHING TV PROGRAMMES ON THAT SCIENCE											
AGREE	1145 81.6	84 76.3	192 80.4	245 86.6	192 79.9	431 81.2	517 80.4	628 82.5	623 81.4	366 81.3	155 82.7
DISAGREE	43 3.1	10 9.0	10 4.4	5 1.7	6 2.5	12 2.3	15 2.4	28 3.7	17 2.2	24 5.4	3 1.4
IT VARIES	160 11.4	12 10.9	29 12.1	31 10.8	36 14.8	53 10.0	78 12.1	82 10.8	93 12.2	46 10.3	21 10.9
NO OPINION	48 3.4	1 1.3	7 2.8	2 0.9	6 2.6	31 5.8	29 4.5	19 2.4	28 3.6	11 2.4	9 4.9
NOT STATED	7 0.5	3 2.4	1 0.3	* .	1 0.2	4 0.7	4 0.6	4 0.5	5 0.6	3 0.6	* .

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND											
AGREE	948 67.5	67 60.6	160 67.1	209 73.9	162 67.5	350 65.9	418 64.9	531 69.8	567 74.1	264 58.5	117 62.5
DISAGREE	129 9.2	12 10.8	25 10.3	17 6.2	27 11.4	48 9.0	76 11.8	53 7.0	37 4.9	75 16.7	16 8.6
IT VARIES	274 19.5	30 27.4	48 19.9	51 18.0	45 18.6	100 18.8	121 18.7	153 20.1	133 17.4	96 21.2	45 24.0
NO OPINION	44 3.2	1 1.2	5 2.3	5 1.6	6 2.5	27 5.1	24 3.8	20 2.7	24 3.1	12 2.6	9 4.6
NOT STATED	8 0.6	* .	1 0.4	1 0.3	* .	7 1.2	5 0.8	4 0.5	4 0.5	4 0.9	1 0.4
NOT ENOUGH PROGRAMMES ON THAT SCIENCE											
AGREE	729 52.0	52 47.0	127 53.1	157 55.5	138 57.3	256 48.2	335 52.1	394 51.8	377 49.2	250 55.6	102 54.4
DISAGREE	435 31.0	43 38.6	74 30.8	88 31.2	60 24.9	170 32.1	198 30.8	237 31.1	261 34.1	119 26.5	54 28.8
IT VARIES	100 7.1	11 9.5	16 6.5	19 6.9	20 8.2	35 6.6	47 7.4	53 6.9	48 6.3	41 9.2	11 5.7
NO OPINION	135 9.6	5 4.9	22 9.3	18 6.5	23 9.7	66 12.4	59 9.2	76 10.0	78 10.2	36 8.1	21 11.1
NOT STATED	4 0.3	* .	1 0.3	* .	* .	4 0.7	4 0.6	1 0.1	1 0.2	3 0.6	* .
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE											
AGREE	506 36.0	34 30.5	94 39.3	111 39.3	92 38.3	175 33.0	238 37.0	268 35.2	266 34.7	165 36.7	75 39.7
DISAGREE	521 37.2	43 39.1	85 35.4	109 38.5	85 35.2	200 37.7	232 36.1	289 38.0	273 35.7	194 43.0	55 29.0
IT VARIES	184 13.1	23 20.9	33 13.7	34 12.2	29 12.3	64 12.1	83 12.8	101 13.3	110 14.3	49 10.8	26 13.8
NO OPINION	184 13.1	7 6.7	27 11.3	28 10.0	34 14.0	87 16.5	87 13.5	97 12.8	111 14.5	40 8.9	33 17.5
NOT STATED	9 0.6	3 2.7	1 0.3	* .	1 0.2	4 0.8	4 0.6	5 0.6	6 0.7	3 0.6	* .

L I F F S C I E N C E S

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.22
BY EDUC./OCC./INTEREST IN SCIENCE/FREQUENCY OF WATCHING TV

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		--HOURS WATCHED--	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	THAN 2	2 OR MORE
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTERESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	1404 100.0	852 100.0	233 100.0	316 100.0	109 100.0	91 100.0	256 100.0	947 100.0	634 100.0	770 100.0	528 100.0	876 100.0
AGREE	945 67.3	584 68.5	150 64.5	208 66.0	76 69.7	61 67.7	170 66.3	638 67.3	450 71.0	495 64.3	350 66.2	595 68.0
DISAGREE	143 10.2	80 9.4	27 11.7	36 11.4	10 9.2	10 10.8	20 8.0	103 10.9	67 10.5	76 9.9	46 8.8	97 11.1
IT VARIES	170 12.1	99 11.6	37 15.7	34 10.9	8 7.3	16 17.3	37 14.3	110 11.6	73 11.6	97 12.6	56 10.6	114 13.0
NO OPINION	140 10.0	85 10.0	19 8.0	36 11.3	15 13.7	4 4.3	26 10.3	95 10.0	42 6.6	98 12.7	75 14.2	65 7.4
NOT STATED	5 0.4	4 0.4	* .	1 0.5	* .	* .	3 1.1	2 0.2	2 0.3	4 0.5	1 0.1	5 0.5
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH	1174 83.6	709 83.2	195 83.9	267 84.5	85 77.5	77 84.4	220 85.8	793 83.7	549 86.6	625 81.2	429 81.2	745 85.1
DISAGREE	34 2.4	22 2.5	3 1.4	9 2.8	1 0.9	3 3.4	4 1.7	25 2.7	16 2.5	17 2.3	15 2.8	19 2.2
IT VARIES	139 9.9	86 10.1	31 13.4	22 7.0	18 16.6	9 9.9	21 8.1	92 9.7	53 8.4	86 11.2	49 9.2	91 10.4
NO OPINION	52 3.7	32 3.7	3 1.4	16 5.2	5 5.0	2 2.3	8 3.2	36 3.8	15 2.3	37 4.8	34 6.5	17 2.0
NOT STATED	5 0.4	4 0.5	* .	1 0.5	* .	* .	3 1.1	2 0.3	1 0.1	5 0.6	2 0.3	4 0.4
ENJOY WATCHING TV PROGRAMMES ON THAT SCIENCE	1145 81.6	689 80.8	201 86.2	253 80.0	85 77.7	76 83.5	213 83.1	771 81.4	545 86.0	600 77.9	411 77.8	734 83.8
DISAGREE	43 3.1	28 3.3	6 2.5	10 3.0	1 0.9	2 1.9	3 1.1	38 4.0	18 2.9	25 3.3	15 2.9	28 3.2
IT VARIES	160 11.4	98 11.5	25 10.7	37 11.8	18 16.4	9 10.2	28 11.0	105 11.1	56 8.9	104 13.5	65 12.3	95 10.9
NO OPINION	48 3.4	32 3.7	2 0.7	14 4.5	5 5.0	4 4.4	9 3.7	29 3.0	13 2.1	34 4.4	34 6.4	14 1.6
NOT STATED	7 0.5	5 0.6	* .	2 0.6	* .	* .	3 1.1	5 0.5	1 0.1	7 0.9	3 0.6	4 0.5

	-----EDUCATION-----				-----OCCUPATION-----			---INTEREST IN--- THAT SCIENCE		--HOURS WATCHED-- TV LESS		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	THAN 2	2 OR MORE
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND												
AGREE	948 67.5	522 61.2	174 74.6	250 79.1	79 72.3	59 65.3	164 63.8	646 68.2	444 70.0	504 65.5	382 72.3	566 64.7
DISAGREE	129 9.2	97 11.4	15 6.5	17 5.4	8 7.0	5 5.1	33 13.0	83 8.6	61 9.5	69 8.9	40 7.6	89 10.2
IT VARIES	274 19.5	201 23.6	42 17.8	31 9.9	16 15.0	26 28.4	48 18.8	183 19.4	113 17.8	161 20.9	74 14.1	199 22.8
NO OPINION	44 3.2	28 3.2	2 1.0	14 4.5	5 5.0	1 1.2	8 3.2	30 3.1	15 2.3	30 3.9	30 5.6	15 1.7
NOT STATED	8 0.6	5 0.6	* .	3 1.1	1 0.7	* .	3 1.1	5 0.5	3 0.4	6 0.7	2 0.4	6 0.7
NOT ENOUGH PROGRAMMES ON THAT SCIENCE												
AGREE	729 52.0	431 50.6	127 54.6	169 53.5	53 48.1	50 55.3	146 57.1	480 50.7	391 61.7	338 44.0	263 49.8	467 53.3
DISAGREE	435 31.0	270 31.7	74 31.7	91 28.7	38 35.0	20 22.2	73 28.6	303 32.0	164 25.9	270 35.1	159 30.0	276 31.5
IT VARIES	100 7.1	59 6.9	16 7.0	25 7.9	6 5.9	7 8.1	16 6.1	71 7.5	41 6.5	59 7.7	27 5.2	73 8.3
NO OPINION	135 9.6	90 10.5	16 6.7	30 9.4	12 11.0	13 14.3	18 7.0	92 9.7	37 5.8	98 12.8	79 14.9	57 6.5
NOT STATED	4 0.3	3 0.3	* .	1 0.5	* .	* .	3 1.1	1 0.1	1 0.1	4 0.5	1 0.1	4 0.4
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE												
AGREE	506 36.0	294 34.5	98 42.0	113 35.7	34 31.2	41 45.5	98 38.2	332 35.1	262 41.3	244 31.7	176 33.3	330 37.7
DISAGREE	521 37.2	313 36.8	84 36.0	123 38.8	46 41.7	25 28.1	94 36.7	356 37.6	246 38.7	276 35.8	192 36.3	330 37.7
IT VARIES	184 13.1	123 14.4	27 11.5	34 10.9	12 11.0	15 16.2	36 13.9	122 12.9	68 10.8	116 15.0	60 11.4	124 14.1
NO OPINION	184 13.1	115 13.5	24 10.4	45 14.1	18 16.1	9 10.3	26 10.0	131 13.9	56 8.9	128 16.6	97 18.3	87 10.0
NOT STATED	9 0.6	7 0.8	* .	1 0.5	* .	* .	3 1.1	6 0.6	2 0.3	7 0.8	4 0.7	5 0.6

L I F F S C I E N C E S

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.22
BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTER- ESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	1404 100.0	114 100.0	440 100.0	461 100.0	237 100.0	153 100.0	1103 100.0	480 100.0	623 100.0	301 100.0
AGREE	945 67.3	88 76.9	296 67.3	324 70.4	134 56.4	104 68.0	741 67.2	329 68.6	412 66.2	204 67.8
DISAGREE	143 10.2	8 7.0	57 13.0	35 7.6	32 13.6	10 6.8	111 10.1	57 12.0	54 8.6	32 10.6
IT VARIES	170 12.1	11 9.9	61 13.9	39 8.6	42 17.8	16 10.7	144 13.0	49 10.2	95 15.2	27 8.9
NO OPINION	140 10.0	5 4.3	24 5.4	60 13.1	29 12.2	22 14.5	104 9.4	43 9.0	60 9.7	36 12.0
NOT STATED	5 0.4	2 1.9	1 0.3	2 0.4	* .	* .	3 0.3	1 0.3	2 0.3	2 0.7
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH										
AGREE	1174 83.6	96 83.9	371 84.3	384 83.3	202 85.5	121 79.4	925 83.9	410 85.3	516 82.8	248 82.5
DISAGREE	34 2.4	4 3.2	15 3.5	5 1.1	7 3.0	2 1.6	29 2.6	8 1.7	21 3.3	5 1.6
IT VARIES	139 9.9	10 8.7	41 9.4	56 12.1	20 8.3	13 8.4	106 9.6	44 9.2	62 9.9	34 11.2
NO OPINION	52 3.7	3 2.3	11 2.6	14 3.0	8 3.3	16 10.6	40 3.6	17 3.5	23 3.7	12 4.0
NOT STATED	5 0.4	2 1.9	1 0.3	2 0.4	* .	* .	3 0.3	1 0.3	2 0.3	2 0.7
ENJOY WATCHING TV PROGRAM- MES ON THAT SCIENCE										
AGREE	1145 81.6	90 78.8	360 81.9	366 79.6	207 87.4	122 79.7	903 81.9	396 82.6	506 81.3	242 80.4
DISAGREE	43 3.1	2 2.0	23 5.3	10 2.1	6 2.3	3 1.6	34 3.1	12 2.6	22 3.5	9 3.0
IT VARIES	160 11.4	17 15.0	44 10.0	65 14.0	18 7.7	16 10.6	122 11.0	53 10.9	69 11.1	39 12.8
NO OPINION	48 3.4	3 2.3	11 2.5	19 4.0	3 1.4	12 8.0	39 3.5	17 3.6	21 3.4	9 3.0
NOT STATED	7 0.5	2 1.9	1 0.3	1 0.3	3 1.1	* .	5 0.5	1 0.3	4 0.6	2 0.7

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND										
AGREE	948 67.5	80 70.6	259 58.8	331 71.8	170 71.8	108 71.1	751 68.1	331 69.0	420 67.4	197 65.6
DISAGREE	129 9.2	7 5.8	73 16.5	25 5.4	20 8.3	6 3.6	97 8.8	38 8.0	59 9.5	32 10.6
IT VARIES	274 19.5	22 19.4	95 21.6	87 18.8	43 18.3	26 17.3	213 19.3	89 18.5	124 19.9	61 20.3
NO OPINION	44 3.2	3 2.3	10 2.4	15 3.3	4 1.6	12 8.0	36 3.2	19 3.9	17 2.8	9 2.9
NOT STATED	8 0.6	2 1.9	3 0.7	3 0.7	* .	* .	6 0.6	3 0.6	3 0.5	2 0.7
NOT ENOUGH PROGRAMMES ON THAT SCIENCE										
AGREE	729 52.0	60 53.0	258 58.6	205 44.6	125 52.8	81 53.0	581 52.7	275 57.4	306 49.1	148 49.3
DISAGREE	435 31.0	27 23.4	114 25.8	167 36.2	77 32.6	50 33.0	344 31.2	136 28.4	207 33.3	91 30.2
IT VARIES	100 7.1	17 15.1	35 8.1	30 6.5	14 5.8	4 2.6	78 7.1	27 5.7	51 8.2	22 7.3
NO OPINION	135 9.6	8 6.7	32 7.2	58 12.5	21 8.8	17 11.4	98 8.8	39 8.2	58 9.3	38 12.5
NOT STATED	4 0.3	2 1.9	1 0.3	1 0.2	* .	* .	2 0.2	1 0.3	1 0.1	2 0.7
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE										
AGREE	506 36.0	49 42.7	172 39.2	148 32.2	83 35.2	53 34.7	391 35.5	170 35.4	222 35.6	114 37.9
DISAGREE	521 37.2	28 24.7	186 42.2	175 38.0	78 32.8	55 35.8	431 39.1	209 43.6	222 35.6	91 30.2
IT VARIES	184 13.1	21 18.6	48 10.8	52 11.2	40 16.9	24 15.5	141 12.8	48 9.9	94 15.0	43 14.3
NO OPINION	184 13.1	14 12.1	33 7.4	84 18.3	35 14.8	18 12.1	133 12.1	52 10.9	81 13.0	51 16.9
NOT STATED	9 0.6	2 1.9	1 0.3	1 0.3	1 0.3	3 2.0	6 0.6	1 0.3	5 0.8	2 0.7

ENGINEERING SCIENCES

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.23

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTER- ESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	949 100.0	73 100.0	186 100.0	196 100.0	171 100.0	323 100.0	640 100.0	309 100.0	550 100.0	279 100.0	120 100.0
AGREE	589 62.0	46 62.9	114 61.1	129 65.4	105 61.5	196 60.6	405 63.4	184 59.3	343 62.4	174 62.6	71 59.3
DISAGREE	103 10.8	13 17.9	19 10.3	29 14.7	15 8.6	27 8.4	65 10.1	38 12.3	60 11.0	34 12.3	8 6.9
IT VARIES	143 15.1	9 12.3	35 18.7	31 15.6	33 19.0	36 11.2	98 15.3	45 14.6	76 13.8	52 18.8	15 12.5
NO OPINION	113 11.9	5 6.9	19 10.0	8 4.2	18 10.8	62 19.3	70 10.9	43 13.8	69 12.6	18 6.4	26 21.3
NOT STATED	1 0.2	* .	* .	* .	* .	1 0.5	1 0.2	* .	1 0.3	* .	* .
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH											
AGREE	740 77.9	62 85.0	134 71.8	157 79.7	141 82.6	246 76.4	522 81.6	218 70.4	430 78.0	218 78.2	92 76.8
DISAGREE	47 4.9	2 2.2	12 6.5	6 2.9	9 5.1	19 5.8	22 3.4	25 8.2	25 4.5	17 6.1	5 4.4
IT VARIES	126 13.3	8 11.3	32 17.3	34 17.3	16 9.6	35 10.8	69 10.8	56 18.2	74 13.4	38 13.6	14 12.0
NO OPINION	35 3.7	1 1.4	8 4.5	* .	5 2.8	21 6.5	25 3.9	10 3.2	21 3.9	6 2.1	8 6.8
NOT STATED	1 0.2	* .	* .	* .	* .	1 0.5	1 0.2	* .	1 0.3	* .	* .
ENJOY WATCHING TV PROGRAM- MES ON THAT SCIENCE											
AGREE	714 75.2	56 77.6	132 70.8	153 78.0	134 78.4	238 73.8	512 80.1	201 65.1	422 76.7	204 73.0	88 73.7
DISAGREE	45 4.7	7 9.6	11 5.8	5 2.6	4 2.5	18 5.6	17 2.7	28 9.0	18 3.3	19 6.8	8 6.4
IT VARIES	154 16.2	8 11.3	38 20.2	36 18.2	29 16.9	43 13.3	81 12.7	72 23.3	86 15.7	51 18.4	16 13.2
NO OPINION	35 3.7	1 1.4	6 3.0	2 1.2	4 2.2	22 6.9	27 4.2	8 2.6	22 4.0	5 1.7	8 6.8
NOT STATED	2 0.2	* .	0.2 .	* .	* .	1 0.5	2 0.3	* .	2 0.3	* .	* .

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND											
AGREE	556 58.6	35 48.4	101 54.5	134 68.5	111 64.8	174 54.0	393 61.4	163 52.8	353 64.1	144 51.6	59 49.6
DISAGREE	131 13.8	13 18.3	29 15.7	23 11.6	19 10.9	47 14.6	91 14.3	40 13.0	48 8.8	62 22.4	21 17.1
IT VARIES	216 22.7	23 31.3	47 25.2	35 17.8	37 21.5	74 23.1	125 19.5	91 29.5	123 22.3	62 22.2	31 25.9
NO OPINION	42 4.4	1 1.4	7 3.6	4 2.1	5 2.8	25 7.8	28 4.3	14 4.6	23 4.2	10 3.8	8 6.8
NOT STATED	4 0.4	1 0.6	2 1.1	* .	* .	1 0.5	3 0.5	1 0.2	3 0.6	* .	1 0.5
NOT ENOUGH PROGRAMMES ON THAT SCIENCE											
AGREE	498 52.4	41 56.0	94 50.4	113 57.3	97 56.6	154 47.6	356 55.6	142 45.9	271 49.2	161 57.8	66 54.7
DISAGREE	265 27.9	22 30.6	51 27.4	51 26.1	42 24.7	98 30.4	169 26.4	96 31.1	159 29.0	76 27.4	29 24.3
IT VARIES	83 8.8	4 5.0	23 12.1	21 10.7	15 8.7	21 6.5	53 8.2	31 9.9	52 9.5	22 8.0	9 7.1
NO OPINION	101 10.6	6 8.3	18 9.7	12 5.9	17 9.9	48 15.0	61 9.5	40 13.0	66 11.9	19 6.7	17 13.9
NOT STATED	2 0.2	* .	1 0.3	* .	* .	1 0.5	1 0.2	1 0.2	2 0.4	* .	* .
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE											
AGREE	372 39.2	29 39.3	80 43.1	86 43.6	68 39.9	109 33.8	252 39.5	119 38.6	205 37.2	125 44.7	43 35.6
DISAGREE	315 33.2	31 42.6	55 29.4	69 35.0	56 32.6	105 32.4	208 32.5	107 34.7	179 32.5	100 35.9	36 30.0
IT VARIES	129 13.6	8 10.6	26 14.1	25 12.6	27 15.9	43 13.5	92 14.4	37 12.1	77 14.0	33 12.0	19 15.8
NO OPINION	131 13.8	5 7.5	25 13.3	17 8.8	20 11.6	64 19.8	86 13.4	45 14.7	88 16.0	21 7.4	22 18.6
NOT STATED	1 0.2	* .	* .	* .	* .	1 0.5	1 0.2	* .	1 0.3	* .	* .

ENGINEERING SCIENCES

ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.23

BY EDUC./OCC./INTEREST IN SCIENCE/FREQUENCY OF WATCHING TV

	-----EDUCATION-----				-----OCCUPATION-----				---INTEREST IN--- THAT SCIENCE		--HOURS WATCHED-- TV LESS	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	THAN 2	2 OR MORE
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTER- ESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	949 100.0	547 100.0	152 100.0	250 100.0	105 100.0	84 100.0	278 100.0	482 100.0	335 100.0	614 100.0	377 100.0	572 100.0
AGREE	589 62.0	350 64.0	94 62.1	144 57.7	68 65.3	49 58.5	186 66.9	285 59.1	221 65.9	368 60.0	211 55.9	378 66.1
DISAGREE	103 10.8	59 10.7	12 8.1	32 12.7	6 6.0	9 10.3	30 10.7	58 12.0	36 10.8	67 10.8	42 11.1	61 10.7
IT VARIES	143 15.1	71 13.0	27 17.6	45 18.2	20 19.0	17 20.4	37 13.4	69 14.3	48 14.3	95 15.5	65 17.2	78 13.7
NO OPINION	113 11.9	67 12.2	18 12.2	28 11.1	10 9.7	9 10.8	23 8.4	70 14.5	29 8.5	84 13.7	60 15.8	53 9.3
NOT STATED	1 0.2	1 0.1	* .	1 0.3	* .	* .	1 0.5	* .	1 0.4	* .	* .	1 0.3
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH												
AGREE	740 77.9	422 77.2	127 83.8	189 75.9	88 84.1	63 75.2	236 85.0	352 73.0	290 86.6	449 73.2	280 74.3	459 80.3
DISAGREE	47 4.9	26 4.8	7 4.3	14 5.7	1 1.1	3 3.8	8 3.0	34 7.1	11 3.4	35 5.8	24 6.3	23 4.0
IT VARIES	126 13.3	76 13.8	18 11.9	32 12.9	11 10.8	15 18.2	24 8.5	75 15.6	20 6.1	105 17.2	51 13.6	75 13.0
NO OPINION	35 3.7	22 4.1	* .	13 5.2	4 3.9	2 2.8	8 3.0	20 4.2	12 3.4	24 3.9	22 5.8	13 2.3
NOT STATED	1 0.2	1 0.1	* .	1 0.3	* .	* .	1 0.5	* .	1 0.4	* .	* .	1 0.3
ENJOY WATCHING TV PROGRAM- MES ON THAT SCIENCE												
AGREE	714 75.2	412 75.3	120 79.1	181 72.6	84 80.3	65 77.3	228 81.9	337 69.9	276 82.3	438 71.3	267 70.9	446 78.1
DISAGREE	45 4.7	29 5.3	6 4.2	9 3.8	* .	1 1.7	5 1.9	38 7.9	14 4.3	31 5.0	23 6.0	22 3.9
IT VARIES	154 16.2	82 15.0	24 15.9	48 19.1	15 14.3	12 14.7	34 12.2	92 19.1	31 9.4	122 19.9	64 16.8	90 15.7
NO OPINION	35 3.7	23 4.3	1 0.8	10 4.1	5 4.9	5 6.3	10 3.4	15 3.1	12 3.4	23 3.8	23 6.2	11 2.0
NOT STATED	2 0.2	1 0.1	* .	1 0.5	0.4	* .	1 0.5	* .	2 0.6	* .	0.1	1 0.3

	-----EDUCATION-----				-----OCCUPATION-----			--INTEREST IN--		--HOURS WATCHED--		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	THAN 2 LESS	2 OR MORE
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND												
AGREE	556 58.6	273 49.9	102 67.0	181 72.5	79 75.3	50 59.1	169 60.7	259 53.7	240 71.5	317 51.6	225 59.6	331 58.0
DISAGREE	131 13.8	103 18.8	14 9.1	14 5.8	8 7.4	10 12.4	41 14.6	72 15.0	31 9.3	100 16.3	42 11.2	89 15.6
IT VARIES	216 22.7	141 25.7	35 23.0	40 16.0	13 12.8	21 24.9	53 19.1	128 26.6	48 14.3	168 27.3	85 22.5	131 22.9
NO OPINION	42 4.4	27 5.0	1 0.8	13 5.4	5 4.4	3 3.6	13 4.5	21 4.5	14 4.3	27 4.5	25 6.6	17 2.9
NOT STATED	4 0.4	3 0.6	* .	1 0.3	* .	* .	3 1.0	1 0.2	2 0.6	2 0.3	* .	4 0.7
NOT ENOUGH PROGRAMMES ON THAT SCIENCE												
AGREE	498 52.4	277 50.6	89 58.5	132 53.0	65 62.3	40 48.0	162 58.2	230 47.7	209 62.4	288 47.0	189 50.1	309 54.0
DISAGREE	265 27.9	162 29.7	50 33.3	52 21.0	24 22.7	28 33.2	68 24.3	146 30.3	77 22.8	189 30.7	106 28.1	159 27.8
IT VARIES	83 8.8	42 7.6	7 4.6	35 13.9	7 6.9	6 7.2	27 9.7	43 8.9	23 6.9	60 9.8	26 6.8	58 10.1
NO OPINION	101 10.6	66 12.0	6 3.7	29 11.6	9 8.1	10 11.6	20 7.3	62 13.0	24 7.2	77 12.5	56 14.8	45 7.9
NOT STATED	2 0.2	1 0.1	* .	1 0.6	* .	* .	1 0.5	1 0.1	2 0.6	* .	1 0.2	1 0.3
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE												
AGREE	372 39.2	193 35.3	75 49.4	103 41.5	45 42.7	29 34.3	117 42.0	181 37.6	163 48.6	209 34.0	139 36.7	233 40.8
DISAGREE	315 33.2	190 34.7	48 31.4	78 31.2	36 34.8	30 35.6	79 28.3	170 35.2	102 30.4	213 34.7	116 30.6	199 34.9
IT VARIES	129 13.6	82 15.1	12 8.2	35 13.9	9 8.5	13 15.1	53 18.9	55 11.4	37 10.9	93 15.1	46 12.3	83 14.5
NO OPINION	131 13.8	81 14.8	17 11.0	33 13.2	15 14.0	13 14.9	28 10.2	76 15.7	32 9.6	99 16.2	77 20.3	55 9.6
NOT STATED	1 0.2	1 0.1	* .	1 0.3	* .	* .	1 0.5	* .	1 0.4	* .	* .	1 0.3

ENGINEERING SCIENCES
 ATTITUDES TOWARDS TELEVISION PROGRAMMES ON SCIENCE TOPICS Q.23
 BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL TV WATCHERS WHO ARE VERY/QUITE INTERESTED IN THAT SCIENCE MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED	949 100.0	81 100.0	276 100.0	326 100.0	155 100.0	111 100.0	761 100.0	328 100.0	433 100.0	188 100.0
AGREE	589 62.0	60 73.9	165 60.0	216 66.3	87 56.3	60 54.0	466 61.2	199 60.8	266 61.5	123 65.5
DISAGREE	103 10.8	7 9.0	39 14.2	30 9.1	13 8.5	14 12.2	80 10.5	36 10.8	44 10.2	23 12.3
IT VARIES	143 15.1	8 9.9	53 19.3	37 11.3	31 20.1	14 12.7	122 16.0	52 15.9	70 16.0	22 11.5
NO OPINION	113 11.9	6 7.1	17 6.3	43 13.3	23 15.1	23 20.5	93 12.2	40 12.3	52 12.1	20 10.7
NOT STATED	1 0.2	* .	1 0.3	* .	* .	1 0.6	1 0.2	1 0.2	1 0.2	* .
MOST TV PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO WATCH										
AGREE	740 77.9	71 88.4	216 78.3	250 76.7	123 79.2	79 71.3	592 77.7	257 78.4	334 77.1	148 78.9
DISAGREE	47 4.9	5 6.6	14 4.9	15 4.6	8 5.0	5 4.7	34 4.5	15 4.5	19 4.4	13 6.8
IT VARIES	126 13.3	2 2.4	38 13.8	53 16.2	19 12.5	14 12.3	105 13.7	40 12.1	65 15.0	21 11.3
NO OPINION	35 3.7	2 2.6	8 2.7	8 2.5	5 3.3	12 11.1	30 3.9	15 4.7	14 3.3	6 2.9
NOT STATED	1 0.2	* .	1 0.3	* .	* .	1 0.6	1 0.2	1 0.2	1 0.2	* .
ENJOY WATCHING TV PROGRAMMES ON THAT SCIENCE										
AGREE	714 75.2	70 86.1	203 73.6	234 71.6	128 82.6	80 71.9	568 74.6	244 74.3	324 74.8	146 77.7
DISAGREE	45 4.7	3 4.0	16 5.9	17 5.3	3 2.2	5 4.5	38 5.0	12 3.7	26 5.9	7 3.8
IT VARIES	154 16.2	6 7.3	49 17.7	64 19.6	21 13.8	13 12.0	123 16.2	54 16.5	69 16.0	30 16.1
NO OPINION	35 3.7	2 2.6	7 2.6	11 3.4	2 1.4	12 11.1	30 4.0	17 5.2	13 3.0	5 2.4
NOT STATED	2 0.2	* .	1 0.3	1 0.1	* .	1 0.6	2 0.3	1 0.2	1 0.3	* .

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND										
AGREE	556 58.6	49 60.9	150 54.4	195 59.9	95 61.2	67 60.0	451 59.3	196 59.7	255 58.9	105 56.0
DISAGREE	131 13.8	16 19.9	57 20.7	32 9.9	14 8.8	12 11.1	93 12.2	41 12.6	52 12.0	38 20.3
IT VARIES	216 22.7	11 13.6	56 20.2	87 26.7	43 27.7	19 17.3	180 23.6	70 21.4	109 25.2	36 19.3
NO OPINION	42 4.4	3 3.9	12 4.4	11 3.2	4 2.4	12 10.9	35 4.6	19 5.9	15 3.6	7 3.7
NOT STATED	4 0.4	1 1.6	1 0.3	1 0.3	* .	1 0.6	3 0.3	1 0.4	1 0.3	1 0.7
NOT ENOUGH PROGRAMMES ON THAT SCIENCE										
AGREE	498 52.4	36 44.3	164 59.5	161 49.2	76 49.3	61 54.5	414 54.4	187 57.0	227 52.3	84 44.6
DISAGREE	265 27.9	20 24.4	72 26.2	95 29.1	48 31.0	30 27.1	208 27.3	81 24.8	127 29.3	57 30.3
IT VARIES	83 8.8	16 20.2	20 7.4	28 8.5	14 9.0	5 4.4	60 7.9	28 8.6	32 7.3	23 12.3
NO OPINION	101 10.6	9 11.1	17 6.3	43 13.2	17 10.7	15 13.3	77 10.1	30 9.1	47 10.9	24 12.7
NOT STATED	2 0.2	* .	1 0.5	* .	* .	1 0.6	2 0.3	1 0.4	1 0.2	* .
DIFFICULTY TO FIND TV PROGRAMMES ON THAT SCIENCE										
AGREE	372 39.2	36 44.5	126 45.8	112 34.2	50 32.1	48 43.3	298 39.1	125 38.1	172 39.8	74 39.6
DISAGREE	315 33.2	17 21.5	95 34.5	114 35.0	55 35.6	33 29.8	260 34.1	124 37.9	135 31.3	55 29.4
IT VARIES	129 13.6	20 24.8	32 11.4	48 14.6	20 12.8	10 9.3	95 12.5	34 10.3	61 14.2	34 18.2
NO OPINION	131 13.8	7 9.2	22 8.0	53 16.2	30 19.4	19 17.0	107 14.1	44 13.5	63 14.6	24 12.8
NOT STATED	1 0.2	* .	1 0.3	* .	* .	1 0.6	1 0.2	1 0.2	1 0.2	* .

FREQUENCY OF LISTENING TO CBC NEWS/RADIO PROGRAMMES AWARE OF Q.24
BY AGE,SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL RADIO LISTENERS	1796	146	333	344	302	671	885	911	1049	498	249
CBC NATIONAL NEWS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LISTENS TO REGULARLY	443	21	43	77	79	222	209	233	261	125	57
	24.7	14.6	13.0	22.4	26.0	33.1	23.7	25.6	24.9	25.0	22.9
LISTENS TO FROM TIME TO TIME	659	53	118	122	121	244	355	304	395	167	96
	36.7	36.5	35.5	35.4	40.1	36.4	40.1	33.4	37.7	33.6	38.7
NOT AT ALL	678	71	167	142	98	200	308	370	387	200	92
	37.8	48.6	50.3	41.3	32.5	29.7	34.8	40.6	36.9	40.1	36.8
NOT STATED	16		4	3	4	4	13	3	6	6	4
	0.9	0.3	1.3	0.9	1.3	0.7	1.5	0.3	0.5	1.3	1.7
RADIO PROGRAMMES DEALING WITH SCIENCE-- IDEAS											
NOT AWARE	1680	139	321	318	274	627	822	858	976	486	218
	93.5	95.7	96.4	92.5	90.5	93.5	92.8	94.2	93.0	97.6	87.5
AWARE OF	116	6	12	26	29	43	64	53	73	12	31
	6.5	4.3	3.6	7.5	9.5	6.5	7.2	5.8	7.0	2.4	12.5
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	5	*	1	1	2	1	2	3	3	*	2
	4.0	.	6.3	3.3	8.1	1.6	3.1	5.1	4.1	.	5.3
FROM TIME TO TIME	65	4	7	15	18	22	41	24	44	4	17
	56.2	57.3	61.1	58.8	61.2	49.8	64.3	46.4	60.8	30.1	55.4
NOT AT ALL	46	3	4	10	9	21	21	26	26	8	12
	39.8	42.7	32.6	37.9	30.7	48.6	32.6	48.6	35.1	69.9	39.3
NOT STATED	*	*	*	*	*	*	*	*	*	*	*

AS IT HAPPENS											
NOT AWARE	1490	126	276	286	234	568	721	770	829	464	197
	83.0	86.6	82.9	83.2	77.3	84.7	81.4	84.5	79.0	93.3	79.1
AWARE OF	306	20	57	58	62	102	165	141	220	32	52
	17.0	13.4	17.1	16.8	22.7	15.3	18.6	15.5	21.0	6.7	20.9
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	33	1	4	7	10	11	15	17	27	3	3
	10.7	2.6	6.5	12.6	15.0	10.6	9.3	12.3	12.1	8.4	6.0
FROM TIME TO TIME	179	11	35	29	51	53	97	83	123	23	34
	58.6	54.1	61.9	50.5	74.0	52.0	58.7	58.6	55.7	68.1	64.9
NOT AT ALL	90	8	18	20	8	36	51	40	69	8	14
	29.6	43.3	31.1	35.4	11.0	35.3	30.9	28.0	31.2	23.5	26.6
NOT STATED	3	*		1	*	2	2	2	2	*	1
	1.1	0	0.6	1.5	0	2.1	1.1	1.1	0.9	0	2.5

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THIS COUNTRY IN THE MORNING											
NOT AWARE	1555 86.6	128 88.1	291 87.4	304 88.6	255 84.3	576 85.8	766 86.5	789 86.7	876 83.5	471 94.6	208 83.3
AWARE OF	241 13.4 100.0	17 11.9 100.0	42 12.6 100.0	39 11.4 100.0	47 15.7 100.0	95 14.2 100.0	120 13.5 100.0	121 13.3 100.0	173 16.5 100.0	27 5.4 100.0	41 16.7 100.0
FREQUENCY OF LISTENING TO											
REGULARLY	52 21.6	1 8.0	7 16.5	7 18.2	13 27.6	23 24.7	12 10.1	40 32.9	43 24.6	2 9.1	7 17.0
FROM TIME TO TIME	120 49.7	8 47.3	15 36.4	20 50.7	28 59.1	48 50.8	70 58.2	50 41.3	87 50.2	13 47.8	20 48.8
NOT AT ALL	69 28.5	8 44.7	20 47.1	12 31.1	6 12.1	23 24.5	38 31.7	31 25.4	43 24.9	12 43.1	14 34.1
NOT STATED	1 0.2	* .	* .	* .	1 1.2	* .	* .	1 0.5	1 0.3	* .	* .
RADIO NOON											
NOT AWARE	1479 82.4	118 80.9	276 82.8	291 84.6	247 81.9	547 81.6	719 81.3	760 83.5	813 77.5	471 94.6	195 78.4
AWARE OF	317 17.6 100.0	28 19.1 100.0	57 17.2 100.0	53 15.4 100.0	55 18.1 100.0	123 18.4 100.0	166 18.7 100.0	151 16.5 100.0	236 22.5 100.0	27 5.4 100.0	54 21.6 100.0
FREQUENCY OF LISTENING TO											
REGULARLY	70 22.0	3 10.4	5 8.8	12 22.0	18 32.2	32 26.3	34 20.4	36 23.8	57 24.0	2 9.1	11 20.0
FROM TIME TO TIME	169 53.4	13 47.7	30 52.3	28 53.0	30 54.9	67 54.5	87 52.3	82 54.6	123 52.2	17 65.2	28 52.4
NOT AT ALL	77 24.3	12 41.9	22 38.9	12 23.2	7 12.8	24 19.2	45 27.3	32 21.1	55 23.4	7 25.8	15 27.5
NOT STATED	1 0.3	* .	* .	1 1.7	* .	* .	* .	1 0.6	1 0.4	* .	* .
LA SCIENCE ET VOUS											
NOT AWARE	1707 95.0	137 93.7	324 97.1	325 94.6	279 92.4	642 95.7	841 94.9	866 95.1	1036 98.7	429 86.1	242 97.2
AWARE	89 5.0 100.0	9 6.3 100.0	10 2.9 100.0	19 5.4 100.0	23 7.6 100.0	29 4.3 100.0	45 5.1 100.0	44 4.9 100.0	13 1.3 100.0	69 13.9 100.0	7 2.8 100.0
FREQUENCY OF LISTENING TO											
REGULARLY	16 18.4	3 33.9	1 14.1	5 25.6	2 9.8	5 17.0	5 10.1	12 26.6	1 5.0	16 22.7	* .
FROM TIME TO TIME	49 55.1	5 58.8	7 77.4	8 45.6	12 51.6	16 55.3	25 54.9	25 55.2	4 28.9	41 59.8	4 57.4
NOT AT ALL	22 24.6	1 7.3	1 8.5	4 19.2	9 38.6	8 27.7	14 30.9	8 18.2	7 52.4	12 17.5	3 42.6
NOT STATED	2 2.0	* .	* .	2 9.7	* .	* .	2 4.0	* .	2 13.7	* .	* .

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
SHORT 2-3 MINUTE ITEMS AS THEY ARE PRESENTED											
NOT AWARE	1323 73.7	98 67.3	234 70.2	248 72.1	213 70.5	530 79.0	643 72.7	680 74.6	737 70.3	403 80.9	183 73.6
AWARE OF	473 26.3 100.0	48 32.7 100.0	99 29.8 100.0	96 27.9 100.0	89 29.5 100.0	141 21.0 100.0	242 27.3 100.0	231 25.4 100.0	312 29.7 100.0	95 19.1 100.0	66 26.4 100.0
FREQUENCY OF LISTENING TO											
REGULARLY	99 21.0	8 17.3	16 16.0	23 23.6	28 31.0	25 17.6	39 16.2	60 26.0	69 22.0	21 22.5	9 13.9
FROM TIME TO TIME	346 73.1	38 80.4	79 79.6	68 70.7	59 66.5	101 71.8	190 78.5	156 67.4	226 72.5	67 70.0	53 80.2
NOT AT ALL	23 4.8	1 2.3	4 4.0	5 4.8	2 2.5	11 7.7	12 5.0	11 4.6	13 4.2	7 6.9	3 4.7
NOT STATED	5 1.1	* .	1 0.5	1 0.9	* .	4 2.8	1 0.3	5 2.0	4 1.3	1 0.5	1 1.2
ALL OTHERS											
NOT AWARE	1732 96.5	140 95.9	327 98.0	336 97.7	282 93.4	648 96.6	853 96.3	880 96.6	1020 97.2	475 95.3	238 95.7
AWARE	63 3.5 100.0	6 4.1 100.0	7 2.0 100.0	8 2.3 100.0	20 6.6 100.0	23 3.4 100.0	33 3.7 100.0	31 3.4 100.0	29 2.8 100.0	23 4.7 100.0	11 4.3 100.0
FREQUENCY OF LISTENING TO											
REGULARLY	43 67.1	5 5.7	4 63.4	8 97.6	15 74.7	15 67.0	24 73.7	19 60.2	19 65.8	16 68.0	7 68.6
FROM TIME TO TIME	12 18.8	3 50.3	2 36.6	4 2.4	4 18.5	3 11.4	5 14.4	7 23.4	7 24.4	5 19.6	1 1.8
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	9 14.1	3 44.0	* .	* .	1 6.7	5 21.7	4 11.9	5 16.3	3 9.8	3 12.4	3 29.6
NONE OF THESE	949 52.8	70 48.2	175 52.5	190 55.2	143 47.2	371 55.3	441 49.8	508 55.8	496 47.3	330 66.2	123 49.3

FREQUENCY OF LISTENING TO CBC NEWS/RADIO PROGRAMMES AWARE OF Q.24
 BY EDUCATION/OCCUPATION/FREQUENCY OF LISTENING TO RADIO

	-----EDUCATION-----				-----OCCUPATION-----				-HOURS LISTENED- TO RADIO	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	LESS THAN 2	2 OR MORE
TOTAL RADIO LISTENERS	1796	1094	292	409	140	120	358	1177	1040	756
CBC NATIONAL NEWS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LISTENS TO REGULARLY	443	242	83	117	35	22	68	318	218	224
	24.7	22.2	28.6	28.6	24.7	18.0	19.0	27.0	21.0	29.7
LISTENS TO FROM TIME TO TIME	659	449	89	121	59	40	160	400	408	250
	36.7	41.0	30.4	29.6	41.8	33.5	44.7	33.9	39.2	33.2
NOT AT ALL	678	394	116	167	46	57	127	449	405	274
	37.8	36.0	39.8	40.9	32.9	47.1	35.4	38.1	38.9	36.2
NOT STATED	16	9	4	4	1	2	3	11	9	7
	0.9	0.8	1.3	0.9	0.5	1.3	0.9	0.9	0.9	0.9
RADIO PROGRAMMES DEALING WITH SCIENCE-- IDEAS										
NOT AWARE	1680	1044	265	370	126	115	328	1111	977	703
	93.5	95.4	90.8	90.6	90.1	95.2	91.5	94.4	93.9	93.0
AWARE OF	116	51	27	39	14	6	31	66	64	53
	6.5	4.6	9.2	9.4	9.9	4.8	8.5	5.6	6.1	7.0
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	5	3	1	1	1	*	1	3	2	3
	4.0	5.9	2.0	2.8	4.9	.	1.8	5.2	3.1	5.1
FROM TIME TO TIME	65	25	15	25	10	5	19	31	33	32
	56.2	49.6	55.5	65.3	72.6	86.8	62.9	46.9	52.0	61.2
NOT AT ALL	46	23	11	12	3	1	11	32	29	18
	39.8	44.4	42.5	31.9	22.5	13.2	35.3	47.9	44.9	33.7
NOT STATED	*	*	*	*	*	*	*	*	*	*

AS IT HAPPENS										
NOT AWARE	1490	937	239	313	96	105	291	999	873	617
	83.0	85.6	81.9	76.6	68.7	87.0	81.1	84.9	83.9	81.7
AWARE OF	206	157	53	95	44	16	68	178	167	138
	17.0	14.4	18.1	23.4	31.3	13.0	18.9	15.1	16.1	18.3
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	33	8	4	20	9	*	2	21	12	21
	10.7	5.1	7.8	21.4	20.7	.	3.3	11.9	7.1	15.0
FROM TIME TO TIME	179	91	33	56	25	8	45	101	103	77
	58.6	57.7	62.1	58.2	56.1	51.9	66.7	56.8	61.3	55.4
NOT AT ALL	90	57	15	19	9	8	20	54	50	41
	29.6	36.1	28.4	19.6	21.4	48.1	29.1	30.2	29.6	29.6
NOT STATED	3	2	1	1	1	*	1	2	3	*
	1.1	1.0	1.7	0.9	1.9	.	0.9	1.1	2.0	.

	-----EDUCATION-----				-----OCCUPATION-----				-HOURS LISTENED- TO RADIO	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	LESS THAN 2	2 OR MORE
THIS COUNTRY IN THE MORNING										
NOT AWARE	1555 86.6	980 89.5	250 85.7	324 79.3	110 78.8	107 88.6	311 86.9	1027 87.2	909 87.4	646 85.5
AWARE OF	241 13.4	115 10.5	42 14.3	84 20.7	30 21.2	14 11.4	47 13.1	150 12.8	131 12.6	109 14.5
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	52 21.8	17 14.6	12 29.3	23 27.2	7 24.0	1 3.9	2 4.8	42 28.0	19 14.5	33 30.1
FROM TIME TO TIME	120 49.7	61 53.5	18 42.1	41 48.2	18 62.2	8 58.1	31 65.7	62 41.4	64 48.5	56 51.1
NOT AT ALL	69 28.5	36 31.3	12 28.7	21 24.6	4 13.8	5 38.0	14 29.5	45 30.2	48 36.6	21 18.8
NOT STATED	1 0.2	1 0.5	* .	* .	* .	* .	* .	1 0.4	1 0.4	* .
RADIO NOON										
NOT AWARE	1479 82.4	908 83.0	243 83.2	327 80.1	113 80.7	103 85.4	296 82.5	968 82.2	868 83.4	611 80.9
AWARE OF	317 17.6	186 17.0	49 16.8	81 19.9	27 19.3	18 14.6	63 17.5	209 17.8	172 16.6	144 19.1
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	70 22.0	39 21.2	11 22.9	19 23.4	4 14.7	3 15.7	11 17.4	52 24.9	21 12.3	49 33.7
FROM TIME TO TIME	169 53.4	102 54.6	27 53.9	41 50.1	19 69.2	9 49.1	35 55.4	107 51.0	102 59.0	67 46.6
NOT AT ALL	77 24.3	45 24.2	10 21.3	22 26.5	4 16.2	6 35.2	17 27.2	49 23.6	49 28.2	28 19.7
NOT STATED	1 0.3	* .	1 1.8	* .	* .	* .	* .	1 0.4	1 0.5	* .
LA SCIENCE ET VOUS										
NOT AWARE	1707 95.0	1036 94.6	279 95.4	391 95.8	133 94.9	110 91.7	335 93.6	1129 95.9	985 94.6	722 95.6
AWARE	89 5.0	59 5.4	13 4.6	17 4.2	7 5.1	10 8.3	24 6.6	48 4.1	56 5.4	34 4.4
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	16 18.4	12 20.6	1 6.8	3 19.8	1 18.5	1 14.1	3 12.8	11 21.9	9 16.0	7 22.2
FROM TIME TO TIME	49 53.1	38 65.3	4 32.1	7 38.2	1 16.5	6 55.8	15 62.9	28 56.8	26 46.4	23 69.5
NOT AT ALL	22 24.6	8 14.2	8 61.1	5 31.6	3 39.8	3 30.0	6 24.3	10 21.3	19 34.4	3 8.3
NOT STATED	2 2.0	* .	* .	2 10.4	2 25.2	* .	* .	* .	2 3.2	* .

	-----EDUCATION-----				-----OCCUPATION-----				-HOURS LISTENED- TO RADIO	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	LESS THAN 2	2 OR MORE
SHORT 2-3 MINUTE ITEMS AS THEY ARE PRESENTED										
NOT AWARE	1323 73.7	824 75.3	222 76.0	276 67.5	97 69.1	94 78.1	261 73.0	871 74.0	789 75.8	534 70.7
AWARE OF	473 26.3 100.0	270 24.7 100.0	70 24.0 100.0	133 32.3 100.0	43 30.9 100.0	26 21.9 100.0	97 27.0 100.0	307 26.0 100.0	252 24.2 100.0	221 29.3 100.0
FREQUENCY OF LISTENING TO										
REGULARLY	99 21.0	54 19.9	22 31.7	23 17.5	9 21.3	9 34.3	16 16.1	65 21.3	41 16.3	58 26.4
FROM TIME TO TIME	346 73.1	202 74.6	45 64.9	99 74.2	30 69.3	17 62.8	76 78.3	223 72.8	192 76.4	154 69.4
NOT AT ALL	23 4.8	12 4.5	2 3.5	8 6.1	3 7.5	1 2.9	5 5.6	13 4.4	17 6.6	6 2.8
NOT STATED	5 1.1	2 0.9	*	3 2.2	1 1.8	*	*	5 1.5	2 0.8	3 1.3
ALL OTHERS										
NOT AWARE	1732 96.5	1052 96.1	282 96.6	398 97.4	134 95.3	120 99.4	348 97.3	1131 98.1	1014 97.4	719 95.1
AWARE	63 3.5 100.0	43 3.9 100.0	10 3.4 100.0	11 2.6 100.0	7 4.7 100.0	1 0.6 100.0	10 2.7 100.0	46 3.9 100.0	27 2.6 100.0	37 4.9 100.0
FREQUENCY OF LISTENING TO										
REGULARLY	43 67.1	28 64.9	7 73.1	8 70.4	5 79.4	1 100.0	7 70.5	30 64.1	16 60.4	27 71.9
FROM TIME TO TIME	12 18.8	7 17.1	1 14.5	3 29.6	1 20.6	*	*	11 22.8	7 26.4	5 13.4
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	9 14.1	8 18.0	1 12.5	* .	* .	* .	3 29.5	6 13.1	4 13.2	5 14.7
NONE OF THESE	949 52.8	587 53.6	162 55.4	200 48.9	71 50.6	73 60.4	171 47.8	634 53.9	579 55.6	371 49.0

FREQUENCY OF LISTENING TO CBC NEWS/RADIO PROGRAMMES AWARE OF Q.24
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL RADIO LISTENERS	1796	161	492	657	299	188	1392	616	776	404
CBC NATIONAL NEWS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LISTENS TO REGULARLY	443	34	131	173	54	51	348	186	163	94
	24.7	21.0	26.6	26.3	18.2	27.2	25.0	30.1	21.0	23.4
LISTENS TO FROM TIME TO TIME	659	94	159	235	115	55	460	168	293	198
	36.7	58.7	32.4	35.7	38.7	29.1	33.1	27.2	37.8	49.1
NOT AT ALL	678	33	195	245	124	82	571	257	314	107
	37.8	20.3	39.6	37.3	41.5	43.7	41.1	41.7	40.5	26.4
NOT STATED	16	*	7	4	5	*	11	6	6	5
	0.9	.	1.4	0.7	1.6	.	0.8	1.0	0.7	1.2
RADIO PROGRAMMES DEALING WITH SCIENCE-- IDEAS										
NOT AWARE	1680	153	471	601	281	174	1291	558	733	389
	93.5	95.0	95.8	91.5	94.1	92.7	92.8	90.5	94.6	96.1
AWARE OF	116	8	21	56	18	14	101	59	42	16
	6.5	5.0	4.2	8.5	5.9	7.3	7.2	9.5	5.4	3.9
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	5	*	*	4	1	*	4	1	3	
	4.0	.	.	7.0	3.9	.	4.3	2.5	6.8	2.0
FROM TIME TO TIME	65	6	12	32	9	6	57	35	22	8
	56.2	76.6	57.0	56.4	52.4	46.6	56.6	59.5	52.6	53.4
NOT AT ALL	46	2	9	20	8	7	39	22	17	7
	39.8	23.4	43.0	36.5	43.7	53.4	39.1	38.1	40.6	44.5
NOT STATED	*	*	*	*	*	*	*	*	*	*

AS IT HAPPENS										
NOT AWARE	1490	137	453	510	234	156	1144	481	663	347
	83.0	85.5	92.2	77.6	78.2	83.2	82.2	78.1	85.4	85.8
AWARE OF	306	23	38	147	65	31	248	135	113	58
	17.0	14.5	7.8	22.4	21.8	16.8	17.8	21.9	14.6	14.2
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	33	2	9	11	8	3	27	17	10	6
	10.7	7.6	24.8	7.4	11.9	8.4	10.8	12.4	8.9	10.0
FROM TIME TO TIME	179	19	18	85	42	15	146	71	75	34
	58.6	80.9	46.9	57.4	65.3	48.3	58.7	52.4	66.3	58.3
NOT AT ALL	90	2	11	50	15	14	73	47	26	18
	29.6	8.0	27.5	33.6	22.8	43.3	29.4	34.5	23.3	30.5
NOT STATED	3	1		2	*	*	3	1	2	1
	1.1	3.5	0.9	1.5	.	.	1.1	0.7	1.5	1.2

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THIS COUNTRY IN THE MORNING										
NOT AWARE	1555 86.6	116 72.3	454 92.4	565 85.9	255 85.4	165 87.8	1217 87.5	520 84.4	698 89.9	338 83.5
AWARE OF	241 13.4 100.0	45 27.7 100.0	37 7.6 100.0	93 14.1 100.0	44 14.6 100.0	23 12.2 100.0	174 12.5 100.0	96 15.6 100.0	78 10.1 100.0	67 16.5 100.0
FREQUENCY OF LISTENING TO										
REGULARLY	52 21.6	12 27.7	6 17.3	18 19.5	10 22.7	5 23.2	38 21.7	20 20.4	18 23.3	14 21.2
FROM TIME TO TIME	120 49.7	25 55.5	16 42.6	44 47.3	23 53.5	12 52.1	80 46.0	41 42.4	39 50.4	40 59.3
NOT AT ALL	69 28.5	7 15.5	15 40.2	31 33.2	10 23.9	6 24.7	56 32.0	36 37.2	20 25.5	13 19.4
NOT STATED	1 0.2	1 1.3	* .	* .	* .	* .	1 0.3	* .	1 0.7	* .
RADIO NOON										
NOT AWARE	1479 82.4	109 67.8	458 93.1	524 79.7	244 81.7	145 77.2	1186 85.2	515 83.6	672 86.6	293 72.5
AWARE OF	317 17.6 100.0	52 32.2 100.0	34 5.9 100.0	133 20.3 100.0	55 18.3 100.0	43 22.8 100.0	205 14.8 100.0	101 16.4 100.0	104 13.4 100.0	111 27.5 100.0
FREQUENCY OF LISTENING TO										
REGULARLY	70 22.0	11 21.0	6 17.5	34 25.1	10 17.9	10 22.4	42 20.6	16 15.5	26 25.5	28 24.7
FROM TIME TO TIME	169 53.4	37 72.2	15 44.9	69 51.4	25 45.3	23 53.6	99 48.4	46 45.2	54 51.6	69 62.5
NOT AT ALL	77 24.3	4 6.8	13 37.6	30 22.8	20 36.8	10 24.0	63 30.6	40 39.3	23 22.1	14 12.8
NOT STATED	1 0.3	* .	* .	1 0.7	* .	* .	1 0.4	* .	1 0.9	* .
LA SCIENCE ET VOUS										
NOT AWARE	1707 95.0	156 97.2	420 85.5	646 98.3	296 99.3	188 100.0	1321 94.9	580 94.1	741 95.6	386 95.4
AWARE	89 5.0 100.0	4 2.8 100.0	71 14.5 100.0	11 1.7 100.0	2 0.4 100.0	* . .	71 5.1 100.0	36 5.9 100.0	34 4.4 100.0	19 4.6 100.0
FREQUENCY OF LISTENING TO										
REGULARLY	16 18.4	* .	16 22.9	* .	* .	* .	12 16.7	4 11.7	8 22.1	5 24.5
FROM TIME TO TIME	49 55.1	3 59.6	44 61.1	3 24.9	* .	* .	39 54.9	22 59.8	17 49.7	10 55.6
NOT AT ALL	22 24.6	* .	11 16.0	8 75.1	2 100.0	* .	18 25.8	10 28.5	8 22.9	4 19.9
NOT STATED	2 2.0	2 40.4	* .	* .	* .	* .	2 2.6	* .	2 5.2	* .

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
SHORT 2-3 MINUTE ITEMS AS THEY ARE PRESENTED										
NOT AWARE	1323 73.7	99 61.8	402 81.8	474 72.2	211 70.5	136 72.6	1039 74.6	489 79.4	550 70.9	284 70.4
AWARE OF	473 26.3 100.0	61 38.2 100.0	89 18.2 100.0	183 27.8 100.0	88 29.5 100.0	51 27.4 100.0	353 25.4 100.0	127 20.6 100.0	226 29.1 100.0	120 29.6 100.0
FREQUENCY OF LISTENING TO										
REGULARLY	99 21.0	5 8.0	20 22.5	49 27.1	11 12.5	14 26.7	83 23.5	30 23.2	53 23.6	16 13.7
FROM TIME TO TIME	346 73.1	56 92.0	61 68.5	120 65.6	72 81.7	36 70.4	244 69.0	86 67.9	157 69.6	102 85.2
NOT AT ALL	23 4.8	* .	7 8.1	11 6.0	3 3.4	1 2.9	21 6.1	11 8.3	11 4.8	1 1.1
NOT STATED	5 1.1	* .	1 0.9	2 1.3	2 2.4	* .	5 1.5	1 0.6	5 2.0	* .
ALL OTHERS										
NOT AWARE	1732 96.5	159 99.1	468 95.3	641 97.5	278 93.1	186 99.1	1344 96.6	588 95.5	756 97.5	388 96.0
AWARE	63 3.5 100.0	2 0.9 100.0	23 4.7 100.0	17 2.5 100.0	20 6.9 100.0	2 0.9 100.0	47 3.4 100.0	28 4.5 100.0	19 2.5 100.0	16 4.0 100.0
FREQUENCY OF LISTENING TO										
REGULARLY	43 67.1	1 54.7	17 71.8	10 60.8	14 66.1	1 88.2	30 63.5	17 59.0	14 69.9	13 77.8
FROM TIME TO TIME	12 18.8	* .	3 11.0	4 21.6	6 27.3	11.8	9 18.7	6 20.7	3 15.8	3 19.1
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	9 14.1	1 45.3	4 17.1	3 17.6	1 6.5	* .	8 17.8	6 20.3	3 14.2	1 3.1
NONE OF THESE	949 52.8	66 41.3	222 63.6	312 47.5	145 48.7	103 54.7	763 54.8	336 54.5	427 55.0	186 46.1

FREQUENCY OF LISTENING TO CBC NEWS/RADIO PROGRAMMES AWARE OF Q.24
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/NOT QUITE AT ALL	VERY/NOT AT ALL	VERY/NOT QUITE AT ALL	VERY/NOT AT ALL	VERY/NOT QUITE AT ALL	VERY/NOT AT ALL	VERY/NOT QUITE AT ALL	VERY/NOT AT ALL
TOTAL RADIO LISTENERS	1796	1614	1304	759	688	1110	416	1325	250	891	613
CBC NATIONAL NEWS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LISTENS TO REGULARLY	442	400	331	215	156	300	94	328	71	228	156
	24.7	24.8	25.4	28.3	22.7	27.0	22.5	24.8	28.6	25.6	25.4
LISTENS TO FROM TIME TO TIME	659	581	463	257	259	390	163	476	104	332	209
	36.7	36.0	35.5	33.9	37.7	35.1	39.1	35.9	41.6	37.2	34.1
NOT AT ALL	678	619	499	283	262	413	154	509	70	322	243
	37.8	38.3	38.2	37.2	38.2	37.2	37.1	38.4	28.0	36.1	39.7
NOT STATED	16	14	11	4	10	8	6	11	5	9	5
	0.9	0.9	0.8	0.5	1.4	0.7	1.3	0.8	1.8	1.0	0.8
RADIO PROGRAMMES DEALING WITH SCIENCE-- IDEAS											
NOT AWARE	1680	1510	1213	696	658	1030	398	1241	236	828	581
	93.5	93.5	93.0	91.6	95.7	92.8	95.7	93.7	94.4	92.9	94.8
AWARE OF	116	104	91	64	29	80	18	83	14	63	32
	6.5	6.5	7.0	8.4	4.3	7.2	4.3	6.3	5.6	7.1	5.2
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	5	5	4	2	1	3	*	3	2	1	2
	4.0	4.4	4.0	3.0	1.1	4.3	.	3.7	2.3	2.1	5.3
FROM TIME TO TIME	65	61	51	37	15	47	8	44	8	42	13
	56.2	58.3	56.2	57.9	49.7	58.3	42.6	53.4	55.5	66.3	41.3
NOT AT ALL	46	39	36	25	14	30	10	36	6	20	17
	39.8	37.3	39.8	39.1	49.2	37.4	57.4	42.9	42.2	31.6	53.4
NOT STATED	*	*	*	*	*	*	*	*	*	*	*

AS IT HAPPENS											
NOT AWARE	1490	1327	1054	593	593	900	355	1092	211	708	536
	83.0	82.2	80.8	78.1	86.2	81.0	85.3	82.4	84.6	79.5	87.5
AWARE OF	306	287	250	166	95	211	61	233	38	183	77
	17.0	17.8	19.2	21.9	13.8	19.0	14.7	17.6	15.4	20.5	12.5
FREQUENCY OF LISTENING TO	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REGULARLY	33	31	29	26	3	27	2	25	4	18	10
	10.7	10.9	11.7	15.9	2.6	12.6	3.6	10.9	10.7	10.0	13.3
FROM TIME TO TIME	179	173	153	101	58	130	32	137	19	120	36
	58.6	60.3	61.2	60.7	60.5	61.7	52.0	59.0	48.9	65.5	47.0
NOT AT ALL	90	80	66	38	33	53	25	67	15	45	28
	29.6	27.8	26.6	22.9	34.6	25.0	41.3	28.8	39.6	24.5	36.4
NOT STATED	3	3	1	1	2	1	2	3		*	3
	1.1	1.0	0.6	0.5	2.3	0.7	3.1	1.3	0.9	.	3.3

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES				S O C I A L S C I E N C E S				L I F E S C I E N C E S				E N G . S C I E N C E S			
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	VERY/ AT ALL	NOT AT ALL	VERY/ QUITE	VERY/ AT ALL	NOT AT ALL	VERY/ QUITE	VERY/ AT ALL	NOT AT ALL	VERY/ QUITE	VERY/ AT ALL	NOT AT ALL	VERY/ QUITE	VERY/ AT ALL	NOT AT ALL	
THIS COUNTRY IN THE MORNING																			
NOT AWARE	1555 86.6	1398 86.6	1116 85.6	640 84.3	607 88.2	948 85.4	373 89.5	1152 87.0	211 84.7	769 86.3	521 85.0								
AWARE OF	241 13.4 100.0	216 13.4 100.0	188 14.4 100.0	119 12.7 100.0	81 11.8 100.0	162 14.6 100.0	44 10.5 100.0	173 13.0 100.0	38 15.3 100.0	122 13.7 100.0	92 12.0 100.0								
FREQUENCY OF LISTENING TO																			
REGULARLY	52 21.6	48 22.3	36 19.0	30 24.7	18 21.8	41 25.2	7 15.5	34 19.9	14 35.9	21 16.9	26 28.3								
FROM TIME TO TIME	120 49.7	104 48.3	97 51.6	53 44.7	40 48.9	78 48.2	25 57.1	85 49.1	16 41.0	66 54.3	39 43.0								
NOT AT ALL	69 28.5	63 29.2	55 29.4	37 30.6	23 28.6	43 26.6	12 27.3	53 30.6	9 23.0	35 28.8	26 28.0								
NOT STATED	1 0.2	1 0.3	* .	* .	1 0.7	* .	* .	1 0.3	* .	* .	1 0.6								
RADIO NOON																			
NOT AWARE	1479 82.4	1321 81.8	1066 81.7	605 79.8	582 84.6	906 81.6	348 83.7	1096 82.8	203 81.3	718 80.6	516 84.2								
AWARE OF	317 17.6 100.0	293 18.2 100.0	238 18.3 100.0	154 20.2 100.0	106 15.4 100.0	204 18.4 100.0	68 16.3 100.0	228 17.2 100.0	47 18.7 100.0	173 19.4 100.0	97 15.8 100.0								
FREQUENCY OF LISTENING TO																			
REGULARLY	70 22.0	65 ¹⁵ 22.2	50 20.8	38 25.0	28 26.2	45 22.2	18 25.9	48 21.1	11 24.1	41 23.6	23 24.2								
FROM TIME TO TIME	169 53.4	154 ²⁶ 52.7	129 54.2	70 45.6	60 56.9	110 54.0	35 51.6	126 55.3	23 48.5	93 53.6	49 50.7								
NOT AT ALL	77 24.3	73 ¹³ 24.8	60 25.0	45 29.4	17 16.0	49 23.8	14 21.1	53 23.2	13 27.3	39 22.8	23 24.1								
NOT STATED	1 0.3	1 0.3	* .	* .	1 0.8	* .	1 1.3	1 0.4	* .	* .	1 0.9								
LA SCIENCE ET VOUS																			
NOT AWARE	1707 95.0	1526 94.6	1231 94.4	708 93.3	670 97.4	1042 93.8	407 97.8	1255 94.8	246 98.6	846 95.0	586 95.7								
AWARE	89 5.0 100.0	88 5.4 100.0	73 5.6 100.0	51 6.7 100.0	18 2.6 100.0	68 6.2 100.0	9 2.2 100.0	69 5.2 100.0	3 1.4 100.0	45 5.0 100.0	26 4.3 100.0								
FREQUENCY OF LISTENING TO																			
REGULARLY	16 18.4	16 18.6	14 18.6	7 13.3	5 28.1	13 19.4	* .	13 18.9	1 35.8	7 15.0	6 23.5								
FROM TIME TO TIME	49 55.1	49 55.9	40 54.7	33 64.4	5 28.7	38 54.8	6 69.6	40 58.3	2 46.1	25 54.9	12 45.0								
NOT AT ALL	22 24.6	21 23.4	18 24.3	11 22.3	8 43.3	16 23.2	3 30.4	16 22.7	1 18.1	12 26.1	8 31.5								
NOT STATED	2 2.0	2 2.0	2 2.5	* .	* .	2 2.8	* .	* .	* .	2 4.0	* .								

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL	VERY/ QUITE	NOT VERY/NOT AT ALL
SHORT 2-3 MINUTE ITEMS AS THEY ARE PRESENTED											
NOT AWARE	1323 73.7	1167 72.3	929 71.2	526 69.4	547 79.6	791 71.3	335 80.5	967 73.0	205 82.1	631 70.8	479 78.2
AWARE OF	473 26.3 100.0	447 27.7 100.0	375 28.8 100.0	233 30.8 100.0	140 20.4 100.0	319 28.7 100.0	81 19.5 100.0	358 27.0 100.0	45 17.9 100.0	260 29.2 100.0	134 21.8 100.0
FREQUENCY OF LISTENING TO											
REGULARLY	99 21.0	95 21.2	81 21.6	51 21.8	27 19.1	69 21.6	7 8.1	75 21.0	7 15.6	51 19.6	24 17.7
FROM TIME TO TIME	346 73.1	326 72.8	274 73.0	170 73.0	106 75.7	233 73.0	68 84.4	261 73.0	37 83.0	193 74.0	101 75.4
NOT AT ALL	23 4.8	21 4.8	17 4.4	10 4.2	5 3.5	13 4.2	4 5.3	16 4.5	1 1.4	14 5.5	6 4.6
NOT STATED	5 1.1	5 1.2	4 1.0	2 0.9	2 1.7	4 1.1	2 2.2	5 1.5	* .	2 0.8	3 2.3
ALL OTHERS											
NOT AWARE	1732 96.5	1558 96.5	1257 96.4	726 95.8	669 97.2	1071 96.5	402 96.6	1274 96.2	244 97.8	861 96.7	587 95.9
AWARE	63 3.5 100.0	57 3.5 100.0	47 3.6 100.0	33 4.4 100.0	19 2.8 100.0	39 3.5 100.0	14 3.4 100.0	51 3.8 100.0	5 2.2 100.0	30 3.3 100.0	25 4.1 100.0
FREQUENCY OF LISTENING TO											
REGULARLY	43 67.1	40 70.1	32 68.7	21 63.0	15 76.6	25 63.7	9 63.4	36 71.1	2 44.9	21 71.0	18 71.6
FROM TIME TO TIME	12 18.8	11 19.2	9 19.9	7 21.0	3 16.0	10 24.4	2 16.9	9 18.3	2 29.4	6 20.6	5 19.1
NOT AT ALL	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .	* .
NOT STATED	9 14.1	6 10.6	5 11.4	5 16.0	1 7.4	5 11.9	3 19.7	5 10.5	1 25.7	2 8.3	2 9.4
NONE OF THESE	949 52.8	828 51.3	659 50.5	356 46.9	408 59.4	567 51.1	241 57.9	700 52.8	147 58.8	451 50.6	346 56.5

N A T U R A L S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.25
BY AGE, SEX AND MOTHER TONGUE

	-----AGE-----						-----SEX-----		-----MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL RADIO LISTENERS	759	80	168	153	124	234	405	354	439	219	101
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED											
AGREE	246 32.4	31 39.5	38 22.6	59 38.8	44 35.6	73 31.1	120 29.6	126 35.6	148 33.8	75 34.1	22 22.1
DISAGREE	58 7.6	7 8.6	14 8.4	8 5.1	13 10.3	16 7.0	27 6.7	31 8.7	36 8.2	12 5.6	10 9.6
IT VARIES	70 9.2	5 6.8	18 10.7	16 10.3	13 10.6	18 7.5	37 9.2	33 9.3	31 7.0	27 12.2	13 12.5
NO OPINION	380 50.1	35 44.5	96 57.1	70 45.8	52 41.5	127 54.4	217 53.6	163 46.1	222 50.7	102 46.6	56 55.1
NOT STATED	5 0.7	1 0.6	2 1.1	* .	3 2.1	* .	4 0.9	1 0.4	1 0.3	3 1.4	1 0.8
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO											
AGREE	288 37.9	33 41.7	48 28.5	68 44.4	53 42.6	86 36.7	154 38.0	134 37.8	177 40.5	80 36.5	30 30.0
DISAGREE	46 6.1	3 3.5	15 8.9	4 2.9	10 8.1	14 5.9	22 5.3	24 6.9	33 7.5	10 4.5	3 3.4
IT VARIES	74 9.8	11 13.9	15 8.9	12 7.7	16 12.6	21 9.0	34 8.5	40 11.3	34 7.7	26 11.7	15 14.7
NO OPINION	346 45.5	32 40.3	89 52.6	69 45.1	43 34.6	113 48.3	191 47.2	154 43.6	193 44.1	101 45.8	52 51.1
NOT STATED	5 0.7	1 0.6	2 1.1	* .	3 2.1	* .	4 0.9	1 0.4	1 0.3	3 1.4	1 0.8
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE											
AGREE	272 35.8	29 35.8	45 26.8	63 41.1	46 37.1	89 38.1	142 35.1	129 36.5	162 36.9	77 35.2	33 32.3
DISAGREE	65 8.5	6 7.2	18 10.5	8 5.4	19 15.4	14 6.0	35 8.8	29 8.3	45 10.3	14 6.4	6 5.6
IT VARIES	83 10.9	14 17.7	20 11.7	13 8.6	18 14.4	18 7.6	37 9.2	45 12.8	43 9.9	25 11.5	14 13.9
NO OPINION	334 44.0	31 38.6	84 49.9	69 45.0	38 30.4	113 48.4	186 45.9	149 42.0	186 42.5	100 45.5	48 47.5
NOT STATED	6 0.8	1 0.6	2 1.1	* .	3 2.6	* .	4 1.1	1 0.4	2 0.4	3 1.4	1 0.8

	-----AGE-----						-----SEX-----		-----MOTHER TONGUE-----		
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND											
AGREE	260 34.3	22 27.3	46 27.2	58 37.5	48 39.0	87 37.1	134 33.1	126 35.6	168 38.2	70 32.0	22 22.1
DISAGREE	68 9.0	10 12.7	18 10.9	11 7.1	13 10.5	16 6.7	35 8.7	33 9.2	38 8.7	15 6.9	15 14.6
IT VARIES	90 11.8	17 21.4	17 10.0	16 10.4	19 15.5	21 8.9	46 11.4	44 12.4	45 10.3	31 13.9	14 14.0
NO OPINION	335 44.2	30 37.9	85 50.4	69 45.0	41 33.0	110 47.2	186 45.8	150 42.3	187 42.5	100 45.7	48 47.9
NOT STATED	6 0.7	1 0.6	3 1.5	* .	3 2.1	* .	4 0.9	2 0.6	1 0.3	3 1.4	1 1.4
NOT ENOUGH PROGRAMMES ON THAT SCIENCE											
AGREE	212 28.0	28 35.1	52 31.2	38 25.0	35 27.8	59 25.3	98 24.2	114 32.3	120 27.5	68 31.2	23 23.2
DISAGREE	128 16.9	14 17.5	20 12.1	25 16.0	23 18.7	46 19.7	74 18.2	54 15.4	85 19.3	30 13.6	14 13.4
IT VARIES	28 3.7	4 5.6	4 2.2	10 6.5	4 2.9	6 2.6	18 4.5	10 2.7	15 3.3	10 4.8	3 3.0
NO OPINION	386 50.8	33 41.2	90 53.3	80 52.5	60 48.6	123 52.4	211 52.2	175 49.3	218 49.7	107 49.0	60 59.8
NOT STATED	5 0.7	1 0.6	2 1.1	* .	3 2.1	* .	4 0.9	1 0.4	1 0.3	3 1.4	1 0.8
DIFFICULTY TO FIND PROGRAMMES ON THAT SCIENCE											
AGREE	213 28.1	26 32.8	53 31.7	38 24.6	36 28.6	61 25.9	103 25.4	110 31.1	127 29.0	56 25.4	30 30.1
DISAGREE	107 14.1	12 14.8	16 9.4	23 15.0	18 14.1	39 16.6	66 16.2	41 11.6	64 14.7	33 15.1	9 9.2
IT VARIES	45 5.9	9 11.4	9 5.2	6 4.0	8 6.7	13 5.4	23 5.7	22 6.1	18 4.1	20 9.1	7 6.9
NO OPINION	389 51.3	32 40.3	88 52.6	86 56.4	60 48.5	122 52.2	209 51.7	180 50.8	228 52.0	107 49.0	54 53.1
NOT STATED	5 0.7	1 0.6	2 1.1	* .	3 2.1	* .	4 0.9	1 0.4	1 0.3	3 1.4	1 0.8

NATURAL SCIENCES

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.25

BY EDUC./OCC./INTEREST IN SCIENCE/FREQUENCY OF LISTENING TO RADIO

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		HOURS LISTENED	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	LESS THAN 2	2 OR MORE
TOTAL RADIO LISTENERS	759	410	122	226	81	59	155	465	244	515	438	321
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED												
AGREE	246 32.4	134 32.6	40 32.4	72 32.1	22 27.4	19 31.9	41 26.4	164 35.3	87 35.6	159 30.8	126 28.7	120 37.4
DISAGREE	58 7.6	36 8.7	7 5.6	15 6.8	7 8.3	3 5.6	13 8.5	35 7.5	17 6.9	41 8.0	21 4.7	37 11.6
IT VARIES	70 9.2	40 9.8	8 6.6	22 9.7	3 4.2	4 7.3	16 10.5	46 9.9	25 10.3	45 8.7	37 8.4	33 10.3
NO OPINION	380 50.1	199 48.4	66 53.8	115 51.1	47 58.7	33 55.3	83 53.5	218 46.8	114 46.8	266 51.7	250 57.0	130 40.7
NOT STATED	5 0.7	2 0.6	2 1.6	1 0.3	1 1.4	* .	2 1.2	2 0.4	1 0.3	4 0.8	5 1.1	* .
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO												
AGREE	288 37.9	158 38.6	48 39.5	82 36.1	24 29.1	24 40.5	62 39.9	179 38.5	111 45.4	177 34.4	144 32.8	144 44.9
DISAGREE	46 6.1	22 5.3	5 5.2	18 7.9	4 5.4	1 1.1	9 5.8	32 6.9	9 3.9	37 7.1	15 3.5	31 9.6
IT VARIES	74 9.8	41 9.9	9 7.4	25 10.9	7 9.1	4 7.3	12 7.5	51 11.0	18 7.4	56 11.0	42 9.5	33 10.2
NO OPINION	346 45.5	187 45.6	57 46.4	101 44.8	44 55.0	30 51.0	71 45.7	201 43.1	105 43.0	241 46.7	232 53.0	113 35.3
NOT STATED	5 0.7	2 0.6	2 1.6	1 0.3	1 1.4	* .	2 1.2	2 0.4	1 0.3	4 0.8	5 1.1	* .
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE												
AGREE	272 35.8	146 35.6	47 38.8	78 34.7	23 28.5	23 39.2	52 33.4	174 37.4	108 44.3	164 31.8	137 31.3	134 41.9
DISAGREE	65 8.5	37 9.1	10 8.2	17 7.7	5 6.0	3 5.2	21 13.7	36 7.7	13 5.2	52 10.1	29 6.7	36 11.1
IT VARIES	83 10.9	45 10.9	7 5.7	31 13.5	10 12.1	5 7.7	14 9.2	54 11.6	21 8.7	61 11.9	43 9.8	39 12.3
NO OPINION	334 44.0	179 43.6	56 45.6	99 43.8	42 51.9	28 47.9	66 42.6	198 42.7	101 41.5	233 45.2	223 50.9	111 34.7
NOT STATED	6 0.8	3 0.7	2 1.6	1 0.3	1 1.4	* .	2 1.2	3 0.6	1 0.3	5 1.0	6 1.3	* .

	EDUCATION				OCCUPATION			INTEREST IN THAT SCIENCE		HOURS LISTENED TO RADIO		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	LESS THAN 2	2 OR MORE
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND												
AGREE	260 34.3	129 31.5	45 36.9	86 38.0	31 38.5	20 33.9	55 35.6	154 33.1	90 36.8	170 33.1	121 27.6	139 43.4
DISAGREE	68 9.0	45 10.9	10 8.4	13 5.8	3 3.6	3 5.3	16 10.4	46 9.9	20 8.2	48 9.3	31 7.1	37 11.5
IT VARIES	90 11.8	54 13.2	9 7.2	27 11.9	4 5.4	6 10.6	17 10.9	62 13.4	33 13.6	57 11.0	54 12.4	36 11.2
NO OPINION	335 44.2	180 43.8	55 45.4	99 44.0	41 51.1	29 49.1	65 41.9	200 43.1	100 40.8	236 45.8	226 51.7	109 34.0
NOT STATED	6 0.7	2 0.6	3 2.2	1 0.3	1 1.4	1 1.1	2 1.2	2 0.4	1 0.6	4 0.8	6 1.3	* .
NOT ENOUGH PROGRAMMES ON THAT SCIENCE												
AGREE	212 28.0	110 26.9	38 30.9	64 28.4	14 17.4	10 16.6	43 27.7	146 31.3	88 36.2	124 24.1	102 23.2	111 34.5
DISAGREE	128 16.9	75 18.3	19 15.6	34 14.9	14 17.1	12 20.8	30 19.2	72 15.5	35 14.5	93 18.0	68 15.4	60 18.8
IT VARIES	28 3.7	18 4.4	2 2.0	8 3.4	2 2.9	4 6.2	4 2.4	18 3.9	8 3.2	20 3.9	16 3.7	12 3.7
NO OPINION	386 50.8	205 49.9	61 49.8	120 53.0	49 61.2	33 56.5	76 49.5	227 48.8	112 45.9	274 53.2	248 56.6	138 43.0
NOT STATED	5 0.7	2 0.6	2 1.6	1 0.3	1 1.4	* .	2 1.2	2 0.4	1 0.3	4 0.8	5 1.1	* .
DIFFICULTY TO FIND PROGRAMMES ON THAT SCIENCE												
AGREE	213 28.1	119 29.0	31 25.0	64 28.3	19 23.1	9 15.4	39 25.4	146 31.5	78 32.1	135 26.2	95 21.6	119 37.0
DISAGREE	107 14.1	57 13.9	18 14.5	32 14.2	12 14.3	9 15.2	30 19.6	56 12.1	36 14.8	71 13.7	52 12.0	54 17.0
IT VARIES	45 5.9	26 6.4	7 5.6	12 5.2	3 3.6	3 5.5	6 4.0	33 7.0	18 7.5	27 5.2	28 6.3	17 5.4
NO OPINION	389 51.3	206 50.2	65 53.2	117 52.0	46 57.5	38 63.9	77 49.9	228 49.0	110 45.2	279 54.1	259 59.0	130 40.6
NOT STATED	5 0.7	2 0.6	2 1.6	1 0.3	1 1.4	* .	2 1.2	2 0.4	1 0.3	4 0.8	5 1.1	* .

N A T U R A L S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.25

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL RADIO LISTENERS VERY/QUITE INTERESTED IN THAT SCIENCE	759 100.0	54 100.0	243 100.0	259 100.0	117 100.0	86 100.0	613 100.0	277 100.0	336 100.0	146 100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED										
AGREE	246 32.4	28 50.8	78 32.2	86 33.2	27 23.4	27 31.1	184 30.0	85 30.6	99 29.5	62 42.4
DISAGREE	58 7.6	3 6.1	18 7.3	22 8.4	8 6.8	7 8.5	46 7.5	31 11.2	15 4.4	12 8.3
IT VARIES	70 9.2	8 14.5	29 11.7	15 5.8	10 8.5	9 10.2	55 8.9	26 9.4	29 8.5	15 10.5
NO OPINION	380 50.1	15 28.6	115 47.5	136 52.4	71 60.4	43 50.1	324 52.9	133 47.9	192 57.0	56 38.5
NOT STATED	5 0.7	* .	3 1.3	1 0.3	1 1.0	* .	5 0.7	3 1.0	2 0.5	1 0.3
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO										
AGREE	288 37.9	32 59.5	90 37.3	96 36.9	35 30.0	34 40.0	220 35.9	96 34.7	124 36.8	68 46.6
DISAGREE	46 6.1	6 10.4	13 5.2	16 6.3	7 6.2	4 4.8	36 5.8	20 7.2	16 4.7	10 7.0
IT VARIES	74 9.8	5 8.4	23 9.6	31 11.8	8 7.1	8 9.0	58 9.4	32 11.6	26 7.6	17 11.4
NO OPINION	346 45.5	12 21.7	113 46.7	116 44.7	65 55.6	40 46.2	295 48.1	126 45.5	169 50.3	51 34.6
NOT STATED	5 0.7	* .	3 1.3	1 0.3	1 1.0	* .	5 0.7	3 1.0	2 0.5	1 0.3
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE										
AGREE	272 35.8	36 65.9	88 36.1	85 32.8	33 27.9	31 35.8	209 34.1	91 32.8	118 35.1	63 43.0
DISAGREE	65 8.5	2 3.9	19 7.7	23 8.9	15 12.7	6 7.2	50 8.1	25 9.2	24 7.2	15 10.5
IT VARIES	83 10.9	5 10.0	21 8.5	39 15.2	7 6.3	10 11.1	61 9.9	32 11.7	28 8.4	22 14.9
NO OPINION	334 44.0	11 20.2	113 46.4	110 42.6	61 52.1	39 45.9	289 47.1	125 45.1	164 48.8	46 31.1
NOT STATED	6 0.8	* .	3 1.3	1 0.6	1 1.0	* .	5 0.8	3 1.2	2 0.5	1 0.3

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND										
AGREE	260 34.3	26 47.2	79 32.7	96 37.3	28 23.7	31 36.0	203 33.2	98 35.6	105 31.2	57 38.9
DISAGREE	68 9.0	7 12.7	18 7.3	19 7.2	18 15.7	6 6.6	47 7.7	23 8.2	24 7.2	21 14.4
IT VARIES	90 11.8	11 19.9	29 11.9	30 11.8	8 7.0	12 13.5	69 11.2	30 10.9	39 11.5	21 14.4
NO OPINION	335 44.2	11 20.2	113 46.6	112 43.2	62 52.6	38 43.8	289 47.1	122 44.1	167 49.6	47 31.9
NOT STATED	6 0.7	* .	3 1.3	1 0.5	1 1.0	* .	5 0.8	3 1.2	2 0.5	1 0.3
NOT ENOUGH PROGRAMMES ON THAT SCIENCE										
AGREE	212 28.0	21 39.0	74 30.6	75 28.8	29 24.8	13 15.3	165 26.9	88 31.9	76 22.7	48 32.6
DISAGREE	128 16.9	16 30.0	32 13.3	36 14.0	19 16.1	24 28.4	98 16.0	31 11.1	67 20.0	30 20.6
IT VARIES	28 3.7	1 2.5	11 4.5	10 3.8	3 2.7	3 3.1	24 3.8	14 5.2	9 2.7	4 3.0
NO OPINION	386 50.8	15 28.5	122 50.3	137 53.1	65 55.4	46 53.2	322 52.6	141 50.8	182 54.0	64 43.5
NOT STATED	5 0.7	* .	3 1.3	1 0.3	1 1.0	* .	5 0.7	3 1.0	2 0.5	1 0.3
DIFFICULTY TO FIND PROGRAMMES ON THAT SCIENCE										
AGREE	213 28.1	18 33.5	60 24.9	81 31.2	33 28.0	21 24.6	160 26.2	81 29.3	79 23.6	53 36.2
DISAGREE	107 14.1	16 29.0	37 15.3	27 10.6	10 8.6	17 19.3	82 13.5	33 12.0	49 14.6	24 16.7
IT VARIES	45 5.9	4 8.2	19 7.7	16 6.3	2 1.5	3 4.0	39 6.4	23 8.4	16 4.7	6 3.9
NO OPINION	389 51.3	16 29.3	123 50.8	134 51.6	72 60.9	45 52.2	326 53.2	136 49.3	190 56.5	63 42.9
NOT STATED	5 0.7	* .	3 1.3	1 0.3	1 1.0	* .	5 0.7	3 1.0	2 0.5	1 0.3

S O C I A L S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.26

BY AGE, SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL RADIO LISTENERS	1110	75	214	236	213	372	489	621	610	352	149
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED											
AGREE	352 31.7	29 38.7	63 29.3	88 37.4	75 35.2	97 26.0	157 32.0	195 31.4	213 35.0	106 30.1	32 21.7
DISAGREE	88 7.9	5 7.3	16 7.3	18 7.6	22 10.4	27 7.2	41 8.4	47 7.5	51 8.4	29 8.1	8 5.4
IT VARIES	108 9.7	8 10.2	25 11.6	20 8.4	22 10.4	33 9.0	47 9.6	61 9.8	50 8.1	40 11.4	18 12.2
NO OPINION	553 49.8	33 43.8	110 51.2	110 46.6	89 41.6	212 57.1	237 48.3	317 51.0	292 47.9	175 49.6	87 58.5
NOT STATED	9 0.8	* .	1 0.5	* .	5 2.4	3 0.8	8 1.6	1 0.2	3 0.6	3 0.7	3 2.1
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO											
AGREE	446 40.1	24 32.0	84 39.1	101 42.7	104 49.1	133 35.6	196 40.0	250 40.2	259 42.5	133 37.7	54 36.3
DISAGREE	49 4.4	7 9.4	10 4.6	6 2.6	7 3.5	19 5.0	25 5.1	24 3.9	32 5.3	14 3.9	3 2.3
IT VARIES	110 9.9	12 15.7	18 8.6	28 11.8	22 10.6	29 7.8	52 10.7	57 9.3	60 9.8	39 11.0	11 7.5
NO OPINION	495 44.6	32 42.9	101 47.1	101 42.9	73 34.5	188 50.4	209 42.6	287 46.2	254 41.7	164 46.7	77 51.8
NOT STATED	10 0.9	* .	1 0.5	* .	5 2.4	4 1.1	8 1.6	3 0.4	5 0.8	3 0.7	3 2.1
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE											
AGREE	431 38.9	23 31.1	79 37.1	96 40.6	104 48.8	129 34.7	190 38.8	241 38.9	252 41.3	122 34.8	57 38.4
DISAGREE	66 6.0	7 9.9	9 4.4	16 7.0	10 4.7	23 6.1	32 6.5	35 5.6	38 6.2	23 6.5	6 3.9
IT VARIES	124 11.2	12 15.9	28 13.2	24 10.0	27 12.5	34 9.0	52 10.6	72 11.6	69 11.2	46 13.2	9 6.1
NO OPINION	477 42.9	32 43.2	95 44.3	100 42.4	66 31.3	183 49.1	207 42.3	269 43.4	245 40.2	158 44.8	74 49.5
NOT STATED	12 1.1	* .	2 1.0	* .	6 2.7	4 1.1	8 1.7	4 0.6	6 1.1	3 0.7	3 2.1

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND											
AGREE	398 35.8	21 27.9	81 37.9	87 36.9	89 41.7	120 32.2	181 37.0	216 34.8	246 40.4	105 29.8	46 31.2
DISAGREE	84 7.6	5 6.9	14 6.5	13 5.5	24 11.1	28 7.5	41 8.5	42 6.8	36 5.9	39 10.9	9 6.3
IT VARIES	131 11.8	17 22.4	20 9.4	33 13.8	28 13.1	33 9.0	50 10.2	81 13.0	73 12.0	43 12.3	15 9.8
NO OPINION	486 43.8	32 42.8	97 45.3	103 43.8	68 31.8	186 50.0	209 42.8	277 44.6	248 40.8	163 46.2	75 50.6
NOT STATED	12 1.1	* .	2 0.8	* .	5 2.4	5 1.3	8 1.6	4 0.7	6 1.0	3 0.7	3 2.1
NOT ENOUGH PROGRAMMES ON THAT SCIENCE											
AGREE	291 26.2	19 25.7	65 30.1	66 28.0	60 28.2	81 21.6	126 25.8	164 26.5	157 25.8	101 28.7	32 21.5
DISAGREE	207 18.7	18 23.8	35 16.2	39 16.5	41 19.5	74 20.0	89 18.3	118 19.0	127 20.8	60 17.1	20 13.7
IT VARIES	49 4.4	3 4.6	13 6.1	11 4.5	11 5.3	11 2.9	23 4.6	27 4.3	30 4.9	16 4.4	4 2.4
NO OPINION	550 49.5	34 45.9	101 47.0	119 50.6	93 43.7	202 54.4	242 49.4	308 49.6	288 47.3	173 49.0	89 59.8
NOT STATED	13 1.2	* .	1 0.5	1 0.4	7 3.3	4 1.1	10 2.0	4 0.6	7 1.1	3 0.7	4 2.6
DIFFICULTY TO FIND PROGRAMMES ON THAT SCIENCE											
AGREE	276 24.8	19 25.7	66 30.7	58 24.6	60 28.4	72 19.3	128 26.1	148 23.8	159 26.1	81 22.9	36 24.3
DISAGREE	176 15.9	15 19.7	26 12.0	39 16.6	36 17.1	60 16.1	75 15.4	101 16.3	99 16.2	65 18.4	13 8.5
IT VARIES	79 7.1	3 4.4	20 9.3	15 6.3	19 8.9	22 5.9	33 6.7	46 7.4	40 6.5	30 8.5	10 6.5
NO OPINION	564 50.8	37 49.2	102 47.4	123 52.1	92 43.2	210 56.5	243 49.6	321 51.8	303 49.7	173 49.3	87 58.7
NOT STATED	16 1.4	1 0.9	1 0.5	1 0.3	5 2.4	8 2.2	11 2.2	5 0.8	9 1.5	3 1.0	3 2.1

S O C I A L S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.26
BY EDUC./OCC./INTEREST IN SCIENCE/FREQUENCY OF LISTENING TO RADIO

	-----EDUCATION-----				-----OCCUPATION-----				--INTEREST IN--		HOURS LISTENED	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	LESS THAN 2	2 OR MORE
TOTAL RADIO LISTENERS VERY/QUITE INTERESTED IN THAT SCIENCE	1110 100.0	597 100.0	201 100.0	313 100.0	102 100.0	91 100.0	170 100.0	748 100.0	468 100.0	643 100.0	637 100.0	474 100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED												
AGREE	352 31.7	193 32.3	64 32.1	95 30.3	28 27.2	27 29.6	57 33.3	240 32.2	151 32.3	201 31.2	177 27.8	175 36.8
DISAGREE	88 7.9	49 8.2	10 4.9	29 9.4	10 10.3	5 5.8	14 8.2	58 7.8	47 10.1	41 6.4	49 7.6	40 8.3
IT VARIES	108 9.7	45 7.6	20 9.7	43 13.8	11 11.0	6 6.4	20 11.5	71 9.5	43 9.3	65 10.0	57 8.9	51 10.8
NO OPINION	553 49.8	306 51.2	104 51.9	143 45.8	50 49.3	53 58.1	77 45.2	374 50.0	221 47.2	333 51.7	347 54.5	206 43.6
NOT STATED	0.9 0.8	5 0.8	3 1.3	2 0.7	2 2.3	* .	3 1.8	4 0.5	5 1.1	4 0.6	7 1.1	2 0.5
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO												
AGREE	446 40.1	223 37.5	84 41.7	139 44.3	37 36.8	38 41.9	70 40.9	301 40.2	203 43.5	242 37.7	229 36.0	216 45.7
DISAGREE	49 4.4	35 5.8	2 1.0	12 3.9	4 4.4	1 0.7	9 5.1	35 4.7	16 3.3	34 5.2	26 4.1	23 4.9
IT VARIES	110 9.9	58 9.8	18 9.2	33 10.6	13 13.1	5 5.5	23 13.6	68 9.1	42 9.0	68 10.5	57 9.0	53 11.1
NO OPINION	495 44.6	276 46.2	92 46.1	127 40.5	44 43.5	47 51.8	65 38.5	339 45.3	200 42.8	295 45.9	316 49.7	179 37.8
NOT STATED	10 0.9	5 0.8	4 1.9	2 0.7	2 2.3	* .	3 1.8	5 0.7	6 1.4	4 0.6	8 1.3	2 0.5
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE												
AGREE	431 38.9	209 35.0	81 40.3	142 45.4	40 39.7	34 37.4	68 40.2	289 38.6	204 43.7	227 35.3	231 36.3	201 42.3
DISAGREE	66 6.0	44 7.4	9 4.3	14 4.3	6 5.5	5 6.0	12 7.0	43 5.8	29 6.1	38 5.8	33 5.2	33 7.0
IT VARIES	124 11.2	67 11.2	20 9.8	37 12.0	12 12.3	7 7.7	18 10.7	86 11.6	39 8.2	86 13.3	59 9.2	65 13.8
NO OPINION	477 42.9	272 45.5	88 43.7	117 37.3	41 40.2	44 48.9	69 40.3	323 43.1	189 40.3	288 44.8	305 47.9	171 36.2
NOT STATED	12 1.1	5 0.9	4 1.9	3 1.0	2 2.3	* .	3 1.8	7 0.9	7 1.6	5 0.7	9 1.4	3 0.7

	-----EDUCATION-----				-----OCCUPATION-----			--INTEREST IN--		HOURS LISTENED		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	LESS THAN 2	2 OR MORE
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND												
AGREE	398 35.8	167 28.0	76 37.8	155 49.6	46 45.4	27 29.4	63 37.1	262 35.0	185 39.6	213 33.1	199 31.2	199 42.0
DISAGREE	84 7.6	63 10.6	9 4.7	11 3.7	6 6.1	3 3.5	19 11.3	55 7.4	28 6.0	56 8.7	46 7.3	38 7.9
IT VARIES	131 11.8	89 15.0	19 9.3	23 7.3	6 6.0	16 17.2	18 10.4	91 12.2	51 11.0	79 12.4	71 11.2	59 12.5
NO OPINION	486 43.8	273 45.7	92 45.9	121 38.7	41 40.2	45 49.8	67 39.4	333 44.6	196 41.8	291 45.2	311 48.8	175 37.0
NOT STATED	12 1.1	5 0.8	5 2.3	3 0.9	2 2.3	* .	3 1.8	6 0.9	8 1.7	4 0.6	9 1.5	2 0.5
NOT ENOUGH PROGRAMMES ON THAT SCIENCE												
AGREE	291 26.2	141 23.6	59 29.7	90 28.9	24 23.9	12 13.3	50 29.2	204 27.3	149 31.9	141 22.0	127 19.9	164 34.5
DISAGREE	207 18.7	121 20.3	25 12.5	61 19.5	16 15.3	13 13.9	34 20.0	145 19.4	81 17.4	126 19.6	125 19.7	82 17.4
IT VARIES	49 4.4	27 4.5	8 4.1	14 4.5	6 5.5	8 8.4	9 5.2	27 3.6	19 4.0	30 4.7	27 4.2	22 4.7
NO OPINION	550 49.5	300 50.3	104 51.8	145 46.4	54 53.1	57 62.9	74 43.4	365 48.8	212 45.3	338 52.6	347 54.6	202 42.7
NOT STATED	13 1.2	7 1.2	4 1.9	2 0.7	2 2.3	1 1.5	4 2.2	6 0.8	6 1.4	7 1.1	10 1.6	3 0.7
DIFFICULTY TO FIND PROGRAMMES ON THAT SCIENCE												
AGREE	276 24.8	136 22.8	45 22.5	94 30.1	33 32.2	17 19.1	39 23.0	186 24.9	141 30.1	135 20.9	142 22.2	134 28.3
DISAGREE	176 15.9	95 16.0	30 15.1	51 16.2	11 11.2	9 9.9	38 22.2	118 15.8	68 14.6	108 16.8	89 14.0	87 18.3
IT VARIES	79 7.1	47 7.8	11 5.5	21 6.8	2 2.4	5 5.2	15 8.9	57 7.6	33 7.0	46 7.2	38 6.0	41 8.6
NO OPINION	564 50.8	312 52.4	107 53.1	144 46.2	50 48.8	60 65.9	75 44.1	380 50.7	219 46.9	345 53.6	355 55.7	209 44.1
NOT STATED	16 1.4	6 1.0	8 3.9	2 0.7	5 5.4	* .	3 1.8	7 1.0	6 1.4	9 1.4	13 2.0	3 0.6

S O C I A L S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.26

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL RADIO LISTENERS	1110	94	355	385	164	113	890	420	471	220
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED										
AGREE	352 31.7	46 49.1	104 29.4	127 33.1	35 21.6	39 34.1	277 31.1	147 35.0	130 27.6	75 34.1
DISAGREE	88 7.9	8 8.7	34 9.6	22 5.8	17 10.2	7 6.0	69 7.7	38 9.2	30 6.4	19 8.8
IT VARIES	108 9.7	9 9.9	41 11.5	32 8.3	10 6.4	15 13.6	92 10.3	47 11.2	45 9.5	16 7.4
NO OPINION	553 49.8	30 32.3	172 48.5	203 52.6	99 60.3	50 44.0	445 50.0	182 43.4	263 55.8	108 49.3
NOT STATED	9 0.8	* .	3 1.0	1 0.2	3 1.6	3 2.4	9 1.0	5 1.3	3 0.7	1 0.3
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO										
AGREE	446 40.1	56 59.5	134 37.7	156 40.6	53 32.6	47 41.1	350 39.3	177 42.1	173 36.8	96 43.5
DISAGREE	49 4.4	3 2.7	18 5.0	13 3.3	9 5.8	7 5.8	40 4.5	24 5.7	16 3.4	10 4.3
IT VARIES	110 9.9	7 7.6	35 9.8	43 11.2	10 6.4	14 12.4	85 9.6	37 8.8	48 10.3	24 11.1
NO OPINION	495 44.6	28 30.2	164 46.1	172 44.8	88 53.7	43 38.3	406 45.6	176 41.9	230 48.9	90 40.8
NOT STATED	10 0.9	* .	5 1.3	1 0.2	3 1.6	3 2.4	10 1.1	7 1.6	3 0.7	1 0.3
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE										
AGREE	431 38.9	55 58.9	123 34.6	151 39.1	54 33.2	49 42.8	337 37.9	173 41.1	164 34.9	94 42.9
DISAGREE	66 6.0	4 4.7	28 7.8	16 4.1	12 7.4	6 5.6	54 6.1	26 6.2	28 6.0	12 5.4
IT VARIES	124 11.2	11 11.8	41 11.5	48 12.3	10 5.8	15 13.4	92 10.3	41 9.7	51 10.8	33 14.8
NO OPINION	477 42.9	23 24.6	159 44.8	169 43.8	85 52.1	41 35.8	396 44.5	173 41.2	223 47.4	81 36.6
NOT STATED	12 1.1	* .	5 1.3	2 0.6	3 1.6	3 2.4	11 1.3	7 1.8	4 0.9	1 0.3

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL URBAN	OVER 500M	1M-500M	TOTAL RURAL
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND										
AGREE	398 35.8	46 48.8	112 31.6	149 38.6	42 25.9	49 42.9	320 35.9	180 42.8	140 29.8	78 35.3
DISAGREE	84 7.6	13 13.6	33 9.3	20 5.1	13 7.9	6 5.0	56 6.3	22 5.2	34 7.3	27 12.4
IT VARIES	131 11.8	12 12.7	41 11.4	45 11.6	19 11.5	15 13.2	98 11.0	33 8.0	65 13.7	33 14.9
NO OPINION	486 43.8	23 24.9	164 46.2	171 44.4	87 53.1	41 36.6	406 45.6	177 42.2	229 48.5	81 36.7
NOT STATED	12 1.1	* .	5 1.5	1 0.3	3 1.6	3 2.4	10 1.2	7 1.7	3 0.7	1 0.6
NOT ENOUGH PROGRAMMES ON THAT SCIENCE										
AGREE	291 26.2	29 30.5	110 30.9	86 22.3	42 25.4	25 22.0	231 25.9	125 29.8	105 22.4	60 27.2
DISAGREE	207 18.7	22 23.9	54 15.2	78 20.1	25 15.5	28 24.8	173 19.4	83 19.8	89 19.0	35 15.8
IT VARIES	49 4.4	11 11.2	12 3.3	25 6.4	2 0.9	1 0.8	32 3.6	15 3.5	18 3.7	17 7.7
NO OPINION	550 49.5	32 34.4	175 49.3	195 50.6	91 55.8	57 50.0	442 49.7	189 45.1	253 53.7	108 49.0
NOT STATED	13 1.2	* .	5 1.3	2 0.6	4 2.4	3 2.4	13 1.4	7 1.8	5 1.1	1 0.3
DIFFICULTY TO FIND PROGRAM- MES ON THAT SCIENCE										
AGREE	276 24.8	26 27.5	84 23.7	96 24.9	38 23.4	32 27.9	216 24.3	114 27.1	103 21.8	59 26.9
DISAGREE	176 15.9	19 19.9	66 18.5	54 14.0	19 11.4	19 16.8	147 16.6	77 18.4	70 14.9	29 13.1
IT VARIES	79 7.1	15 15.8	26 7.2	29 7.6	7 4.3	2 2.1	58 6.5	26 6.1	32 6.9	21 9.5
NO OPINION	564 50.8	34 35.9	175 49.2	204 53.0	94 57.4	58 50.8	456 51.2	196 46.8	260 55.1	108 49.2
NOT STATED	16 1.4	1 0.8	5 1.3	2 0.5	6 3.5	3 2.4	13 1.4	7 1.6	6 1.3	3 1.3

L I F E S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.27
BY AGE, SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL RADIO LISTENERS	1325	103	236	265	232	489	600	725	741	407	176
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED											
AGREE	460 34.7	39 37.8	71 30.1	98 37.0	82 35.4	170 34.8	189 31.5	271 37.4	264 35.7	148 36.4	48 27.0
DISAGREE	85 6.4	9 9.0	22 9.3	10 3.8	25 10.8	18 3.8	46 7.7	38 5.3	49 6.6	24 6.0	11 6.3
IT VARIES	117 8.9	9 8.8	22 9.3	30 11.5	25 10.8	31 6.3	55 9.2	62 8.6	55 7.5	39 9.6	23 13.1
NO OPINION	647 48.9	45 44.0	120 50.8	127 47.7	93 40.0	263 53.8	297 49.5	350 48.3	366 49.4	189 46.4	93 52.6
NOT STATED	15 1.1	0.4	1 0.5	* .	7 3.0	6 1.3	12 2.0	3 0.4	6 0.9	7 1.6	2 1.1
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO											
AGREE	522 39.4	35 33.9	88 37.4	104 39.2	99 42.8	196 40.1	226 37.7	296 40.9	298 40.2	160 39.3	64 36.1
DISAGREE	51 3.9	8 7.3	11 4.8	9 3.5	11 4.7	13 2.6	26 4.4	25 3.5	26 3.6	20 4.9	5 3.0
IT VARIES	135 10.2	14 13.6	21 8.9	35 13.2	34 14.5	32 6.5	62 10.4	73 10.1	72 9.8	42 10.2	21 12.1
NO OPINION	601 45.4	46 44.8	114 48.5	117 44.1	81 35.1	242 49.5	274 45.6	327 45.1	338 45.6	179 43.9	84 47.8
NOT STATED	15 1.1	0.4	1 0.5	* .	7 3.0	6 1.3	12 2.0	3 0.4	6 0.9	7 1.6	2 1.1
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE											
AGREE	506 38.2	35 34.3	90 38.4	104 39.2	95 41.2	180 36.9	214 35.7	291 40.2	284 38.3	155 37.9	67 38.1
DISAGREE	70 5.2	4 4.1	14 5.9	14 5.4	18 7.6	19 4.0	38 6.3	32 4.4	36 4.9	23 5.7	10 5.5
IT VARIES	152 11.5	14 13.9	20 8.4	31 11.7	35 15.0	52 10.7	71 11.8	82 11.3	83 11.1	51 12.4	19 10.8
NO OPINION	581 43.8	49 47.3	109 46.4	116 43.7	76 33.0	231 47.1	265 44.1	316 43.6	330 44.3	172 42.3	79 44.6
NOT STATED	17 1.3	0.4	2 0.9	* .	8 3.3	6 1.3	12 2.1	4 0.6	8 1.1	7 1.6	2 1.1

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND											
AGREE	462 34.8	30 28.8	81 34.5	98 36.9	94 40.6	159 32.4	199 33.1	263 36.3	278 37.5	124 30.3	60 34.2
DISAGREE	79 6.0	6 5.8	18 7.6	9 3.2	23 10.0	24 4.9	47 7.9	32 4.4	31 4.2	39 9.5	10 5.5
IT VARIES	177 13.4	21 20.1	28 11.7	41 15.5	11.4 11.4	62 12.6	75 12.5	103 14.1	92 12.4	61 15.0	24 13.8
NO OPINION	589 44.4	46 44.9	108 45.8	118 44.4	81 34.9	236 48.2	267 44.6	321 44.3	333 44.9	177 43.5	79 44.7
NOT STATED	18 1.3	0.4	1 0.5	* .	7 3.0	9 1.9	12 2.0	6 0.8	8 1.1	7 1.6	3 1.9
NOT ENOUGH PROGRAMMES ON THAT SCIENCE											
AGREE	345 26.0	32 30.6	69 29.5	63 23.7	59 25.5	122 24.9	152 25.3	193 26.7	191 25.8	106 26.1	47 26.9
DISAGREE	222 16.8	15 15.0	35 14.8	38 14.5	46 20.0	87 17.9	97 16.1	126 17.3	118 15.9	77 18.9	28 15.7
IT VARIES	78 5.9	6 5.9	15 6.2	22 8.1	14 6.2	21 4.4	37 6.2	41 5.6	46 6.2	27 6.6	5 3.1
NO OPINION	661 49.9	49 48.0	115 49.0	142 53.4	105 45.3	250 51.1	302 50.4	359 49.5	378 51.0	189 46.5	94 53.2
NOT STATED	18 1.4	0.4	1 0.5	1 0.3	7 3.0	9 1.8	12 2.0	6 0.9	8 1.1	8 1.9	2 1.1
DIFFICULTY TO FIND PROGRAMMES ON THAT SCIENCE											
AGREE	310 23.4	28 27.6	68 28.8	64 24.0	54 23.3	96 19.6	137 22.7	173 23.9	175 23.7	96 23.6	38 21.8
DISAGREE	223 16.8	20 19.2	31 13.3	39 14.7	47 20.4	85 17.4	102 17.0	121 16.7	115 15.5	84 20.6	24 13.6
IT VARIES	100 7.5	4 3.6	16 7.0	22 8.2	18 7.5	40 8.2	47 7.9	52 7.2	49 6.6	35 8.6	16 9.0
NO OPINION	678 51.2	51 49.1	119 50.4	141 53.1	106 45.7	261 53.4	303 50.4	375 51.7	396 53.4	186 45.6	96 54.5
NOT STATED	15 1.1	0.4	1 0.5	* .	7 3.0	6 1.3	12 2.0	3 0.4	6 0.9	7 1.6	2 1.1

L I F E S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.27
BY EDUC./OCC./INTEREST IN SCIENCE/FREQUENCY OF LISTENING TO RADIO

	-----EDUCATION-----				-----OCCUPATION-----			---INTEREST IN--- THAT SCIENCE		HOURS LISTENED TO RADIO		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	LESS THAN 2	2 OR MORE
TOTAL RADIO LISTENERS	1325	785	226	313	101	90	235	899	601	723	756	569
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED												
AGREE	460 34.7	282 35.9	81 35.9	97 31.1	29 29.0	26 28.5	75 31.8	331 36.8	230 38.2	231 31.9	226 29.8	235 41.3
DISAGREE	85 6.4	58 7.4	7 3.0	19 6.2	4 3.5	2 2.6	21 9.1	58 6.4	40 6.6	45 6.2	44 5.9	40 7.1
IT VARIES	117 8.9	65 8.2	19 8.3	34 10.9	12 11.7	5 5.0	23 9.7	78 8.7	60 10.0	57 7.9	55 7.3	62 11.0
NO OPINION	647 48.9	373 47.5	114 50.3	160 51.1	53 52.7	58 63.9	112 47.8	425 47.2	264 43.9	383 53.0	418 55.3	229 40.3
NOT STATED	15 1.1	7 0.9	6 2.5	2 0.7	3 3.0	* .	4 1.7	8 0.9	8 1.3	7 1.0	13 1.7	2 0.3
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO												
AGREE	522 39.4	301 38.3	90 40.0	131 41.7	33 32.5	24 26.5	100 42.6	366 40.7	269 44.7	253 35.0	250 33.1	272 47.8
DISAGREE	51 3.9	37 4.7	2 0.9	13 4.1	1 0.6	6 6.3	8 3.3	37 4.2	22 3.6	30 4.1	26 3.5	25 4.4
IT VARIES	135 10.2	84 10.7	24 10.5	28 8.8	12 12.1	11 11.8	24 10.4	88 9.8	57 9.4	79 10.9	68 8.9	68 11.9
NO OPINION	601 45.4	356 45.4	104 46.1	140 44.7	52 51.7	50 55.4	99 42.1	400 44.5	246 41.0	355 49.0	399 52.8	202 35.5
NOT STATED	15 1.1	7 0.9	6 2.5	2 0.7	3 3.0	* .	4 1.7	8 0.9	8 1.3	7 1.0	13 1.7	2 0.3
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE												
AGREE	506 38.2	284 36.1	94 41.6	128 40.9	29 28.3	27 29.5	95 40.6	355 39.5	272 45.2	234 32.3	242 32.1	263 46.3
DISAGREE	70 5.2	52 6.7	9 3.8	9 2.8	4 4.2	9 10.4	13 5.6	43 4.7	27 4.4	43 5.9	40 5.3	29 5.2
IT VARIES	152 11.5	94 12.0	21 9.5	37 11.8	19 18.4	8 8.4	24 10.1	102 11.4	60 10.0	92 12.7	77 10.1	76 13.3
NO OPINION	581 43.8	347 44.2	96 42.6	136 43.6	46 46.1	47 51.7	98 42.0	389 43.3	234 38.9	347 47.9	383 50.7	198 34.7
NOT STATED	17 1.3	8 1.0	6 2.5	3 1.0	3 3.0	* .	4 1.7	10 1.1	9 1.4	8 1.1	14 1.8	3 0.5

	-----EDUCATION-----				-----OCCUPATION-----			--INTEREST IN--		HOURS LISTENED		
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	TO LESS THAN 2	2 OR MORE
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND												
AGREE	462 34.8	247 31.5	82 36.2	132 42.3	34 33.5	28 30.7	79 33.8	321 35.7	237 39.3	225 31.1	217 28.7	244 43.0
DISAGREE	79 6.0	66 8.4	8 3.4	6 1.8	5 4.7	5 5.1	22 9.6	48 5.3	40 6.7	39 5.4	43 5.7	36 6.4
IT VARIES	177 13.4	113 14.5	29 12.7	35 11.3	13 12.8	8 9.3	31 13.2	125 13.9	77 12.7	101 13.9	92 12.2	86 15.0
NO OPINION	589 44.4	352 44.8	100 44.2	137 43.7	46 46.0	50 55.0	98 41.8	395 43.9	238 39.6	351 48.5	391 51.7	198 34.8
NOT STATED	18 1.3	7 0.9	8 3.5	3 0.9	3 3.0	* .	4 1.7	11 1.2	10 1.6	8 1.1	14 1.8	4 0.7
NOT ENOUGH PROGRAMMES ON THAT SCIENCE												
AGREE	345 26.0	201 25.6	67 29.7	76 24.4	23 22.4	22 24.3	58 24.6	243 27.0	193 32.0	152 21.1	162 21.4	183 32.2
DISAGREE	222 16.8	132 16.8	35 15.7	55 17.5	13 13.0	8 9.0	48 20.4	153 17.1	100 16.6	123 16.9	113 15.0	109 19.2
IT VARIES	78 5.9	46 5.8	12 5.3	20 6.5	6 5.6	6 6.2	18 7.7	49 5.4	35 5.8	43 6.0	37 4.8	41 7.3
NO OPINION	661 49.9	395 50.4	106 46.8	159 50.9	56 56.0	55 60.6	107 45.6	443 49.3	265 44.0	397 54.9	431 57.1	230 40.4
NOT STATED	18 1.4	10 1.3	6 2.5	2 0.7	3 3.0	* .	4 1.7	11 1.2	10 1.7	8 1.1	13 1.7	5 0.9
DIFFICULTY TO FIND PROGRAM- MES ON THAT SCIENCE												
*AGREE	310 23.4	185 23.5	52 23.0	73 23.4	24 24.3	19 20.7	55 23.5	212 23.5	173 28.7	137 18.9	146 19.3	164 28.9
DISAGREE	223 16.8	138 17.5	36 15.7	49 15.8	9 9.3	11 12.0	52 22.2	150 16.7	89 14.8	134 18.5	112 14.8	111 19.5
IT VARIES	100 7.5	58 7.4	18 7.9	24 7.5	7 7.3	3 3.4	19 8.2	70 7.8	50 8.4	49 6.8	53 7.0	47 8.2
NO OPINION	678 51.2	397 50.6	115 50.9	165 52.6	57 56.2	58 63.9	104 44.4	459 51.1	281 46.8	396 54.8	433 57.3	245 43.0
NOT STATED	15 1.1	7 0.9	6 2.5	2 0.7	3 3.0	* .	4 1.7	8 0.9	8 1.3	7 1.0	13 1.7	2 0.3

L I F E S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.27

BY REGION AND COMMUNITY SIZE

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL RADIO LISTENERS	1325	101	401	453	222	148	1036	464	573	288
VERY/QUITE INTERESTED IN THAT SCIENCE	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED										
AGREE	460 34.7	60 59.4	138 34.5	159 35.2	57 25.8	45 30.6	341 32.9	160 34.5	182 31.7	119 41.2
DISAGREE	85 6.4	7 6.6	28 7.1	18 4.0	20 9.1	11 7.6	62 6.0	32 6.9	30 5.2	23 7.9
IT VARIES	117 8.9	9 8.8	44 10.9	33 7.3	18 7.9	14 9.6	97 9.4	50 10.8	47 8.2	20 7.0
NO OPINION	647 48.9	23 23.1	186 46.4	238 52.6	126 56.4	74 50.3	526 50.8	216 46.5	310 54.2	121 42.0
NOT STATED	15 1.1	2 2.1	4 1.1	4 0.9	2 0.8	3 1.8	10 0.9	6 1.2	4 0.7	5 1.8
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO										
AGREE	522 39.4	67 65.9	157 39.3	165 36.4	79 35.4	54 36.8	392 37.8	188 40.5	204 35.6	130 45.2
DISAGREE	51 3.9	5 4.5	17 4.3	15 3.3	11 5.0	4 2.4	43 4.1	18 3.9	25 4.4	9 3.0
IT VARIES	135 10.2	11 10.5	40 10.0	50 11.0	18 7.9	17 11.6	103 10.0	44 9.5	59 10.4	32 11.1
NO OPINION	601 45.4	17 17.1	182 45.3	219 48.4	113 50.8	70 47.4	489 47.2	208 44.9	281 49.0	112 38.8
NOT STATED	15 1.1	2 2.1	4 1.1	4 0.9	2 0.8	3 1.8	10 0.9	6 1.2	4 0.7	5 1.8
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE										
AGREE	506 38.2	69 68.1	150 37.5	156 34.4	77 34.7	53 36.2	383 37.0	182 39.3	201 35.1	123 42.5
DISAGREE	70 5.2	2 1.9	22 5.5	24 5.2	16 7.1	6 4.0	53 5.1	24 5.1	29 5.1	17 5.7
IT VARIES	152 11.5	9 9.1	50 12.4	56 12.5	20 9.1	17 11.5	119 11.5	43 9.3	76 13.3	33 11.6
NO OPINION	581 43.8	19 18.8	174 43.5	211 46.7	107 48.3	69 46.5	470 45.4	209 45.0	262 45.7	111 38.3
NOT STATED	17 1.3	2 2.1	4 1.1	6 1.3	2 0.8	3 1.8	11 1.1	6 1.4	5 0.9	5 1.8

	-----REGION-----						-----COMMUNITY SIZE-----			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND										
AGREE	462 34.8	57 56.3	122 30.4	158 34.8	71 31.9	54 36.5	359 34.6	180 38.9	178 31.1	103 35.7
DISAGREE	79 6.0	6 6.3	36 9.0	18 4.0	13 6.0	6 3.7	60 5.7	20 4.3	39 6.9	20 6.9
IT VARIES	177 13.4	18 17.9	59 14.6	59 13.1	25 11.3	16 11.0	129 12.5	48 10.4	81 14.1	48 16.7
NO OPINION	589 44.4	18 17.4	180 44.9	212 46.7	110 49.6	69 46.9	477 46.0	208 44.8	269 47.0	112 38.7
NOT STATED	18 1.3	2 2.1	4 1.1	6 1.4	3 1.2	3 1.8	12 1.1	7 1.6	5 0.8	6 2.1
NOT ENOUGH PROGRAMMES ON THAT SCIENCE										
AGREE	345 26.0	33 33.1	114 28.4	109 24.1	54 24.2	35 23.5	266 25.7	133 28.6	134 23.3	78 27.2
DISAGREE	222 16.8	24 23.4	71 17.7	62 13.7	38 17.2	27 18.5	172 16.6	83 17.8	90 15.7	50 17.3
IT VARIES	78 5.9	12 12.0	21 5.2	31 6.9	8 3.7	6 3.9	59 5.7	24 5.1	35 6.1	19 6.7
NO OPINION	661 49.9	30 29.4	190 47.3	244 54.0	120 54.1	77 52.3	526 50.8	218 47.0	308 53.8	135 46.9
NOT STATED	18 1.4	2 2.1	6 1.4	6 1.3	2 0.8	3 1.8	13 1.2	7 1.5	6 1.0	5 1.8
DIFFICULTY TO FIND PROGRAM- MES ON THAT SCIENCE										
AGREE	310 23.4	30 29.9	98 24.3	101 22.3	43 19.5	38 25.4	245 23.6	114 24.7	130 22.8	65 22.5
DISAGREE	223 16.8	19 19.1	79 19.7	66 14.7	36 16.2	22 14.8	170 16.4	91 19.6	79 13.9	52 18.2
IT VARIES	100 7.5	16 16.3	31 7.7	33 7.4	12 5.4	7 4.8	75 7.2	31 6.7	44 7.6	25 8.7
NO OPINION	678 51.2	33 32.6	189 47.1	248 54.8	129 58.1	79 53.2	537 51.8	222 47.8	315 55.1	141 48.7
NOT STATED	15 1.1	2 2.1	4 1.1	4 0.9	2 0.8	3 1.8	10 0.9	6 1.2	4 0.7	5 1.8

E N G I N E E R I N G S C I E N C E S

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.28

BY AGE,SEX AND MOTHER TONGUE

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL RADIO LISTENERS VERY/QUITE INTERESTED IN THAT SCIENCE	891 100.0	66 100.0	178 100.0	184 100.0	166 100.0	296 100.0	602 100.0	289 100.0	544 100.0	234 100.0	112 100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED											
AGREE	279 31.3	23 34.5	44 24.5	69 37.5	59 35.4	84 28.5	184 30.6	94 32.7	168 31.0	79 33.6	32 28.2
DISAGREE	63 7.0	8 11.7	17 9.3	10 5.6	11 6.4	17 5.8	43 7.2	19 6.6	41 7.6	15 6.3	6 5.6
IT VARIES	101 11.4	8 11.6	17 9.7	28 15.1	21 12.8	27 9.3	72 12.0	29 10.2	59 10.8	31 13.1	12 10.8
NO OPINION	437 49.1	28 42.2	100 55.9	77 41.7	70 42.4	163 54.9	294 48.9	143 49.6	271 49.8	107 45.6	60 53.1
NOT STATED	11 1.2	* .	1 0.6	* .	5 3.1	4 1.5	8 1.3	3 0.9	5 0.9	3 1.4	3 2.3
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO											
AGREE	336 37.8	28 42.2	56 31.3	74 40.2	77 46.7	101 34.1	244 40.6	92 32.0	205 37.7	95 40.3	37 32.8
DISAGREE	41 4.5	8 11.8	7 3.8	10 5.5	8 4.9	8 2.6	18 3.0	23 7.8	25 4.5	12 5.2	4 3.5
IT VARIES	108 12.1	6 9.2	20 10.9	30 16.5	19 11.3	34 11.3	67 11.1	41 14.2	69 12.6	22 9.4	17 15.4
NO OPINION	395 44.3	24 36.8	95 53.3	70 37.8	56 34.0	150 50.5	265 44.0	130 45.0	241 44.3	102 43.7	52 46.0
NOT STATED	11 1.2	* .	1 0.6	* .	5 3.1	4 1.5	8 1.3	3 0.9	5 0.9	3 1.4	3 2.3
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE											
AGREE	317 35.6	21 31.6	52 29.0	72 39.1	74 44.8	98 33.0	222 36.8	95 32.9	194 35.6	81 34.6	42 37.1
DISAGREE	46 5.2	10 14.4	9 4.9	11 5.8	4 2.5	13 4.4	24 4.0	22 7.6	24 4.5	15 6.5	7 5.8
IT VARIES	125 14.1	12 17.4	26 14.8	31 17.0	23 14.0	33 11.1	81 13.5	44 15.3	81 14.9	33 14.1	11 9.9
NO OPINION	392 44.0	24 36.6	90 50.7	70 38.2	59 35.7	148 50.0	267 44.4	125 43.3	240 44.1	102 43.4	50 44.8
NOT STATED	11 1.2	* .	1 0.6	* .	5 3.1	4 1.5	8 1.3	3 0.9	5 0.9	3 1.4	3 2.3

	AGE					45 & OVER	SEX		MOTHER TONGUE		
	TOTAL	15-17	18-24	25-34	35-44		MALE	FEMALE	ENGLISH	FRENCH	OTHER
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND											
AGREE	288 32.3	16 24.1	47 26.4	79 43.0	62 37.1	84 28.4	197 32.8	91 31.4	189 34.7	67 28.8	32 28.3
DISAGREE	64 7.2	8 12.5	17 9.6	9 4.8	16 9.7	14 4.8	47 7.9	17 5.9	29 5.3	28 11.8	8 7.1
IT VARIES	134 15.1	18 27.4	23 13.1	23 12.3	27 16.1	43 14.6	83 13.8	51 17.7	81 14.8	34 14.5	20 17.4
NO OPINION	394 44.2	24 36.0	90 50.2	74 39.9	57 34.1	150 50.7	266 44.3	127 44.1	241 44.3	102 43.6	51 45.0
NOT STATED	11 1.2	* .	1 0.6	* .	5 3.1	4 1.5	8 1.3	3 0.9	5 0.9	3 1.4	3 2.3
NOT ENOUGH PROGRAMMES ON THAT SCIENCE											
AGREE	219 24.5	20 29.8	48 27.0	48 26.0	47 28.6	55 18.7	153 25.4	66 22.7	136 25.0	62 26.6	21 18.3
DISAGREE	145 16.2	10 15.7	24 13.2	30 16.5	25 14.9	56 18.8	91 15.2	53 18.4	84 15.5	43 18.3	18 15.9
IT VARIES	74 8.3	5 6.9	11 6.0	21 11.2	18 10.7	20 6.8	53 8.9	20 7.0	48 8.8	15 6.4	11 9.6
NO OPINION	443 49.7	31 47.5	95 53.2	85 46.3	71 42.8	160 54.0	295 49.1	147 50.9	271 49.8	111 47.3	61 53.9
NOT STATED	11 1.3	* .	1 0.6	* .	5 3.1	5 1.7	9 1.4	3 0.9	5 1.0	3 1.4	3 2.3
DIFFICULTY TO FIND PROGRAMMES ON THAT SCIENCE											
AGREE	229 25.7	20 30.5	48 27.0	47 25.5	57 34.3	57 19.3	164 27.3	65 22.6	148 27.3	53 22.7	28 24.6
DISAGREE	136 15.3	10 14.5	21 11.9	31 16.8	24 14.7	50 17.0	93 15.4	44 15.1	73 13.4	50 21.3	13 11.8
IT VARIES	67 7.5	4 6.7	12 6.4	18 9.7	11 6.6	22 7.5	42 7.0	25 8.7	46 8.5	12 5.3	8 7.3
NO OPINION	448 50.2	32 48.2	96 54.0	89 48.1	69 41.4	162 54.7	295 49.1	152 52.7	271 49.9	115 49.2	61 54.1
NOT STATED	11 1.2	* .	1 0.6	* .	5 3.1	4 1.5	8 1.3	3 0.9	5 0.9	3 1.4	3 2.3

ENGINEERING SCIENCES

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.28

BY EDUC./OCC./INTEREST IN SCIENCE/FREQUENCY OF LISTENING TO RADIO

	-----EDUCATION-----				-----OCCUPATION-----				---INTEREST IN--- THAT SCIENCE		HOURS LISTENED TO RADIO	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	LESS THAN 2	2 OR MORE
TOTAL RADIO LISTENERS VERY/QUITE INTERESTED IN THAT SCIENCE	891 100.0	503 100.0	147 100.0	240 100.0	97 100.0	81 100.0	254 100.0	459 100.0	318 100.0	573 100.0	537 100.0	354 100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED												
AGREE	279 31.3	167 33.2	44 30.2	67 28.1	24 24.3	25 30.8	90 35.3	141 30.6	107 33.5	172 30.0	147 27.4	132 37.2
DISAGREE	63 7.0	43 8.5	6 4.4	13 5.6	4 4.3	2 2.0	18 7.1	39 8.4	23 7.1	40 7.0	29 5.5	33 9.4
IT VARIES	101 11.4	49 9.7	14 9.3	39 16.3	15 15.8	5 5.6	31 12.4	50 10.9	32 10.2	69 12.0	59 11.1	42 11.9
NO OPINION	437 49.1	241 47.9	79 53.4	117 48.8	51 52.4	50 61.5	112 44.0	225 49.1	148 46.6	289 50.5	292 54.5	145 41.0
NOT STATED	11 1.2	4 0.8	4 2.7	3 1.2	3 3.1	* .	3 1.3	4 0.9	8 2.5	3 0.5	8 1.5	2 0.7
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO												
AGREE	336 37.8	201 39.9	51 34.5	85 35.3	31 32.0	20 25.3	125 49.0	160 35.0	129 40.7	207 36.1	179 33.3	158 44.6
DISAGREE	41 4.5	19 3.8	4 3.1	17 7.0	2 1.7	5 5.8	6 2.3	28 6.2	13 4.2	27 4.7	21 3.9	20 5.5
IT VARIES	108 12.1	57 11.3	18 12.6	33 13.6	15 15.3	10 12.6	19 7.5	64 14.0	28 8.8	80 14.0	58 10.7	51 14.3
NO OPINION	395 44.3	222 44.1	69 47.2	103 42.8	47 47.8	45 56.4	102 40.0	202 43.9	139 43.8	256 44.7	271 50.5	124 35.0
NOT STATED	11 1.2	4 0.8	4 2.7	3 1.2	3 3.1	* .	3 1.3	4 0.9	8 2.5	3 0.5	8 1.5	2 0.7
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE												
AGREE	317 35.6	180 35.9	53 35.9	83 34.8	31 31.7	20 25.2	106 41.5	160 34.9	134 42.3	182 31.8	174 32.5	142 40.2
DISAGREE	46 5.2	29 5.8	6 4.0	11 4.6	* .	6 7.1	13 5.0	28 6.0	18 5.6	28 4.9	23 4.2	23 6.6
IT VARIES	125 14.1	62 12.3	18 12.0	46 19.0	19 19.1	10 12.0	29 11.3	68 14.9	24 7.7	101 17.6	63 11.7	62 17.6
NO OPINION	392 44.0	228 45.2	67 45.4	97 40.4	45 46.1	45 55.7	104 40.9	199 43.3	133 41.8	259 45.2	268 50.0	124 34.9
NOT STATED	11 1.2	4 0.8	4 2.7	3 1.2	3 3.1	* .	3 1.3	4 0.9	8 2.5	3 0.5	8 1.5	2 0.7

	EDUCATION					OCCUPATION			INTEREST IN THAT SCIENCE		HOURS LISTENED TO RADIO	
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD. HIGH SCHOOL	POST SEC-ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER	VERY	QUITE	LESS THAN 2	2 OR MORE
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND												
AGREE	288 32.3	136 27.0	53 36.2	99 41.2	38 38.7	25 30.9	88 34.6	138 30.0	118 37.3	170 29.6	149 27.7	139 39.3
DISAGREE	64 7.2	52 10.4	3 2.4	9 3.6	2 1.9	3 3.3	24 9.6	36 7.8	23 7.3	41 7.2	31 5.8	33 9.4
IT VARIES	134 15.1	86 17.0	17 11.7	31 13.0	13 13.0	8 9.5	36 14.0	78 17.0	34 10.7	100 17.5	77 14.4	57 16.1
NO OPINION	394 44.2	225 44.8	69 47.0	98 41.1	42 43.2	45 56.3	103 40.6	203 44.3	134 42.3	259 45.3	271 50.5	123 34.6
NOT STATED	11 1.2	4 0.8	4 2.7	3 1.2	3 3.1	* .	3 1.3	4 0.9	8 2.5	3 0.5	8 1.5	2 0.7
NOT ENOUGH PROGRAMMES ON THAT SCIENCE												
AGREE	219 24.5	118 23.5	38 25.9	62 26.0	17 17.4	14 18.0	70 27.7	117 25.5	88 27.8	130 22.7	106 19.8	113 31.8
DISAGREE	145 16.2	86 17.1	23 15.9	35 14.7	9 9.7	9 11.7	49 19.5	76 16.7	46 14.5	99 17.2	77 14.3	68 19.2
IT VARIES	74 8.3	39 7.8	8 5.2	27 11.2	16 16.0	3 3.6	24 9.4	31 6.8	28 8.7	46 8.0	49 9.2	24 6.9
NO OPINION	443 49.7	256 50.8	74 50.2	113 46.9	52 53.8	54 66.8	106 41.9	230 50.2	148 46.5	295 51.5	296 55.1	147 41.5
NOT STATED	11 1.3	4 0.9	4 2.7	3 1.2	3 3.1	* .	4 1.5	4 0.9	8 2.5	3 0.6	9 1.7	2 0.7
DIFFICULTY TO FIND PROGRAMMES ON THAT SCIENCE												
AGREE	229 25.7	126 25.1	40 26.9	64 26.5	25 26.0	12 15.3	72 28.5	119 26.0	90 28.2	140 24.4	112 20.8	118 33.2
DISAGREE	136 15.3	82 16.2	20 13.9	34 14.2	12 12.4	10 12.4	50 19.7	64 14.0	45 14.0	92 16.0	75 13.9	61 17.4
IT VARIES	67 7.5	34 6.7	10 6.8	23 9.7	4 4.6	3 3.6	25 10.0	34 7.5	28 8.9	39 6.8	43 8.0	24 6.8
NO OPINION	448 50.2	258 51.2	73 49.8	116 48.4	52 53.9	55 68.6	103 40.6	237 51.5	147 46.4	300 52.4	299 55.7	148 41.9
NOT STATED	11 1.2	4 0.8	4 2.7	3 1.2	3 3.1	* .	3 1.3	4 0.9	8 2.5	3 0.5	8 1.5	2 0.7

ENGINEERING SCIENCES

ATTITUDES TOWARDS RADIO PROGRAMMES ON SCIENCE TOPICS Q.28

BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR-IES	BRITISH COLUM-BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL RADIO LISTENERS VERY/QUITE INTERESTED IN THAT SCIENCE	891 100.0	74 100.0	236 100.0	328 100.0	144 100.0	110 100.0	714 100.0	315 100.0	400 100.0	176 100.0
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE ACCURATELY PRESENTED										
AGREE	279 31.3	38 51.2	81 34.3	100 30.4	30 20.7	31 28.3	223 31.2	110 35.0	113 28.2	56 31.6
DISAGREE	63 7.0	7 9.3	16 6.8	25 7.5	10 7.1	5 4.5	43 6.0	19 5.9	24 6.1	20 11.1
IT VARIES	101 11.4	10 13.7	28 11.7	29 8.9	15 10.5	19 17.6	78 10.9	44 13.9	34 8.5	24 13.5
NO OPINION	437 49.1	19 25.8	107 45.2	173 52.8	87 60.4	52 47.2	360 50.4	136 43.2	224 56.1	77 43.9
NOT STATED	11 1.2	* .	5 2.0	1 0.4	2 1.3	3 2.4	11 1.5	6 1.9	5 1.1	* .
MOST RADIO PROGRAMMES DEALING WITH THAT SCIENCE ARE INTERESTING TO LISTEN TO										
AGREE	336 37.8	46 62.6	94 40.0	108 33.0	47 32.8	41 37.1	258 36.2	124 39.4	134 33.6	78 44.2
DISAGREE	41 4.5	4 5.0	11 4.7	20 6.2	2 1.5	3 2.8	36 5.0	17 5.5	19 4.6	5 2.7
IT VARIES	108 12.1	10 13.1	19 7.9	43 13.2	15 10.6	21 19.5	82 11.4	42 13.2	40 10.0	27 15.1
NO OPINION	395 44.3	14 19.3	107 45.3	155 47.2	77 53.8	42 38.2	328 45.9	126 40.0	202 50.6	67 38.0
NOT STATED	11 1.2	* .	5 2.0	1 0.4	2 1.3	3 2.4	11 1.5	6 1.9	5 1.1	* .
ENJOY LISTENING TO RADIO PROGRAMMES ON THAT SCIENCE										
AGREE	317 35.6	38 51.9	83 35.4	101 30.9	50 34.8	44 39.8	247 34.5	120 38.0	127 31.8	70 39.6
DISAGREE	46 5.2	2 3.1	14 6.1	22 6.6	5 3.3	3 2.8	41 5.8	19 6.0	22 5.5	5 2.8
IT VARIES	125 14.1	20 26.6	27 11.5	52 15.9	10 7.1	16 14.7	94 13.1	46 14.7	48 11.9	32 17.9
NO OPINION	392 44.0	13 18.3	106 45.1	151 46.1	77 53.5	44 40.3	322 45.1	124 39.3	198 49.6	70 39.7
NOT STATED	11 1.2	* .	5 2.0	1 0.4	2 1.3	3 2.4	11 1.5	6 1.9	5 1.1	* .

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
THESE PROGRAMMES ARE EASY FOR ME TO UNDERSTAND										
AGREE	288 32.3	31 42.8	72 30.6	108 33.0	37 26.1	39 35.2	237 33.2	131 41.7	106 26.6	50 28.6
DISAGREE	64 7.2	4 5.8	26 11.2	21 6.5	9 6.6	3 2.8	49 6.8	21 6.8	27 6.8	16 9.0
IT VARIES	134 15.1	22 30.6	26 11.0	46 14.0	19 13.0	21 19.3	92 12.9	31 9.8	62 15.4	42 23.7
NO OPINION	394 44.2	15 20.8	107 43.3	151 46.1	76 53.0	44 40.3	325 43.6	125 39.8	200 50.1	68 38.7
NOT STATED	11 1.2	* .	5 2.0	1 0.4	2 1.3	3 2.4	11 1.5	6 1.9	5 1.1	* .
NOT ENOUGH PROGRAMMES ON THAT SCIENCE										
AGREE	219 24.5	19 26.4	65 27.7	72 21.9	35 24.2	27 24.8	176 24.6	93 29.5	83 20.8	43 24.2
DISAGREE	145 16.2	15 20.4	41 17.3	47 14.4	18 12.6	24 21.6	115 16.1	53 16.8	62 15.5	30 16.8
IT VARIES	74 8.3	19 25.9	13 5.4	24 7.4	7 5.1	10 9.2	47 6.6	21 6.8	26 6.5	26 14.9
NO OPINION	443 49.7	20 27.3	112 47.6	183 55.7	81 56.7	46 42.1	365 51.1	141 44.7	224 56.0	78 44.2
NOT STATED	11 1.3	* .	5 2.0	2 0.6	2 1.3	3 2.4	11 1.6	7 2.1	5 1.1	* .
DIFFICULTY TO FIND PROGRAM- MES ON THAT SCIENCE										
AGREE	229 25.7	20 26.7	59 25.0	78 23.9	36 24.9	36 33.2	187 26.1	87 27.8	99 24.8	43 24.2
DISAGREE	136 15.3	8 11.4	47 20.0	44 13.4	20 13.8	17 15.5	106 14.8	55 17.6	50 12.5	31 17.5
IT VARIES	67 7.5	21 28.6	9 3.9	26 7.8	3 2.0	8 7.4	44 6.1	22 7.0	22 5.4	24 13.3
NO OPINION	448 50.2	24 33.2	116 49.1	178 54.4	83 58.0	46 41.4	368 51.5	144 45.7	224 56.1	79 45.0
NOT STATED	11 1.2	* .	5 2.0	1 0.4	2 1.3	3 2.4	11 1.5	6 1.9	5 1.1	* .

SCIENTISTS' NAMES/WORK OR ACHIEVEMENTS/SOURCE OF INFORMATION
BY AGE, SEX AND MOTHER TONGUE

	AGE					SEX		MOTHER TONGUE			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
TOTAL INTERVIEWS	2000 100.0	166 100.0	361 100.0	380 100.0	333 100.0	760 100.0	992 100.0	1008 100.0	1141 100.0	575 100.0	284 100.0
INTERNATIONAL SCIENTISTS AND/OR ACHIEVEMENTS ONLY	80 4.0	14 8.6	13 3.7	22 5.7	14 4.1	17 2.3	41 4.1	39 3.9	51 4.5	24 4.2	4 1.5
POPULARIZERS/PUBLIC FIGURES IN SCIENCE/ MISCELLANEOUS ONLY	36 1.8	3 1.8	2 0.6	8 2.1	10 2.9	13 1.8	23 2.3	13 1.3	3 0.3	31 5.3	2 0.8
NAMES OF ZERO CANADIAN SCIENTISTS	1285 64.3	113 68.1	243 67.4	245 64.4	193 57.9	491 64.7	612 61.7	673 66.8	650 56.9	426 74.0	210 74.1
NAME OF ONE CANADIAN SCIENTIST	22 1.1	1 0.5	3 0.8	3 0.8	1 0.4	14 1.9	9 0.9	13 1.3	18 1.5	* .	4 1.6
NAMES OF TWO CANADIAN SCIENTISTS	3 0.2	* .	* .	1 0.3	2 0.6	* .	1 0.1	2 0.2	2 0.2	* .	1 0.3
NAMES OF THREE OR MORE CANADIAN SCIENTISTS	2 0.1	* .	1 0.3	* .	1 0.3	* .	1 0.1	1 0.1	* .	1 0.2	1 0.4
WORK OR ACHIEVEMENTS ONLY THAT ONE CANADIAN SCIENTIST OR GROUP DOES	9 0.4	1 0.8	1 0.2	2 0.4	* .	5 0.7	6 0.6	3 0.3	5 0.4	* .	4 1.3
WORK OR ACHIEVEMENT ONLY THAT TWO CANADIAN SCIENTISTS OR GROUPS DO	2 0.1	* .	2 0.4	* .	* .	* .	* .	2 0.2	2 0.1	* .	* .
WORK OR ACHIEVEMENTS ONLY THAT 3 OR MORE CAN- ADIAN SCIENTISTS OR GROUPS DO	1 0.1	* .	* .	* .	* .	1 0.1	* .	1 0.1	* .	1 0.2	* .
NAME AND WORK ACCURATELY OF ONE CANADIAN SCIENTIST	334 16.7	40 24.2	51 14.2	54 14.1	82 24.5	108 14.2	171 17.2	163 16.2	200 17.5	96 16.7	38 13.3
NAME AND WORK ACCURATELY OF 2 CANADIAN SCIENTIST	208 10.4	8 4.7	38 10.5	48 12.7	29 8.8	85 11.2	112 11.3	97 9.6	158 13.8	34 6.0	16 5.7
NAME AND WORK ACCURATELY OF 3 OR MORE CANADIAN SCIENTISTS	130 6.5	4 2.4	22 6.2	26 6.8	25 7.6	53 6.9	78 7.8	52 5.2	107 9.4	13 2.3	10 3.5
FREDERICK BANTING	353 17.6	13 8.1	57 15.7	72 18.9	71 21.4	140 18.4	187 18.9	166 16.4	311 27.2	13 2.2	30 10.5
CHARLES BEST	222 11.1	5 3.2	46 12.8	37 9.7	42 12.5	92 12.1	106 10.7	116 11.5	192 16.8	8 1.4	22 7.6
INSULIN OR DIABETIC RESEARCH	52 2.6	4 2.3	8 2.2	6 1.6	11 3.2	24 3.1	29 3.0	23 2.2	36 3.2	6 1.1	9 3.2
BANTING OR BEST	384 19.2	14 8.6	64 17.6	72 19.0	75 22.4	159 21.0	204 20.5	181 17.9	346 30.3	10 1.7	29 10.2
ALEXANDER G. BELL/ TELEPHONE	278 13.9	34 20.4	46 12.8	52 13.6	52 15.6	94 12.4	158 15.9	120 11.9	194 17.0	54 9.4	30 10.6
CONTEMPORARY CANADIAN SCIENTISTS OR ACHIEVE- MENTS AMONG LISTED	395 19.7	21 12.6	70 19.5	86 22.7	83 25.0	134 17.6	239 24.1	156 15.5	211 18.5	145 25.1	39 13.7

	-----AGE-----					-----SEX-----		-----MOTHER TONGUE-----			
	TOTAL	15-17	18-24	25-34	35-44	45 & OVER	MALE	FEMALE	ENGLISH	FRENCH	OTHER
INTERNATIONAL SCIENTISTS AMONG LISTED	149 7.4	17 10.3	28 7.9	32 8.5	18 5.5	53 7.0	71 7.1	78 7.8	100 8.7	38 6.5	12 4.1
INACCURATE LISTING OF WORK OF SCIENTISTS	54 2.7	* .	10 2.8	14 3.8	6 1.7	24 3.1	30 3.1	24 2.3	37 3.2	6 1.0	12 4.1
POPULARIZERS/PUBLIC FIGURES IN SCIENCE AMONG LISTED	55 2.7	6 3.7	13 3.7	15 4.0	9 2.7	11 1.4	36 3.7	18 1.8	33 2.9	20 3.4	1 0.5
JAMES BAY LISTED	87 4.4	12 7.1	9 2.4	16 4.1	17 5.0	35 4.5	65 6.6	22 2.2	24 2.1	60 10.4	4 1.3
NO RESPONSE OR NO CANADIAN SCIENTIST NOR ACHIEVEMENT	1189 59.4	106 64.0	221 61.3	222 58.3	173 51.8	468 61.5	554 55.8	635 63.0	594 52.0	395 68.6	201 70.7
ZERO CANADIAN ACHIEVEMENTS, DISCOUNTING ANY TECHNOLOGICAL PROJECTS LISTED	1221 61.0	110 66.6	229 63.4	225 59.1	178 53.4	478 63.0	566 57.1	654 64.9	617 54.0	399 69.4	205 72.2
ONE CANADIAN ACHIEVEMENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	456 22.8	38 23.1	79 21.8	87 22.8	98 29.4	154 20.3	234 23.5	223 22.1	284 24.9	120 20.9	52 18.3
TWO CANADIAN ACHIEVEMENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	193 9.7	11 6.9	35 9.6	39 10.2	35 10.4	74 9.7	100 10.1	93 9.2	136 11.9	39 6.8	18 6.3
3 OR MORE CANADIAN ACHIEVEMENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	122 6.1	5 2.9	19 5.1	26 7.0	19 5.7	53 7.0	89 8.9	33 3.3	97 8.5	16 2.7	9 3.3
ONE OR MORE CANADIAN TECHNOLOGICAL PROJECTS ONLY	119 6.0	14 8.5	22 6.1	15 3.8	20 6.0	48 6.3	75 7.6	44 4.4	35 3.1	60 10.5	23 8.2
NON-SPECIFIC SCIENCE PROJECTS, STORIES DEALING WITH SCIENCE IN GENERAL	141 7.1	18 11.1	35 9.8	29 7.7	24 7.1	35 4.6	80 8.0	62 6.1	83 7.2	38 6.6	21 7.3
IN ADDITION TO ACHIEVEMENTS, PROJECTS IN SCIENCE / TECHNOLOGY OR CURRENT SCIENCE WORK LISTED	173 8.7	15 8.9	31 8.4	33 8.6	33 9.8	62 8.2	103 10.4	70 6.9	105 9.2	54 9.5	14 4.9
SOURCE OF INFORMATION FOR SCIENCE-- MEDIA IN GENERAL, OR BOTH PRINT AND ELECTRONIC	237 11.9	23 14.0	48 13.3	42 11.0	43 12.9	81 10.6	149 15.0	88 8.8	135 11.8	73 12.7	29 10.3
SOURCE OF INFORMATION-- NEWSPAPERS/MAGAZINES	172 8.6	8 4.8	24 6.6	38 10.1	40 12.0	62 8.2	106 10.7	66 6.5	110 9.7	44 7.6	18 6.4
SOURCE OF INFORMATION-- RADIO/TELEVISION	182 9.1	23 14.0	38 10.6	34 9.0	34 10.3	52 6.8	106 10.7	76 7.6	76 6.6	78 13.5	29 10.1
SOURCE OF INFORMATION-- SCHOOL OR BOOKS	153 7.7	18 11.0	42 11.7	28 7.2	30 8.9	36 4.7	86 8.7	67 6.7	121 10.6	19 3.3	14 4.8
SOURCE OF INFORMATION-- PERSONAL EXPERIENCE FRIENDS, WORK	137 6.8	10 5.8	19 5.3	31 8.2	16 4.8	61 8.1	77 7.7	60 6.0	64 5.6	63 11.0	9 3.3

SCIENTISTS' NAMES/WORK OR ACHIEVEMENTS/SOURCE OF INFORMATION
BY EDUCATION AND OCCUPATION

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
TOTAL INTERVIEWS	2000 100.0	1239 100.0	320 100.0	439 100.0	158 100.0	128 100.0	410 100.0	1304 100.0
INTERNATIONAL SCIENTISTS AND/OR ACHIEVEMENTS ONLY	80 4.0	45 3.7	10 3.2	24 5.5	4 2.4	5 3.9	21 5.0	51 3.9
POPULARIZERS/PUBLIC FIGURES IN SCIENCE/ MISCELLANEOUS ONLY	36 1.8	26 2.1	3 1.0	7 1.6	1 0.7	5 4.0	9 2.2	20 1.6
NAMES OF ZERO CANADIAN SCIENTISTS	1285 64.3	907 73.2	205 64.0	174 39.6	68 43.1	73 57.4	276 67.4	867 66.5
NAME OF ONE CANADIAN SCIENTIST	22 1.1	13 1.1	5 1.5	4 0.9	2 1.2	* .	4 0.9	17 1.3
NAMES OF TWO CANADIAN SCIENTISTS	3 0.2	* .	1 0.2	2 0.5	* .	* .	1 0.3	2 0.1
NAMES OF THREE OR MORE CANADIAN SCIENTISTS	2 0.1	* .	* .	2 0.5	* .	* .	* .	2 0.2
WORK OR ACHIEVEMENTS ONLY THAT ONE CANADIAN SCIENTIST OR GROUP DOES	9 0.4	7 0.5	2 0.6	* .	* .	1 0.8	3 0.7	5 0.4
WORK OR ACHIEVEMENT ONLY THAT TWO CANADIAN SCIENTISTS OR GROUPS DO	2 0.1	2 0.1	* .	* .	* .	* .	* .	2 0.1
WORK OR ACHIEVEMENTS ONLY THAT 3 OR MORE CAN- ADIAN SCIENTISTS OR GROUPS DO	1 0.1	1 0.1	* .	* .	* .	* .	* .	1 0.1
NAME AND WORK ACCURATELY OF ONE CANADIAN SCIENTIST	334 16.7	187 15.1	52 16.2	95 21.7	26 16.7	25 19.8	76 18.5	206 15.8
NAME AND WORK ACCURATELY OF 2 CANADIAN SCIENTISTS	208 10.4	87 7.0	44 13.7	77 17.4	26 16.5	19 15.0	37 9.1	126 9.7
NAME AND WORK ACCURATELY OF 3 OR MORE CANADIAN SCIENTISTS	130 6.5	34 2.8	9 2.9	85 19.4	35 22.4	9 7.1	10 2.5	76 5.8
FREDERICK BANTING	353 17.6	127 10.3	61 19.0	164 37.4	49 30.8	27 21.0	59 14.4	218 16.7
CHARLES BEST	222 11.1	79 6.4	38 11.8	104 23.7	36 23.0	10 8.1	32 7.8	143 11.0
INSULIN OR DIABETIC RESEARCH	52 2.6	27 2.2	15 4.7	10 2.3	3 2.1	6 4.9	12 3.0	30 2.3
BANTING OR BEST	384 19.2	135 10.9	71 22.2	178 40.5	58 36.9	27 21.4	66 16.2	232 17.8
ALEXANDER G. BELL/ TELEPHONE	278 13.9	144 11.6	50 15.7	83 18.8	35 21.8	30 23.6	58 14.1	156 12.0
CONTEMPORARY CANADIAN SCIENTISTS OR ACHIEVE- MENTS AMONG LISTED	395 19.7	164 13.3	51 16.0	178 40.5	74 46.8	31 24.0	71 17.3	219 16.8

	-----EDUCATION-----				-----OCCUPATION-----			
	TOTAL	SOME HIGH SCHOOL OR LESS	GRAD- HIGH SCHOOL	POST SEC- ONDARY	MANAGER /PROF.	WHITE COLLAR	BLUE COLLAR	OTHER
INTERNATIONAL SCIENTISTS AMONG LISTED	149 7.4	71 5.7	22 6.8	54 12.4	17 10.7	7 5.6	27 6.6	98 7.5
INACCURATE LISTING OF WORK OF SCIENTISTS	54 2.7	27 2.2	12 3.7	15 3.5	5 2.8	2 1.8	14 3.5	33 2.5
POPULARIZERS/PUBLIC FIGURES IN SCIENCE AMONG LISTED	55 2.7	24 1.9	2 0.5	29 6.6	7 4.4	5 3.7	17 4.1	26 2.0
JAMES BAY LISTED	87 4.4	54 4.3	12 3.6	22 5.0	10 6.4	11 8.7	23 5.5	43 3.3
NO RESPONSE OR NO CANADIAN SCIENTIST NOR ACHIEVEMENT	1189 59.4	860 69.5	185 57.8	143 32.7	54 34.3	67 52.7	256 62.3	812 62.3
ZERO CANADIAN ACHIEVE- MENTS, DISCOUNTING ANY TECHNOLOGICAL PROJECTS LISTED	1221 61.0	882 71.2	190 59.3	149 34.0	54 33.9	65 51.3	257 62.6	845 64.8
ONE CANADIAN ACHIEVE- MENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	456 22.8	234 18.9	84 26.1	138 31.4	37 23.7	36 28.1	104 25.4	279 21.4
TWO CANADIAN ACHIEVE- MENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	193 9.7	86 6.9	34 10.7	73 16.7	18 11.2	21 16.3	30 7.4	124 9.5
3 OR MORE CANADIAN ACHIEVEMENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	122 6.1	29 2.4	12 3.8	79 18.0	47 29.9	7 5.3	16 4.0	52 4.0
ONE OR MORE CANADIAN TECHNOLOGICAL PROJECTS ONLY	119 6.0	93 7.5	13 3.9	14 3.1	8 5.3	13 10.0	30 7.4	68 5.2
NON-SPECIFIC SCIENCE PROJECTS, STORIES DEALING WITH SCIENCE IN GENERAL	141 7.1	96 7.8	18 5.8	27 6.1	8 5.2	11 8.2	40 9.6	83 6.4
IN ADDITION TO ACHIEVE- MENTS, PROJECTS IN SCIENCE /TECHNOLOGY OR CURRENT SCIENCE WORK LISTED	173 8.7	83 6.7	25 7.9	65 14.8	15 9.4	14 10.7	36 8.7	109 8.3
SOURCE OF INFORMATION FOR SCIENCE--MEDIA IN GENERAL, OR BOTH PRINT AND ELECTRONIC	237 11.9	120 9.7	27 8.6	90 20.4	28 17.8	23 18.1	51 12.5	135 10.3
SOURCE OF INFORMATION-- NEWSPAPERS/MAGAZINES	172 8.6	72 5.8	31 9.7	68 15.4	22 13.6	14 11.2	42 10.3	94 7.2
SOURCE OF INFORMATION-- RADIO/TELEVISION	182 9.1	119 9.6	24 7.6	38 8.8	13 8.3	11 8.8	49 11.8	109 8.4
SOURCE OF INFORMATION-- SCHOOL OR BOOKS	153 7.7	52 4.2	14 4.4	87 19.9	21 13.5	15 11.4	17 4.1	101 7.7
SOURCE OF INFORMATION-- PERSONAL EXPERIENCE FRIENDS, WORK	137 6.8	76 6.1	17 5.4	44 9.9	15 9.6	8 5.9	34 8.4	80 6.1

500
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12%
500
100 400
12% (100) 12% (400)

500

SCIENTISTS' NAMES/WORK OR ACHIEVEMENTS/SOURCE OF INFORMATION
BY REGION AND COMMUNITY SIZE

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIR- IES	BRITISH COLUM- BIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
TOTAL INTERVIEWS	2000 100.0	182 100.0	559 100.0	726 100.0	325 100.0	208 100.0	1551 100.0	668 100.0	883 100.0	450 100.0
INTERNATIONAL SCIENTISTS AND/OR ACHIEVEMENTS ONLY	80 4.0	15 8.3	17 3.1	28 3.9	12 3.7	8 3.6	52 3.4	18 2.7	34 3.9	28 6.2
POPULARIZERS/PUBLIC FIGURES IN SCIENCE/ MISCELLANEOUS ONLY	36 1.8	* .	32 5.7	3 0.5	1 0.2	* .	29 1.9	9 1.4	20 2.3	7 1.5
NAMES OF ZERO CANADIAN SCIENTISTS	1285 64.3	131 71.8	403 72.0	409 56.3	204 62.8	139 66.9	948 61.1	397 59.4	551 62.4	338 75.1
NAME OF ONE CANADIAN SCIENTIST	22 1.1	* .	1 0.1	9 1.2	10 3.0	3 1.3	21 1.3	16 2.4	5 0.5	1 0.3
NAMES OF TWO CANADIAN SCIENTISTS	3 0.2	* .	* .	2 0.3	* .	1 0.6	2 0.2	2 0.4	* .	1 0.2
NAMES OF THREE OR MORE CANADIAN SCIENTISTS	2 0.1	* .	* .	2 0.3	* .	* .	2 0.1	2 0.3	* .	* .
WORK OR ACHIEVEMENTS ONLY THAT ONE CANADIAN SCIENTIST OR GROUP DOES	9 0.4	* .	* .	6 0.9	1 0.4	1 0.5	7 0.4	2 0.3	5 0.5	2 0.5
WORK OR ACHIEVEMENT ONLY THAT TWO CANADIAN SCIENTISTS OR GROUPS DO	2 0.1	* .	* .	2 0.2	* .	* .	2 0.1	* .	2 0.2	* .
WORK OR ACHIEVEMENTS ONLY THAT 3 OR MORE CAN- ADIAN SCIENTISTS OR GROUPS DO	1 0.1	* .	* .	1 0.1	* .	* .	1 0.1	* .	1 0.1	* .
NAME AND WORK ACCURATELY OF ONE CANADIAN SCIENTIST	334 16.7	19 10.2	92 16.4	134 18.5	51 15.7	39 18.6	274 17.7	114 17.1	159 18.1	60 13.4
NAME AND WORK ACCURATELY OF 2 CANADIAN SCIENTISTS	208 10.4	22 12.3	36 6.4	90 12.4	42 13.0	18 8.6	180 11.6	67 10.1	112 12.7	29 6.4
NAME AND WORK ACCURATELY OF 3 OR MORE CANADIAN SCIENTISTS	130 6.5	10 5.7	25 4.5	72 9.9	15 4.5	9 4.1	112 7.2	67 10.1	45 5.1	18 4.0
FREDERICK BANTING	353 17.6	36 19.8	19 3.3	184 25.4	78 24.1	36 17.1	300 19.3	127 19.0	173 19.6	53 11.9
CHARLES BEST	222 11.1	24 12.9	10 1.8	124 17.1	43 13.1	22 10.6	191 12.3	89 13.3	102 11.6	31 6.9
INSULIN OR DIABETIC RESEARCH	52 2.6	4 1.9	8 1.5	19 2.6	7 2.2	14 6.8	43 2.7	22 3.3	20 2.3	9 2.1
BANTING OR BEST	384 19.2	42 23.0	15 2.8	205 28.3	85 26.3	36 17.4	326 21.0	127 19.1	199 22.5	58 12.9
ALEXANDER G. BELL/ TELEPHONE	278 13.9	19 10.3	56 10.0	146 20.1	42 13.1	16 7.6	221 14.3	80 12.0	142 16.0	57 12.7
CONTEMPORARY CANADIAN SCIENTISTS OR ACHIEVE- MENTS AMONG LISTED	395 19.7	15 8.4	165 29.5	131 18.1	44 13.5	39 18.8	348 22.4	187 28.0	161 18.2	47 10.4

	REGION						COMMUNITY SIZE			
	TOTAL	ATLANTIC PROV.	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	TOTAL	URBAN OVER 500M	1M-500M	TOTAL RURAL
INTERNATIONAL SCIENTISTS AMONG LISTED	149 7.4	8 4.4	34 6.2	55 7.5	34 10.6	17 8.3	114 7.4	33 5.0	81 9.2	35 7.7
INACCURATE LISTING OF WORK OF SCIENTISTS	54 2.7	6 3.3	8 1.4	20 2.7	12 3.7	9 4.1	43 2.8	21 3.2	22 2.5	11 2.4
POPULARIZERS/PUBLIC FIGURES IN SCIENCE AMONG LISTED	55 2.7	6 3.3	23 4.0	14 2.0	2 0.6	10 4.8	44 2.9	22 3.3	22 2.5	10 2.3
JAMES BAY LISTED	87 4.4	9 5.0	66 11.8	11 1.5	1 0.4	* .	77 5.0	34 5.2	43 4.8	10 2.2
NO RESPONSE OR NO CANADIAN SCIENTIST NOR ACHIEVEMENT	1189 59.4	126 69.3	371 66.3	372 51.2	197 60.7	123 59.2	866 55.9	353 52.8	514 58.2	323 71.8
ZERO CANADIAN ACHIEVEMENTS, DISCOUNTING ANY TECHNOLOGICAL PROJECTS LISTED	1221 61.0	126 69.2	374 66.9	393 54.1	199 61.2	129 61.8	895 57.7	371 55.5	524 59.4	325 72.3
ONE CANADIAN ACHIEVEMENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	456 22.8	27 14.8	113 20.3	202 27.8	74 22.6	40 19.2	384 24.7	176 26.3	208 23.6	72 16.1
TWO CANADIAN ACHIEVEMENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	193 9.7	16 9.0	42 7.4	74 10.2	30 9.2	31 15.1	164 10.6	72 10.7	92 10.4	29 6.5
3 OR MORE CANADIAN ACHIEVEMENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	122 6.1	11 6.3	30 5.4	52 7.2	21 6.6	7 3.3	103 6.6	49 7.3	54 6.2	19 4.3
ONE OR MORE CANADIAN TECHNOLOGICAL PROJECTS ONLY	119 6.0	6 3.6	60 10.8	30 4.1	16 5.0	6 3.0	91 5.9	28 4.2	63 7.1	28 6.3
NON-SPECIFIC SCIENCE PROJECTS, STORIES DEALING WITH SCIENCE IN GENERAL	141 7.1	25 13.5	35 6.3	45 6.2	28 8.7	8 3.8	100 6.5	26 3.8	75 8.5	41 9.1
IN ADDITION TO ACHIEVEMENTS, PROJECTS IN SCIENCE / TECHNOLOGY OR CURRENT SCIENCE WORK LISTED	173 8.7	21 11.4	56 10.1	51 7.0	27 8.4	18 8.6	146 9.4	49 7.3	98 11.1	27 5.9
SOURCE OF INFORMATION FOR SCIENCE--MEDIA IN GENERAL, OR BOTH PRINT AND ELECTRONIC	237 11.9	23 12.5	78 13.9	79 10.9	36 11.1	21 10.3	210 13.5	81 12.1	129 14.6	27 6.0
SOURCE OF INFORMATION--NEWSPAPERS/MAGAZINES	172 8.6	10 5.2	48 8.5	63 8.7	31 9.5	20 9.8	141 9.1	63 9.5	78 8.8	31 6.9
SOURCE OF INFORMATION--RADIO/TELEVISION	182 9.1	12 6.7	77 13.7	55 7.6	28 8.6	10 4.9	141 9.1	52 7.7	89 10.1	41 9.2
SOURCE OF INFORMATION--SCHOOL OR BOOKS	153 7.7	16 8.9	22 3.9	69 9.5	29 9.0	17 8.4	125 8.1	61 9.1	64 7.3	28 6.3
SOURCE OF INFORMATION--PERSONAL EXPERIENCE FRIENDS, WORK	137 6.8	13 6.9	67 12.0	34 4.7	16 5.0	7 3.3	108 7.0	46 6.9	62 7.0	29 6.4

SCIENTISTS' NAMES/WORK OR ACHIEVEMENTS/SOURCE OF INFORMATION
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES			ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	
TOTAL INTERVIEWS	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0	
INTERNATIONAL SCIENTISTS AND/OR ACHIEVEMENTS ONLY	80 4.0	71 4.0	57 4.0	38 4.6	25 3.1	49 4.0	14 3.0	57 3.9	13 4.6	42 4.3	22 3.2	
POPULARIZERS/PUBLIC FIGURES IN SCIENCE/MISCELLANEOUS ONLY	36 1.8	34 1.9	31 2.2	20 2.5	9 1.1	29 2.4	4 0.8	30 2.1	2 0.7	21 2.2	11 1.5	
NAMES OF ZERO CANADIAN SCIENTISTS	1285 64.3	1101 62.0	860 60.4	474 57.4	552 70.3	723 59.5	352 73.2	903 62.0	217 74.5	592 60.2	489 70.7	
NAME OF ONE CANADIAN SCIENTIST	22 1.1	20 1.1	18 1.3	10 1.2	10 1.3	14 1.2	5 1.1	14 1.0	2 0.6	12 1.2	8 1.1	
NAMES OF TWO CANADIAN SCIENTISTS	3 0.2	3 0.2	2 0.1	2 0.2	1 0.2	1 0.1	* .	3 0.2	* .	* .	1 0.1	
NAMES OF THREE OR MORE CANADIAN SCIENTISTS	2 0.1	2 0.1	2 0.2	2 0.3	* .	1 0.1	* .	1 0.1	* .	2 0.2	* .	
WORK OR ACHIEVEMENTS ONLY THAT ONE CANADIAN SCIENTIST OR GROUP DOES	9 0.4	8 0.4	8 0.5	5 0.6	1 0.1	6 0.5	1 0.3	6 0.4	* .	4 0.4	4 0.5	
WORK OR ACHIEVEMENT ONLY THAT TWO CANADIAN SCIENTISTS OR GROUPS DO	2 0.1	2 0.1	2 0.1	* .	* .	* .	* .	2 0.1	* .	2 0.2	* .	
WORK OR ACHIEVEMENTS ONLY THAT 3 OR MORE CANADIAN SCIENTISTS OR GROUPS DO	1 0.1	1 0.1	1 0.1	1 0.1	* .	1 0.1	* .	1 0.1	* .	1 0.1	* .	
NAME AND WORK ACCURATELY OF ONE CANADIAN SCIENTIST	334 16.7	312 17.5	251 17.6	150 18.2	114 14.5	218 17.9	70 14.5	251 17.2	39 13.5	184 18.7	87 12.6	
NAME AND WORK ACCURATELY OF 2 CANADIAN SCIENTISTS	208 10.4	196 11.0	159 11.2	96 11.7	80 10.1	143 11.7	39 8.0	160 11.0	25 8.5	108 10.9	63 9.1	
NAME AND WORK ACCURATELY OF 3 OR MORE CANADIAN SCIENTISTS	130 6.5	128 7.2	120 8.4	84 10.2	24 3.1	106 8.7	12 2.5	111 7.6	9 3.0	78 7.9	39 5.6	
FREDERICK BANTING	353 17.6	338 19.0	286 20.1	174 21.1	116 14.8	244 20.1	66 13.7	268 18.4	36 12.3	198 20.1	98 14.2	
CHARLES BEST	222 11.1	210 11.8	176 12.4	106 12.9	77 9.8	149 12.3	39 8.2	179 12.3	21 7.3	108 11.0	77 11.2	
INSULIN OR DIABETIC RESEARCH	52 2.6	48 2.7	37 2.6	25 3.0	20 2.5	32 2.7	10 2.0	38 2.6	10 3.3	21 2.2	23 3.3	
BANTING OR BEST	384 19.2	366 20.6	312 21.9	195 23.7	124 15.8	261 21.5	71 14.7	300 20.6	38 12.9	214 21.8	107 15.4	
ALEXANDER G. BELL/ TELEPHONE	278 13.9	261 14.7	217 15.2	144 17.5	90 11.4	187 15.4	46 9.6	202 13.9	39 13.5	159 16.2	74 10.6	
CONTEMPORARY CANADIAN SCIENTISTS OR ACHIEVEMENTS AMONG LISTED	395 19.7	386 21.7	335 23.5	216 26.2	101 12.9	290 23.8	57 11.9	329 22.6	24 8.3	251 25.6	89 12.8	

	TOTAL INTERESTED --IN SCIENCE--			I N T E R E S T I N							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	VERY/ AT ALL	SOCIAL SCIENCES VERY/ QUITE	VERY/ AT ALL	LIFE SCIENCES VERY/ QUITE	VERY/ AT ALL	ENG. SCIENCES VERY/ QUITE	VERY/ AT ALL
INTERNATIONAL SCIENTISTS AMONG LISTED	149 7.4	138 7.8	115 8.1	73 8.9	59 7.5	97 8.0	30 6.2	112 7.7	20 6.9	82 8.4	40 5.8
INACCURATE LISTING OF WORK OF SCIENTISTS	54 2.7	54 3.0	50 3.5	31 3.8	14 1.8	41 3.4	7 1.4	48 3.3	3 1.0	32 3.3	13 1.8
POPULARIZERS/PUBLIC FIGURES IN SCIENCE AMONG LISTED	55 2.7	51 2.9	44 3.1	31 3.7	11 1.4	37 3.1	8 1.7	43 2.9	3 0.9	32 3.3	8 1.2
JAMES BAY LISTED	87 4.4	84 4.7	78 5.4	50 6.1	22 2.8	68 5.6	11 2.4	70 4.8	4 1.4	66 6.7	7 1.1
NO RESPONSE OR NO CANADIAN SCIENTIST NOR ACHIEVEMENT	1189 59.4	1007 56.7	784 55.0	427 51.8	523 66.5	661 54.4	343 71.2	837 57.4	204 69.9	528 53.7	464 67.0
ZERO CANADIAN ACHIEVE- MENTS, DISCOUNTING ANY TECHNOLOGICAL PROJECTS LISTED	1221 61.0	1035 58.3	801 56.2	437 52.9	538 68.4	680 56.0	349 72.5	850 58.4	213 73.1	544 55.3	475 68.6
ONE CANADIAN ACHIEVE- MENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	456 22.8	429 24.1	347 24.3	197 23.9	166 21.2	299 24.6	85 17.6	345 23.7	54 18.6	243 24.8	137 19.8
TWO CANADIAN ACHIEVE- MENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	193 9.7	184 10.3	153 10.7	102 12.4	57 7.2	134 11.0	33 6.8	149 10.2	16 5.6	107 10.9	52 7.5
3 OR MORE CANADIAN ACHIEVEMENTS, INCLUDING SPECIFIC TECHNOLOGICAL PROJECTS	122 6.1	121 6.8	116 8.1	88 10.6	19 2.4	95 7.8	14 2.9	105 7.2	8 2.7	84 8.6	24 3.5
ONE OR MORE CANADIAN TECHNOLOGICAL PROJECTS ONLY	119 6.0	112 6.3	92 6.4	54 6.6	36 4.5	72 5.9	26 5.4	92 6.3	9 3.1	73 7.5	19 2.7
NON-SPECIFIC SCIENCE PROJECTS, STORIES DEALING WITH SCIENCE IN GENERAL	141 7.1	127 7.1	100 7.0	68 8.3	33 4.2	86 7.1	22 4.6	100 6.8	13 4.6	80 8.1	33 4.8
IN ADDITION TO ACHIEVE- MENTS, PROJECTS IN SCIENCE /TECHNOLOGY OR CURRENT SCIENCE WORK LISTED	173 8.7	165 9.3	143 10.1	89 10.8	46 5.8	113 9.3	28 5.9	136 9.3	16 5.5	101 10.3	40 5.8
SOURCE OF INFORMATION FOR SCIENCE--MEDIA IN GENERAL OR BOTH PRINT AND ELECTRONIC	237 11.9	225 12.7	193 13.5	123 14.9	61 7.8	154 12.6	44 9.1	180 12.3	20 6.8	147 15.0	41 5.9
SOURCE OF INFORMATION-- NEWSPAPERS/MAGAZINES	172 8.6	167 9.4	138 9.7	93 11.2	47 5.9	120 9.9	24 5.0	135 9.3	12 4.3	106 10.8	40 5.8
SOURCE OF INFORMATION-- RADIO/TELEVISION	182 9.1	170 9.6	146 10.3	83 10.1	57 7.2	120 9.9	32 6.6	146 10.0	14 4.7	101 10.3	48 6.9
SOURCE OF INFORMATION-- SCHOOL OR BOOKS	153 7.7	144 8.1	122 8.6	82 9.9	48 6.1	109 9.0	17 3.5	121 8.3	14 4.7	76 7.7	48 6.9
SOURCE OF INFORMATION-- PERSONAL EXPERIENCE FRIENDS, WORK	137 6.8	128 7.2	108 7.6	72 8.7	42 5.3	96 7.9	18 3.7	103 7.1	12 4.2	83 8.4	31 4.5

CHARACTERISTICS OF RESPONDENTS
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL
TOTAL INTERVIEWS	2000	1776	1425	825	786	1215	481	1457	291	983	692
SEX	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	992	885	712	437	351	539	268	668	154	661	215
	49.6	49.9	50.0	53.0	44.7	44.4	55.6	45.8	53.0	67.2	31.1
FEMALE	1008	890	713	388	435	676	214	789	137	322	477
	50.4	50.1	50.0	47.0	55.3	55.6	44.4	54.2	47.0	32.8	68.9
NUMBER PEOPLE IN HOUSEHOLD											
1	151	119	88	49	74	73	52	100	34	68	64
	7.6	6.7	6.2	5.9	9.5	6.0	10.8	6.9	11.6	6.9	9.2
2	424	367	291	162	192	241	120	308	70	202	157
	21.2	20.7	20.4	19.7	24.4	19.9	25.0	21.2	24.2	20.5	22.7
3	357	319	261	161	140	216	91	259	50	177	127
	17.9	17.9	18.3	19.6	17.8	17.8	18.9	17.8	17.3	18.0	18.4
4	414	383	306	176	133	282	72	305	51	220	125
	20.7	21.6	21.5	21.3	16.9	23.2	14.9	20.9	17.5	22.4	18.1
5	266	245	202	121	97	175	46	198	37	137	81
	13.3	13.8	14.2	14.6	12.4	14.4	9.6	13.6	12.7	13.9	11.7
6	160	141	111	66	63	97	40	115	21	72	61
	8.0	7.9	7.8	8.0	8.0	8.0	8.2	7.9	7.4	7.4	8.8
7	119	111	92	46	44	74	27	94	11	62	27
	6.0	6.2	6.4	5.6	5.6	6.0	5.6	6.4	3.8	6.3	3.8
8	48	40	35	22	21	29	13	37	7	21	23
	2.4	2.3	2.5	2.7	2.6	2.4	2.8	2.5	2.4	2.1	3.4
9	20	17	14	7	7	14	5	14	3	6	9
	1.0	1.0	1.0	0.8	0.8	1.1	1.0	1.0	0.9	0.6	1.3
10 OR MORE	40	33	24	15	16	14	15	27	7	17	18
	2.0	1.9	1.7	1.8	2.0	1.2	3.2	1.8	2.3	1.7	2.6
NUMBER 15 AND OVER											
1	180	145	108	54	90	95	56	120	37	74	81
	9.0	8.2	7.6	6.6	11.5	7.8	11.6	8.2	12.6	7.5	11.8
2	860	759	613	350	356	528	206	637	132	433	300
	43.0	42.8	43.0	42.4	45.3	43.5	42.7	43.7	45.2	44.1	43.4
3	440	400	325	202	154	266	102	321	48	226	145
	22.0	22.5	22.8	24.5	19.6	21.9	21.3	22.0	16.6	23.0	20.9
4	298	273	218	124	111	194	64	216	45	145	99
	14.9	15.4	15.3	15.0	14.1	16.0	13.3	14.8	15.6	14.8	14.3
5	141	124	106	61	45	90	27	101	19	66	38
	7.0	7.0	7.5	7.4	5.7	7.4	5.7	7.0	6.5	6.7	5.5
6	55	52	38	24	20	30	17	45	5	25	20
	2.8	2.9	2.7	2.9	2.5	2.5	3.5	3.1	1.8	2.6	3.0
7	10	10	7	3	3	6	1	9	1	4	3
	0.5	0.5	0.5	0.4	0.4	0.5	0.3	0.6	0.3	0.4	0.5

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	VERY/ NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	VERY/ NOT AT ALL	LIFE SCIENCES VERY/ QUITE	VERY/ NOT AT ALL	ENG. SCIENCES VERY/ QUITE	VERY/ NOT AT ALL
8	0.9	0.3	0.3	0.3	0.4	0.3	0.5	0.4	0.7	0.3	0.4
9	0.7	0.4	0.5	0.4	0.5	0.2	1.1	0.3	0.7	0.5	0.3
10 OR MORE	1	1	1	0.1	*	0.1	*	1	*	0.1	*
NUMBER 18 AND OVER											
1	191 9.5	154 8.6	114 8.0	57 6.9	97 12.3	101 8.3	59 12.4	128 8.8	38 13.1	75 7.7	90 13.0
2	1056 52.8	949 53.4	764 53.7	449 54.4	405 51.6	643 52.9	245 50.9	792 54.4	138 47.4	531 54.0	360 52.0
3	460 23.0	412 23.2	343 24.1	201 24.4	175 22.3	292 24.1	103 21.4	328 22.5	66 22.5	244 24.8	137 19.8
4	196 9.8	173 9.8	134 9.4	73 8.8	78 9.9	123 10.1	48 10.0	137 9.4	38 13.1	81 8.3	76 11.0
5	73 3.7	66 3.7	50 3.5	35 4.3	23 2.9	43 3.5	17 3.6	54 3.7	7 2.3	39 3.9	23 3.3
6	13 0.7	12 0.7	10 0.7	5 0.6	3 0.3	8 0.8	3 0.3	10 0.7	2 0.8	6 0.6	4 0.6
7	10 0.5	9 0.5	8 0.6	4 0.5	5 0.6	4 0.3	5 1.1	8 0.5	2 0.7	7 0.7	2 0.3
8	1	1	1	0.1	*	1	*	*	*	*	*
9	*	*	*	*	*	*	*	*	*	*	*
10 OR MORE	*	*	*	*	*	*	*	*	*	*	*
NONE	*	*	*	*	*	*	*	*	*	*	*
FAMILY COMPOSITION											
ADULTS ONLY	839 41.9	721 40.6	562 39.4	327 39.7	364 46.3	467 38.5	246 51.2	589 40.4	158 54.2	411 41.9	306 44.2
HAVE CHILDREN	1161 58.1	1055 59.4	863 60.6	498 60.3	422 53.7	748 61.5	235 48.8	868 59.6	133 45.8	572 58.1	386 55.8
-UNDER 5	367 18.4	322 18.1	262 18.4	147 17.8	138 17.6	235 19.4	69 14.2	263 18.1	51 17.4	193 19.6	111 16.1
-5-9	491 24.6	440 24.8	350 24.5	195 23.7	193 24.6	305 25.1	107 22.2	352 24.2	62 21.2	245 24.9	165 23.9
-10-14	614 30.7	556 31.3	454 31.8	261 31.6	232 29.5	384 31.6	126 26.3	457 31.4	79 27.1	292 29.7	218 31.5
-15-17	546 27.3	506 28.5	408 28.6	244 29.6	178 22.7	338 27.8	122 25.3	413 28.4	56 19.3	265 27.0	176 25.4
NUMBER CHILDREN UNDER 18 LIVING AT HOME											
1	343 17.2	313 17.6	258 18.1	157 19.1	124 15.8	233 19.1	68 14.2	257 17.7	35 12.1	159 16.1	122 17.6
2	375 18.8	346 19.5	292 20.5	153 18.5	131 16.7	258 21.2	56 11.5	283 19.5	40 13.7	203 20.7	106 15.4
3	203 10.1	188 10.6	150 10.5	98 11.9	67 8.5	118 9.7	45 9.3	150 10.3	28 9.7	108 11.0	65 9.3

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES		
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	
4	113 5.6	101 5.7	76 5.3	38 4.6	48 6.1	71 5.8	27 5.7	84 5.8	13 4.4	51 5.1	34 4.9	
5	71 3.5	59 3.3	51 3.6	31 3.7	26 3.3	39 3.2	20 4.2	51 3.5	11 3.7	29 2.9	32 4.6	
6	34 1.7	28 1.6	24 1.7	14 1.7	12 1.6	19 1.6	10 2.1	24 1.6	2 0.8	15 1.5	16 2.4	
7	11 0.6	9 0.5	8 0.5	4 0.5	6 0.8	5 0.4	4 0.8	9 0.6	2 0.8	4 0.4	5 0.7	
8	5 0.3	5 0.3	3 0.2	1 0.1	3 0.4	2 0.2	2 0.5	5 0.4	* .	1 0.1	4 0.6	
9	2 0.1	2 0.1	-	* .	2 0.3	* .	2 0.5	1 0.1	2 0.5	2 0.2	0.1	
10 OR MORE	3 0.2	3 0.2	3 0.2	1 0.2	1 0.1	3 0.2	* .	3 0.2	* .	1 0.1	2 0.3	
NONE	839 41.9	721 40.6	562 39.4	327 39.7	364 46.3	467 38.5	246 51.2	589 40.4	158 54.2	411 41.9	306 44.2	
NUMBER OF CHILDREN IN HIGH SCHOOL												
0	1366 68.3	1188 66.9	945 66.3	538 65.2	571 72.6	811 66.7	354 73.5	965 66.2	232 79.5	692 70.4	471 68.0	
1	379 19.0	353 19.9	285 20.0	175 21.2	128 16.3	251 20.7	71 14.8	293 20.1	42 14.4	172 17.4	138 20.0	
2	191 9.5	175 9.8	147 10.3	89 10.7	64 8.2	118 9.7	44 9.1	145 10.0	13 4.5	95 9.6	61 8.8	
3 OR MORE	65 3.2	60 3.4	48 3.4	23 2.8	22 2.8	35 2.9	13 2.7	55 3.7	4 1.5	25 2.5	23 3.3	
NUMBER OF CHILDREN IN COLLEGE												
0	1811 90.6	1604 90.3	1277 89.6	728 88.3	740 94.2	1079 88.8	461 95.7	1317 90.4	274 94.2	889 90.5	635 91.7	
1	158 7.9	141 8.0	122 8.5	77 9.3	41 5.2	108 8.9	20 4.1	118 8.1	12 4.0	74 7.5	52 7.5	
2	22 1.1	22 1.2	21 1.5	16 1.9	4 0.5	19 1.5	1 0.2	17 1.2	1 0.5	17 1.7	3 0.5	
3 OR MORE	9 0.4	9 0.5	5 0.4	4 0.5	1 0.1	9 0.7	* .	5 0.3	4 1.2	3 0.3	2 0.3	
CHILDREN INVOLVED IN SCIENCE COURSES IN-HIGH SCHOOL												
YES	539 26.9	505 28.4	421 29.6	254 30.8	176 22.4	352 29.0	95 19.8	431 29.6	43 14.9	255 25.9	183 26.5	
NO	1426 71.3	1242 70.0	986 69.2	559 67.8	598 76.1	848 69.8	375 78.0	1005 69.0	241 82.7	718 73.0	494 71.4	
DON'T KNOW	36 1.8	28 1.6	18 1.3	11 1.4	12 1.6	15 1.3	11 2.3	21 1.4	7 2.5	10 1.1	15 2.1	
COLLEGE												
YES	146 7.3	135 7.6	115 8.0	79 9.5	29 3.7	107 8.8	15 3.2	111 7.6	11 3.9	74 7.6	38 5.6	
NO	1849 92.4	1637 92.2	1307 91.7	743 90.1	755 96.0	1104 90.9	465 96.5	1343 92.2	279 95.7	907 92.3	651 94.1	
DON'T KNOW	5 0.3	4 0.2	3 0.2	3 0.4	2 0.2	4 0.3	1 0.3	3 0.2	1 0.4	2 0.2	3 0.4	

	TOTAL INTERESTED --IN SCIENCE--			I N T E R E S T I N								
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	SCIENCES NOT VERY/ AT ALL	SOCIAL SCIENCES VERY/ QUITE	SCIENCES NOT VERY/ AT ALL	LIFE SCIENCES VERY/ QUITE	SCIENCES NOT VERY/ AT ALL	ENG. SCIENCES VERY/ QUITE	SCIENCES NOT VERY/ AT ALL	
MARITAL STATUS												
SINGLE	561 28.0	508 28.6	401 28.1	273 33.1	169 21.5	314 25.8	144 29.9	390 26.8	73 25.0	284 28.9	165 23.8	
MARRIED	1254 62.7	1118 62.9	913 64.1	499 60.4	521 66.4	797 65.6	284 59.1	937 64.3	181 62.1	636 64.7	431 62.3	
WIDOWER/DIVORCED/ SEPARATED	186 9.3	150 8.5	111 7.8	54 6.5	96 12.2	105 8.6	53 11.0	131 9.0	38 12.9	63 6.4	96 13.9	
RESPONDENT'S POSITION IN HOUSEHOLD												
MALE HEAD	733 36.6	650 36.6	528 37.0	306 37.1	280 35.7	411 33.8	192 39.9	501 34.4	120 41.0	493 50.1	164 23.7	
FEMALE HEAD	826 41.3	728 41.0	580 40.7	298 36.1	382 48.6	563 46.3	171 35.6	653 44.8	113 38.6	264 26.8	401 57.9	
SON	221 11.1	202 11.4	161 11.3	117 14.2	60 7.6	108 8.9	65 13.5	147 10.1	25 8.7	142 14.4	45 6.5	
DAUGHTER	163 8.2	147 8.3	121 8.5	82 9.9	48 6.1	105 8.6	35 7.2	124 8.5	19 6.5	55 5.6	68 9.8	
OTHER MALE	38 1.9	34 1.9	23 1.6	14 1.7	11 1.4	20 1.6	10 2.2	19 1.3	9 3.2	26 2.7	6 0.8	
OTHER FEMALE	18 0.9	16 0.9	11 0.8	8 1.0	5 0.6	8 0.7	7 1.5	13 0.9	5 1.9	3 0.3	9 1.2	
MOTHER TONGUE												
ENGLISH	1141 57.1	1003 56.5	792 55.6	466 56.4	481 61.2	653 53.7	322 67.0	794 54.5	193 66.4	578 58.8	399 57.7	
FRENCH QUEBEC	492 24.6	456 25.7	388 27.2	223 27.0	159 20.2	349 28.7	72 14.9	396 27.2	37 12.6	244 24.8	158 22.8	
FRENCH NON-QUEBEC	83 4.2	73 4.1	53 3.7	24 2.9	37 4.7	49 4.0	16 3.3	66 4.5	13 4.6	36 3.7	32 4.7	
OTHER	284 14.2	244 13.7	192 13.5	113 13.7	109 13.9	164 13.5	71 14.8	201 13.8	48 16.4	125 12.7	103 14.9	

CHARACTERISTICS OF RESPONDENTS (CONT.)
BY DEGREE OF INTEREST IN SCIENCE TOPICS

	TOTAL INTERESTED --IN SCIENCE--			INTEREST IN							
	TOTAL	AT LEAST ONE	2 OR MORE	NATURAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	SOCIAL SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	LIFE SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL	ENG. SCIENCES VERY/ QUITE	NOT VERY/NOT AT ALL
TOTAL INTERVIEWS	2000 100.0	1776 100.0	1425 100.0	825 100.0	786 100.0	1215 100.0	481 100.0	1457 100.0	291 100.0	983 100.0	692 100.0
OCCUPATION OF RESPONDENTS											
PROFESSIONAL	73 3.6	71 4.0	63 4.4	49 5.9	14 1.7	56 4.6	10 2.1	57 3.9	5 1.8	48 4.9	18 2.6
EXECUTIVE/MANAGER/ OWNER	85 4.3	79 4.4	64 4.5	42 5.1	28 3.6	57 4.7	12 2.4	60 4.1	12 4.1	62 6.3	13 1.9
SALES	41 2.1	40 2.2	33 2.3	16 2.0	10 1.3	35 2.9	2 0.5	32 2.2	3 1.1	28 2.8	3 0.4
CLERICAL/WHITE COLLAR	86 4.3	80 4.5	74 5.2	47 5.7	16 2.0	61 5.0	7 1.5	65 4.4	6 2.1	57 5.8	9 1.4
SKILLED LABOUR	299 14.9	275 15.5	211 14.8	128 15.5	104 13.2	145 12.0	83 17.2	189 13.0	44 15.2	221 22.5	44 6.3
UNSKILLED LABOUR	111 5.6	88 5.0	71 5.0	40 4.8	58 7.4	48 3.9	43 9.0	74 5.1	26 9.1	62 6.3	42 6.1
FARMER	65 3.2	58 3.3	50 3.5	19 2.3	38 4.8	32 2.6	24 5.0	54 3.7	10 3.3	39 4.0	19 2.8
HOMEMAKER ONLY	586 29.3	510 28.7	389 27.3	186 22.5	289 36.7	380 31.3	138 28.7	450 30.9	92 31.5	169 17.2	302 43.6
RETIRED/PENSIONED	127 6.3	91 5.1	63 4.5	31 3.7	68 8.6	46 3.8	60 12.5	74 5.0	38 12.9	60 6.1	54 7.9
UNEMPLOYED	32 1.6	26 1.5	22 1.6	11 1.4	14 1.8	19 1.5	11 2.2	24 1.6	5 1.8	18 1.9	12 1.7
STUDENT	256 12.8	242 13.7	195 13.7	146 17.7	54 6.9	156 12.8	58 12.1	179 12.3	29 10.0	125 12.7	77 11.1
REFUSED	*	*	*	*	*	*	*	*	*	*	*
HOMEMAKER WORKING
-PART-TIME	91 4.5	83 4.7	72 5.1	37 4.5	38 4.9	71 5.9	12 2.5	77 5.3	7 2.4	33 3.3	43 6.2
-FULL-TIME	147 7.4	133 7.5	117 8.2	73 8.9	55 6.9	109 9.0	21 4.3	124 8.5	14 4.8	60 6.1	56 8.1
OCCUPATION OF HOMEMAKER											
PROFESSIONAL	41 2.0	40 2.3	37 2.6	21 2.6	13 1.7	35 2.9	4 0.7	39 2.7	0.1	20 2.1	11 1.5
EXECUTIVE/MANAGER/ OWNER	1 0.1	1 0.1	1 0.1	1 0.1	*	1 0.1	*	1 0.1	*	1 0.1	*
SALES	18 0.9	16 0.9	14 1.0	6 0.7	7 0.9	14 1.2	3 0.5	14 0.9	3 1.1	8 0.8	9 1.3
CLERICAL	93 4.7	83 4.7	74 5.2	47 5.7	36 4.6	72 5.9	14 2.9	74 5.1	9 3.1	37 3.7	41 6.0
SKILLED LABOUR	51 2.6	45 2.5	42 2.9	24 3.0	19 2.4	39 3.2	5 1.1	44 3.0	5 1.8	18 1.8	19 2.7

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/QUITE	NOT AT ALL	VERY/QUITE	NOT AT ALL	VERY/QUITE	NOT AT ALL	VERY/QUITE	NOT AT ALL
UNSKILLED LABOUR	35 1.8	33 1.9	24 1.7	13 1.5	17 2.2	21 1.7	7 1.6	31 2.1	3 0.9	11 1.1	20 2.8
FARMER	*	*	*	*	*	*	*	*	*	*	*
REFUSED/NOT STATED	*	*	*	*	*	*	*	*	*	*	*
OCCUPATION OF HEAD OF HOUSE											
PROFESSIONAL	131 6.6	124 7.0	114 8.0	78 9.4	28 3.6	99 8.1	17 3.6	106 7.2	9 3.0	76 7.7	39 5.7
EXECUTIVE/MANAGER/ OWNER	228 11.4	210 11.8	178 12.5	111 13.5	76 9.6	160 13.2	37 7.6	169 11.6	25 8.5	138 14.0	65 9.4
SALES	95 4.8	88 4.9	73 5.1	31 3.8	40 5.0	71 5.8	12 2.5	73 5.0	11 3.9	43 4.3	27 3.9
CLERICAL	156 7.8	142 8.0	125 8.7	80 9.7	46 5.8	108 8.9	20 4.2	115 7.9	15 5.3	82 8.2	44 6.3
SKILLED LABOUR	669 33.4	605 34.1	481 33.7	288 34.9	241 30.7	396 32.6	165 34.4	493 33.8	91 31.3	340 34.6	213 30.8
UNSKILLED LABOUR	162 8.1	140 7.9	108 7.6	56 6.8	78 10.0	85 7.0	44 9.1	113 7.7	29 9.8	79 8.1	55 7.9
FARMER	147 7.4	132 7.4	102 7.2	56 6.7	71 9.0	78 6.4	47 9.8	117 8.0	20 6.7	60 6.1	64 9.2
HOMEMAKER ONLY	146 7.3	115 6.5	86 6.0	38 4.6	82 10.4	81 6.7	50 10.3	97 6.7	34 11.7	43 4.4	84 12.1
RETIRED/PENSIONED	197 9.8	157 8.8	106 7.4	61 7.4	104 13.2	89 7.3	81 16.8	127 8.7	49 16.9	81 8.3	95 13.8
UNEMPLOYED	30 1.5	26 1.5	23 1.6	8 1.0	11 1.4	22 1.8	3 0.7	22 1.5	3 1.0	17 1.7	3 0.4
STUDENT	15 0.7	15 0.8	14 1.0	9 1.1	3 0.3	11 0.9	3 0.6	10 0.7	*	10 1.0	2 0.3
REFUSED/NOT STATED	24 1.2	24 1.3	16 1.1	9 1.1	7 0.9	16 1.3	2 0.3	14 1.0	5 1.9	15 1.5	1 0.2
EDUCATION											
PUBLIC/ELEMENTARY SCHOOL											
-SOME	246 12.3	186 10.5	136 9.5	52 6.3	123 15.6	116 9.5	96 19.9	157 10.8	54 18.6	98 10.0	109 15.7
-GRADUATED	240 12.0	193 10.8	132 9.3	63 7.7	125 15.9	109 8.9	85 17.6	163 11.2	50 17.3	93 9.5	108 15.6
SECONDARY/HIGH SCHOOL											
-SOME	750 37.5	683 38.4	543 38.1	328 39.7	290 36.9	437 35.9	195 40.5	551 37.8	102 35.1	369 37.6	257 37.1
-GRADUATED	320 16.0	288 16.2	243 17.1	135 16.3	141 17.9	218 17.9	59 12.2	247 17.0	44 15.0	160 16.3	106 15.3
TECH./SENIOR COLLEGE/CEGEP											
-SOME	88 4.4	83 4.7	73 5.2	49 5.9	25 3.2	65 5.3	9 1.8	70 4.8	6 1.9	56 5.7	24 3.4
-GRADUATED	85 4.3	82 4.6	64 4.5	35 4.2	22 2.7	57 4.7	12 2.5	63 4.3	8 2.6	50 5.0	20 2.9
UNIVERSITY											
-SOME	143 7.1	138 7.8	126 8.8	85 10.3	34 4.3	110 9.1	13 2.7	104 7.1	20 6.7	82 8.3	29 4.2

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/NOT QUITE	VERY/NOT AT ALL	VERY/NOT QUITE	VERY/NOT AT ALL	VERY/NOT QUITE	VERY/NOT AT ALL	VERY/NOT QUITE	VERY/NOT AT ALL
-GRADUATED	124 6.2	119 6.7	104 7.3	75 9.1	25 3.2	101 8.3	12 2.6	97 6.7	8 2.8	74 7.5	36 5.2
NO FORMAL SCHOOLING	0.3 0.1	0.2 0.1	0.1 0.1	0.1 0.3	0.2 .	0.1 0.2	0.3 .	0.2 .	* .	* .	0.3 0.2
REFUSED	0.2 0.1	0.2 0.1	0.2 0.2	0.2 0.3	* .	0.2 .	* .	0.2 .	* .	0.1 0.1	0.2 0.2
STUDY SCIENCES IN HIGH SCHOOL											
NONE	307 15.3	268 15.1	207 14.5	108 13.1	145 18.4	180 14.8	88 18.3	221 15.2	57 19.7	133 13.5	120 17.3
SOME	752 37.6	695 39.2	574 40.3	350 42.4	279 35.5	468 38.5	163 33.9	570 39.1	86 29.5	390 39.6	238 34.4
NOT STATED	12 0.6	8 0.5	7 0.5	5 0.6	7 0.9	7 0.6	2 0.5	7 0.5	3 0.9	7 0.7	5 0.7
STUDY SCIENCES IN COLLEGE/ UNIVERSITY											
NONE	118 5.9	105 5.9	86 6.0	49 5.9	42 5.3	75 6.2	19 3.9	77 5.3	19 6.6	72 7.3	33 4.7
FEW	192 9.6	189 10.6	167 11.7	100 12.1	48 6.2	162 13.3	14 3.0	158 10.8	14 4.7	108 11.0	50 7.2
A SCIENCE MAJOR	68 3.4	67 3.8	61 4.3	55 6.7	8 1.0	50 4.1	6 1.3	50 3.4	5 1.9	48 4.9	9 1.3
GRADUATE SCIENCE	49 2.5	49 2.8	46 3.3	35 4.3	7 0.9	40 3.3	3 0.7	41 2.8	3 0.9	30 3.0	14 2.0
NOT STATED	12 0.6	12 0.7	7 0.5	5 0.6	1 0.2	6 0.5	4 0.8	9 0.6	* .	4 0.4	3 0.5
AGE											
15	58 2.9	53 3.0	39 2.8	36 4.4	13 1.6	31 2.5	23 4.8	34 2.3	10 3.5	19 2.0	21 3.0
16-17	108 5.4	100 5.6	74 5.2	52 6.3	26 3.4	55 4.5	33 6.9	80 5.5	8 2.9	54 5.5	33 4.7
18-19	115 5.7	97 5.5	83 5.9	53 6.4	44 5.6	62 5.1	32 6.7	80 5.5	21 7.1	55 5.6	43 6.2
20	65 3.2	58 3.3	50 3.5	35 4.2	19 2.4	45 3.7	8 1.8	44 3.0	12 4.1	32 3.3	16 2.3
21-24	181 9.1	170 9.6	140 9.9	87 10.6	51 6.5	122 10.0	31 6.4	128 8.8	20 6.9	103 10.5	47 6.7
25-29	196 9.8	180 10.1	152 10.7	86 10.4	74 9.5	132 10.9	28 5.7	152 10.5	17 6.0	97 9.9	61 8.8
30-34	184 9.2	169 9.5	143 10.1	83 10.0	65 8.2	124 10.2	32 6.7	139 9.6	16 5.4	108 10.9	46 6.7
35-39	176 8.8	161 9.0	129 9.0	73 8.8	65 8.3	119 9.8	30 6.3	132 9.1	24 8.4	96 9.7	56 8.1
40-44	157 7.9	151 8.5	117 8.2	63 7.6	64 8.2	114 9.4	28 5.9	122 8.3	18 6.2	85 8.6	47 6.8
45-49	173 8.6	162 9.1	137 9.6	73 8.8	65 8.3	114 9.4	35 7.2	147 10.1	16 5.4	86 8.8	61 8.7
50-55	181 9.1	153 8.6	115 8.0	65 7.9	84 10.6	96 7.9	52 10.8	128 8.8	35 12.0	85 8.6	70 10.1
56-64	190 9.5	161 9.1	130 9.1	64 7.7	95 12.1	113 9.3	52 10.8	135 9.2	32 11.1	77 7.8	86 12.3

56.1

29.6

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL
65 AND OVER	216	160	115	57	120	88	97	136	61	87	107
TOTAL FAMILY INCOME	10.8	9.0	8.1	6.9	15.3	7.3	20.1	9.3	21.0	8.9	15.5
LESS THAN \$5,000	259	200	144	75	136	134	92	168	63	83	137
	13.0	11.3	10.1	9.1	17.3	11.0	19.0	11.5	21.5	8.4	19.8
\$5,000-\$7,499	246	211	172	83	118	141	72	185	38	104	98
	12.3	11.9	12.1	10.1	15.0	11.6	14.9	12.7	13.0	10.6	14.2
\$7,500-\$9,999	336	292	234	122	154	193	95	239	49	178	104
	16.8	16.5	16.4	14.8	19.6	15.9	19.7	16.4	16.7	18.1	15.1
\$10,000-\$14,999	480	452	359	220	161	312	87	361	52	224	172
	24.0	25.5	25.2	26.7	20.5	25.7	18.0	24.8	17.7	22.8	24.8
\$15,000-\$16,999	200	178	152	105	60	127	43	150	24	106	59
	10.0	10.0	10.7	12.7	7.6	10.5	8.9	10.3	8.3	10.8	8.6
\$17,000-\$19,999	192	174	145	87	67	119	43	142	29	125	53
	9.6	9.8	10.2	10.6	8.5	9.8	8.9	9.7	9.9	12.7	7.6
\$20,000 OR MORE	218	207	179	108	70	154	34	169	23	130	46
	10.9	11.6	12.5	13.1	8.9	12.7	7.0	11.6	7.9	13.3	6.6
REFUSED	28	26	14	10	7	15	4	17	3	15	8
	1.4	1.5	1.0	1.3	0.9	1.2	0.9	1.1	1.2	1.6	1.2
DON'T KNOW	42	36	26	15	13	20	13	27	11	17	15
	2.1	2.0	1.9	1.8	1.6	1.7	2.7	1.8	3.7	1.7	2.2
INCOME OF HEAD OF HOUSE											
LESS THAN \$3,000	279	219	164	87	142	144	100	174	61	105	138
	14.0	12.3	11.5	10.6	18.1	11.9	20.8	11.9	21.1	10.7	20.0
\$3,000-\$4,499	176	152	123	60	85	103	52	133	31	78	75
	8.8	8.5	8.6	7.2	10.8	8.5	10.8	9.1	10.8	8.0	10.8
\$4,500-\$5,999	172	158	121	63	73	114	34	135	24	83	55
	8.6	8.9	8.5	7.6	9.3	9.4	7.1	9.3	8.3	8.4	7.9
\$6,000-\$7,499	216	185	156	86	86	129	50	161	27	98	79
	10.8	10.4	10.9	10.4	10.9	10.6	10.5	11.1	9.4	10.0	11.4
\$7,500-\$8,999	227	199	169	87	95	124	58	167	31	112	72
	11.3	11.2	11.9	10.6	12.0	10.2	12.0	11.5	10.8	11.4	10.5
\$9,000-\$10,499	281	255	206	134	93	170	72	197	39	144	86
	14.0	14.3	14.4	16.2	11.9	14.0	14.9	13.5	13.4	14.7	12.4
\$10,500-\$11,999	134	128	109	78	37	93	24	102	17	87	32
	6.7	7.2	7.7	9.5	4.7	7.6	5.0	7.0	5.8	8.8	4.7
\$12,000-\$13,999	154	145	100	62	61	90	34	109	21	77	52
	7.7	8.2	7.0	7.5	7.7	7.4	7.0	7.4	7.3	7.9	7.6
\$14,000-\$17,999	169	157	133	87	50	118	25	125	17	109	39
	8.4	8.8	9.3	10.6	6.3	9.7	5.1	8.6	5.7	11.1	5.7
\$18,000 OR MORE	140	133	113	63	46	98	17	116	10	76	37
	7.0	7.5	7.9	7.6	5.9	8.1	3.5	7.9	3.4	7.8	5.3
REFUSED	20	17	9	4	12	9	9	15	4	5	10
	1.0	0.9	0.7	0.5	1.6	0.7	1.9	1.1	1.2	0.5	1.4
DON'T KNOW	33	30	23	14	6	23	7	23	8	7	17
	1.6	1.7	1.6	1.7	0.8	1.9	1.4	1.6	2.7	0.8	2.4
SOCIO-ECONOMIC LEVEL											
UPPER	409	388	335	215	119	302	55	325	42	243	98
	20.5	21.8	23.5	26.0	15.1	24.9	11.4	22.3	14.3	24.8	14.1

	TOTAL INTERESTED --IN SCIENCE--			NATURAL SCIENCES		SOCIAL SCIENCES		LIFE SCIENCES		ENG. SCIENCES	
	TOTAL	AT LEAST ONE	2 OR MORE	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL	VERY/QUITE	VERY/NOT AT ALL
UPPER-MIDDLE	368 18.4	340 19.2	267 18.8	165 20.0	138 17.6	219 18.0	80 16.6	274 18.8	46 15.8	206 20.9	112 16.2
MIDDLE	418 20.9	376 21.2	321 22.5	174 21.1	162 20.7	271 22.3	86 17.9	314 21.5	55 19.0	212 21.6	129 18.7
LOWER-MIDDLE	415 20.8	351 19.7	264 18.5	155 18.8	178 22.7	216 17.8	129 26.6	284 19.5	71 24.2	178 18.1	164 23.7
LOWER	391 19.5	321 18.1	237 16.6	116 14.0	188 23.9	206 17.0	132 27.3	260 17.8	78 26.6	144 14.6	189 27.3

Introduction:

Hello! I'm Mr./Mrs./Miss _____ of Canadian Facts Co. Limited, a market research firm. We are conducting a national survey for a department of the Federal Government and would like your co-operation.

I. I'd like you to think about some of the ways in which people follow their different interests or obtain information.

- a) First of all, thinking about daily newspapers, do you, yourself, read a newspaper regularly, that is, at least 3 out of every 4 issues available, from time to time, or not at all?
- b) Now, thinking about magazines, please tell me if you, yourself, read any magazines regularly, that is, at least 3 out of every 4 issues available, from time to time, or not at all?

	<u>Regularly</u>	<u>From Time To Time</u>	<u>Does Not Read At All</u>
Reads Daily Newspapers 58-Y	X	0	0
Reads Magazines	2	3	4

-c) On the average, about how many hours per day would you say you spend listening to the radio? And how many hours on the average would you say you spend watching television?

	<u>Listening To The Radio</u>	<u>Watching Television</u>
Less than 1/2 hour per day	59-1	60-1
1/2 hour to 1 hour per day	2	2
1 to 2 hours per day	3	3
2 to 3 hours per day	4	4
3 to 4 hours per day	5	5
4 to 5 hours per day	6	6
More than 5 hours per day	7	7
None	8	8

(HAND SCALE CARD)

2-a) Different people are interested in different topics or subject areas. We would like to know some of the things that interest you. For each of the following I would like you to tell me whether you are very interested, quite interested, neither interested nor uninterested, not very interested, not at all interested in that subject. (READ LIST, EVERY OTHER INTERVIEW BEGIN AT NO. 6)

-b) (FOR THOSE SUBJECTS "VERY" OR "QUITE INTERESTED" IN, ASK:)
 And for each of these different things you say you are interested in would you please tell me whether you think you can now get all of the information you would like or whether you think you can not get all the information you would like from the media--that is, newspapers, magazines, television and radio.

	<u>(a)</u>					<u>(b)</u>	
	<u>Very inter- ested</u>	<u>Quite inter- ested</u>	<u>Neither Inter- ested Nor Un- inter- ested</u>	<u>Not Very Inter- ested</u>	<u>Not At All Inter- ested</u>	<u>Get Informa- tion I'd Like</u>	<u>Cannot Get Informa- tion</u>
1. Sports.....	.61-Y	X	0	1	2	4	5
2. Society news.....	.62-Y	X	0	1	2	4	5
3. National politics.....	.63-Y	X	0	1	2	4	5
4. Entertainment.....	.64-Y	X	0	1	2	4	5
5. Foreign events.....	.65-Y	X	0	1	2	4	5
*6. Crime.....	.66-Y	X	0	1	2	4	5
7. Medicine and health.....	.67-Y	X	0	1	2	4	5
8. Other kinds of science besides medicine and health.....	.68-Y	X	0	1	2	4	5
9. Local news or local events69-Y	X	0	1	2	4	5
10. Labour and industry70-Y	X	0	1	2	4	5

3. We are talking to different people in different parts of Canada about various topics. In your case, I'd like you to think about the area of science. First, of all, would you please tell me what comes to mind when you think of the term science. Anything else? (PROBE)

71-

72-

4-a) (HAND SCALE CARD) I am going to hand you a set of cards which indicate other topics different people are interested in. (HAND LITTLE SHUFFLE CARDS). As before, I would like you to tell me whether you are very interested, quite interested, neither interested nor uninterested, not very interested, or not at all interested in that subject.

7-2

-b) (FOR THOSE SUBJECTS "VERY" OR "QUITE INTERESTED" IN, ASK:)
And for each of these different things you say you are interested in would you please tell me whether you think you can now get all of the information you would like or whether you think you can not get all the information you would like from the media--that is, newspapers, magazines, television and radio.

	(a)					(b)	
	Very Inter- ested	Quite Inter- ested	Neither Inter- ested Nor Un- inter- ested	Very Inter- ested	Not At All Inter- ested	Get Informa- tion I'd Like	Cannot Get Informa- tion
1. Business or economics	8-Y	X	0	1	2	4	5
2. Tax dollars spent by govern- ment on sciences	9-Y	X	0	1	2	4	5
3. Agriculture	10-Y	X	0	1	2	4	5
4. Biology or the nature of living things	11-Y	X	0	1	2	4	5
5. Pollution, ecology or the environment	12-Y	X	0	1	2	4	5
6. Industrial discov- eries, such as new inventions	13-Y	X	0	1	2	4	5
7. Education	14-Y	X	0	1	2	4	5
8. Physical science research and discoveries about nature ...	15-Y	X	0	1	2	4	5
9. Aviation or space exploration	16-Y	X	0	1	2	4	5
10. Research done by university scien- tists	17-Y	X	0	1	2	4	5
11. Social issues such as over-population, urban planning or child development	18-Y	X	0	1	2	4	5
12. The role of scien- tists in the energy crisis, oil, mining and resource development	19-Y	X	0	1	2	4	5
13. Engineering projects such as transportation systems, pipelines, etc.	20-Y	X	0	1	2	4	5

5. (HAND CARD) Some people in describing science have included the work being done in industry, university and by government in the following areas:

SCIENCE DESCRIPTION: SCIENCE FOR THE PURPOSE OF THE STUDY IS--WORK BEING DONE IN INDUSTRY, UNIVERSITY AND BY GOVERNMENT IN THESE AREAS:

Natural Science--which includes topics such as Astronomy, Geology, Physics and Chemistry among others.

Social Sciences And Humanities--which includes topics such as Education, Psychology, Sociology, Business and Economics among others.

Life Sciences--which includes topics such as Medicine and Health, Biology, Agriculture, Ecology and Environment among others.

Engineering Sciences--which includes topics such as Transportation, Urban Planning, Aviation and Space Exploration, Industrial Discoveries, Oil, Mining and Resource Development among others.

As you can see this description of science is basically comprised of four main subject areas: Natural Sciences, Social Sciences and Humanities, Life Sciences, and Engineering Sciences. Looking at some of the areas that each category contains, we would like to know how interested you are in each of these categories. Would you say you are very interested, quite interested, neither interested nor uninterested, not very interested, or not at all interested in: (READ LIST) (HAND SCALE CARD)

<u>Degree Of Interest</u>					
Neither					
Inter-					
ested					
Not					
Very					
All					
Inter-					
ested					

Categories

- 1. Natural Sciences .. 21-Y .. X D 1..... 2
- 2. Social Sciences & Humanities 4 .. 5 6 7 8
- 3. Life Sciences 22-Y .. X 0 1 2
- 4. Engineering Sciences 4 .. 5 6 7 8

- 6-a) (FOR EACH CATEGORY IN Q. 5 "VERY" OR "QUITE INTERESTED" IN, ASK Q. 6 & 7) Supposing you were interested in finding out something about (NAME CATEGORY FROM Q. 5) which of the following sources would you use at all? (IF ONLY ONE NAMED IN -a, AUTOMATICALLY CIRCLE that answer in -b)

- b) (IF MORE THAN ONE NAMED IN -a) ASK:) And which one of these sources of information would you use most often?

Categories

	<u>Natural Sciences</u>	<u>Social Sciences</u>	<u>Life Sciences</u>	<u>Engineering Sciences</u>
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-a) Sources Would Use At All

Daily Newspapers	23-Y	24-Y	25-Y	26-Y
Magazines	X	X	X	X
Radio	0	0	0	0
Television	1	1	1	1
None	2	2	2	2

-b) Source Would Use Most Often

Daily Newspapers	4	4	4	4
Magazines	5	5	5	5
Radio	6	6	6	6
Television	7	7	7	7

- 7-a) Now thinking about other ways in which you might get information on these same areas, please tell me which of the following sources you would use at all to obtain information on _____ (NAME CATEGORY--"VERY" OR "QUITE INTERESTED" IN Q. 5). Are there any other sources?
- b) IF ONLY ONE NAMED IN -a), AUTOMATICALLY CIRCLE THAT ANSWER IN -b) (IF MORE THAN ONE NAMED IN -a), ASK:) And which one of these sources of information would you use most often?

-a) Sources Would Use At All	Categories			
	Natural Sciences	Social Sciences	Life Sciences	Engineering Sciences
Course(s).....	27-Y	29-Y	31-Y	33-Y
Journal(s).....	X	X	X	X
Textbooks.....	0	0	0	0
Other books that relate to the area	1	1	1	1
Government publications	2	2	2	2
Other (Please Specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	9	9	9	9

-b) Source Would Use Most Often	28-Y	30-Y	32-Y	34-Y
Course(s).....	28-Y	30-Y	32-Y	34-Y
Journal(s).....	X	X	X	X
Textbooks.....	0	0	0	0
Other books that relate to the area	1	1	1	1
Government publications	2	2	2	2
Other (Please Specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. We would like your opinion about some of the statements different people have made concerning the area of science as it has been described. In general, do you agree or disagree with each of the following statements?

	AGREE	DISAGREE	IT VARIES	NO OPINION
a. It is important to be kept informed about science.....	35-Y	X	0	1
b. Scientific developments are distant from my every day life	3	4	5	6
c. Science is mainly for well-educated people....	36-Y	X	0	1
d. I would like to find out more about Canadian achievements in science.....	3	4	5	6
e. Young people are better equipped to understand modern science than are older people	37-Y	X	0	1
f. The major media, that is, daily newspapers, magazines, radio and TV provide sufficient coverage of science	3	4	5	6
g. Most information about science is difficult to understand because of the vocabulary used	38-Y	X	0	1
h. Not enough scientific information is made public	3	4	5	6
i. I would like to find out more about the people involved in science	39-Y	X	0	1
j. Most information about science is difficult to understand because the subjects are too technical.....	3	4	5	6

Just thinking of the main information sources--newspapers, magazines, television and radio, I would like to ask you a few questions about them.

SECTION A: QUESTIONS 9 TO 13 TO BE ASKED ONLY AMONG NEWSPAPER READERS "REGULARLY" OR "FROM TIME TO TIME" (Q. 1). IF NON-READER GO TO QUESTION 14

First of all, I'd like to discuss newspapers:

Most papers in Canada treat science news the same as any other news. That is, it does not usually appear on a regular page or on a definite day. Others present science news in a special feature section either as a column or a science page instead of being scattered throughout the daily newspaper. For instance, just as sections such as sports and entertainment are listed in the index on the front page, your paper might present such a section on different areas of science that we have included in the description.

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN NATURAL SCIENCES ASK Q. 9

9-a) Thinking of the daily newspaper or newspapers you usually read, are you aware of any special columns or pages such as we have described that deal exclusively with those types of topics included under Natural Sciences?

Aware 40 - 1 ASK 9-b AND -c, THEN GO TO -f
Not aware 2 GO TO -d

-b) Do you feel more inclined or less inclined to read articles concerning Natural Sciences when they are presented in such special columns or pages?

More inclined 41-Y
Less inclined X
Doesn't make any difference 0

-c) In fact, on the average how often would you say you read these special columns or pages about Natural Sciences? Would you say you:

Would read them regularly, that is just about everytime they appear 2
Would read them from time to time ... 3
Would not read them at all?..... 4

-d) Would you feel more inclined or less inclined to read articles concerning Natural Sciences if they were presented in such special columns or pages?

More inclined 42-Y
Less inclined X
It would not make any difference 0

-e) If such special columns or pages were available in the paper or papers you usually read, how often would you be likely to read them?

Would read them regularly, that is, just about everytime they appear 2
Would read them from time to time 3
Would not read them at all 4

-f) Now, I'd like you to think about some of the statements other people have made about newspaper articles on topics in the Natural Sciences. Please tell me whether you agree or disagree with each of the following:

AGREE DISAGREE IT VARIES NO OPINION

Most newspaper articles on Natural Sciences are accurately reported ...	43-Y ...X 0 1
Most newspaper articles on Natural Sciences are interesting to read ...	3 ...4 5 6
I enjoy reading articles in the newspaper on Natural Sciences	44-Y ...X 0 1
Articles on the Natural Sciences are easy for me to understand	3 ...4 5 6
There are not enough articles on Natural Sciences in the newspaper ...	45-Y ...X 0 1
When I am specifically looking for articles on Natural Sciences I have difficulty finding them	3 ...4 5 6

NOTE: IN Q. 5 IF "VERY" OR "QUITE INTERESTED" IN SOCIAL SCIENCES AND HUMANITIES ASK Q. 10

10-a) Thinking of the daily newspaper or newspapers you usually read, are you aware of any special columns or pages such as we have described that deal exclusively with those types of topics included under Social Sciences and Humanities.

Aware 46 -1 ASK 10-b AND -c, THEN GO TO -f
 Not aware 2 GO TO -d

-b) Do you feel more inclined or less inclined to read articles concerning social sciences and humanities when they are presented in such special columns or pages?

More inclined 47-Y
 Less inclined X
 Doesn't make any difference 0

-c) In fact, on the average how often would you say you read these special columns or pages about social sciences and humanities? Would you say you:

Would read them regularly, that is, just about everytime they appear,..... 2
 Would read them from time to time,..... 3
 Would not read them at all?..... 4

-d) Would you feel more inclined or less inclined to read articles concerning social sciences and humanities if they were presented in such special columns or pages?

More inclined 48-Y
 Less inclined X
 It would not make any difference 0

-e) If such special columns or pages were available in the paper or papers you usually read, how often would you be likely to read them?

Would read them regularly, that is, just about everytime they appear 2
 Would read them from time to time 3
 Would not read them at all. 4

-f) Now, I'd like you to think about some of the statements other people have made about newspaper articles on topics in the Social Sciences and Humanities. Please tell me whether you agree or disagree with each of the following:

AGREE DISAGREE IT VARIES NO OPINION

Most newspaper articles on Social Sciences and Humanities are accurately reported 49-Y X 0 1

Most newspaper articles on Social Sciences and Humanities are interesting to read 3 4 5 6

I enjoy reading articles in the newspaper on Social Sciences and Humanities 50-Y X 0 1

Articles on the Social Sciences and Humanities are easy for me to understand 3 4 5 6

There are not enough articles on Social Sciences and Humanities in the newspaper 51-Y X 0 1

When I am specifically looking for articles on Social Sciences and Humanities I have difficulty finding them 3 4 5 6

NOTE: IN Q. 5 IF "VERY" OR "QUITE INTERESTED" IN LIFE SCIENCES ASK Q. 11

11-a) Thinking of the daily newspaper or newspapers you usually read, are you aware of any special columns or pages such as we have described that deal exclusively with those types of topics included under Life Sciences.

Aware 52- 1 ASK 11-b AND -c, THEN GO TO -f

Not aware 2 GO TO -d

-b) Do you feel more inclined or less inclined to read articles concerning Life Sciences when they are presented in such special columns or pages?

More inclined 53-Y

Less inclined X

Doesn't make any difference 0

-c) In fact, on the average how often would you say you read these special columns or pages about Life Sciences? Would you say you:

Would read them regularly, that is, just about everytime they appear, 2

Would read them from time to time, 3

Would not read them at all? 4

-d) Would you feel more inclined or less inclined to read articles concerning Life Sciences if they were presented in such special columns or pages?

More inclined 54-Y

Less inclined X

It would not make any difference 0

-e) If such special columns or pages were available in the paper or papers you usually read, how often would you be likely to read them?

Would read them regularly, that is, just about everytime they appear 2

Would read them from time to time 3

Would not read them at all 4

-f) Now, I'd like you to think about some of the statements other people have made about newspaper articles on topics in the Life Sciences. Please tell me whether you agree or disagree with each of the following:

	AGREE	DISAGREE	IT VARIES	NO OPINION
Most newspaper articles on Life Sciences are accurately reported 55-Y	X		0	1
Most newspaper articles on Life Sciences are interesting to read 3	4		5	6
I enjoy reading articles in the newspaper on Life Sciences	56-Y	X	0	1
Articles on the Life Sciences are easy for me to understand	3	4	5	6
There are not enough articles on Life Sciences in the newspaper	57-Y	X	0	1
When I am specifically looking for articles on Life Sciences I have difficulty finding them	3	4	5	6

NOTE: IN Q. 5 IF "VERY" OR "QUITE INTERESTED" IN ENGINEERING SCIENCES ASK Q. 12

12-a) Thinking of the daily newspaper or newspapers you usually read, are you aware of any special columns or pages such as we have described that deal exclusively with those types of topics included under Engineering Sciences?

Aware 58 - 1 ASK 12-b AND -c, THEN GO TO -f
Not aware 2 GO TO -d

-b) Do you feel more inclined or less inclined to read articles concerning Engineering Sciences when they are presented in such special columns or pages?

More inclined 59-Y
Less inclined X
Doesn't make any difference 0

-c) In fact, on the average how often would you say you read these special columns or pages about Engineering Sciences? Would you say you:

Would read them regularly, that is, just about everytime they appear,..... 2
Would read them from time to time,..... 3
Would not read them at all?..... 4

-d) Would you feel more inclined or less inclined to read articles concerning Engineering Sciences if they were presented in such special columns or pages?

More inclined 60-Y
Less inclined X
It would not make any difference 0

-e) If such special columns or pages were available in the paper or papers you usually read, how often would you be likely to read them?

Would read them regularly, that is, just about everytime they appear 2
Would read them from time to time 3
Would not read them at all 4

-f) Now, I'd like you to think about some of the statements other people have made about newspaper articles on topics in the Engineering Sciences. Please tell me whether you agree or disagree with each of the following:

AGREE DISAGREE IT VARIES NO OPINION

Most newspaper articles on Engineering Sciences are accurately reported 61-Y X 0 1

Most newspaper articles on Engineering Sciences are interesting to read 3 4 5 6

I enjoy reading articles in the newspaper on Engineering Sciences ... 62-Y X 0 1

Articles on the Engineering Sciences are easy for me to understand 3 4 5 6

There are not enough articles on Engineering Sciences in the newspaper 63-Y X 0 1

When I am specifically looking for articles on Engineering Sciences I have difficulty finding them 3 4 5 6

13. **ASK ALL NEWSPAPER READERS:** Let us suppose for a moment that you are interested in having more articles about science appear in your daily paper, what three types of articles or other features, if any, would you be willing to give up in order to make room for articles on science

- 1. _____
- 2. _____ 64-
- 3. _____ 65-

SECTION B: QUESTIONS 14 TO 18 TO BE ASKED ONLY AMONG MAGAZINE READERS "REGULARLY" OR FROM TIME TO TIME" (Q.1). IF NON-READER GO TO QUESTION 19

14. As you may know there are a number of magazines available which regularly or occasionally make reference to science. I would like you to tell me which of these magazines you, yourself, read regularly, that is, at least three out of every four issues available or those which you read from time to time.

MAGAZINES		READS REGULARLY	READS FROM TIME TO TIME
1. _____	66-	<input type="checkbox"/>	<input type="checkbox"/>
2. _____	67-	<input type="checkbox"/>	<input type="checkbox"/>
3. _____	68-	<input type="checkbox"/>	<input type="checkbox"/>
4. _____	69-	<input type="checkbox"/>	<input type="checkbox"/>

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN NATURAL SCIENCES ASK Q. 15

15. I am going to read you a series of statements that other people have made about magazine articles on topics in the Natural Sciences. Please tell me whether you agree or disagree with each of the following:

	AGREE	DISAGREE	IT VARIES	NO OPINION
Most magazine articles on Natural Sciences are accurately reported70-Y X 0 1	
Most magazine articles on Natural Sciences are interesting to read.....	3 4 5 6
I enjoy reading magazine articles on Natural Sciences.....71-Y X 0 1	
Magazine articles on the Natural Sciences are easy for me to understand.	3 4 5 6
There are not enough magazine articles on Natural Sciences.....72-Y X 0 1	
When I am specifically looking for magazine articles on Natural Sciences I have difficulty finding them.....	3 4 5 6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN SOCIAL SCIENCES AND HUMANITIES ASK Q. 16

16. Now, I am going to read you a series of statements that other people have made about magazine articles on topics in the Social Sciences And Humanities. Please tell me whether you agree or disagree with each of the following:

	AGREE	DISAGREE	IT VARIES	NO OPINION
Most magazine articles on Social Sciences And Humanities are accurately reported.....73-Y X 0 1	
Most magazine articles on Social Sciences And Humanities are interesting to read.....	3 4 5 6
I enjoy reading magazine articles on Social Sciences And Humanities.....74-Y X 0 1	
Magazine articles on Social Sciences And Humanities are easy for me to understand.....	3 4 5 6
There are not enough magazine articles on Social Sciences And Humanities.....75-Y X 0 1	
When I am specifically looking for magazine articles on Social Sciences And Humanities I have difficulty finding them.....	3 4 5 6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN LIFE SCIENCES ASK Q. 17

17. I am going to read you a series of statements that other people have made about magazine articles on topics in the Life Sciences. Please tell me whether you agree or disagree with each of the following:

	<u>AGREE</u>	<u>DISAGREE</u>	<u>IT</u> <u>VARIES</u>	<u>NO</u> <u>OPINION</u>
Most magazine articles on Life Sciences are accurately reported.....	8-Y	X	0	1
Most magazine articles on Life Sciences are interesting to read.....	3	4	5	6
I enjoy reading articles in the magazines on Life Sciences	9-Y	X	0	1
Magazine articles on the Life Sciences are easy for me to understand.....	3	4	5	6
There are not enough magazine articles on Life Sciences.....	10-Y	X	0	1
When I am specifically looking for magazine articles on Life Sciences I have difficulty finding them.....	3	4	5	6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN ENGINEERING SCIENCES ASK Q. 18

18. And now I am going to read you a series of statements that other people have made about magazine articles on topics in the Engineering Sciences. Please tell me whether you agree or disagree with each of the following:

	<u>AGREE</u>	<u>DISAGREE</u>	<u>IT</u> <u>VARIES</u>	<u>NO</u> <u>OPINION</u>
Most magazine articles on Engineering Sciences are accurately reported.....	11-Y	X	0	1
Most magazine articles on Engineering Sciences are interesting to read.....	3	4	5	6
I enjoy reading magazine articles on Engineering Sciences.....	12-Y	X	0	1
Magazine articles on Engineering Sciences are easy for me to understand.	3	4	5	6
There are not enough magazine articles on Engineering Sciences.....	13-Y	X	0	1
When I am specifically looking for magazine articles on Engineering Sciences I have difficulty finding them.....	3	4	5	6

**SECTION C: QUESTIONS 19 TO 23 TO BE ASKED OF ALL TELEVISION WATCHERS IN Q. 1
IF NON-WATCHER GO TO Q. 24**

19-a) As you may know there are a number of programmes on television which regularly or occasionally make reference to science. I am going to read you a list of some of them and I would like you to tell me whether you have ever heard of them and if so, whether you, yourself, watch or watched them regularly, that is, just about every time they appear, from time to time or not at all. Are there any other science programmes you watch?

PROGRAMMES	HAVE HEARD OF		WATCH	WATCH FROM	DO NOT
	YES	NO	REGULARLY	TIME TO TIME	WATCH AT ALL
Nature Of Things	14-Y	<input type="checkbox"/>	17-Y	X	0
Here Come The Seventies	X	<input type="checkbox"/>	2	3	4
Target: The Impossible	0	<input type="checkbox"/>	6	7	8
Jacques Cousteau Specials ..	1	<input type="checkbox"/>	18-Y	X	0
National Geographic Specials	2	<input type="checkbox"/>	2	3	4
W-5	3	<input type="checkbox"/>	6	7	8
Weekend	4	<input type="checkbox"/>	19-Y	X	0
La Fleche du Temps	5	<input type="checkbox"/>	2	3	4
Atoms et Galaxies	6	<input type="checkbox"/>	6	7	8
Man Alive	7	<input type="checkbox"/>	20-Y	X	0
Human Journey	8	<input type="checkbox"/>	2	3	4
Les Jeunes Scientifiques....	9	<input type="checkbox"/>	6	7	8
Bronowski Series--					
Ascent Of Man	15-Y	<input type="checkbox"/>	21-Y	X	0
Le 60	X	<input type="checkbox"/>	2	3	4
La vie qui bat	0	<input type="checkbox"/>	6	7	8
Patrouille du Cosmos	1	<input type="checkbox"/>	22-Y	X	0
Other (SPECIFY) _____			<input type="checkbox"/>	<input type="checkbox"/>	
	16-		<input type="checkbox"/>	<input type="checkbox"/>	

23-

19-b) Do you watch the daily National News on television, regularly, from time to time, or not at all?

	Watches Regularly	Watches From Time To Time	Does Not Watch At All
National News	24-1	2	3

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN NATURAL SCIENCES ASK Q. 20

20. Just thinking of the television programmes which deal with topics in Natural Sciences, I would like your opinion on some of the statements made about them by other people. Do you agree or disagree with each of the following?

	AGREE	DISAGREE	IT VARIES	NO OPINION
Most television programmes dealing with Natural Sciences are accurately presented.	25-Y	X	0	1
Most television programmes dealing with Natural Sciences are interesting to watch.	3	4	5	6
I enjoy watching television programmes on Natural Sciences.....	26-Y	X	0	1
These programmes are easy for me to understand.....	3	4	5	6
There are not enough programmes on Natural Sciences.....	27-Y	X	0	1
When I am specifically looking for programmes on Natural Sciences I have difficulty finding them.....	3	4	5	6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN SOCIAL SCIENCES AND HUMANITIES ASK Q. 21

21. Just thinking of the television programmes which deal with topics in the Social Sciences & Humanities, I would like your opinion on some of the statements made about them by other people. Do you agree or disagree with each of the following?

	<u>AGREE</u>	<u>DISAGREE</u>	<u>IT VARIES</u>	<u>NO OPINION</u>
Most television programmes dealing with Social Sciences & Humanities are accurately presented.....28-Y	X	0 1
Most television programmes dealing with Social Sciences & Humanities are interesting to watch.....	3	4 5 6
I enjoy watching television programmes on Social Sciences & Humanities.....29-Y	X	0 1
These programmes are easy for me to understand.....	3	4 5 6
There are not enough programmes on Social Sciences & Humanities	X	0 1
When I am specifically looking for programmes on Social Sciences & Humanities I have difficulty finding them.....	3	4 5 6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN LIFE SCIENCES, ASK Q. 22

22. Just thinking of the television programmes which deal with topics in the Life Sciences, I would like your opinion on some of the statements made about them by other people. Do you agree or disagree with each of the following?

	<u>AGREE</u>	<u>DISAGREE</u>	<u>IT VARIES</u>	<u>NO OPINION</u>
Most television programmes dealing with Life Sciences are accurately presented.....31-Y	X	0 1
Most television programmes dealing with Life Sciences are interesting to watch.....	3	4 5 6
I enjoy watching television programmes on Life Sciences.....32-Y	X	0 1
These programmes are easy for me to understand.....	3	4 5 6
There are not enough programmes on Life Sciences.....33-Y	X	0 1
When I am specifically looking for programmes on Life Sciences I have difficulty finding them.....	3	4 5 6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN ENGINEERING SCIENCES, ASK Q. 23

23. Just thinking of the television programmes which deal with topics in the Engineering Sciences, I would like your opinion on some of the statements made about them by other people. Do you agree or disagree with each of the following?

	<u>AGREE</u>	<u>DISAGREE</u>	<u>IT VARIES</u>	<u>NO OPINION</u>
Most television programmes dealing with Engineering Sciences are accurately presented.....34-Y	X	0 1
Most television programmes dealing with Engineering Sciences are interesting to watch.....	3	4 5 6
I enjoy watching television programmes on Engineering Sciences...35-Y	X	0 1
These programmes are easy for me to understand.....	3	4 5 6
There are not enough programmes on Engineering Sciences	X	0 1
When I am specifically looking for programmes on Engineering Sciences I have difficulty finding them.....	3	4 5 6

SECTION D: QUESTIONS 24 TO 28 TO BE ASKED OF ALL RADIO LISTENERS IN Q. 1. IF NON-LISTENER GO TO Q. 29

24-a) As you may know there are a number of radio programmes which regularly or occasionally make references to science. I am going to read you a list of some of them and I would like you to tell me whether you have ever heard of them and if so, whether you, yourself, listen to them regularly, that is, just about every time they are presented, from time to time or do not listen to them at all? Are there any other science programmes you listen to?

PROGRAMMES	HAVE HEARD OF		LISTEN TO REGULARLY	LISTEN TO FROM TIME TO TIME	DOES NOT LISTEN TO THEM AT ALL
	YES	NO			
Ideas	37-Y	<input type="checkbox"/>	39-Y	X	0
As It Happens	X	<input type="checkbox"/>	2	3	4
This Country In The Morning	0	<input type="checkbox"/>	6	7	8
Radio Noon	1	<input type="checkbox"/>	40-Y	X	0
Le Science Et Vous	2	<input type="checkbox"/>	2	3	4
Short 2-3 Minute Items As They Are Presented ...	3	<input type="checkbox"/>	6	7	8
Other (Specify)	38		<input type="checkbox"/>	<input type="checkbox"/>	41

24-b) Do you listen to the daily CBC National News on the radio regularly, from time to time or not at all?

	LISTENS TO REGULARLY	LISTENS TO FROM TIME TO TIME	DOES NOT LISTEN TO AT ALL
CBC National News	42-1	2	3

Finally, thinking about the Science items or programmes that you hear on the radio, I would again like your opinion on some of the statements people have made concerning them.

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN NATURAL SCIENCES ASK Q. 25

25. I am going to read you a series of statements made about some of the radio programmes dealing with the topics in the Natural Sciences. Please tell me whether you agree or disagree with each of the following:

	AGREE	DISAGREE	IT VARIES	NO OPINION
Most radio programmes dealing with Natural Sciences are accurately presented.....	43-Y	X	0	1
Most radio programmes dealing with Natural Sciences are interesting to listen to.....	3	4	5	6
I enjoy listening to radio programmes on Natural Sciences.....	44-Y	X	0	1
These programmes are easy for me to understand.....	3	4	5	6
There are not enough programmes on Natural Sciences.....	45-Y	X	0	1
When I am specifically looking for programmes on Natural Sciences I have difficulty finding them.....	3	4	5	6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN SOCIAL SCIENCES & HUMANITIES, ASK Q. 26

26. I am going to read you a series of statements made about some of the radio programmes dealing with the topics in the Social Sciences & Humanities. Please tell me whether you agree or disagree with each of the following:

	<u>AGREE</u>	<u>DISAGREE</u>	<u>IT VARIES</u>	<u>NO OPINION</u>
Most radio programmes dealing with Social Sciences & Humanities are accurately presented.....	46-Y	X	0	1
Most radio programmes dealing with Social Sciences & Humanities are interesting to listen to.....	3	4	5	6
I enjoy listening to radio programmes on Social Sciences & Humanities.....	47-Y	X	0	1
These programmes are easy for me to understand.....	3	4	5	6
There are not enough programmes on Social Sciences & Humanities.....	48-Y	X	0	1
When I am specifically looking for programmes on Social Sciences & Humanities I have difficulty finding them.....	3	4	5	6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN LIFE SCIENCES, ASK Q. 27

27. I am going to read you a series of statements made about some of the radio programmes dealing with the topics in the Life Sciences. Please tell me whether you agree or disagree with each of the following:

	<u>AGREE</u>	<u>DISAGREE</u>	<u>IT VARIES</u>	<u>NO OPINION</u>
Most radio programmes dealing with Life Sciences are accurately presented.....	49-Y	X	0	1
Most radio programmes dealing with Life Sciences are interesting to listen to.....	3	4	5	6
I enjoy listening to radio programmes on Life Sciences.....	50-Y	X	0	1
These programmes are easy for me to understand.....	3	4	5	6
There are not enough programmes on Life Sciences.....	51-Y	X	0	1
When I am specifically looking for programmes on Life Sciences I have difficulty finding them.....	3	4	5	6

NOTE: IN Q. 5 "IF VERY" OR "QUITE INTERESTED" IN ENGINEERING SCIENCES, ASK Q. 28

28. I am going to read you a series of statements made about some of the radio programmes dealing with the topics in the Engineering Sciences. Please tell me whether you agree or disagree with each of the following:

	<u>AGREE</u>	<u>DISAGREE</u>	<u>IT VARIES</u>	<u>NO OPINION</u>
Most radio programmes dealing with Engineering Sciences are accurately presented.....	52-Y	X	0	1
Most radio programmes dealing with Engineering Sciences are interesting to listen to.....	3	4	5	6
I enjoy listening to radio programmes on Engineering Sciences.....	53-Y	X	0	1
These programmes are easy for me to understand.....	3	4	5	6
There are not enough programmes on Engineering Sciences.....	54-Y	X	0	1
When I am specifically looking for programmes on Engineering Sciences I have difficulty finding them.....	3	4	5	6

ASK EVERYONE

- 29-a) Would you please tell me the names of any prominent CANADIAN scientists either living or dead you happen to remember?
- b) (FOR EACH SCIENTIST NAMED IN -a), ASK:)
Would you please tell me what you think this scientist does (or did) or why you remember him?

(a)	(b)
<u>NAME OF SCIENTIST</u>	<u>WHAT SCIENTIST DOES/DID OR WHY REMEMBERED</u>
1. _____	_____
2. _____	_____
3. _____	_____

NONE REMEMBERED

- 30-a) Finally, would you please tell me about any CANADIAN achievements or projects in science you happen to know about.
- b) Where did you read or hear about this?

(a)	(b)
<u>ACHIEVEMENT</u>	<u>WHERE HEARD OR SEEN</u>
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____

NDNE REMEMBERED

8/14

BASIC DATA--FILL IN AT END OF INTERVIEW

WRITE CLEARLY OR PRINT. GIVE INITIALS

CIRCLE: MR. MISS MRS. _____ PHONE NO: _____ NONE

MAILING ADDRESS: _____ TOWN: _____ PROV: _____

INTERVIEW NO. 15 ON LOCATION NO. 16/19 20

SEX: MALE 21-1
FEMALE 2

A. IF THIS HOUSEHOLD IS LOCATED IN A RURAL AREA (i.e., A COMMUNITY OF LESS THAN 1,000 POPULATION OR OPEN COUNTRY) ASK:

- a) Is there more than one acre in this property? YES ASK -b) NO 22-1
- b) Last year, did you sell more than \$50 worth of products grown or raised on this property? YES 2
NO 3

EITHER

IF INTERVIEWING MONDAY TO FRIDAY, SAY:

B. We are interested in finding out how often people are at home on weekdays at about this time. I am not interested in Saturdays and Sundays, only weekdays.

- | | AT HOME | NOT HOME | CAN'T REMEMBER/
DON'T KNOW |
|---|---------|----------|-------------------------------|
| -a) Did you happen to be at home yesterday (or last preceding weekday) at about this time?
_____ | 23-1 .. | 2 .. | 3 .. |
| (WRITE IN NAME OF DAY) | | | |
| -b) How about _____?
(SAY & WRITE IN WEEKDAY BEFORE) | 24-1 .. | 2 .. | 3 .. |
| -c) How about _____?
(SAY & WRITE IN WEEKDAY BEFORE) | 25-1 .. | 2 .. | 3 .. |

NOTE: WORK BACK THROUGH 3 PRECEDING WEEKDAYS

OR

IF INTERVIEWING SATURDAY, SAY INSTEAD:

- | | AT HOME | NOT HOME | CAN'T REMEMBER/
DON'T KNOW |
|---|---------|----------|-------------------------------|
| -a) We are interested in finding out how often people are at home on Saturday at about this time. For instance, did you happen to be at home <u>last</u> Saturday at about this time? | 26-1 .. | 2 .. | 3 .. |
| -b) How about the Saturday before that, at about this time? | 27-1 .. | 2 .. | 3 .. |

EVERYBODY

C-a) TOTAL HOUSEHOLD MEMBERS

How many people live in this household, including yourself, other members of your family, and anyone else living as part of your household who is not a member of your immediate family?

- | | (a)
TOTAL NUMBER
IN HOUSEHOLD | (b)
TOTAL NUMBER
15 AND OVER | (c)
TOTAL NUMBER
18 AND OVER |
|---|-------------------------------------|------------------------------------|------------------------------------|
| -b) How many are 15 years of age or over? | | | |
| -c) How many are 18 years of age or over? | | | |
| One | 28-1 .. | 29-1 .. | 30-1 .. |
| Two | 2 .. | 2 .. | 2 .. |
| Three | 3 .. | 3 .. | 3 .. |
| Four | 4 .. | 4 .. | 4 .. |
| Five | 5 .. | 5 .. | 5 .. |
| Six | 6 .. | 6 .. | 6 .. |
| Seven | 7 .. | 7 .. | 7 .. |
| Eight | 8 .. | 8 .. | 8 .. |
| Nine | 9 .. | 9 .. | 9 .. |
| Ten or more | 0 .. | 0 .. | 0 .. |
| NONE | | | X .. |

D. FAMILY COMPOSITION

-a) Are there any children under 18 years of age living at home? YES .. 31-1 ASK -b)

-b) (IF "YES") YES NO NO ... 2

Are any of them under 5 years of age? .. 32-Y ...

Are any of them 5 to 9 years of age? ... X ...

Are any of them 10 to 14 years of age? .. 0 ...

Are any of them 15 to 17 years of age? . 1 ...

-c) Total number of children under 18 years living at home _____ -33

-d) How many children are in high school?

0 34-Y

1 X

2 0

3 OR MORE .. 1

-e) How many children are in college?

0 2

1 3

2 4

3 OR MORE 5

-f) Do you know whether any of the children in the household are taking science courses?

In High School? YES 35-Y

NO X

DON'T KNOW ... 0

In College? YES 1

NO 2

DON'T KNOW ... 3

E. What is your marital status?..... SINGLE 36-Y

MARRIED X

WIDOW(ER), DIVORCED, 0

SEPARATED 0

F. Respondent's Position In Household;

MALE HEAD 3

FEMALE HEAD 4

SON 5

DAUGHTER 6

OTHER MALE 7

OTHER FEMALE..... 8

G. Mother tongue--What was the language you first spoke in childhood and still understand? ENGLISH 37-1
 FRENCH--(QUEBEC INTERVIEW) .. 2
 FRENCH--(NON-QUEBEC INTERVIEW) 3
 OTHER: (CIRCLE CODE & SPECIFY) _____ 4

II. What is your occupation? TYPE OF JOB: _____ 38-
 TYPE OF COMPANY: _____ 39-
 Homemaker only
 Homemaker employed outside home?
 Part-time? ... (STATE JOB) _____
 Full-time? ... (STATE JOB) _____ 40-

I. What is the occupation of the head of the house? TYPE OF JOB: _____
 TYPE OF COMPANY: _____ 41-

II-a) What was the name of the last school you attended? How far did you go? SOME GRADUATED
 Public/elementary school (Grades 1 - 8--Quebec grades 1 - 7) 42-1 2
 Secondary/high school (Grades 9 - 13 --Quebec grades 8 - 12) 3 4 ASK -b)
 Technical/senior college (Above grades 12 or 13--Quebec CEGEP/college classique) 5 6 ASK -c)
 University 7 8
 No formal schooling 9
 Refused 0
 Any additional schooling _____

-b) Did you take any science courses in high school such as general science, biology, chemistry or physics?

Took no science courses in high school 43-Y
 Took some science courses in high school X

-c) Did you take any science courses in college or university?

Took no science courses in university 1
 Took a few science courses in university 2
 Took a science major in university 3
 Took graduate science courses in university . 4

K. (HAND CARD 2) Would you mind telling me which letter on this card corresponds to your age or age group?

a) 15 YEARS 44-1
 b) 16 - 17 YEARS 2
 c) 18 - 19 YEARS 3
 d) 20 YEARS 4
 e) 21 - 24 YEARS 5
 f) 25 - 29 YEARS 6
 g) 30 - 34 YEARS 7
 h) 35 - 39 YEARS 8
 i) 40 - 44 YEARS 9
 j) 45 - 49 YEARS 0
 k) 50 - 55 YEARS X
 l) 56 - 64 YEARS Y
 m) 65 YEARS AND OVER .. 45-1

L. TOTAL FAMILY INCOME

(HAND CARD C) In which of these letter groups does the approximate income of the family fall--that is, the income or earnings of all the family members living here added together?

IF REFUSED OR DON'T KNOW
GIVE BEST ESTIMATE
\$ _____
(PER YEAR)
TOTAL FAMILY INCOME

- L 46-1
- M 2
- N 3
- O 4
- P 5
- Q 6
- R 7 8 9
- REFUSED
- DON'T KNOW

M. INCOME OF HEAD OF HOUSE

(HAND CARD D) Now in which of these letter groups does the approximate income of the head of the house fall?

IF REFUSED OR DON'T KNOW
GIVE BEST ESTIMATE
\$ _____
(PER YEAR)
HEAD OF HOUSE

- L, M OR N 47-1
- O 2
- P 3
- Q 4
- R 5
- S 6
- T 7
- U 8
- V 9
- W 0 X Y
- REFUSED
- DON'T KNOW

AUTOMATIC CLASSIFICATION--OBSERVE, DO NOT ASK

SOCIO-ECONOMIC LEVEL

- UPPER 48-9
- UPPER MIDDLE 8
7
- MIDDLE 6
5
4
- LOWER MIDDLE 3
2
- LOWER 1

DAY OF INTERVIEW

- MONDAY 49-1
- TUESDAY 2
- WEDNESDAY 3
- THURSDAY 4
- FRIDAY 5
- SATURDAY 6

INTERVIEW NUMBER WITHIN HOUSEHOLD

- FIRST 50-1
- SECOND 2
- THIRD 3
- FOURTH 4
- FIFTH OR MORE 5

DATE: _____

51-

INTERVIEWER'S SIGNATURE: _____

52-

EMPLOYEE NUMBER: _____

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