



**Decima** Research

*Significantly Different*

## **Canadian Aerospace Partnership; Baseline Public Perception Survey**

### **Banner Tables**

**Prepared for: Industry Canada, Aerospace Branch**

**Date: October 2005**

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V1. Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with the aerospace industry?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
4 - Very familiar	44	4	11	15	3	4	7	35	9	8	10	2	14	11	7	23	4	5	5	-	37	7
	4%	5%	4%	4%	4%	4%	5%	7%	2%	7%	6%	1%	6%	4%	6%	4%	12%	3%	8%		5%	3%
								I		L	L		L	L								
Somewhat familiar	251	18	41	115	18	18	41	184	67	16	42	58	60	73	42	131	7	48	11	8	214	37
	25%	23%	16%	30%	26%	18%	30%	37%	13%	15%	23%	30%	28%	24%	33%	24%	19%	27%	16%	14%	27%	16%
				CF	C		CF	I				J	J	J	PST			T			V	
Not very familiar	365	28	106	126	23	37	45	149	215	38	55	68	85	113	47	202	12	61	25	18	269	96
	36%	36%	42%	33%	33%	37%	34%	30%	41%	33%	30%	35%	39%	38%	37%	37%	34%	34%	37%	31%	34%	41%
			D					H														
1 - Not at all familiar	351	27	92	131	25	37	39	122	229	51	77	66	56	97	30	188	13	58	27	31	261	90
	34%	35%	37%	34%	37%	37%	29%	25%	43%	45%	41%	34%	26%	32%	24%	34%	35%	33%	39%	54%	33%	39%
								H	MN	M						0				OPR		
Don't know/Refused	9	1	1	-	-	4	3	2	7	-	1	-	1	7	-	3	-	5	-	0	7	1
	1%	1%	1%			4%	2%	1%	1%		1%		1%	2%		1%		3%		1%	1%	1%
Familiar (NET)	295	22	53	130	21	21	48	219	76	24	53	60	74	83	49	154	11	54	16	8	251	45
	29%	28%	21%	34%	31%	22%	36%	44%	14%	21%	28%	31%	34%	28%	39%	28%	30%	30%	24%	14%	32%	19%
				CF			CF	I					J	PST	T		T			V		
Not familiar (NET)	716	55	198	257	48	74	84	272	444	89	132	135	142	209	77	390	25	119	52	49	531	185
	70%	70%	79%	66%	69%	75%	62%	55%	84%	79%	71%	69%	65%	70%	61%	71%	70%	67%	76%	85%	67%	80%
			DG			G		H		M					O			O	OPR		U	
MEAN	2.0	2.0	1.9	2.0	2.0	1.9	2.1	2.3	1.7	1.8	1.9	2.0	2.1	2.0	2.2	2.0	2.1	2.0	1.9	1.6	2.0	1.8
							CF	I					JKLN		PST	T	T	T		V		

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VI. Would you say you are very familiar, somewhat familiar, not very familiar or not at all familiar with the aerospace industry?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020 100%	635 100%	385 100%	309 100%	220 100%	189 100%	63 100%	133 100%	320 100%	238 100%	278 100%	81 100%	92 100%	241 100%	608 100%	164 100%	168 100%	354 100%	168 100%	315 100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
4 - Very familiar	44 4%	35 5%	10 2%	9 3%	12 5%	4 2%	1 1%	16 12%	7 2%	12 5%	13 5%	6 7%	6 6%	14 6%	23 4%	7 4%	9 5%	12 3%	7 4%	17 5%
								DEFG												
Somewhat familiar	251 25%	168 26%	83 22%	51 17%	62 28%	52 27%	23 36%	40 30%	58 18%	60 25%	87 31%	30 37%	16 18%	56 23%	160 26%	34 21%	39 23%	83 23%	45 27%	79 25%
					D	D	D	D			IM	IM								
Not very familiar	365 36%	225 35%	140 36%	104 34%	84 38%	71 38%	22 34%	50 37%	115 36%	84 35%	108 39%	21 27%	32 34%	78 32%	223 37%	60 37%	57 34%	138 39%	57 34%	107 34%
											L									
1 - Not at all familiar	351 34%	202 32%	149 39%	140 45%	62 28%	61 32%	17 27%	27 20%	134 42%	82 35%	68 24%	24 29%	39 42%	92 38%	199 33%	59 36%	61 36%	116 33%	58 35%	112 36%
				B	EFGH				KL	K			K							
Don't know/Refused	9 1%	6 1%	2 1%	5 2%	-	0 *	1 1%	-	6 2%	-	2 1%	-	-	1 1%	3 1%	4 2%	3 2%	5 2%	0 *	-
Familiar (NET)	295 29%	202 32%	93 24%	60 19%	74 34%	56 30%	24 38%	56 42%	65 20%	71 30%	100 36%	36 44%	22 24%	70 29%	184 30%	41 25%	48 28%	95 27%	52 31%	96 31%
			C		D	D	D	DF		I	IM	IJM								
Not familiar (NET)	716 70%	426 67%	290 75%	244 79%	146 66%	133 70%	39 61%	77 58%	249 78%	167 70%	176 63%	45 56%	70 76%	170 70%	422 69%	119 73%	117 70%	254 72%	116 69%	219 69%
			B	EFGH		H			JKL	L			KL							
MEAN	2.0	2.1 C	1.9	1.8	2.1 D	2.0 D	2.1 D	2.3 DEF	1.8	2.0 I	2.2 IJM	2.2 IM	1.9	2.0	2.0	1.9	2.0	2.0	2.0	2.0

V2. When you hear the words aerospace industry, do you have a positive, neutral or negative reaction?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Positive	360	24	107	135	17	29	47	223	137	32	55	71	81	116	61	191	18	61	17	10	261	99
	35%	31%	43%	35%	25%	29%	35%	45%	26%	28%	29%	36%	37%	39%	48%	35%	49%	35%	25%	17%	33%	43%
			BEF	E				I							PRST	T	ST	T				U
Neutral	529	45	118	199	40	56	72	219	309	76	120	104	112	115	50	306	10	72	45	41	420	109
	52%	56%	47%	51%	58%	56%	53%	44%	59%	67%	64%	53%	52%	38%	40%	56%	28%	41%	66%	70%	53%	47%
					C			H		LMN	LMN	N	N			OQR			OQR	OPQR		
Negative	90	9	20	32	7	12	10	39	51	3	9	12	16	50	13	35	5	30	3	4	73	17
	9%	11%	8%	8%	10%	12%	8%	8%	10%	3%	5%	6%	7%	17%	10%	6%	15%	17%	5%	7%	9%	8%
														JKIM				PST				
Don't know/Refused	42	1	6	21	5	3	6	12	29	2	3	8	8	19	3	15	3	13	3	3	35	6
	4%	1%	2%	5%	7%	3%	4%	2%	6%	2%	1%	4%	4%	6%	2%	3%	8%	7%	4%	5%	4%	3%
				B					H					JK				OP				

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V2. When you hear the words aerospace industry, do you have a positive, neutral or negative reaction?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>Positive</b>	360	236	123	92	86	59	28	63	80	81	125	41	29	80	227	49	60	134	58	101
	35%	37%	32%	30%	39%	31%	44%	48%	25%	34%	45%	51%	31%	33%	37%	30%	36%	38%	35%	32%
				D	D		D	DF		I	IJM	IJM								
<b>Neutral</b>	529	325	204	153	104	117	35	64	173	128	138	30	57	131	312	84	75	160	96	191
	52%	51%	53%	50%	47%	62%	55%	48%	54%	54%	50%	37%	62%	54%	51%	51%	45%	45%	57%	61%
				EFGH	GH	DEH			L	L	L		L						QR	QR
<b>Negative</b>	90	48	43	50	20	9	1	4	48	21	9	6	5	21	47	22	24	42	10	13
	9%	8%	11%	16%	9%	5%	1%	3%	15%	9%	3%	7%	5%	9%	8%	13%	15%	12%	6%	4%
				EFGH	GH				JKLM	K							ST	ST		
<b>Don't know/Refused</b>	42	27	15	13	10	4	-	2	19	8	5	4	1	8	22	10	9	18	4	10
	4%	4%	4%	4%	5%	2%		1%	6%	3%	2%	5%	1%	3%	4%	6%	5%	5%	2%	3%
									KM											

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V3. Why?  
 BASE: Representative Adults  
 BANNER 1

	Region							Gender		Age Group					Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Don't know enough/much about it/what it is	233	26	43	83	20	29	30	79	154	39	52	47	40	54	22	126	8	30	21	24	188	45
	23%	33%	17%	22%	29%	30%	22%	16%	29%	34%	28%	24%	19%	18%	18%	23%	21%	17%	31%	41%	24%	19%
		CD			C	C		H	H	MN	MN							R	R	OPQR		
Doesn't affect/concern me/don't care/not interested	184	21	46	57	11	22	27	74	110	17	36	34	43	53	15	103	6	40	10	8	141	42
	18%	27%	18%	15%	16%	22%	20%	15%	21%	15%	19%	18%	20%	18%	12%	19%	16%	23%	15%	14%	18%	18%
		D						H	H						O	O		O				
Advancement/progress in technology/science	125	8	44	40	4	7	23	71	54	10	17	25	29	42	23	65	2	26	4	4	85	40
	12%	10%	18%	10%	5%	8%	17%	14%	10%	9%	9%	13%	13%	14%	18%	12%	5%	15%	6%	7%	11%	17%
			BDEF				EF	I							QST			QS				U
It's a good/positive thing	50	3	10	27	1	5	4	25	26	4	10	7	12	16	6	29	2	9	3	3	43	7
	5%	4%	4%	7%	2%	5%	3%	5%	5%	3%	6%	4%	6%	5%	4%	5%	4%	5%	4%	5%	5%	3%
				E																		
Waste of money/money could be spent elsewhere (general)	50	2	13	20	1	6	8	26	24	2	4	9	8	26	6	17	2	20	3	1	38	12
	5%	3%	5%	5%	2%	7%	6%	5%	5%	2%	2%	5%	4%		5%	3%	5%	12%	4%	2%	5%	5%
														JKM				OPST				
Find it interesting	49	2	9	18	3	6	10	30	18	4	10	9	11	14	3	28	6	7	1	3	40	9
	5%	2%	3%	5%	4%	7%	8%	6%	3%	4%	5%	5%	5%	5%	2%	5%	16%	4%	1%	5%	5%	4%
																OS						
Important/good to explore/travel	44	4	9	18	3	1	10	25	19	3	10	6	15	9	8	25	3	3	3	3	35	9
	4%	4%	4%	5%	4%	1%	7%	5%	4%	3%	6%	3%	7%	3%	6%	5%	8%	2%	4%	4%	4%	4%
				F			F						N		R	R						
It's the future	44	2	16	16	1	3	5	19	24	5	3	13	11	11	8	23	2	6	2	2	28	16
	4%	3%	6%	4%	2%	3%	4%	4%	5%	5%	2%	6%	5%	4%	6%	4%	5%	4%	3%	4%	4%	7%
				E								K										
Family member(s)/ Friend(s) work in the industry (general)	29	3	10	9	3	3	1	17	12	3	9	4	4	8	3	16	1	5	3	1	20	9
	3%	4%	4%	2%	5%	3%	1%	3%	2%	3%	5%	2%	2%	3%	2%	3%	3%	3%	5%	2%	3%	4%
				G																		
We need to advance/go ahead/move forward	28	1	6	14	2	2	4	18	10	2	2	6	7	12	2	17	2	8	-	-	23	5
	3%	1%	2%	4%	3%	2%	3%	4%	2%	2%	1%	3%	3%	4%	2%	3%	5%	4%			3%	2%
				B										K								
Benefits/improves society	23	0	5	7	2	2	7	18	5	5	2	5	5	6	1	15	1	4	2	-	19	5
	2%	1%	2%	2%	2%	2%	5%	4%	1%	4%	1%	2%	2%	2%	1%	3%	3%	2%	3%		2%	2%
							B	I							O							
Creates jobs	23	1	9	10	2	-	1	18	4	-	2	6	6	9	2	13	2	7	-	-	14	9
	2%	1%	4%	3%	3%		1%	4%	1%		1%	3%	3%	3%	2%	2%	4%	4%			2%	4%
								I														
Good for economy (general)	18	-	8	8	1	1	-	13	4	-	2	5	3	7	4	8	-	5	-	-	11	7
	2%		3%	2%	2%	1%		3%	1%		1%	3%	2%	2%	3%	2%		3%			1%	3%
								I														

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(Continued)

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V3. Why?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Messes up environment/ atmosphere/nature (general)	17 2%	-	3 1%	13 3%	1 1%	-	-	7 1%	10 2%	3 3%	2 1%	3 1%	1 1%	8 3%	4 3%	9 2%	-	3 2%	-	1 2%	14 2%	3 1%
I see both the good/ positive and the bad/ negative	17 2%	1 1%	4 1%	7 2%	1 2%	2 3%	2 1%	9 2%	8 1%	1 1%	5 3%	3 2%	5 2%	3 1%	3 3%	9 2%	-	1 1%	3 4%	-	13 2%	4 2%
Safe/safer/fewer accidents (general)	17 2%	1 1%	5 2%	5 1%	1 2%	3 3%	2 1%	7 1%	9 2%	-	4 2%	7 3%	2 1%	4 1%	3 2%	12 2%	-	2 1%	-	-	11 1%	5 2%
Innovative	6 1%	1 1%	5 2%	-	-	-	-	2 **	4 1%	-	-	1 **	3 1%	3 1%	-	2 **	1 3%	2 1%	-	1 2%	1 **	5 2%
Waste of time	5 1%	1 1%	-	3 1%	-	1 1%	1 **	2 **	4 1%	-	-	1 1%	1 **	3 1%	2 2%	-	1 2%	1 **	-	2 4%	5 1%	-
Other	104 10%	4 5%	33 13%	41 11%	5 7%	7 7%	14 11%	75 15%	29 6%	10 9%	18 10%	19 10%	26 12%	29 10%	15 12%	57 10%	1 3%	18 10%	9 14%	3 5%	75 9%	30 13%
Don't know/Refused	147 14%	13 16%	29 11%	61 16%	15 22%	13 13%	16 12%	61 12%	87 16%	23 20%	28 15%	27 14%	26 12%	41 14%	17 14%	77 14%	7 20%	19 11%	14 21%	10 17%	124 16%	23 10%

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V3. Why?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Don't know enough/much about it/what it is	233	136	96	80	45	48	11	25	80	60	47	16	29	60	139	33	24	85	38	84
	23%	21%	25%	26%	20%	25%	17%	19%	25%	25%	17%	20%	32%	25%	23%	20%	15%	24%	23%	27%
Doesn't affect/concern me/don't care/not interested	184	104	80	55	30	46	7	23	68	38	53	11	14	40	110	33	31	61	33	58
	18%	16%	21%	18%	14%	24%	12%	17%	21%	16%	19%	14%	15%	16%	18%	20%	19%	17%	19%	18%
Advancement/progress in technology/science	125	89	36	23	30	23	10	24	19	25	54	20	6	22	83	19	16	53	21	33
	12%	14%	9%	8%	14%	12%	16%	18%	6%	10%	20%	25%	7%	9%	14%	11%	10%	15%	13%	10%
It's a good/positive thing	50	38	12	12	10	10	7	4	9	21	10	5	5	11	30	8	12	20	4	14
	5%	6%	3%	4%	5%	5%	12%	3%	3%	9%	4%	6%	5%	4%	5%	5%	7%	6%	2%	4%
Waste of money/money could be spent elsewhere (general)	50	32	18	21	6	9	2	5	24	12	7	3	3	11	27	11	13	21	6	9
	5%	5%	5%	7%	3%	5%	4%	4%	7%	5%	2%	4%	3%	5%	4%	7%	8%	6%	3%	3%
Find it interesting	49	35	14	18	9	11	-	9	12	16	11	6	2	15	26	7	13	13	7	13
	5%	5%	4%	6%	4%	6%	7%	4%	4%	7%	4%	8%	2%	6%	4%	4%	8%	4%	4%	4%
Important/good to explore/travel	44	25	19	14	11	5	6	4	9	14	13	4	4	12	22	10	8	13	11	13
	4%	4%	5%	4%	5%	2%	10%	3%	3%	6%	5%	5%	4%	5%	4%	6%	5%	4%	6%	4%
It's the future	44	36	8	13	10	5	4	9	13	11	12	2	5	9	30	4	3	19	11	11
	4%	6%	2%	4%	4%	3%	6%	7%	4%	5%	4%	3%	6%	4%	5%	2%	2%	5%	6%	3%
Family member(s)/ Friend(s) work in the industry (general)	29	18	11	3	13	1	2	9	3	6	12	4	3	4	23	2	2	14	3	10
	3%	3%	3%	1%	6%	**	3%	7%	1%	2%	4%	5%	3%	1%	4%	1%	1%	4%	2%	3%
We need to advance/go ahead/move forward	28	20	9	9	8	5	5	1	6	6	13	1	2	3	18	7	6	9	4	9
	3%	3%	2%	3%	4%	2%	7%	1%	2%	2%	5%	1%	2%	1%	3%	4%	4%	3%	2%	3%
Benefits/improves society	23	17	7	4	4	-	2	11	4	6	7	3	2	11	9	2	3	7	6	7
	2%	3%	2%	1%	2%	2%	8%	1%	2%	3%	4%	2%	2%	5%	2%	1%	2%	2%	3%	2%
Creates jobs	23	16	7	3	5	4	2	8	1	3	11	7	-	4	15	3	4	5	2	12
	2%	2%	2%	1%	2%	2%	3%	6%	**	1%	4%	9%	2%	2%	2%	2%	2%	1%	1%	4%
Good for economy (general)	18	15	3	3	6	2	-	6	-	3	7	7	1	4	11	2	4	4	2	8
	2%	2%	1%	1%	3%	1%	4%	1%	2%	1%	2%	9%	1%	2%	2%	1%	2%	1%	1%	3%



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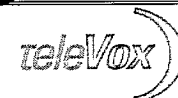


Table V3 Page 8  
(Continued)

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V3. Why?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Messes up environment/ atmosphere/nature (general)	17 2%	11 2%	6 2%	8 2%	5 2%	3 2%	-	-	8 2%	5 2%	3 1%	-	1 1%	6 3%	7 1%	4 2%	6 3%	4 1%	2 1%	5 2%
I see both the good/ positive and the bad/ negative	17 2%	11 2%	6 1%	3 1%	2 1%	5 3%	1 1%	3 2%	1 **	4 2%	5 2%	3 4%	3 3%	3 1%	10 2%	4 3%	3 2%	5 1%	2 1%	7 2%
Safe/safer/fewer accidents (general)	17 2%	11 2%	6 1%	2 1%	5 2%	2 1%	2 3%	4 3%	1 **	4 2%	6 2%	4 5%	1 1%	3 1%	12 2%	2 1%	2 1%	6 2%	2 1%	6 2%
Innovative	6 1%	3 **	4 1%	3 1%	1 **	1 1%	0 1%	-	2 1%	2 1%	2 1%	0 1%	-	2 1%	3 1%	1 1%	1 1%	3 1%	-	3 1%
Waste of time	5 1%	4 1%	2 1%	2 1%	1 1%	2 1%	-	-	1 **	2 1%	2 1%	-	-	-	3 **	3 2%	3 2%	1 **	2 1%	-
Other	104 10%	63 10%	42 11%	34 11%	21 9%	22 11%	5 8%	19 14%	30 10%	19 8%	35 13%	8 10%	11 11%	25 10%	61 10%	18 11%	23 13%	39 11%	11 6%	30 9%
Don't know/Refused	147 14%	90 14%	57 15%	54 17% FH	35 16% FH	17 9%	10 15%	7 6%	61 19% KL	33 14% L	29 10%	5 6%	15 16%	47 20%	75 12%	25 15%	28 17% R	35 10%	30 18% R	51 16% R

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Table V4 Page 9  
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V4. What comes to mind when you hear the words aerospace industry?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Airplanes/craft/bus/jets/airport	227	15	69	82	16	15	29	118	109	33	48	43	45	55	15	142	7	31	17	12	164	63
	22%	19%	27%	21%	23%	16%	22%	24%	21%	29%	26%	22%	21%	18%	12%	26%	21%	18%	26%	21%	21%	27%
			F							N						OR			O			
Space/outer space travel/exploration/missions	225	17	52	83	13	26	35	123	102	23	30	46	56	68	25	125	3	40	15	15	175	50
	22%	21%	21%	21%	18%	26%	26%	25%	19%	20%	16%	24%	26%	23%	20%	23%	10%	23%	22%	27%	22%	21%
								I					K			Q		Q		Q		
Rocket ships/spacecraft/space station	167	10	28	74	14	20	20	82	84	13	34	39	38	40	26	94	11	21	9	5	138	28
	16%	13%	11%	19%	20%	20%	15%	17%	16%	11%	18%	20%	17%	13%	21%	17%	31%	12%	13%	8%	18%	12%
				C											RT	T	RST				V	
Technology/research/development/engineering/design	129	7	34	44	9	10	24	69	60	13	23	25	37	29	17	79	5	17	7	5	98	31
	13%	9%	13%	11%	12%	11%	18%	14%	11%	11%	13%	13%	17%	10%	14%	14%	13%	9%	10%	9%	12%	13%
													N									
Flying/air travel (general)	104	7	13	48	11	11	14	43	61	14	17	17	21	36	16	54	1	23	7	3	92	12
	10%	9%	5%	12%	16%	11%	10%	9%	12%	12%	9%	9%	10%	12%	13%	10%	2%	13%	11%	6%	12%	5%
				C	C										Q	Q		Q			V	
NASA	77	4	16	28	5	12	12	38	39	8	23	9	20	14	16	47	1	6	4	3	61	16
	8%	6%	6%	7%	7%	12%	9%	8%	7%	7%	12%	5%	9%	5%	13%	9%	3%	4%	6%	5%	8%	7%
										LN					QR	R						
Plane companies/manufacturers	45	7	20	9	4	3	2	24	21	1	4	6	13	20	6	21	3	13	1	-	27	18
	4%	8%	8%	2%	6%	4%	1%	5%	4%	1%	2%	3%	6%	7%	5%	4%	9%	7%	1%		3%	8%
		G	DG									J	JK					S				U
Planets (general)	40	1	16	13	2	4	5	19	22	2	12	8	9	11	1	25	2	8	3	2	25	16
	4%	1%	7%	3%	2%	4%	4%	4%	4%	2%	6%	4%	4%	4%	1%	5%	5%	4%	4%	4%	3%	7%
			BE												O			O				U
Money/expensive/wastes tax dollars	39	1	15	12	1	7	3	14	26	2	5	5	9	18	7	14	3	9	1	3	26	13
	4%	1%	6%	3%	1%	7%	2%	3%	5%	2%	3%	3%	4%	6%	6%	3%	10%	5%	1%	6%	3%	6%
			BE		BE									J								
Bombardier	35	1	25	7	-	1	1	25	10	3	8	10	11	4	10	19	-	-	3	3	12	23
	3%	1%	10%	2%		1%	1%	5%	2%	2%	4%	5%	5%	1%	8%	3%			5%	6%	2%	10%
			BDFG					I				N	N									U
Future/progress (general)	33	3	15	11	3	1	-	19	14	2	5	8	8	10	3	24	-	4	-	2	17	16
	3%	4%	6%	3%	4%	1%		4%	3%	2%	3%	4%	4%	3%	2%	4%		2%		3%	2%	7%
			F																			U
Satellites	32	2	10	10	2	1	8	15	17	2	4	7	8	10	4	15	2	6	3	-	23	8
	3%	2%	4%	3%	3%	1%	6%	3%	3%	2%	2%	4%	4%	3%	3%	3%	6%	4%	5%		3%	4%
							F															
Astronauts/training/space suits	30	0	9	10	1	2	7	11	18	2	6	6	8	6	3	20	2	4	-	1	20	9
	3%	1%	4%	3%	2%	2%	5%	2%	4%	2%	3%	3%	3%	2%	2%	4%	5%	2%		2%	3%	4%
			B				B															

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V4. What comes to mind when you hear the words aerospace industry?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group							Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Security/defense/weapons/ military (general)	28 3%	1 1%	8 3%	14 4%	2 3%	-	4 3%	17 3%	12 2%	1 1%	3 2%	12 6%	5 2%	7 2%	5 4%	19 3%	-	3 2%	-	1 2%	20 3%	8 3%
												JKN										
Canada Arm/Canadian Space Agency	27 3%	1 2%	8 3%	8 2%	3 4%	2 2%	5 4%	15 3%	12 2%	-	3 2%	8 4%	9 4%	6 2%	3 2%	14 3%	2 5%	4 2%	1 1%	3 5%	21 3%	6 2%
Solar system/galaxy/ universe	19 2%	-	4 2%	9 2%	-	1 1%	5 4%	6 1%	13 2%	-	5 3%	7 3%	1 *	6 2%	2 2%	9 2%	-	4 2%	2 3%	2 4%	15 2%	4 2%
												M										
Vacation/passenger service/commercial travel (general)	18 2%	1 2%	3 1%	9 2%	2 2%	-	2 2%	12 2%	6 1%	3 3%	5 2%	3 2%	3 1%	4 1%	2 2%	9 2%	-	3 2%	2 3%	1 2%	16 2%	2 1%
Freight/transportation	15 1%	1 2%	5 2%	6 2%	-	2 2%	-	9 2%	6 1%	4 4%	1 *	1 *	3 1%	6 2%	1 1%	8 1%	-	3 2%	3 5%	-	10 1%	5 2%
Boeing	14 1%	0 1%	3 1%	6 2%	-	2 2%	3 2%	10 2%	4 1%	-	1 *	3 1%	8 4%	2 1%	1 1%	11 2%	1 4%	-	-	1 2%	11 1%	3 1%
												KN										
Science/astrophysics	12 1%	-	2 1%	6 2%	1 1%	1 1%	2 1%	5 1%	7 1%	1 1%	2 1%	1 *	5 2%	3 1%	1 1%	7 1%	-	1 1%	2 3%	1 2%	10 1%	2 1%
Big business/ corporations/competition (general)	10 1%	1 2%	3 1%	2 *	-	-	4 3%	7 2%	3 1%	3 3%	-	1 1%	1 *	5 2%	2 1%	4 1%	-	3 2%	-	-	7 1%	3 1%
Accidents/crashes/danger	9 1%	1 1%	4 2%	3 1%	-	1 1%	-	6 1%	3 1%	1 1%	1 *	-	3 1%	5 2%	-	5 1%	-	3 2%	1 1%	-	4 1%	5 2%
Employment/jobs	9 1%	-	1 *	6 2%	1 1%	1 1%	-	5 1%	3 1%	-	2 1%	-	1 1%	5 2%	-	4 1%	-	4 2%	-	1 2%	8 1%	1 *
American involvement (general)	8 1%	-	1 *	3 1%	0 1%	-	3 2%	3 1%	5 1%	0 *	2 1%	1 *	1 *	3 1%	-	4 1%	-	3 2%	0 1%	-	7 1%	1 1%
Pollution/environment/ ozone layer	6 1%	-	2 1%	2 1%	1 1%	1 1%	-	2 1%	4 1%	1 1%	1 *	3 1%	-	2 1%	2 1%	4 1%	-	-	-	-	4 1%	2 1%
Air Canada	6 1%	-	1 *	3 1%	-	2 2%	-	5 1%	1 *	3 3%	-	2 1%	1 *	-	2 1%	1 *	-	-	3 5%	-	5 1%	1 *
Speed (general)	5 *	1 1%	1 *	1 *	-	1 1%	1 1%	1 *	4 *	-	-	-	3 1%	1 *	1 1%	2 *	-	1 1%	-	1 1%	4 1%	1 *
Intellectual minds/ thinkers	5 *	-	1 *	3 1%	-	-	1 *	3 1%	2 *	-	1 1%	2 1%	-	2 1%	-	4 1%	-	-	-	1 1%	4 *	1 *
Pilots	4 *	2 3%	1 *	-	-	-	1 1%	3 1%	1 *	2 2%	-	-	2 1%	-	1 1%	2 *	1 2%	-	-	-	3 *	1 *
Know someone/I work in the industry	4 *	-	2 1%	2 1%	-	-	-	2 *	2 *	1 1%	1 1%	-	1 *	1 *	-	1 *	-	1 1%	1 2%	1 1%	3 *	1 *

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Table V4 Page 11  
(Continued)

October 13 - 17 2005

V4. What comes to mind when you hear the words aerospace industry?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Spar	4 *%	-	-	2 *%	-	2 2%	-	3 1%	1 *%	-	-	-	2 1%	2 1%	-	2 *%	-	2 1%	-	-	4 *%	-
Avro Arrow	4 *%	-	-	2 1%	1 1%	1 1%	-	2 *%	1 *%	-	-	1 *%	1 *%	2 1%	1 1%	2 *%	-	1 1%	-	-	4 *%	-
Pratt and Whitney	3 *%	-	3 1%	-	-	-	-	1 *%	2 *%	-	1 *%	-	-	2 1%	-	2 *%	-	1 1%	-	-	1 *%	2 1%
Good ideas/interesting (general)	3 *%	-	2 1%	-	-	-	1 *%	3 1%	-	-	-	-	1 *%	2 1%	-	2 *%	-	1 1%	-	-	1 *%	2 1%
Medical advancements	2 *%	1 1%	1 *%	-	-	-	-	1 *%	1 *%	-	-	2 1%	-	-	1 1%	1 *%	-	-	-	-	1 *%	1 *%
Weather	1 *%	-	-	-	-	1 1%	-	-	1 *%	-	-	1 *%	-	-	-	-	-	1 2%	-	-	1 *%	-
Geographical exploration/maps	1 *%	-	-	-	-	1 1%	-	-	1 *%	-	-	1 *%	-	-	-	-	-	1 2%	-	-	1 *%	-
Other	102 10%	3 4%	27 11% BE	40 10% BE	2 4%	11 11% E	19 14% BE	51 10%	51 10%	12 10%	23 12%	19 10%	15 7%	34 11%	14 11%	55 10%	2 6%	16 9%	6 9%	8 14%	77 10%	25 11%
Nothing/none	39 4%	5 7%	9 3%	11 3%	2 3%	7 7%	4 3%	13 3%	26 5%	1 1%	7 4%	9 4%	6 3%	16 5%	3 2%	16 3%	4 11%	12 7%	2 2%	3 5%	32 4%	7 3%
Don't know/Refused	92 9%	12 15% C	16 7%	36 9%	10 15% C	7 7%	11 8%	27 6%	65 12% H	20 18% KLMN	12 6%	14 7%	18 8%	28 9%	3 2%	48 9% O	4 12%	20 11% O	10 15% O	6 10%	79 10% V	13 6%

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V4. What comes to mind when you hear the words aerospace industry?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Airplanes/craft/bus/jets/ airport	227	144	83	65	48	51	12	34	55	60	67	21	23	61	137	26	32	76	45	72
	22%	23%	22%	21%	22%	27%	18%	25%	17%	25%	24%	26%	25%	25%	23%	16%	19%	21%	27%	23%
										I	I			P						
Space/outer space travel/ exploration/missions	225	133	92	65	50	48	13	30	61	51	66	25	21	43	144	37	33	82	31	74
	22%	21%	24%	21%	23%	25%	21%	23%	19%	22%	24%	30%	23%	18%	24%	23%	20%	23%	18%	24%
Rocket ships/spacecraft/ space station	167	103	64	57	39	25	10	17	40	53	41	17	13	33	109	22	26	55	24	54
	16%	16%	17%	18%	18%	13%	16%	13%	13%	22%	15%	21%	14%	14%	18%	13%	15%	16%	14%	17%
										IK										
Technology/research/ development/engineering/ design	129	94	34	25	27	31	7	30	17	34	48	18	11	35	77	16	27	45	20	37
	13%	15%	9%	8%	12%	16%	12%	23%	5%	14%	17%	23%	12%	15%	13%	10%	16%	13%	12%	12%
			C			D		DEG		I	I	I								
Flying/air travel (general)	104	64	41	36	22	21	5	11	34	27	29	4	10	28	53	23	22	36	22	25
	10%	10%	11%	12%	10%	11%	8%	8%	11%	11%	10%	5%	11%	12%	9%	14%	13%	10%	13%	8%
NASA	77	47	30	16	21	14	8	13	20	20	23	6	6	15	50	11	10	25	13	28
	8%	7%	8%	5%	10%	7%	12%	10%	6%	8%	8%	8%	6%	6%	8%	7%	5%	7%	8%	9%
Plane companies/ manufacturers	45	26	19	12	10	9	2	7	15	5	16	7	2	8	29	8	10	18	6	11
	4%	4%	5%	4%	4%	5%	3%	5%	5%	2%	6%	8%	2%	4%	5%	5%	6%	5%	4%	3%
											J									
Planets (general)	40	24	17	12	6	10	5	4	11	14	9	3	3	5	29	6	4	21	6	8
	4%	4%	4%	4%	3%	5%	7%	3%	3%	6%	3%	3%	3%	2%	5%	4%	2%	6%	3%	3%
																	QT			
Money/expensive/wastes tax dollars	39	26	13	11	8	12	1	3	14	7	14	2	2	8	22	9	5	17	9	8
	4%	4%	3%	4%	4%	7%	2%	2%	4%	3%	5%	3%	2%	3%	4%	6%	3%	5%	5%	3%
						H														
Bombardier	35	24	11	7	12	3	2	11	3	9	15	5	3	14	18	3	6	10	6	13
	3%	4%	3%	2%	5%	1%	3%	8%	1%	4%	6%	6%	3%	6%	3%	2%	4%	3%	4%	4%
					F			DF		I	I			P						
Future/progress (general)	33	24	9	3	12	5	6	7	9	9	11	4	1	7	22	3	7	12	4	10
	3%	4%	2%	1%	5%	3%	10%	5%	3%	4%	4%	4%	1%	3%	4%	2%	4%	4%	2%	3%
					D		D	D												
Satellites	32	20	12	7	5	4	4	7	7	10	9	3	3	6	23	3	3	12	5	10
	3%	3%	3%	2%	2%	2%	6%	5%	2%	4%	3%	4%	4%	3%	4%	2%	2%	4%	3%	3%
Astronauts/training/ space suits	30	22	7	12	4	6	3	3	7	9	6	6	1	7	16	6	6	7	5	9
	3%	3%	2%	4%	2%	3%	4%	3%	2%	4%	2%	7%	1%	3%	3%	4%	4%	2%	3%	3%
Security/defense/weapons/ military (general)	28	21	7	7	5	4	2	8	6	7	11	3	-	9	14	4	3	11	6	6
	3%	3%	2%	2%	2%	2%	3%	6%	2%	3%	4%	4%		4%	2%	2%	2%	3%	4%	2%

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

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V4. What comes to mind when you hear the words aerospace industry?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Canada Arm/Canadian Space Agency	27 3%	16 2%	11 3%	3 1%	10 4%	6 3%	1 1%	5 4%	4 1%	6 2%	10 4%	5 6%	1 1%	6 3%	17 3%	4 2%	7 4%	8 2%	5 3%	7 2%
Solar system/galaxy/universe	19 2%	11 2%	8 2%	8 2%	4 2%	2 1%	-	1 1%	3 1%	5 2%	6 2%	1 1%	3 3%	5 2%	13 2%	1 1%	-	8 2%	4 2%	7 2%
Vacation/passenger service/commercial travel (general)	18 2%	13 2%	5 1%	1 *	4 2%	4 2%	-	7 5%	2 1%	5 2%	5 2%	3 4%	2 3%	5 2%	10 2%	3 2%	-	6 2%	5 3%	7 2%
Freight/transportation	15 1%	12 2%	3 1%	4 1%	5 2%	4 2%	1 1%	1 1%	3 1%	1 *	7 3%	-	3 3%	5 2%	9 1%	1 1%	1 1%	7 2%	2 1%	4 1%
Boeing	14 1%	12 2%	2 1%	1 *	4 2%	3 2%	-	5 3%	2 *	6 2%	3 1%	3 4%	-	3 1%	10 2%	1 1%	1 1%	6 2%	1 1%	6 2%
Science/astrophysics	12 1%	9 1%	3 1%	4 1%	2 1%	2 1%	1 1%	2 1%	1 *	6 3%	2 1%	1 1%	2 2%	3 1%	7 1%	2 1%	1 1%	6 2%	1 1%	4 1%
Big business/corporations/competition (general)	10 1%	8 1%	2 *	3 1%	4 2%	1 1%	2 4%	0 *	3 1%	1 *	2 1%	1 2%	4 4%	6 2%	3 *	2 1%	4 2%	2 1%	-	4 1%
Accidents/crashes/danger	9 1%	4 1%	5 1%	5 2%	2 1%	1 1%	-	1 1%	4 1%	2 1%	1 *	1 1%	1 1%	1 *	6 1%	2 1%	3 2%	3 1%	1 1%	2 1%
Employment/jobs	9 1%	7 1%	2 *	2 1%	2 1%	2 1%	1 2%	1 1%	3 1%	2 1%	2 1%	2 3%	-	1 *	6 1%	1 1%	1 1%	5 1%	1 1%	2 1%
American involvement (general)	8 1%	5 1%	3 1%	3 1%	2 1%	1 *	1 2%	-	1 *	2 1%	2 1%	1 1%	2 2%	0 *	5 1%	2 1%	3 2%	4 1%	1 1%	-
Pollution/environment/ozone layer	6 1%	4 1%	2 *	2 1%	-	1 *	3 4%	1 1%	2 1%	1 *	3 1%	-	-	-	4 1%	2 1%	1 1%	5 1%	-	-
Air Canada	6 1%	4 1%	2 *	4 1%	1 *	-	-	1 1%	-	2 1%	1 *	-	3 3%	3 1%	3 *	-	1 1%	1 *	1 1%	3 1%
Speed (general)	5 *	2 *	3 1%	1 *	2 1%	2 1%	-	-	1 *	1 *	2 1%	1 2%	-	1 *	3 *	1 1%	-	4 1%	-	1 *
Intellectual minds/thinkers	5 *	5 1%	-	-	-	-	1 1%	4 3%	-	3 1%	1 *	1 1%	-	1 *	4 1%	-	-	2 *	1 1%	2 1%
Pilots	4 *	2 *	2 1%	1 *	-	-	-	1 1%	2 1%	1 *	1 *	-	-	1 *	3 1%	-	1 1%	-	2 1%	1 *
Know someone/I work in the industry	4 *	4 1%	-	2 1%	-	1 *	1 2%	-	1 *	2 1%	-	-	1 1%	1 *	3 *	-	1 1%	2 1%	-	1 *
Spar	4 *	2 *	2 *	1 *	-	-	1 1%	2 1%	2 1%	1 *	1 *	-	-	-	4 1%	-	-	3 1%	1 1%	-

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V4 Page 14  
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October 13 - 17 2005

V4. What comes to mind when you hear the words aerospace industry?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Avro Arrow	4 *%	2 *%	2 1%	-	1 *%	1 *%	-	1 1%	1 *%	-	2 1%	1 1%	-	-	2 *%	2 1%	-	2 *%	1 1%	-
Pratt and Whitney	3 *%	3 1%	-	-	1 1%	-	1 1%	-	-	-	3 1%	-	-	1 *%	1 *%	1 1%	1 1%	2 1%	-	-
Good ideas/interesting (general)	3 *%	3 *%	-	-	1 *%	-	1 1%	1 1%	-	2 1%	1 *%	-	-	1 *%	2 *%	-	-	3 1%	-	-
Medical advancements	2 *%	-	2 *%	1 *%	1 *%	-	-	-	1 *%	-	1 *%	-	-	1 *%	1 *%	-	-	-	-	2 *%
Weather	1 *%	1 *%	-	1 *%	-	-	-	-	-	-	1 *%	-	-	-	1 *%	-	-	-	1 1%	-
Geographical exploration/maps	1 *%	1 *%	-	1 *%	-	-	-	-	-	-	1 *%	-	-	-	1 *%	-	-	-	1 1%	-
Other	102 10%	65 10%	37 10%	32 10%	19 9%	20 10%	7 12%	13 9%	33 10%	21 9%	29 10%	9 11%	11 12%	25 10%	54 9%	23 14%	16 9%	34 10%	19 11%	31 10%
Nothing/none	39 4%	24 4%	15 4%	18 6% EH	4 2%	5 3%	3 5%	1 1%	19 6% M	7 3%	9 3%	2 2%	2 2%	9 4%	22 4%	8 5%	9 5% S	14 4% S	2 1%	14 5% S
Don't know/Refused	92 9%	55 9%	37 10%	38 12% EFH	15 7%	11 6%	4 7%	5 4%	47 15% JKL	17 7%	12 4%	2 3%	11 12% L	26 11%	44 7%	22 13% O	17 10%	29 8%	20 12%	25 8%

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V5 Page 15

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V5. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The Automotive industry?  
BASE: Representative Adults  
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
4 - Vital	228	20	26	117	16	25	24	133	96	23	34	34	58	79	28	118	12	40	13	15	206	23
	22%	25%	10%	30%	23%	26%	18%	27%	18%	20%	18%	18%	27%	26%	22%	22%	34%	22%	20%	26%	26%	10%
		C		CG	C	C		I					KL	KL							V	
Important	526	45	132	187	42	50	70	232	294	50	93	101	117	160	65	298	16	89	29	24	405	121
	52%	58%	52%	48%	60%	50%	52%	47%	56%	44%	50%	52%	54%	53%	52%	54%	44%	50%	43%	42%	51%	53%
				D				H														
Not all that important	208	9	75	66	8	20	30	96	112	31	41	50	37	48	25	104	7	37	20	14	137	71
	20%	12%	30%	17%	11%	21%	22%	20%	21%	27%	22%	26%	17%	16%	20%	19%	20%	21%	29%	24%	17%	31%
			EDE				BE			N		MN									U	
1 - Not important at all	42	2	17	9	3	3	8	28	15	10	12	7	3	9	5	22	1	7	6	2	28	14
	4%	2%	7%	2%	4%	3%	6%	6%	3%	9%	6%	3%	2%	3%	4%	4%	2%	4%	8%	3%	4%	6%
			BD					I		M	M											
Don't know/Refused	15	3	2	7	1	-	2	4	11	-	6	3	2	4	3	6	-	4	-	2	13	2
	1%	3%	1%	2%	1%		2%	1%	2%		3%	1%	1%	1%	2%	1%		2%		4%	2%	1%
Important (NET)	755	65	158	304	58	75	95	365	390	73	127	135	175	238	93	416	28	129	42	39	610	144
	74%	83%	63%	79%	84%	76%	70%	74%	74%	64%	68%	70%	81%	80%	74%	76%	78%	73%	63%	68%	77%	62%
		CG		C	CG	C							JKL	JKL							V	
Not important (NET)	250	11	92	75	11	24	38	124	127	41	53	56	40	57	30	126	8	44	25	16	165	85
	25%	14%	37%	20%	15%	24%	28%	25%	24%	36%	29%	29%	19%	19%	24%	23%	22%	25%	37%	28%	21%	37%
			BDEF				BE			MN	MN	MN							P			U
MEAN	2.9	3.1	2.7	3.1	3.0	3.0	2.8	3.0	2.9	2.8	2.8	2.9	3.1	3.0	2.9	2.9	3.1	2.9	2.7	2.9	3.0	2.7
		CG		CG	C	C	C						JKL	JKL		S					V	



## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

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V5. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The Automotive industry?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>4 - Vital</b>	228	132	97	70	53	35	16	33	82	56	58	13	19	41	146	41	35	75	34	85
	22%	21%	25%	23%	24%	18%	25%	25%	26%	23%	21%	16%	20%	17%	24%	25%	21%	21%	20%	27%
									L						N					
<b>Important</b>	526	327	199	159	113	104	35	63	164	125	140	51	41	123	316	85	87	203	82	146
	52%	51%	52%	52%	51%	55%	56%	48%	51%	53%	50%	63%	45%	51%	52%	52%	52%	57%	49%	46%
												M						T		
<b>Not all that important</b>	208	138	70	61	40	44	11	32	52	52	62	15	25	54	121	32	34	61	43	67
	20%	22%	18%	20%	18%	23%	18%	24%	16%	22%	22%	18%	27%	22%	20%	19%	20%	17%	25%	21%
																			R	
<b>1 - Not important at all</b>	42	30	12	11	11	6	1	4	16	3	15	1	7	20	17	3	6	13	8	13
	4%	5%	3%	4%	5%	3%	2%	3%	5%	1%	5%	1%	8%	8%	3%	2%	3%	4%	5%	4%
									JL		JL		J	OP						
<b>Don't know/Refused</b>	15	8	7	7	2	1	-	-	7	2	3	2	-	3	9	3	6	2	1	5
	1%	1%	2%	2%	1%	1%	*		2%	1%	1%	2%		1%	2%	2%	4%	1%	1%	2%
																	RS			
<b>Important (NET)</b>	755	459	296	230	166	139	51	96	246	181	198	64	60	164	462	125	121	278	117	230
	74%	72%	77%	74%	76%	73%	80%	73%	77%	76%	71%	79%	65%	68%	76%	77%	72%	78%	69%	73%
															N			S		
<b>Not important (NET)</b>	250	168	82	72	51	50	12	36	68	55	77	16	32	74	138	35	40	74	50	80
	25%	26%	21%	23%	23%	26%	20%	27%	21%	23%	28%	19%	35%	31%	23%	22%	24%	21%	30%	25%
												IL	OP					R		
<b>MEAN</b>	2.9	2.9	3.0	3.0	3.0	2.9	3.0	2.9	3.0	3.0	2.9	3.0	2.8	2.8	3.0	3.0	2.9	3.0	2.9	3.0
			B						M	M					N	N				

V6. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The Aerospace industry?

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
4 - Vital	168	15	40	63	15	13	21	95	73	17	19	31	41	60	23	89	7	34	7	8	131	37
	16%	19%	16%	16%	21%	14%	16%	19%	14%	15%	10%	16%	19%	20%	18%	16%	18%	19%	10%	14%	17%	16%
								I					K	K								
Important	481	30	135	175	33	40	68	230	250	41	97	97	105	133	67	272	18	78	23	22	355	126
	47%	38%	54%	45%	47%	40%	51%	47%	47%	36%	52%	50%	49%	44%	53%	50%	49%	44%	34%	39%	45%	54%
			BDF								J	J	J		S	S						U
Not all that important	224	17	57	86	11	27	25	121	103	32	47	42	45	57	21	110	5	41	28	17	173	50
	22%	21%	23%	22%	16%	28%	19%	25%	19%	28%	25%	21%	21%	19%	17%	20%	13%	23%	42%	28%	22%	22%
																			OPQR			
1 - Not important at all	93	10	16	35	4	13	14	34	60	14	16	14	16	33	12	47	4	17	2	10	78	15
	9%	13%	6%	9%	6%	13%	11%	7%	11%	13%	8%	7%	7%	11%	10%	9%	12%	10%	2%	17%	10%	6%
									H						S	S		S		S		
Don't know/Refused	54	7	3	28	6	5	6	13	41	9	7	11	9	17	3	29	3	8	9	2	51	3
	5%	8%	1%	7%	9%	5%	4%	3%	8%	8%	4%	6%	4%	6%	3%	5%	8%	4%	13%	3%	6%	1%
		C		C	C				H										OT		V	
Important (NET)	649	45	175	238	47	53	89	326	323	58	116	128	147	193	89	361	24	112	29	30	486	163
	64%	58%	70%	62%	69%	54%	66%	66%	61%	51%	63%	66%	68%	64%	71%	66%	67%	63%	43%	52%	62%	70%
			BDF		F						J	J	J	J	ST	S	S	S				U
Not important (NET)	317	27	73	121	16	41	40	154	163	46	63	55	61	90	33	158	9	58	30	26	252	65
	31%	34%	29%	31%	23%	41%	29%	31%	31%	41%	34%	29%	28%	30%	27%	29%	25%	33%	44%	45%	32%	28%
					CE					LM									OP	OPQ		
MEAN	2.7	2.7	2.8	2.7	2.9	2.6	2.7	2.8	2.7	2.6	2.7	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.6	2.5	2.7	2.8
			F		F			I					J		T	T						

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V6. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The Aerospace industry?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
4 - Vital	168	111	57	40	44	26	13	30	41	37	61	19	11	32	109	25	31	52	27	57
	16%	17%	15%	13%	20%	14%	21%	23%	13%	15%	22%	23%	12%	13%	18%	16%	19%	15%	16%	18%
				D				D			IM	I								
Important	481	306	175	138	98	96	35	67	151	111	137	42	37	115	290	72	75	180	77	141
	47%	48%	45%	45%	44%	51%	55%	51%	47%	46%	49%	52%	40%	48%	48%	44%	45%	51%	46%	45%
Not all that important	224	130	93	78	45	46	8	27	63	57	57	11	34	55	130	38	38	74	35	76
	22%	21%	24%	25%	20%	24%	13%	21%	20%	24%	20%	14%	37%	23%	21%	23%	23%	21%	21%	24%
				G		G				L		IJKL								
1 - Not important at all	93	59	35	34	20	18	3	5	44	21	15	7	3	21	56	15	15	30	21	23
	9%	9%	9%	11%	9%	9%	5%	3%	14%	9%	6%	9%	3%	9%	9%	9%	9%	9%	12%	7%
				H	H	H			KM	M										
Don't know/Refused	54	30	25	18	13	4	4	4	22	13	7	2	7	17	23	13	8	19	8	18
	5%	5%	6%	6%	6%	2%	6%	3%	7%	5%	2%	2%	8%	7%	4%	8%	5%	5%	5%	6%
				F	F				KL											
Important (NET)	649	417	232	178	142	122	48	97	191	147	199	61	48	147	400	97	106	232	105	198
	64%	66%	60%	58%	64%	64%	76%	73%	60%	62%	71%	75%	52%	61%	66%	59%	63%	65%	62%	63%
							D	D			IJM	IJM								
Not important (NET)	317	189	128	112	65	64	11	32	107	78	72	18	37	77	185	53	53	104	55	99
	31%	30%	33%	36%	30%	34%	18%	24%	34%	33%	26%	22%	40%	32%	30%	33%	32%	29%	33%	31%
				GH	G	G			L			KL								
MEAN	2.7	2.8	2.7	2.6	2.8	2.7	3.0	2.9	2.6	2.7	2.9	2.9	2.7	2.7	2.8	2.7	2.8	2.8	2.7	2.8
					D		DF	DF			IJM	I								

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V7. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The Information technology industry?  
BASE: Representative Adults  
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020 100%	79 100%	252 100%	387 100%	69 100%	99 100%	135 100%	493 100%	527 100%	114 100%	186 100%	194 100%	217 100%	299 100%	126 100%	547 100%	36 100%	177 100%	68 100%	58 100%	789 100%	231 100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
4 - Vital	401 39%	37 46%	52 21%	168 44%	32 46%	50 51%	62 46%	200 40%	201 38%	38 34%	59 32%	86 44%	93 43%	121 41%	53 42%	219 40%	15 41%	66 37%	28 42%	16 28%	353 45%	48 21%
Important	506 50%	34 43%	167 66%	176 45%	31 45%	35 36%	62 46%	235 48%	270 51%	58 51%	108 58%	89 46%	103 48%	143 48%	62 50%	277 51%	18 49%	84 48%	29 43%	33 58%	353 45%	153 66%
Not all that important	79 8%	5 6%	26 10%	28 7%	3 4%	10 10%	7 5%	42 8%	37 7%	11 10%	12 7%	16 8%	16 7%	23 8%	8 6%	37 7%	3 8%	16 9%	8 12%	6 10%	54 7%	25 11%
1 - Not important at all	21 2%	3 3%	6 2%	5 1%	2 3%	2 2%	3 2%	10 2%	11 2%	5 4%	5 3%	2 1%	3 1%	6 2%	1 1%	8 1%	-	7 4%	2 3%	3 5%	17 2%	4 2%
Don't know/Refused	14 1%	1 1%	1 *	9 2%	1 1%	1 1%	1 1%	7 1%	7 1%	1 1%	1 *	2 1%	2 1%	7 2%	2 2%	6 1%	1 2%	4 2%	-	-	13 2%	1 1%
Important (NET)	907 89%	71 90%	218 87%	344 89%	64 92%	86 87%	124 92%	435 88%	472 90%	96 85%	167 90%	175 90%	196 90%	264 88%	115 91%	496 91%	33 90%	151 85%	58 85%	50 86%	705 89%	201 87%
Not important (NET)	100 10%	7 9%	32 13%	34 9%	5 7%	12 12%	10 7%	51 10%	48 9%	16 14%	17 9%	17 9%	19 9%	29 10%	9 7%	45 8%	3 8%	23 13%	10 15%	8 14%	71 9%	29 12%
MEAN	3.3	3.3	3.1	3.3	3.4	3.4	3.4	3.3	3.3	3.2	3.2	3.4	3.3	3.3	3.3	3.3	3.3	3.2	3.2	3.1	3.3	3.1

V7. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The Information technology industry?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020 100%	635 100%	385 100%	309 100%	220 100%	189 100%	63 100%	133 100%	320 100%	238 100%	278 100%	81 100%	92 100%	241 100%	608 100%	164 100%	168 100%	354 100%	168 100%	315 100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
4 - Vital	401 39%	261 41%	140 36%	99 32%	91 41%	69 37%	36 56%	70 53%	115 36%	87 37%	117 42%	43 54%	38 41%	80 33%	257 42%	61 37%	56 34%	137 39%	68 40%	134 43%
Important	506 50%	310 49%	196 51%	166 54%	109 50%	96 51%	25 39%	54 41%	170 53%	130 55%	133 48%	28 35%	40 44%	128 53%	292 48%	82 50%	90 54%	183 52%	83 49%	145 46%
Not all that important	79 8%	43 7%	35 9%	24 8%	16 7%	22 12%	3 5%	8 6%	19 6%	17 7%	24 9%	9 12%	9 10%	22 9%	47 8%	9 5%	11 6%	27 8%	13 8%	27 9%
1 - Not important at all	21 2%	14 2%	6 2%	14 5%	1 1%	1 *	-	-	8 3%	3 1%	3 1%	-	4 4%	8 3%	7 1%	5 3%	6 4%	5 2%	1 1%	5 2%
Don't know/Refused	14 1%	6 1%	7 2%	6 2%	2 1%	1 1%	-	-	9 3%	1 *	1 *	-	1 1%	3 1%	5 1%	6 4%	5 3%	2 1%	3 2%	3 1%
Important (NET)	907 89%	571 90%	336 87%	265 86%	200 91%	165 87%	60 95%	124 94%	284 89%	217 91%	250 90%	71 88%	78 85%	208 86%	550 90%	144 88%	146 87%	320 90%	150 90%	280 89%
Not important (NET)	100 10%	58 9%	42 11%	38 12%	18 8%	23 12%	3 5%	8 6%	27 8%	20 8%	27 10%	9 12%	13 14%	30 12%	54 9%	14 9%	17 10%	32 9%	15 9%	32 10%
MEAN	3.3	3.3	3.2	3.2	3.3	3.2	3.5	3.5	3.3	3.3	3.3	3.4	3.2	3.2	3.3	3.3	3.2	3.3	3.3	3.3

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V8. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The biotechnology industry?  
BASE: Representative Adults  
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
4 - Vital	358	24	98	126	23	39	47	186	172	38	49	71	81	117	45	180	15	69	25	21	266	92
	35%	31%	39%	33%	33%	39%	35%	38%	33%	33%	26%	37%	38%	39%	36%	33%	42%	39%	37%	37%	34%	40%
Important	504	40	127	195	33	43	66	231	273	58	101	99	108	134	61	289	16	76	29	29	388	116
	49%	50%	50%	51%	48%	44%	49%	47%	52%	51%	54%	51%	50%	45%	48%	53%	43%	43%	42%	50%	49%	50%
Not all that important	95	7	22	34	6	11	15	51	45	9	26	16	16	27	16	49	2	19	8	1	77	18
	9%	9%	9%	9%	9%	11%	11%	10%	8%	8%	14%	8%	7%	9%	12%	9%	7%	10%	12%	2%	10%	8%
1 - Not important at all	20	2	1	7	2	4	3	6	13	5	5	-	3	7	2	8	1	5	3	0	19	1
	2%	2%	1%	2%	4%	4%	2%	1%	3%	5%	3%		1%	2%	2%	1%	4%	3%	4%	1%	2%	1%
Don't know/Refused	44	5	4	24	4	3	3	19	24	4	5	8	9	14	2	22	2	8	3	6	40	4
	4%	7%	2%	6%	6%	3%	2%	4%	5%	4%	3%	4%	4%	5%	2%	4%	5%	4%	5%	11%	5%	2%
Important (NET)	862	64	225	322	57	82	113	417	445	96	150	170	189	251	106	469	31	145	54	50	653	208
	84%	81%	89%	83%	82%	83%	84%	85%	84%	84%	81%	88%	87%	84%	84%	86%	85%	82%	79%	87%	83%	90%
Not important (NET)	115	9	23	41	8	14	19	57	58	14	31	16	18	34	18	56	4	24	10	1	96	19
	11%	12%	9%	11%	12%	14%	14%	12%	11%	12%	17%	8%	8%	11%	14%	10%	10%	14%	15%	2%	12%	8%
MEAN	3.2	3.2	3.3	3.2	3.2	3.2	3.2	3.3	3.2	3.2	3.1	3.3	3.3	3.3	3.2	3.2	3.3	3.2	3.2	3.4	3.2	3.3

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V8. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The biotechnology industry?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
4 - Vital	358	237	121	96	88	62	21	62	97	76	118	35	32	84	210	62	61	125	55	112
	35%	37%	31%	31%	40%	33%	32%	47%	30%	32%	42%	43%	34%	35%	35%	38%	36%	35%	33%	36%
				D				DF			IJ	I								
Important	504	322	182	148	110	95	35	58	164	125	126	40	45	121	308	72	77	181	85	155
	49%	51%	47%	48%	50%	50%	56%	44%	51%	53%	46%	50%	49%	50%	51%	44%	46%	51%	50%	49%
Not all that important	95	47	48	38	12	22	4	9	29	26	26	4	8	21	55	19	19	27	19	29
	9%	7%	12%	12%	6%	12%	7%	7%	9%	11%	9%	5%	9%	9%	9%	12%	12%	8%	11%	9%
			B	E		E														
1 - Not important at all	20	13	6	8	4	3	-	-	7	3	2	2	5	7	11	1	2	8	0	7
	2%	2%	2%	3%	2%	2%			2%	1%	1%	2%	6%	3%	2%	1%	1%	2%	*	2%
																		S		S
Don't know/Refused	44	16	27	18	5	7	3	4	24	9	6	-	2	8	24	10	8	12	9	12
	4%	3%	7%	6%	2%	4%	5%	3%	7%	4%	2%		3%	3%	4%	6%	5%	3%	5%	4%
			B	E					JKM											
Important (NET)	862	558	303	245	198	157	56	120	260	201	244	75	77	204	518	134	138	306	140	267
	84%	88%	79%	79%	90%	83%	88%	91%	81%	84%	88%	93%	83%	85%	85%	82%	82%	86%	83%	85%
		C			D			D			I	IJ								
Not important (NET)	115	61	54	46	17	25	4	9	36	29	28	6	13	28	66	20	21	36	20	36
	11%	10%	14%	15%	8%	13%	7%	7%	11%	12%	10%	7%	14%	12%	11%	12%	13%	10%	12%	11%
			B	EGH																
MEAN	3.2	3.3	3.2	3.1	3.3	3.2	3.3	3.4	3.2	3.2	3.3	3.3	3.1	3.2	3.2	3.3	3.2	3.2	3.2	3.2
					D			DF			IJ									

## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

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V9. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The agricultural sector?  
 BASE: Representative Adults  
 BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
4 - Vital	619	46	144	229	51	67	81	296	322	57	97	113	145	200	89	320	20	117	33	36	484	135
	61%	58%	57%	59%	74%	68%	60%	60%	61%	50%	52%	58%	67%	67%	70%	59%	56%	66%	48%	62%	61%	58%
					BCDG									JK	JK	PS		S				
Important	362	29	97	144	15	28	48	172	190	48	78	74	69	91	29	209	16	55	30	20	272	90
	36%	37%	39%	37%	22%	28%	36%	35%	36%	42%	42%	38%	32%	30%	23%	38%	44%	31%	45%	34%	35%	39%
		E	E	E			E			N	N				O	O		O				
Not all that important	20	1	7	7	2	2	1	15	5	4	6	4	2	4	2	11	-	3	3	1	14	6
	2%	1%	3%	2%	3%	2%	1%	3%	1%	4%	3%	2%	1%	1%	2%	2%		1%	4%	2%	2%	3%
								I														
1 - Not important at all	9	1	2	2	1	1	3	7	3	3	3	2	-	1	5	4	-	-	-	-	9	-
	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%		1%	4%	1%					1%	
Don't know/Refused	9	2	1	4	-	1	1	3	6	1	2	1	1	4	1	3	-	3	2	1	9	-
	1%	3%	1%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		2%	3%	2%	1%	
Important (NET)	981	75	242	374	66	95	129	468	513	105	175	187	214	291	117	529	36	172	63	56	756	225
	96%	95%	96%	97%	96%	96%	96%	95%	97%	92%	94%	96%	99%	97%	93%	97%	100%	97%	93%	97%	96%	97%
													JK				OPR					
Not important (NET)	30	1	9	9	3	3	4	22	8	8	9	7	2	5	8	15	-	3	3	1	23	6
	3%	2%	4%	2%	4%	3%	3%	4%	2%	7%	5%	3%	1%	2%	6%	3%		1%	4%	2%	3%	3%
								I		M	M											
MEAN	3.6	3.6	3.5	3.6	3.7	3.6	3.5	3.5	3.6	3.4	3.5	3.5	3.7	3.7	3.6	3.6	3.6	3.7	3.5	3.6	3.6	3.6
					C								JKL	JKL				PS				



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V9. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The agricultural sector?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
4 - Vital	619	369	250	182	138	119	43	79	186	150	174	58	46	126	380	109	103	220	104	183
	61%	58%	65%	59%	63%	63%	67%	60%	58%	63%	63%	72%	49%	52%	63%	66%	62%	62%	62%	58%
			B							M	M	IM			N	N				
Important	362	234	129	112	74	67	19	48	121	83	95	20	39	95	213	52	60	117	61	119
	36%	37%	33%	36%	34%	35%	30%	37%	38%	35%	34%	25%	43%	39%	35%	31%	36%	33%	36%	38%
									L			L								
Not all that important	20	18	3	5	1	4	2	5	4	2	7	3	4	9	11	1	2	5	2	10
	2%	3%	1%	2%	1%	2%	2%	4%	1%	1%	3%	4%	4%	4%	2%	1%	1%	2%	1%	3%
			C											P						
1 - Not important at all	9	8	2	6	2	-	-	-	5	2	1	-	2	7	2	-	1	6	-	2
	1%	1%	1%	2%	1%				1%	1%	1%		2%	3%	1%	1%	2%	2%		1%
			*								*			O	*	*	*	*		*
Don't know/Refused	9	7	2	4	4	-	-	-	4	1	1	-	2	4	3	3	2	5	1	1
	1%	1%	1%	1%	2%				1%	1%	1%		2%	2%	1%	2%	1%	1%	1%	1%
										*	*			*	*	*	*	*	*	*
Important (NET)	981	603	378	294	213	185	62	128	307	233	268	78	85	221	593	160	163	337	165	302
	96%	95%	98%	95%	97%	98%	98%	96%	96%	98%	97%	96%	92%	92%	97%	98%	97%	95%	98%	96%
			B												N	N				
Not important (NET)	30	26	4	12	3	4	2	5	9	4	8	3	5	16	13	1	3	12	2	12
	3%	4%	1%	4%	1%	2%	2%	4%	3%	2%	3%	4%	6%	7%	2%	1%	2%	3%	1%	4%
			C											OP	P	*	*	*	*	*
MEAN	3.6	3.5	3.6	3.5	3.6	3.6	3.6	3.6	3.5	3.6	3.6	3.7	3.4	3.4	3.6	3.7	3.6	3.6	3.6	3.5
			B							M	M	M			N	N				

## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

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V10. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The natural resources sector?  
 BASE: Representative Adults  
 BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020 100%	79 100%	252 100%	387 100%	69 100%	99 100%	135 100%	493 100%	527 100%	114 100%	186 100%	194 100%	217 100%	299 100%	126 100%	547 100%	36 100%	177 100%	68 100%	58 100%	789 100%	231 100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
4 - Vital	609 60%	50 64%	130 52%	235 61%	39 56%	68 69%	88 65%	307 62%	302 57%	65 57%	103 56%	117 60%	143 66%	176 59%	83 66%	335 61%	19 53%	105 59%	34 50%	31 53%	489 62%	120 52%
Important	362 35%	27 34%	109 43%	134 35%	24 34%	23 23%	45 33%	161 33%	201 38%	41 36%	68 37%	65 34%	69 32%	114 38%	35 28%	183 33%	16 45%	66 37%	30 44%	25 44%	262 33%	100 43%
Not all that important	25 2%	-	9 4%	7 2%	4 6%	4 4%	-	14 3%	11 2%	3 3%	6 3%	7 4%	3 1%	4 1%	3 2%	18 3%	1 2%	1 1%	1 1%	1 2%	17 2%	8 4%
1 - Not important at all	11 1%	1 1%	1 *	5 1%	2 3%	1 1%	2 1%	6 1%	5 1%	2 2%	4 2%	2 1%	-	3 1%	4 3%	4 1%	-	2 1%	1 2%	-	10 1%	1 *
Don't know/Refused	13 1%	1 2%	3 1%	5 1%	1 1%	2 2%	1 1%	5 1%	8 2%	1 1%	4 2%	3 1%	2 1%	3 1%	1 1%	7 1%	-	3 2%	2 3%	1 2%	11 1%	2 1%
Important (NET)	971 95%	77 97%	239 95%	369 96%	62 90%	91 92%	132 98%	468 95%	503 95%	107 94%	172 93%	183 94%	212 98%	290 97%	118 94%	518 95%	36 98%	172 97%	64 94%	56 97%	751 95%	220 95%
Not important (NET)	36 4%	1 1%	10 4%	12 3%	6 9%	6 6%	2 1%	20 4%	16 3%	6 5%	10 5%	9 5%	3 1%	7 2%	7 6%	22 4%	1 2%	3 2%	2 3%	1 2%	27 3%	9 4%
MEAN	3.6	3.6	3.5	3.6	3.4	3.6	3.6	3.6	3.5	3.5	3.5	3.6	3.7	3.6	3.6	3.6	3.5	3.6	3.5	3.5	3.6	3.5

V10. Please tell me how important you feel each of the following industries are to ensuring that Canada's economy is healthy in the future: The natural resources sector?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
4 - Vital	609	391	218	157	134	121	47	95	172	151	177	58	50	127	375	105	99	213	106	185
	60%	62%	57%	51%	61%	64%	74%	72%	54%	64%	64%	72%	54%	53%	62%	64%	59%	60%	63%	59%
				D	D	D	D	DE		I	I	IM			N	N				
Important	362	208	154	131	83	60	14	31	129	82	90	18	36	90	215	52	61	123	51	118
	35%	33%	40%	42%	38%	32%	23%	23%	40%	34%	32%	22%	39%	37%	35%	32%	36%	35%	31%	37%
			B	FGH	GH				KL	L		L								
Not all that important	25	18	6	10	2	3	2	4	10	3	9	1	1	11	11	2	3	10	3	9
	2%	3%	2%	3%	1%	2%	4%	3%	3%	1%	3%	1%	1%	5%	2%	1%	2%	3%	2%	3%
				E																
1 - Not important at all	11	10	1	4	-	4	-	2	2	-	2	4	4	8	3	1	5	1	3	2
	1%	2%	*%	1%		2%		1%	1%		1%	5%	4%	3%	*%	*%	3%	*%	2%	1%
														OP						
Don't know/Refused	13	8	5	7	1	1	-	1	8	2	-	-	2	5	4	4	-	6	4	2
	1%	1%	1%	2%	*%	*%		1%	2%	1%			2%	2%	1%	3%		2%	2%	1%
Important (NET)	971	599	372	288	217	181	61	126	301	233	267	76	86	217	591	157	160	336	158	303
	95%	94%	97%	93%	99%	96%	96%	95%	94%	98%	96%	94%	93%	90%	97%	96%	95%	95%	94%	96%
				D	D	D	D	D	D	I					N	N				
Not important (NET)	36	28	8	14	2	7	2	5	11	3	11	5	4	19	14	3	8	11	7	11
	4%	4%	2%	5%	1%	4%	4%	4%	4%	1%	4%	6%	5%	8%	2%	2%	5%	3%	4%	3%
			C	E										OP						
MEAN	3.6	3.6	3.6	3.5	3.6	3.6	3.7	3.7	3.5	3.6	3.6	3.6	3.5	3.4	3.6	3.6	3.5	3.6	3.6	3.6
				D	D	D	D	D		IM					N	N				

V11. Would you say that the aerospace sector gets more financial support from the federal government than is provided to other sectors of the economy, or gets less support?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Gets more support	308	20	98	106	21	27	35	170	138	32	52	55	67	102	41	161	10	60	19	16	217	90
	30%	26%	39%	27%	31%	28%	26%	34%	26%	28%	28%	28%	31%	34%	33%	29%	28%	34%	28%	28%	28%	39%
			BDFG					I														U
Gets less support	240	17	60	91	15	25	32	130	110	27	41	53	44	72	32	127	10	48	17	6	183	57
	24%	21%	24%	24%	22%	25%	24%	26%	21%	24%	22%	27%	20%	24%	26%	23%	28%	27%	25%	10%	23%	25%
								I							T	T	T	T	T			
Treated no differently	40	2	19	14	3	1	1	24	16	3	7	9	14	8	8	24	1	3	4	-	21	18
	4%	2%	8%	4%	4%	1%	1%	5%	3%	2%	4%	4%	6%	3%	6%	4%	2%	2%	5%		3%	8%
			BDFG	G																		U
Don't know/Refused	432	40	74	176	30	46	67	169	263	52	86	77	93	118	44	235	15	67	28	36	367	65
	42%	51%	30%	45%	44%	46%	49%	34%	50%	46%	46%	40%	43%	39%	35%	43%	41%	38%	41%	62%	47%	28%
		C		C	C	C	C		H										OPQRS		V	

V11. Would you say that the aerospace sector gets more financial support from the federal government than is provided to other sectors of the economy, or gets less support?

BASE: Representative Adults

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Gets more support	308	178	130	98	75	48	19	44	110	56	86	26	27	76	183	47	57	108	53	88
	30%	28%	34%	32%	34%	25%	30%	33%	34%	23%	31%	32%	29%	31%	30%	29%	34%	30%	31%	28%
Gets less support	240	163	77	73	43	55	13	30	65	62	63	26	21	67	132	39	42	91	30	70
	24%	26%	20%	24%	20%	29%	20%	23%	20%	26%	23%	32%	23%	28%	22%	24%	25%	26%	18%	22%
Treated no differently	40	25	15	9	8	7	6	5	12	4	14	5	4	11	24	4	9	11	7	13
	4%	4%	4%	3%	3%	4%	10%	4%	4%	2%	5%	6%	4%	5%	4%	2%	5%	3%	4%	4%
Don't know/Refused	432	269	163	129	94	79	25	53	133	115	115	24	40	87	269	74	60	144	79	144
	42%	42%	42%	42%	43%	42%	40%	40%	42%	48%	41%	30%	44%	36%	44%	45%	36%	41%	47%	46%

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V12. Would you say that the aerospace industry gets more financial support from the federal government than is provided to the automotive industry or gets less support?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Gets more support	360	31	115	122	25	34	33	186	174	38	59	67	80	116	44	191	14	64	20	24	253	107
	35%	39%	46%	32%	36%	34%	25%	38%	33%	34%	32%	35%	37%	39%	35%	35%	38%	36%	30%	41%	32%	46%
		G	DFG																			U
Gets less support	257	15	63	113	15	22	29	149	107	33	54	52	40	74	30	133	11	46	28	8	196	61
	25%	20%	25%	29%	21%	23%	22%	30%	20%	29%	29%	27%	19%	25%	24%	24%	31%	26%	41%	14%	25%	26%
								I		M	M					T	T	T	OPRT			
Treated no differently	39	2	13	13	4	4	4	25	14	-	2	7	13	18	8	22	-	10	-	-	27	12
	4%	3%	5%	3%	6%	4%	3%	5%	3%		1%	4%	6%	6%	7%	4%		5%			3%	5%
												K	K									
Don't know/Refused	364	30	61	139	26	39	68	133	231	42	70	69	84	92	43	201	11	57	20	26	312	52
	36%	38%	24%	36%	37%	39%	51%	27%	44%	37%	38%	35%	39%	31%	34%	37%	30%	32%	29%	45%	40%	23%
		C		C	C	C	CDE		H													V

V12. Would you say that the aerospace industry gets more financial support from the federal government than is provided to the automotive industry or gets less support?

BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020 100%	635 100%	385 100%	309 100%	220 100%	189 100%	63 100%	133 100%	320 100%	238 100%	278 100%	81 100%	92 100%	241 100%	608 100%	164 100%	168 100%	354 100%	168 100%	315 100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>Gets more support</b>	360 35%	222 35%	138 36%	120 39%	80 37%	61 32%	21 33%	45 34%	117 36%	76 32%	108 39%	27 33%	29 31%	80 33%	225 37%	54 33%	62 37%	132 37%	60 36%	105 33%
<b>Gets less support</b>	257 25%	178 28%	79 21%	84 27%	51 23%	50 26%	18 28%	36 27%	75 23%	63 27%	60 22%	25 31%	32 34%	79 33%	138 23%	37 23%	45 27%	96 27%	41 24%	68 22%
<b>Treated no differently</b>	39 4%	21 3%	18 5%	7 2%	8 4%	6 3%	3 5%	10 8%	12 4%	9 4%	12 4%	5 6%	1 1%	6 3%	25 4%	7 4%	7 4%	13 4%	4 2%	15 5%
<b>Don't know/Refused</b>	364 36%	214 34%	149 39%	98 32%	81 37%	73 38%	21 34%	41 31%	116 36%	90 38%	97 35%	24 29%	31 33%	76 31%	219 36%	65 40%	53 32%	113 32%	63 37%	127 40%

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V13. And do you think the aerospace sector should get more financial support from the federal government than most other sectors of the economy, or get less support?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Get more support	194	12	58	76	14	14	19	110	84	27	26	56	34	51	24	109	11	19	19	10	138	56
	19%	15%	23%	20%	21%	14%	14%	22%	16%	24%	14%	29%	16%	17%	19%	20%	31%	11%	27%	17%	18%	24%
			FG					I				KMN				R	R		R			U
Get less support	488	33	128	181	27	57	62	230	258	52	101	79	103	151	54	257	16	99	33	28	371	116
	48%	41%	51%	47%	40%	58%	46%	47%	49%	46%	54%	41%	47%	50%	43%	47%	43%	56%	49%	49%	47%	50%
					BE					L				L				OP				
Should be treated no differently	160	18	39	53	10	14	25	88	72	13	30	32	35	47	24	91	1	32	6	5	123	36
	16%	23%	16%	14%	14%	15%	18%	18%	14%	12%	16%	16%	16%	16%	19%	17%	4%	18%	9%	9%	16%	16%
															Q	Q		Q				
Don't know/Refused	179	16	27	77	18	13	28	65	114	21	29	28	46	50	24	89	8	26	10	15	156	23
	18%	20%	11%	20%	25%	13%	21%	13%	22%	18%	16%	14%	21%	17%	19%	16%	22%	15%	15%	26%	20%	10%
		C		C	CF		C		H												V	



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V13. And do you think the aerospace sector should get more financial support from the federal government than most other sectors of the economy, or get less support?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020 100%	635 100%	385 100%	309 100%	220 100%	189 100%	63 100%	133 100%	320 100%	238 100%	278 100%	81 100%	92 100%	241 100%	608 100%	164 100%	168 100%	354 100%	168 100%	315 100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>Get more support</b>	194 19%	134 21% C	60 16%	56 18%	36 16%	34 18%	19 30% E	30 22%	63 20%	35 15%	54 20%	20 24%	21 23%	61 25% OP	105 17%	27 17%	35 21%	56 16%	34 20%	67 21%
<b>Get less support</b>	488 48%	301 47%	187 49%	169 55% FH	114 52%	84 45%	29 45%	57 43%	148 46%	129 54% K	120 43%	37 46%	50 54%	110 46%	290 48%	86 53%	83 50%	172 48%	79 47%	146 46%
<b>Should be treated no differently</b>	160 16%	96 15%	64 17%	30 10%	32 14%	39 21%	9 14% D	28 21% D	41 13%	32 13%	62 22% IJM	13 16%	9 10%	26 11%	110 18% N	20 12%	23 14%	60 17%	28 16%	48 15%
<b>Don't know/Refused</b>	179 18%	104 16%	74 19%	54 17%	39 18%	31 17%	7 11%	18 14%	69 22% K	42 18%	42 15%	11 14%	12 13%	43 18%	103 17%	30 18%	27 16%	66 19%	27 16%	54 17%

## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

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V14. In your opinion, does the Canadian aerospace industry receive more, less or about the same amount of government assistance as aerospace industries in other countries?

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>WEIGHTED 'N'</b>	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
<b>More government assistance</b>	117	10	29	41	9	15	14	68	49	17	25	23	29	24	19	55	5	13	12	12	92	26
	12%	13%	12%	11%	13%	15%	11%	14%	9%	15%	13%	12%	13%	8%	15%	10%	14%	8%	18%	21%	12%	11%
								I							R					R		
<b>About the same amount of government assistance</b>	177	16	47	72	12	12	19	97	80	21	31	33	35	57	18	97	5	30	13	11	137	40
	17%	20%	19%	19%	17%	12%	14%	20%	15%	18%	17%	17%	16%	19%	15%	18%	14%	17%	20%	20%	17%	17%
<b>Less government assistance</b>	385	29	110	141	22	39	44	204	181	45	79	87	77	96	55	219	14	54	28	14	278	106
	38%	36%	44%	36%	32%	39%	33%	41%	34%	39%	43%	45%	35%	32%	44%	40%	37%	30%	42%	25%	35%	46%
			EG					I			N	N			RT	RT						U
<b>Don't know/Refused</b>	341	24	66	133	27	34	57	124	216	31	51	51	76	122	33	175	13	80	14	20	282	59
	33%	31%	26%	34%	39%	34%	42%	25%	41%	27%	27%	26%	35%	41%	26%	32%	35%	45%	21%	35%	36%	26%
			C	C			C		H					JKL				OPS			V	

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V14. In your opinion, does the Canadian aerospace industry receive more, less or about the same amount of government assistance as aerospace industries in other countries?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020 100%	635 100%	385 100%	309 100%	220 100%	189 100%	63 100%	133 100%	320 100%	238 100%	278 100%	81 100%	92 100%	241 100%	608 100%	164 100%	168 100%	354 100%	168 100%	315 100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
More government assistance	117 12%	63 10%	55 14%	40 13%	24 11%	25 13%	6 10%	13 10%	39 12%	25 10%	26 9%	9 12%	16 17%	40 17%	62 10%	16 10%	18 11%	38 11%	24 14%	37 12%
About the same amount of government assistance	177 17%	113 18%	64 17%	64 21%	35 16%	26 14%	8 12%	28 21%	51 16%	32 14%	61 22%	13 16%	19 21%	46 19%	110 18%	20 12%	32 19%	63 18%	29 17%	54 17%
Less government assistance	385 38%	251 39%	134 35%	104 34%	95 43%	74 39%	36 56%	61 46%	107 34%	104 44%	100 36%	37 46%	37 40%	94 39%	235 39%	55 34%	60 36%	130 37%	67 40%	123 39%
Don't know/Refused	341 33%	209 33%	132 34%	101 33%	65 30%	64 34%	14 22%	31 24%	122 38%	77 32%	91 33%	21 26%	20 21%	60 25%	202 33%	73 44%	58 34%	123 35%	48 29%	102 32%

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V15A. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry is innovative.  
BASE: Representative Adults (split sample)  
BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	525	38	121	207	41	51	65	248	276	67	92	110	102	149	56	288	17	92	41	26	413	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	528	57	123	173	60	53	62	257	271	59	82	114	107	162	60	282	19	99	36	26	414	114
4 - Strongly agree	92	7	21	34	5	9	16	57	35	5	21	23	17	26	13	52	4	13	6	3	72	20
	18%	18%	17%	17%	12%	17%	25%	23%	13%	8%	22%	20%	16%	17%	23%	18%	25%	14%	15%	13%	17%	18%
								I			J	J										
Agree	282	22	73	105	23	26	32	136	146	41	52	63	61	62	36	158	7	44	21	14	212	70
	54%	58%	60%	51%	57%	50%	50%	55%	53%	61%	57%	57%	60%	41%	64%	55%	39%	48%	52%	53%	51%	63%
										N	N	N	N		R							U
Disagree	63	4	16	28	5	8	2	24	38	8	13	9	12	21	2	37	2	12	6	4	51	12
	12%	11%	13%	13%	13%	15%	3%	10%	14%	11%	14%	8%	12%	14%	4%	13%	9%	13%	14%	16%	12%	10%
			C	G		G										O						
1 - Strongly disagree	9	-	2	2	1	2	1	5	4	2	1	2	1	3	2	3	-	1	2	1	8	1
	2%		1%	1%	4%	4%	1%	2%	1%	3%	1%	1%	1%	2%	3%	1%		1%	5%	3%	2%	1%
Don't know/Refused	79	5	10	37	6	7	14	26	53	11	5	14	11	37	3	37	5	22	6	4	70	9
	15%	13%	8%	18%	15%	14%	21%	11%	19%	16%	6%	13%	11%	25%	5%	13%	26%	23%	14%	15%	17%	8%
				C			C		H					KLM		O		OP			V	
Agree (NET)	374	29	94	140	28	35	49	193	192	46	73	86	78	88	48	210	11	58	27	18	284	90
	71%	76%	77%	67%	69%	67%	75%	78%	66%	70%	79%	78%	76%	59%	87%	73%	65%	62%	67%	66%	69%	81%
								I		N	N	N		PRS								U
Disagree (NET)	71	4	18	30	7	10	3	29	42	10	14	10	13	24	4	40	2	13	8	5	59	12
	14%	11%	15%	15%	16%	19%	5%	12%	15%	14%	15%	9%	13%	16%	7%	14%	9%	14%	19%	19%	14%	11%
			G	G	G	G																
MEAN	3.0	3.1	3.0	3.0	2.9	2.9	3.2	3.1	3.0	2.9	3.1	3.1	3.0	3.0	3.1	3.0	3.2	3.0	2.9	2.9	3.0	3.1
							CDEF	I			J	J										

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V15A Page 36

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V15A. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry is innovative.  
BASE: Representative Adults (split sample)  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	525 100%	319 100%	206 100%	148 100%	118 100%	95 100%	39 100%	59 100%	169 100%	113 100%	147 100%	37 100%	52 100%	132 100%	304 100%	84 100%	93 100%	176 100%	84 100%	165 100%
UNWEIGHTED TOTAL	528	304	224	155	120	93	39	58	176	111	152	38	46	126	309	89	100	179	80	162
4 - Strongly agree	92 18%	59 19%	33 16%	19 13%	27 23%	16 16%	9 24%	15 26%	18 11%	22 20%	30 21%	12 33%	9 17%	25 19%	53 17%	14 17%	17 18%	36 20%	12 14%	26 16%
Agree	282 54%	164 51%	119 58%	88 59%	62 52%	61 64%	18 47%	29 50%	89 53%	64 57%	82 56%	16 44%	28 54%	77 P	176 58%	28 33%	45 48%	88 50%	55 65%	91 55%
Disagree	63 12%	42 13%	21 10%	21 14%	10 8%	11 11%	4 11%	7 13%	26 15%	9 8%	17 11%	4 12%	6 11%	12 9%	37 12%	13 15%	13 13%	18 10%	8 9%	25 15%
1 - Strongly disagree	9 2%	5 2%	3 2%	3 2%	1 1%	1 1%	1 3%	1 2%	4 2%	-	2 1%	-	3 5%	2 2%	4 1%	3 3%	3 3%	3 2%	1 1%	2 1%
Don't know/Refused	79 15%	49 15%	30 15%	17 12%	19 16%	7 7%	6 16%	6 10%	32 19%	18 16%	17 11%	4 11%	6 12%	16 12%	36 12%	26 31%	16 17%	32 18%	9 11%	20 12%
Agree (NET)	374 71%	223 70%	152 74%	107 72%	89 75%	76 81%	28 70%	45 76%	108 64%	86 I	112 I	29 77%	37 71%	102 P	228 P	42 50%	62 67%	124 70%	67 80%	117 71%
Disagree (NET)	71 14%	47 15%	24 12%	24 16%	11 9%	12 12%	5 14%	8 14%	30 18%	9 8%	19 13%	4 12%	9 16%	14 11%	40 13%	16 19%	15 16%	21 12%	8 10%	27 16%
MEAN	3.0	3.0	3.0	2.9	3.2 D	3.0	3.1	3.1	2.9	3.1 I	3.1 I	3.2 I	2.9	3.1	3.0	2.9	3.0	3.1	3.0	3.0

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V15B. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry is a high technology industry.

BASE: Representative Adults (split sample)

BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	495	40	130	179	28	47	69	245	251	47	93	84	114	150	70	259	19	85	27	32	376	120
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	492	51	134	152	42	49	64	247	245	45	80	87	116	158	71	256	20	87	25	30	368	124
4 - Strongly agree	174	8	54	61	12	13	24	101	73	13	26	28	44	60	33	88	6	32	10	6	123	51
	35%	21%	42%	34%	42%	28%	35%	41%	29%	28%	28%	33%	39%	40%	46%	34%	34%	37%	36%	18%	33%	42%
			B		B			I							T	T		T				
Agree	269	27	68	98	13	28	36	125	143	27	61	44	61	73	29	147	10	45	14	22	207	62
	54%	66%	52%	54%	45%	58%	52%	51%	57%	59%	65%	52%	54%	49%	41%	57%	55%	52%	51%	71%	55%	52%
		E								N					O				O			
Disagree	16	1	5	3	1	1	5	7	9	2	3	5	3	4	6	5	1	4	-	1	12	4
	3%	3%	4%	1%	4%	2%	7%	3%	4%	3%	3%	6%	3%	2%	9%	2%	3%	5%		3%	3%	3%
1 - Strongly disagree	5	-	1	-	-	2	1	1	4	-	-	-	-	5	1	1	-	2	-	-	3	1
	1%		1%			5%	2%	**	1%					3%	1%	**		3%			1%	1%
Don't know/Refused	32	4	2	18	3	3	3	10	22	5	4	7	5	9	2	18	2	3	3	3	30	2
	6%	10%	2%	10%	9%	7%	4%	4%	9%	10%	4%	9%	5%	6%	3%	7%	9%	3%	13%	9%	8%	2%
				C					H												V	
Agree (NET)	442	35	122	159	25	41	60	226	216	41	87	72	105	133	61	235	17	76	24	28	330	112
	89%	87%	94%	89%	86%	87%	87%	92%	86%	87%	93%	85%	92%	89%	87%	91%	88%	90%	87%	88%	88%	94%
								I													U	
Disagree (NET)	21	1	6	3	1	3	6	8	12	2	3	5	3	8	7	6	1	6	-	1	16	5
	4%	3%	5%	1%	4%	7%	9%	3%	5%	3%	3%	6%	3%	5%	10%	2%	3%	7%		3%	4%	4%
									P													
MEAN	3.3	3.2	3.4	3.4	3.4	3.2	3.3	3.4	3.2	3.3	3.3	3.3	3.4	3.3	3.4	3.3	3.3	3.3	3.4	3.2	3.3	3.4
								I														

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V15B. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry is a high technology industry.  
BASE: Representative Adults (split sample)  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	495	317	179	161	101	94	24	73	151	125	130	43	40	109	304	79	74	178	84	150
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	492	299	193	160	98	96	25	69	158	120	129	42	37	108	301	80	77	181	83	143
4 - Strongly agree	174	122	52	48	35	34	10	34	36	47	56	23	12	38	105	30	31	59	34	46
	35%	39%	29%	30%	35%	36%	39%	46%	24%	38%	43%	52%	30%	35%	37%	42%	23%	40%	31%	
			C					D		I	I	I								
Agree	269	164	105	89	58	51	12	38	94	66	68	16	21	54	171	42	36	101	44	82
	54%	52%	59%	55%	57%	54%	51%	51%	62%	53%	52%	36%	54%	50%	56%	52%	49%	57%	53%	54%
								L												
Disagree	16	10	7	8	2	3	2	1	4	4	4	3	1	5	11	1	-	5	1	10
	3%	3%	4%	5%	2%	3%	10%	1%	3%	3%	3%	7%	3%	4%	3%	1%		3%	1%	7%
								S												
1 - Strongly disagree	5	2	2	2	1	-	-	-	1	2	1	-	-	1	2	1	1	1	1	1
	1%	1%	1%	1%	1%				1%	2%	1%			1%	1%	1%	1%	1%	1%	1%
Don't know/Refused	32	19	13	14	5	7	-	1	16	5	2	2	5	11	16	6	6	11	4	11
	6%	6%	7%	9%	4%	7%		1%	10%	4%	2%	5%	13%	10%	5%	7%	8%	6%	4%	7%
				H					JK											
Agree (NET)	442	286	157	136	93	85	22	72	130	113	123	38	33	92	276	71	67	161	78	128
	89%	90%	88%	85%	92%	90%	90%	97%	86%	91%	95%	88%	84%	85%	91%	90%	91%	90%	93%	85%
								DF			I									
Disagree (NET)	21	12	9	10	3	3	2	1	5	7	5	3	1	6	13	2	1	6	2	11
	4%	4%	5%	6%	3%	3%	10%	1%	3%	5%	4%	7%	3%	5%	4%	3%	1%	4%	3%	7%
				H																Q
MEAN	3.3	3.4	3.2	3.2	3.3	3.4	3.3	3.5	3.2	3.3	3.4	3.5	3.3	3.3	3.3	3.4	3.4	3.3	3.4	3.2
		C						D			I	I								

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V16 Page 39

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V16. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry contributes to the economy where I live.

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
4 - Strongly agree	64	4	18	25	8	4	5	38	26	3	9	16	19	16	12	31	3	9	6	2	48	16
	6%	5%	7%	7%	12%	4%	4%	8%	5%	3%	5%	8%	9%	5%	10%	6%	8%	5%	9%	3%	6%	7%
					G						J	J										
Agree	308	23	81	121	17	21	46	143	165	39	71	54	67	75	36	177	12	42	20	18	237	71
	30%	29%	32%	31%	25%	21%	34%	29%	31%	34%	38%	28%	31%	25%	29%	32%	34%	24%	30%	31%	30%	31%
			F	F			F				LN					R						
Disagree	372	34	103	129	19	48	40	193	179	41	64	71	80	111	51	189	12	73	26	19	275	97
	36%	43%	41%	33%	28%	48%	29%	39%	34%	36%	34%	37%	37%	37%	41%	35%	34%	41%	38%	33%	35%	42%
		EG	EG		DEG																	
1 - Strongly disagree	131	7	31	47	19	15	18	67	65	14	21	28	25	42	12	75	5	27	6	6	102	30
	13%	9%	12%	12%	18%	15%	13%	14%	12%	13%	11%	15%	11%	14%	10%	14%	14%	15%	9%	10%	13%	13%
Don't know/Refused	144	12	19	64	12	11	27	53	92	16	21	24	26	55	14	74	4	26	9	13	127	18
	14%	15%	7%	17%	18%	11%	20%	11%	17%	14%	11%	13%	12%	18%	11%	14%	12%	14%	13%	23%	16%	8%
				C	C		C		H					RM							V	
Agree (NET)	372	26	99	146	25	25	51	181	191	42	80	70	85	91	49	208	15	51	27	20	285	87
	36%	33%	39%	38%	25%	38%	37%	36%	37%	37%	43%	36%	39%	30%	39%	38%	41%	29%	39%	34%	36%	38%
			F	F			F				N		N			R						
Disagree (NET)	503	41	134	176	32	63	57	259	244	55	85	100	105	153	63	265	17	100	32	25	377	127
	49%	52%	53%	45%	46%	64%	43%	53%	46%	49%	46%	51%	49%	51%	50%	48%	47%	57%	48%	43%	48%	55%
			G		DEG																	
MEAN	2.3	2.3	2.4	2.4	2.4	2.2	2.4	2.3	2.3	2.3	2.4	2.3	2.4	2.3	2.4	2.3	2.4	2.2	2.4	2.4	2.4	2.3
			F	F										R								



**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V16. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry contributes to the economy where I live.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>4 - Strongly agree</b>	64	46	19	15	15	9	6	14	17	7	16	14	10	17	39	9	14	15	10	25
	6%	7%	5%	5%	7%	5%	9%	10%	5%	3%	6%	18%	11%	7%	6%	5%	8%	4%	6%	8%
												IJK	J							
<b>Agree</b>	308	220	87	90	71	54	20	54	83	57	96	37	31	80	186	39	46	98	52	106
	30%	35%	23%	29%	33%	29%	32%	41%	26%	24%	35%	46%	34%	33%	31%	24%	27%	28%	31%	34%
			C					DF			IJ	IJ								
<b>Disagree</b>	372	209	163	110	86	79	20	37	117	94	105	18	33	83	226	62	58	138	62	111
	36%	33%	42%	36%	39%	42%	32%	28%	37%	39%	38%	22%	36%	34%	37%	38%	35%	39%	37%	35%
			B		H	H			L	L	L									
<b>1 - Strongly disagree</b>	131	63	68	50	20	20	12	16	49	35	34	5	8	34	75	23	27	47	21	33
	13%	10%	18%	16%	9%	10%	18%	12%	15%	15%	12%	6%	9%	14%	12%	14%	16%	13%	12%	10%
			B	E					L	L										
<b>Don't know/Refused</b>	144	97	48	43	27	27	6	11	53	45	26	7	10	28	83	31	23	55	23	41
	14%	15%	12%	14%	12%	14%	9%	9%	17%	19%	9%	8%	11%	12%	14%	19%	14%	16%	14%	13%
									KL	KL										
<b>Agree (NET)</b>	372	266	106	105	86	64	26	68	101	64	112	51	41	96	225	48	60	114	62	131
	36%	42%	28%	34%	39%	34%	41%	51%	31%	27%	40%	63%	45%	40%	37%	29%	35%	32%	37%	42%
			C					DEF			IJ	IJKM	IJ	P						R
<b>Disagree (NET)</b>	503	273	231	161	106	98	32	53	166	128	140	23	41	116	300	85	85	185	83	144
	49%	43%	60%	52%	48%	52%	50%	40%	52%	54%	50%	28%	45%	48%	49%	52%	51%	52%	50%	46%
			B	H					L	L	L		L							
<b>MEAN</b>	2.3	2.5	2.2	2.3	2.4	2.3	2.3	2.5	2.3	2.2	2.4	2.8	2.5	2.4	2.4	2.3	2.3	2.3	2.4	2.5
		C			D			DF			J	IJKM	IJ							R

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

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V17A. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry in Canada is truly Canadian.  
BASE: Representative Adults (split sample)  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	535	41	149	204	36	45	62	251	284	51	106	100	115	158	71	281	19	91	35	35	402	134
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	536	56	152	170	54	47	57	254	282	49	92	103	118	169	74	278	20	95	33	33	398	138
4 - Strongly agree	30	2	12	11	4	-	2	20	10	2	3	7	8	9	3	18	2	4	1	1	20	10
	6%	4%	8%	5%	11%		3%	8%	3%	3%	3%	7%	7%	6%	4%	6%	12%	5%	3%	4%	5%	7%
								I														
Agree	180	13	68	65	13	6	15	95	85	20	48	33	39	38	30	91	5	27	16	10	119	61
	34%	32%	46%	32%	36%	12%	25%	38%	30%	39%	45%	34%	34%	24%	43%	33%	27%	30%	46%	27%	30%	46%
		F	DFG	F	F						N											U
Disagree	164	14	36	69	6	22	18	74	91	15	28	33	35	52	20	85	9	33	12	6	131	34
	31%	34%	24%	34%	18%	48%	29%	29%	32%	29%	26%	33%	30%	33%	28%	30%	45%	36%	34%	16%	33%	25%
				E		CE										T	T	T				
1 - Strongly disagree	32	4	7	12	2	5	2	19	13	4	3	8	7	10	4	13	-	9	3	3	26	6
	6%	10%	5%	6%	6%	10%	3%	8%	5%	8%	3%	8%	6%	6%	6%	5%		9%	9%	9%	7%	4%
Don't know/Refused	129	8	25	47	10	13	24	43	86	11	23	18	26	48	13	73	3	18	3	16	106	23
	24%	20%	17%	23%	29%	29%	40%	17%	30%	21%	22%	18%	23%	31%	19%	26%	16%	20%	9%	44%	26%	17%
							BCD		H					L	S				OQRS		V	
Agree (NET)	210	15	80	76	17	6	17	115	95	21	51	40	48	48	33	110	7	32	17	11	139	71
	39%	37%	54%	37%	47%	12%	28%	46%	33%	42%	49%	41%	41%	30%	47%	39%	39%	35%	48%	31%	35%	53%
		F	BDFG	F	FG		F	I			N											U
Disagree (NET)	197	17	44	81	8	26	20	93	104	19	31	41	41	63	24	98	9	42	15	9	157	40
	37%	43%	29%	40%	23%	58%	32%	37%	37%	37%	29%	41%	36%	39%	34%	35%	45%	46%	43%	25%	39%	30%
		E		E		CDEG												T			V	
MEAN	2.5	2.4	2.7	2.5	2.7	2.0	2.5	2.6	2.5	2.5	2.6	2.5	2.6	2.4	2.5	2.6	2.6	2.4	2.5	2.5	2.4	2.7
		F	BDF	F	F		F															U

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V17A. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry in Canada is truly Canadian.

BASE: Representative Adults (split sample)

BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	535	334	201	161	113	99	34	74	163	134	148	42	43	120	335	76	86	194	77	166
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	536	316	220	164	111	100	34	72	173	128	149	40	41	118	334	79	90	197	76	162
<b>4 - Strongly agree</b>	30	19	11	9	9	5	1	5	12	7	5	3	3	8	19	3	6	13	3	7
	6%	6%	5%	5%	8%	5%	4%	6%	7%	5%	4%	6%	7%	7%	6%	4%	7%	7%	4%	4%
<b>Agree</b>	180	111	69	60	41	34	11	23	49	41	60	13	17	52	104	24	32	63	21	65
	34%	33%	34%	37%	36%	34%	31%	32%	30%	30%	40%	31%	39%	44%	31%	31%	37%	33%	27%	39%
<b>Disagree</b>	164	105	60	47	33	31	13	25	44	45	45	14	14	33	105	24	26	55	28	49
	31%	31%	30%	29%	29%	31%	39%	34%	27%	34%	30%	34%	32%	27%	31%	32%	30%	29%	37%	29%
<b>1 - Strongly disagree</b>	32	21	11	10	7	4	1	4	13	2	11	2	4	8	21	3	5	10	7	10
	6%	6%	6%	6%	6%	4%	4%	6%	8%	2%	8%	5%	9%	7%	6%	4%	6%	5%	9%	6%
<b>Don't know/Refused</b>	129	78	51	35	23	26	8	16	45	39	27	10	6	19	86	22	18	52	18	36
	24%	23%	25%	22%	21%	26%	22%	22%	28%	29%	18%	23%	14%	16%	26%	29%	21%	27%	24%	22%
<b>Agree (NET)</b>	210	130	80	69	50	39	12	28	61	48	65	16	19	60	123	27	38	76	24	72
	39%	39%	40%	43%	44%	39%	35%	38%	37%	36%	44%	38%	45%	50%	37%	35%	44%	39%	31%	43%
<b>Disagree (NET)</b>	197	126	71	57	40	35	15	30	56	47	56	17	18	41	126	27	31	65	35	59
	37%	38%	35%	36%	35%	35%	43%	40%	35%	35%	38%	39%	41%	34%	38%	36%	35%	34%	45%	35%
<b>MEAN</b>	2.5	2.5	2.5	2.5	2.6	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.6	2.5	2.5	2.6	2.6	2.3	2.5

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V17B. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry in Canada is more foreign than Canadian.

BASE: Representative Adults (split sample)

BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>WEIGHTED 'N'</b>	485	38	103	183	34	53	73	242	243	63	80	95	101	141	55	266	17	86	32	23	387	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	484	52	105	155	48	55	69	250	234	55	70	98	105	151	57	260	19	91	28	23	384	100
<b>4 - Strongly agree</b>	35	1	7	12	2	3	10	24	11	5	7	9	9	6	5	17	2	5	6	1	28	7
	7%	2%	7%	6%	7%	5%	14%	10%	5%	8%	9%	9%	9%	4%	9%	6%	12%	5%	19%	4%	7%	7%
<b>Agree</b>	172	16	39	67	15	21	14	82	91	31	37	32	19	50	12	97	9	30	13	11	135	37
	36%	43%	37%	36%	45%	39%	20%	34%	37%	50%	47%	34%	19%	36%	21%	36%	53%	35%	41%	47%	35%	38%
<b>Disagree</b>	112	8	34	41	4	9	17	75	37	13	19	20	32	28	19	70	0	14	4	4	82	30
	23%	20%	33%	22%	11%	17%	23%	31%	15%	21%	23%	22%	31%	20%	35%	26%	3%	16%	13%	19%	21%	31%
<b>1 - Strongly disagree</b>	18	1	4	5	2	3	2	13	4	-	1	2	5	8	2	11	-	4	1	-	13	4
	4%	4%	4%	3%	5%	6%	3%	6%	2%	-	2%	2%	5%	6%	3%	4%	-	5%	3%	-	3%	4%
<b>Don't know/Refused</b>	148	12	19	59	11	17	30	49	100	14	16	31	37	49	18	71	6	34	8	7	129	19
	31%	32%	19%	32%	32%	33%	40%	20%	41%	21%	19%	33%	36%	35%	32%	27%	33%	40%	25%	30%	33%	20%
<b>Agree (NET)</b>	207	17	46	78	17	24	25	105	102	36	44	41	28	56	16	114	11	34	19	12	163	44
	43%	45%	45%	43%	52%	44%	34%	44%	42%	58%	56%	43%	28%	40%	30%	43%	64%	40%	60%	51%	42%	45%
<b>Disagree (NET)</b>	129	9	38	46	6	12	19	88	41	13	20	23	36	36	21	81	0	18	5	4	95	34
	27%	24%	37%	25%	16%	23%	26%	36%	17%	21%	25%	24%	36%	26%	38%	30%	3%	21%	16%	19%	25%	35%
<b>MEAN</b>	2.7	2.6	2.6	2.7	2.8	2.6	2.8	2.6	2.8	2.8	2.8	2.7	2.5	2.6	2.5	2.6	3.1	2.7	3.0	2.8	2.7	2.6
										MN	M						OPR		OP			

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V17B. Please tell me if you strongly agree, agree, disagree or strongly disagree: The aerospace industry in Canada is more foreign than Canadian.

BASE: Representative Adults (split sample)

BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	485	302	183	148	106	90	29	59	157	104	129	39	49	121	274	88	81	160	91	149
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	484	287	197	151	107	89	30	55	161	103	132	40	42	116	276	90	87	163	87	143
<b>4 - Strongly agree</b>	35	22	13	10	5	7	2	6	9	11	7	3	6	10	23	2	3	9	12	12
	7%	7%	7%	6%	5%	8%	7%	11%	6%	10%	5%	7%	12%	8%	8%	3%	4%	5%	13%	8%
															P				Q	
<b>Agree</b>	172	111	62	57	43	32	10	13	62	33	39	10	26	50	90	31	25	59	41	46
	36%	37%	34%	39%	41%	36%	33%	22%	39%	32%	30%	26%	53%	41%	33%	35%	31%	37%	45%	31%
				H	H								JKL						T	
<b>Disagree</b>	112	77	35	26	28	17	9	24	32	19	41	13	6	30	66	16	17	42	19	33
	23%	25%	19%	18%	26%	19%	31%	41%	20%	19%	31%	33%	12%	25%	24%	18%	21%	26%	21%	22%
								DF			IJM	M								
<b>1 - Strongly disagree</b>	18	11	6	1	3	3	2	5	5	4	3	4	1	4	10	2	3	8	2	4
	4%	4%	3%	1%	3%	4%	8%	9%	3%	4%	3%	10%	2%	4%	4%	2%	4%	5%	2%	3%
								D												
<b>Don't know/Refused</b>	148	81	67	54	28	31	6	11	50	37	40	9	10	27	84	37	33	43	17	54
	31%	27%	37%	36%	26%	34%	21%	18%	32%	36%	31%	24%	20%	22%	31%	42%	41%	27%	19%	36%
			B	H		H									N	RS			S	
<b>Agree (NET)</b>	207	133	75	67	48	39	12	19	71	44	46	13	32	60	113	34	28	68	53	57
	43%	44%	41%	45%	45%	43%	40%	32%	45%	42%	35%	33%	66%	49%	41%	38%	35%	42%	58%	39%
												IJKL							QRT	
<b>Disagree (NET)</b>	129	88	41	27	31	20	12	29	37	23	44	16	7	34	77	17	20	50	21	38
	27%	29%	23%	19%	29%	22%	39%	50%	23%	22%	34%	42%	14%	28%	28%	20%	25%	31%	23%	25%
							D	DEF			M	IJM								
<b>MEAN</b>	2.7	2.7	2.7	2.8	2.6	2.7	2.5	2.4	2.7	2.7	2.5	2.4	3.0	2.7	2.7	2.7	2.6	2.6	2.9	2.7
				H								KL							QR	

## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

Table V18A Page 45

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V18A. Please tell me if you strongly agree, agree, disagree or strongly disagree: The government should provide funding to aerospace companies with new ideas and a proven track record of success.

BASE: Representative Adults (split sample)

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	493	39	132	177	34	47	65	237	255	53	87	93	101	155	58	259	15	96	32	31	369	124
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	497	53	135	149	50	49	61	244	253	48	76	97	107	165	60	257	16	103	29	30	369	128
4 - Strongly agree	64	3	22	18	4	3	15	39	25	8	9	19	8	20	11	28	2	13	6	4	42	22
	13%	7%	16%	10%	12%	6%	24%	16%	10%	15%	10%	21%	8%	13%	19%	11%	11%	14%	19%	14%	12%	17%
			F				BDF	I				KM										
Agree	277	26	81	97	17	30	26	142	135	32	59	47	59	77	32	152	10	49	20	14	198	79
	56%	68%	61%	55%	50%	65%	39%	60%	53%	60%	67%	51%	58%	50%	56%	59%	70%	51%	61%	44%	54%	64%
		G	G	G	G	G					LN											U
Disagree	93	4	20	38	7	11	12	37	56	6	15	19	23	30	9	58	3	17	-	6	75	17
	19%	11%	15%	22%	21%	23%	19%	15%	22%	12%	17%	20%	22%	19%	15%	22%	19%	18%		19%	20%	14%
1 - Strongly disagree	10	1	1	3	2	-	3	4	6	-	-	2	2	5	3	2	-	2	-	1	9	1
	2%	2%	1%	2%	5%		5%	2%	2%			2%	2%	3%	6%	1%		3%		4%	2%	1%
Don't know/Refused	49	5	9	20	4	3	9	16	33	7	5	5	9	23	2	19	-	14	6	6	44	5
	10%	12%	6%	11%	12%	6%	13%	7%	13%	13%	6%	6%	9%	15%	4%	7%		15%	20%	19%	12%	4%
								H						KL				O			V	
Agree (NET)	341	29	103	115	21	33	41	181	160	40	67	67	67	97	43	180	12	62	26	18	241	101
	69%	75%	78%	65%	61%	71%	63%	76%	63%	75%	77%	71%	66%	63%	75%	70%	81%	65%	80%	58%	65%	81%
			DEG					I			N											U
Disagree (NET)	102	5	21	41	9	11	15	40	62	6	15	21	25	35	12	59	3	20	-	7	84	18
	21%	12%	16%	23%	27%	23%	24%	17%	24%	12%	17%	23%	25%	23%	21%	23%	19%	21%		23%	23%	15%
																						V
MEAN	2.9	2.9	3.0	2.8	2.8	2.8	2.9	3.0	2.8	3.0	2.9	3.0	2.8	2.8	2.9	2.9	2.9	2.9	3.2	2.8	2.8	3.0
			D					I		M									PRT			U

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V18A Page 46

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V18A. Please tell me if you strongly agree, agree, disagree or strongly disagree: The government should provide funding to aerospace companies with new ideas and a proven track record of success.

BASE: Representative Adults (split sample)

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	493	306	187	149	108	99	24	60	154	114	139	41	42	120	287	84	78	174	87	147
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	497	289	208	152	109	98	25	60	162	113	142	39	38	113	294	88	85	179	86	140
4 - Strongly agree	64	39	25	18	16	16	5	5	23	11	14	8	8	21	38	5	13	18	11	23
	13%	13%	13%	12%	15%	16%	20%	9%	15%	10%	10%	18%	20%	18%	13%	6%	17%	10%	12%	15%
														P	P					
Agree	277	167	111	90	61	52	10	34	84	65	83	20	23	65	165	46	37	101	47	88
	56%	54%	59%	60%	57%	53%	42%	57%	55%	57%	60%	50%	55%	54%	57%	55%	48%	58%	54%	60%
Disagree	93	60	32	20	22	21	7	15	26	27	26	8	5	18	60	15	15	31	19	28
	19%	20%	17%	14%	20%	22%	28%	24%	17%	24%	19%	18%	12%	15%	21%	17%	19%	18%	22%	19%
1 - Strongly disagree	10	8	2	3	1	1	1	1	3	2	5	1	-	4	6	1	2	6	1	-
	2%	3%	1%	2%	1%	1%	3%	2%	2%	1%	3%	3%		3%	2%	1%	3%	3%	1%	
Don't know/Refused	49	32	17	18	8	8	2	5	19	9	11	4	5	13	19	17	11	19	9	9
	10%	10%	9%	12%	7%	8%	7%	8%	12%	8%	8%	11%	13%	10%	7%	20%	14%	11%	11%	6%
															O					
Agree (NET)	341	206	135	108	77	68	15	40	107	77	97	28	32	86	202	51	50	119	58	110
	69%	67%	73%	73%	72%	69%	62%	66%	70%	67%	70%	68%	75%	72%	70%	61%	64%	68%	66%	75%
Disagree (NET)	102	68	34	23	23	22	7	16	28	29	31	9	5	22	66	15	17	36	20	28
	21%	22%	18%	16%	21%	23%	31%	26%	18%	25%	22%	21%	12%	18%	23%	18%	22%	21%	23%	19%
MEAN	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.8	2.9	2.8	2.8	2.9	3.1	3.0	2.9	2.8	2.9	2.8	2.9	3.0
												JK								

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V18B Page 47

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V18B. Please tell me if you strongly agree, agree, disagree or strongly disagree: The government should provide repayable funding to aerospace companies with new ideas and a proven track record of success.

BASE: Representative Adults (split sample)

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	527	40	120	210	35	52	70	256	272	61	99	101	115	145	68	288	22	81	36	27	420	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	523	55	122	176	52	53	65	260	263	56	86	104	116	155	71	281	23	83	32	26	413	110
4 - Strongly agree	80	7	18	33	3	7	12	51	29	13	14	15	24	14	15	42	6	8	8	-	67	13
	15%	16%	15%	16%	10%	14%	16%	20%	11%	21%	14%	15%	21%	10%	22%	15%	25%	10%	23%		16%	13%
								I						N								
Agree	277	27	61	110	19	22	38	136	141	29	68	53	56	70	33	159	9	41	17	16	220	57
	53%	68%	51%	52%	55%	43%	54%	53%	52%	47%	69%	53%	49%	48%	48%	55%	42%	50%	48%	61%	53%	53%
											JLMN											
Disagree	98	4	32	35	7	14	6	43	55	10	14	22	20	31	16	50	1	17	7	8	69	30
	19%	10%	27%	16%	21%	27%	9%	17%	20%	17%	14%	22%	17%	21%	24%	17%	4%	21%	20%	28%	16%	28%
			BDG		BG										Q	Q		Q		Q		U
1 - Strongly disagree	19	1	3	7	1	6	2	8	11	3	-	3	3	10	2	9	1	6	1	1	16	3
	4%	2%	2%	3%	2%	11%	3%	3%	4%	5%		3%	3%	7%	3%	3%	3%	7%	3%	3%	4%	3%
						B																
Don't know/Refused	52	2	5	26	4	3	12	17	35	6	3	8	12	20	2	29	6	9	2	2	48	4
	10%	5%	4%	12%	6%	17%	7%	13%	10%	3%	8%	10%	14%	4%	10%	25%	11%	6%	7%	11%	11%	4%
				C		BC		H				K	K	O	O						V	
Agree (NET)	357	34	79	143	23	29	49	188	170	42	82	68	81	64	47	201	15	49	25	16	287	70
	68%	84%	66%	68%	65%	56%	71%	73%	63%	69%	83%	67%	70%	58%	70%	70%	68%	61%	71%	61%	68%	66%
		CDEF						I			LMN											
Disagree (NET)	117	5	35	42	8	20	8	51	67	13	14	25	23	40	18	58	1	23	8	8	85	33
	22%	11%	29%	20%	23%	36%	12%	20%	25%	21%	14%	25%	20%	28%	27%	20%	7%	28%	23%	31%	20%	30%
			BG		BDG									K	Q	Q		Q		Q		U
MEAN	2.9	3.0	2.8	2.9	2.8	2.6	3.0	3.0	2.8	2.9	3.0	2.9	3.0	2.7	2.9	2.9	3.2	2.7	3.0	2.6	2.9	2.8
		F		F		F	F	I			N		N				RT					



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Table V18B Page 48

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V18B. Please tell me if you strongly agree, agree, disagree or strongly disagree: The government should provide repayable funding to aerospace companies with new ideas and a proven track record of success.

BASE: Representative Adults (split sample)

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	527 100%	329 100%	198 100%	159 100%	112 100%	90 100%	40 100%	72 100%	166 100%	124 100%	139 100%	40 100%	50 100%	121 100%	321 100%	80 100%	90 100%	180 100%	80 100%	168 100%
<b>UNWEIGHTED TOTAL</b>	523	314	209	163	109	91	39	67	172	118	139	41	45	121	316	81	92	181	77	165
<b>4 - Strongly agree</b>	80 15%	56 17%	24 12%	18 11%	18 16%	13 15%	6 16%	18 24%	22 13%	17 13%	14 10%	14 35%	14 28%	25 20%	45 14%	10 12%	14 16%	24 14%	17 21%	23 14%
<b>Agree</b>	277 53%	161 49%	117 59%	88 55%	59 53%	54 60%	20 50%	38 53%	85 51%	70 56%	83 60%	17 42%	21 41%	64 53%	174 54%	38 47%	43 47%	91 51%	46 57%	96 57%
<b>Disagree</b>	98 19%	67 20%	32 16%	26 16%	22 19%	17 19%	10 25%	11 15%	33 20%	25 20%	24 17%	7 19%	8 16%	20 16%	65 20%	14 18%	17 19%	37 21%	13 16%	31 18%
<b>1 - Strongly disagree</b>	19 4%	9 3%	10 5%	12 7%	1 1%	2 2%	1 3%	-	8 5%	3 2%	3 2%	2 4%	2 4%	6 5%	6 2%	6 8%	9 10%	6 3%	-	4 3%
<b>Don't know/Refused</b>	52 10%	36 11%	16 8%	15 10%	13 11%	4 4%	2 5%	6 8%	19 11%	10 8%	15 11%	-	5 10%	6 5%	31 10%	12 15%	8 9%	21 12%	5 6%	14 8%
<b>Agree (NET)</b>	357 68%	217 66%	141 71%	106 67%	77 68%	68 75%	27 66%	56 77%	107 64%	86 70%	97 70%	31 77%	35 70%	89 73%	219 68%	47 59%	57 63%	116 64%	63 78%	119 71%
<b>Disagree (NET)</b>	117 22%	76 23%	41 21%	38 24%	22 20%	19 21%	11 29%	11 15%	41 25%	28 22%	27 19%	9 23%	10 20%	26 22%	71 22%	20 25%	25 28%	43 24%	13 16%	35 21%
<b>MEAN</b>	2.9	2.9	2.9	2.8	2.9	2.9	2.8	3.1	2.8	2.9	2.9	3.1	3.0	2.9	2.9	2.7	2.8	2.8	3.1	2.9

## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

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V19A. Please tell me if you strongly agree, agree, disagree or strongly disagree: The government should provide funding to aerospace companies with new ideas that cannot otherwise gain access to capital.  
BASE: Representative Adults (split sample)  
BANNER 1

	Region							Gender		Age Group						Employment					Language	
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	493	39	132	177	34	47	65	237	255	53	87	93	101	155	58	259	15	96	32	31	369	124
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	497	53	135	149	50	49	61	244	253	48	76	97	107	165	60	257	16	103	29	30	369	128
4 - Strongly agree	51	3	17	17	5	4	6	32	19	6	7	13	3	22	10	17	1	15	7	1	34	17
	10%	7%	13%	9%	15%	8%	10%	13%	8%	12%	9%	14%	3%	14%	17%	6%	9%	16%	22%	3%	9%	14%
								I				M		M	PT			PT	T			
Agree	256	21	77	89	13	21	34	134	122	28	58	49	54	62	24	149	10	40	14	19	180	76
	52%	55%	59%	50%	39%	44%	53%	56%	48%	52%	67%	53%	54%	40%	42%	58%	68%	42%	43%	60%	49%	61%
			E							N	N	N				OR	R					U
Disagree	112	9	30	38	9	18	7	45	66	10	9	20	29	43	16	53	2	28	7	6	88	23
	23%	24%	23%	21%	27%	40%	11%	19%	26%	20%	11%	22%	28%	28%	27%	21%	15%	29%	21%	19%	24%	19%
			G	G	G	CDG							K	K								
1 - Strongly disagree	13	-	1	4	3	1	4	5	8	0	2	1	3	6	3	7	-	-	-	1	12	1
	3%		1%	3%	9%	2%	6%	2%	3%	1%	3%	1%	3%	4%	6%	3%				4%	3%	1%
																					V	
Don't know/Refused	62	6	7	29	3	3	14	22	40	8	9	10	12	23	5	33	1	14	5	4	55	7
	13%	15%	5%	16%	10%	6%	21%	9%	16%	15%	11%	11%	11%	15%	8%	13%	7%	14%	14%	13%	15%	6%
				CF			CF		H												V	
Agree (NET)	307	24	94	105	18	24	41	166	141	34	66	62	58	83	34	166	11	55	21	20	214	93
	62%	62%	71%	60%	54%	52%	62%	70%	55%	64%	76%	67%	57%	54%	59%	64%	77%	57%	65%	64%	58%	75%
			DEF					I			MN	N									U	
Disagree (NET)	124	9	31	42	12	19	11	50	75	11	12	21	32	49	19	60	2	28	7	7	100	24
	25%	24%	23%	24%	36%	41%	16%	21%	29%	20%	13%	23%	32%	31%	33%	23%	15%	29%	21%	23%	27%	20%
				G	CDG			H				K	K									
MEAN	2.8	2.8	2.9	2.8	2.7	2.6	2.8	2.9	2.7	2.9	2.9	2.9	2.6	2.8	2.8	2.8	2.9	2.8	3.0	2.7	2.8	2.9
			F					I		M	M	M										U

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V19A. Please tell me if you strongly agree, agree, disagree or strongly disagree: The government should provide funding to aerospace companies with new ideas that cannot otherwise gain access to capital.  
BASE: Representative Adults (split sample)  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	493	306	187	149	108	99	24	60	154	114	139	41	42	120	287	84	78	174	87	147
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	497	289	208	152	109	98	25	60	162	113	142	39	38	113	294	88	85	179	86	140
<b>4 - Strongly agree</b>	51	32	20	17	12	9	3	8	18	5	12	8	8	15	32	5	10	19	8	15
	10%	10%	10%	11%	11%	9%	14%	13%	12%	4%	9%	20%	20%	12%	11%	6%	12%	11%	9%	10%
									J			J	J							
<b>Agree</b>	256	160	96	76	60	49	14	34	76	53	81	20	23	65	155	33	38	85	50	78
	52%	52%	51%	51%	56%	50%	60%	56%	49%	47%	58%	49%	54%	54%	54%	40%	49%	49%	57%	53%
														P	P					
<b>Disagree</b>	112	73	39	31	21	23	5	15	40	28	31	7	6	22	63	27	20	37	19	36
	23%	24%	21%	21%	20%	23%	20%	25%	26%	24%	23%	17%	14%	19%	22%	32%	26%	21%	21%	24%
															N					
<b>1 - Strongly disagree</b>	13	6	7	4	3	4	-	-	1	8	3	1	-	2	8	2	2	6	3	1
	3%	2%	4%	2%	3%	4%			1%	7%	2%	3%		2%	3%	2%	2%	4%	3%	1%
										I										
<b>Don't know/Refused</b>	62	36	25	22	11	14	2	4	19	20	12	5	5	15	29	17	8	27	8	17
	13%	12%	14%	15%	10%	14%	7%	7%	12%	18%	8%	11%	13%	13%	10%	21%	11%	15%	10%	11%
										K					O					
<b>Agree (NET)</b>	307	191	116	92	73	58	17	41	94	58	93	28	31	80	187	38	47	104	58	93
	62%	62%	62%	62%	67%	59%	73%	69%	61%	51%	67%	69%	74%	67%	65%	45%	61%	60%	66%	63%
										J	J	J	J	P	P					
<b>Disagree (NET)</b>	124	79	46	35	24	27	5	15	41	36	34	8	6	25	71	28	22	43	21	37
	25%	26%	24%	23%	23%	27%	20%	25%	27%	31%	24%	20%	14%	21%	25%	34%	28%	25%	24%	25%
										M					N					
<b>MEAN</b>	2.8	2.8	2.8	2.8	2.8	2.7	2.9	2.9	2.8	2.6	2.8	3.0	3.1	2.9	2.8	2.6	2.8	2.8	2.8	2.8
									J		J	J	JK	P	P					

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V19B. Please tell me if you strongly agree, agree, disagree or strongly disagree: The government should provide repayable funding to aerospace companies with new ideas that cannot otherwise gain access to capital.

BASE: Representative Adults (split sample)

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>WEIGHTED 'N'</b>	527	40	120	210	35	52	70	256	272	61	99	101	115	145	69	288	22	81	36	27	420	107
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	523	55	122	176	52	53	65	260	263	56	86	104	116	155	71	281	23	83	32	26	413	110
<b>4 - Strongly agree</b>	60	5	17	23	3	7	5	38	21	7	10	15	17	11	10	30	6	7	4	2	44	15
	11%	12%	14%	11%	8%	13%	7%	15%	8%	11%	10%	14%	15%	8%	15%	10%	26%	9%	12%	8%	11%	14%
<b>Agree</b>	261	22	61	107	18	18	33	141	120	28	62	56	55	57	33	154	8	33	19	11	209	52
	50%	56%	51%	51%	52%	36%	48%	55%	44%	46%	63%	55%	48%	39%	49%	53%	39%	41%	53%	42%	50%	48%
<b>Disagree</b>	121	7	30	41	9	16	18	48	73	15	21	16	29	39	16	65	3	24	7	6	92	30
	23%	17%	25%	20%	24%	31%	26%	19%	27%	25%	21%	16%	25%	27%	23%	22%	15%	29%	21%	23%	22%	28%
<b>1 - Strongly disagree</b>	30	2	7	11	1	6	3	13	17	4	4	4	3	15	5	14	-	6	3	2	24	6
	6%	6%	6%	5%	2%	11%	4%	5%	6%	6%	4%	4%	3%	10%	7%	5%		8%	9%	7%	6%	6%
<b>Don't know/Refused</b>	55	4	4	27	5	5	10	15	40	7	3	10	10	22	4	25	5	10	2	5	51	4
	10%	9%	4%	13%	14%	9%	15%	6%	15%	12%	3%	10%	9%	15%	6%	9%	21%	12%	6%	20%	12%	4%
<b>Agree (NET)</b>	321	27	78	131	21	25	38	179	142	34	71	71	73	68	43	184	14	41	23	13	253	67
	61%	69%	65%	62%	59%	49%	55%	70%	52%	57%	72%	70%	63%	47%	63%	64%	64%	50%	65%	50%	60%	63%
<b>Disagree (NET)</b>	151	9	37	52	9	22	21	62	89	19	24	21	33	55	21	79	3	30	10	8	116	36
	29%	23%	31%	25%	27%	42%	30%	24%	33%	31%	25%	20%	28%	38%	30%	27%	15%	37%	29%	30%	28%	33%
<b>MEAN</b>	2.7	2.8	2.8	2.8	2.8	2.6	2.7	2.8	2.6	2.7	2.8	2.9	2.8	2.5	2.8	2.8	3.1	2.6	2.7	2.6	2.7	2.7

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V19B. Please tell me if you strongly agree, agree, disagree or strongly disagree: The government should provide repayable funding to aerospace companies with new ideas that cannot otherwise gain access to capital.

BASE: Representative Adults (split sample)

BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	527	329	198	159	112	90	40	72	166	124	139	40	50	121	321	80	90	180	80	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	523	314	209	163	109	91	39	67	172	118	139	41	45	121	316	81	92	181	77	165
4 - Strongly agree	60	44	16	13	11	12	5	13	18	11	12	11	7	17	37	5	12	18	11	17
	11%	13%	8%	8%	10%	13%	13%	18%	11%	9%	9%	27%	14%	14%	11%	6%	13%	10%	14%	10%
												IJK								
Agree	261	161	100	70	60	53	22	37	73	62	81	20	22	62	161	36	40	91	44	83
	50%	49%	51%	44%	54%	58%	55%	51%	44%	50%	59%	51%	44%	51%	50%	44%	44%	51%	55%	50%
						D					I									
Disagree	121	73	48	43	22	21	6	18	42	32	28	7	10	28	72	22	24	39	14	43
	23%	22%	24%	27%	20%	23%	15%	25%	25%	26%	20%	16%	20%	23%	22%	27%	26%	22%	18%	25%
1 - Strongly disagree	30	20	10	11	8	1	2	2	10	5	7	2	6	8	13	9	8	11	2	9
	6%	6%	5%	7%	7%	1%	6%	2%	6%	4%	5%	6%	12%	7%	4%	11%	9%	6%	2%	6%
				F	F															
Don't know/Refused	55	32	23	21	11	4	4	2	24	14	10	-	5	6	39	9	7	21	9	16
	10%	10%	12%	13%	9%	5%	11%	3%	14%	11%	7%		10%	5%	12%	11%	8%	11%	11%	9%
				FH					K						N					
Agree (NET)	321	204	116	83	71	64	27	50	91	73	93	31	29	79	198	41	52	109	56	100
	61%	62%	59%	52%	63%	71%	68%	69%	55%	59%	67%	78%	58%	65%	62%	51%	57%	61%	69%	60%
					D	D		D			I	IJ		P						
Disagree (NET)	151	93	59	55	30	22	8	20	52	37	35	9	16	36	84	31	31	50	16	52
	29%	28%	30%	34%	27%	24%	21%	27%	31%	30%	25%	22%	32%	30%	26%	38%	35%	28%	20%	31%
															0	S				
MEAN	2.7	2.8	2.7	2.6	2.7	2.9	2.8	2.9	2.7	2.7	2.8	3.0	2.7	2.8	2.8	2.5	2.7	2.7	2.9	2.7
						D		D				I		P	P					

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V20A. Please tell me if you strongly agree, agree, disagree or strongly disagree: Government assistance to aerospace companies is always wrong.  
BASE: Representative Adults (split sample)  
BANNER 1

	Region						Gender		Age Group					Employment				Language				
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	493	39	132	177	34	47	65	237	255	53	87	93	101	155	58	259	15	96	32	31	369	124
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	497	53	135	149	50	49	61	244	253	48	76	97	107	165	60	257	16	103	29	30	369	128
4 - Strongly agree	9	0	3	2	2	-	1	5	3	-	-	1	1	7	2	1	-	6	-	-	6	2
	2%	1%	3%	1%	5%		2%	2%	1%			1%	1%	4%	3%	1%		6%			2%	2%
														L				P				
Agree	78	5	35	17	3	9	8	37	40	9	10	16	18	24	7	43	3	17	3	5	44	34
	16%	12%	27%	10%	9%	19%	13%	16%	16%	18%	11%	17%	18%	16%	11%	17%	20%	17%	9%	16%	12%	27%
			BDEG																			U
Disagree	278	26	73	108	16	25	29	138	140	34	56	54	58	74	35	147	9	46	22	18	209	69
	56%	68%	55%	61%	47%	55%	45%	58%	55%	64%	64%	58%	57%	48%	60%	57%	64%	48%	69%	57%	57%	56%
		EG		G							N											
1 - Strongly disagree	54	1	14	13	4	7	16	34	20	3	9	10	11	21	11	29	2	7	2	2	43	11
	11%	3%	10%	8%	11%	14%	24%	14%	8%	6%	10%	11%	11%	14%	19%	11%	11%	8%	5%	8%	12%	9%
			B			B	B	I														
Don't know/Refused	75	6	7	36	9	6	11	23	52	7	13	13	13	29	4	38	1	20	5	6	67	8
	15%	16%	5%	20%	28%	12%	16%	10%	20%	13%	15%	14%	13%	19%	7%	15%	5%	20%	17%	19%	18%	6%
			C	C	CF		C		H									OQ			V	
Agree (NET)	86	5	38	19	5	9	10	42	44	9	10	16	19	31	8	44	3	23	3	5	50	36
	17%	13%	29%	11%	15%	19%	15%	18%	17%	18%	11%	17%	19%	20%	14%	17%	20%	24%	9%	16%	14%	29%
			BDEG															S				U
Disagree (NET)	332	28	87	121	20	32	45	172	160	37	64	64	69	95	46	176	11	54	24	20	252	80
	67%	71%	65%	69%	58%	69%	69%	73%	62%	70%	74%	69%	68%	61%	79%	68%	75%	56%	74%	65%	68%	65%
								I						R	R							
MEAN	2.1	2.1	2.2	2.1	2.1	2.1	1.9	2.1	2.1	2.1	2.0	2.1	2.1	2.1	2.0	2.1	2.1	2.3	2.0	2.1	2.0	2.2
			DG															OP				U

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V20A. Please tell me if you strongly agree, agree, disagree or strongly disagree: Government assistance to aerospace companies is always wrong.  
BASE: Representative Adults (split sample)  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	493	306	187	149	108	99	24	60	154	114	139	41	42	120	287	84	78	174	87	147
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	497	289	208	152	109	98	25	60	162	113	142	39	38	113	294	88	85	179	86	140
<b>4 - Strongly agree</b>	9	7	2	4	1	3	1	-	5	-	4	-	-	5	3	0	3	4	2	-
	2%	2%	1%	2%	1%	3%	3%		3%		3%			5%	1%	1%	3%	2%	3%	
<b>Agree</b>	78	49	28	33	14	13	3	7	36	12	17	4	8	19	39	18	15	30	9	23
	16%	16%	15%	22%	13%	13%	11%	11%	23%	11%	12%	9%	19%	16%	14%	22%	19%	17%	10%	16%
				H					JKL											
<b>Disagree</b>	278	170	108	72	63	62	13	38	65	75	80	29	28	68	170	38	38	88	55	94
	56%	56%	58%	48%	59%	63%	57%	64%	42%	65%	58%	70%	66%	57%	59%	46%	49%	51%	63%	64%
				D		D		D	I	I	I	I	I	P	P				QR	
<b>1 - Strongly disagree</b>	54	38	16	12	18	11	4	7	11	9	25	7	2	9	40	5	7	23	11	11
	11%	12%	9%	8%	17%	11%	18%	12%	7%	8%	18%	17%	4%	8%	14%	6%	9%	13%	13%	7%
				D							IJK				P					
<b>Don't know/Refused</b>	75	43	32	29	12	9	3	8	37	18	13	2	4	18	35	22	15	29	11	20
	15%	14%	17%	19%	11%	9%	11%	13%	24%	16%	10%	4%	10%	15%	12%	26%	20%	17%	12%	13%
			F						KLM	L					O					
<b>Agree (NET)</b>	86	56	30	36	15	16	3	7	41	12	20	4	8	25	42	19	17	33	11	23
	17%	18%	16%	24%	14%	16%	14%	11%	27%	11%	15%	9%	19%	21%	15%	22%	22%	19%	13%	16%
			EH						JKL											
<b>Disagree (NET)</b>	332	208	124	84	81	73	18	46	76	84	106	36	30	77	210	43	45	111	66	104
	67%	68%	66%	56%	75%	74%	75%	76%	50%	73%	76%	87%	70%	64%	73%	52%	58%	64%	75%	71%
				D	D	D	D	D	I	I	I	I	I	P	P			Q		
<b>MEAN</b>	2.1	2.1	2.1	2.2	2.0	2.1	2.0	2.0	2.3	2.0	2.0	1.9	2.2	2.2	2.0	2.2	2.1	2.0	2.1	2.1
				EH					JKL			L		O	O					

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V20B. Please tell me if you strongly agree, agree, disagree or strongly disagree: Government assistance to aerospace companies is always wrong, even if funds are repayable in the future.

BASE: Representative Adults (split sample)

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	527 100%	40 100%	120 100%	210 100%	35 100%	52 100%	70 100%	256 100%	272 100%	61 100%	99 100%	101 100%	115 100%	145 100%	68 100%	288 100%	22 100%	81 100%	36 100%	27 100%	420 100%	107 100%
UNWEIGHTED TOTAL	523	55	122	176	52	53	65	260	263	56	86	104	116	155	71	281	23	83	32	26	413	110
4 - Strongly agree	27 5%	1 3%	8 6%	10 5%	1 4%	5 10%	2 3%	17 7%	11 4%	3 4%	1 1%	4 4%	6 5%	14 10%	5 8%	13 4%	3 13%	5 6%	1 2%	1 5%	21 5%	7 6%
Agree	104 20%	7 17%	28 24%	35 17%	7 21%	9 17%	18 26%	47 19%	57 21%	14 24%	18 18%	28 28%	23 20%	20 14%	20 29%	55 19%	6 26%	12 15%	3 9%	8 29%	77 18%	27 25%
Disagree	239 45%	18 46%	60 51%	91 43%	15 42%	25 49%	29 41%	124 48%	115 42%	26 43%	57 58%	46 45%	55 47%	54 37%	26 38%	146 51%	5 25%	35 43%	17 48%	8 30%	189 45%	50 46%
1 - Strongly disagree	69 13%	7 17%	12 10%	31 15%	7 18%	7 13%	6 9%	39 15%	31 11%	9 15%	13 13%	8 8%	14 12%	24 17%	11 16%	32 11%	2 11%	13 16%	7 20%	4 14%	58 14%	12 11%
Don't know/Refused	87 17%	7 16%	12 10%	43 20%	5 15%	6 11%	15 22%	29 11%	58 21%	8 14%	10 10%	15 15%	18 15%	32 22%	6 9%	43 15%	6 26%	16 20%	7 20%	6 23%	75 18%	12 11%
Agree (NET)	132 25%	8 20%	36 30%	45 22%	9 25%	14 27%	20 28%	64 25%	68 25%	17 28%	19 19%	32 32%	29 25%	34 24%	25 36%	67 23%	8 39%	17 21%	4 12%	9 34%	98 23%	34 32%
Disagree (NET)	308 58%	25 63%	72 60%	122 58%	21 61%	32 62%	35 50%	162 64%	146 54%	35 58%	70 71%	54 54%	69 60%	78 54%	37 54%	178 62%	8 36%	48 59%	24 68%	12 43%	247 59%	61 57%
MEAN	2.2	2.1	2.3	2.1	2.1	2.3	2.3	2.2	2.2	2.2	2.1	2.3	2.2	2.2	2.3	2.2	2.5	2.1	1.9	2.3	2.2	2.3



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V20B. Please tell me if you strongly agree, agree, disagree or strongly disagree: Government assistance to aerospace companies is always wrong, even if funds are repayable in the future.

BASE: Representative Adults (split sample)

BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	527	329	198	159	112	90	40	72	166	124	139	40	50	121	321	80	90	180	80	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	523	314	209	163	109	91	39	67	172	118	139	41	45	121	316	81	92	181	77	165
<b>4 - Strongly agree</b>	27	19	9	11	6	1	2	2	11	7	5	3	1	6	16	5	6	10	3	9
	5%	6%	4%	7%	5%	1%	5%	2%	7%	6%	4%	7%	2%	5%	5%	6%	7%	5%	3%	5%
				F																
<b>Agree</b>	104	60	44	43	23	15	8	10	46	25	21	4	6	21	67	15	9	31	21	42
	20%	18%	22%	27%	21%	17%	19%	13%	28%	20%	15%	10%	11%	17%	21%	19%	10%	17%	26%	25%
				H					KLM										Q	Q
<b>Disagree</b>	239	153	85	60	53	51	20	41	54	64	74	22	23	63	147	27	39	90	32	76
	45%	47%	43%	37%	47%	57%	50%	57%	32%	51%	53%	56%	46%	52%	46%	34%	43%	50%	40%	45%
				D		D			I	I	I			P						
<b>1 - Strongly disagree</b>	69	44	25	17	12	17	5	12	19	12	18	11	10	15	41	12	15	24	8	21
	13%	13%	13%	11%	10%	19%	12%	17%	11%	9%	13%	27%	20%	13%	13%	15%	17%	13%	10%	12%
												IJ								
<b>Don't know/Refused</b>	87	53	34	28	18	6	5	8	36	17	20	-	10	15	50	21	21	26	16	21
	17%	16%	17%	17%	16%	7%	13%	11%	21%	14%	15%		21%	13%	16%	26%	23%	14%	20%	13%
				F	F										N	T				
<b>Agree (NET)</b>	132	79	53	55	29	16	10	11	58	32	27	7	7	27	83	20	15	41	24	51
	25%	24%	27%	34%	26%	18%	25%	16%	35%	26%	19%	17%	13%	23%	26%	25%	17%	23%	30%	30%
				FH					KLM										Q	Q
<b>Disagree (NET)</b>	308	198	110	77	64	68	25	53	73	75	92	33	33	79	188	39	54	114	40	97
	58%	60%	56%	48%	58%	75%	62%	74%	44%	61%	66%	83%	66%	65%	59%	49%	60%	63%	50%	57%
				DE	DE	DE	DE	DE	I	I	IJK	I		P						
<b>MEAN</b>	2.2	2.2	2.2	2.4	2.2	2.0	2.2	2.0	2.4	2.3	2.1	2.0	1.9	2.2	2.2	2.2	2.1	2.2	2.3	2.3
				FH	F				KLM	LM										

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V21. Can you name any Canadian aerospace companies? If so, what are they?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man. / Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Bombardier	245	13	91	89	7	22	23	165	80	16	50	46	69	62	36	143	6	37	14	8	164	81
	24%	16%	36%	23%	10%	22%	17%	34%	15%	14%	27%	24%	32%	21%	29%	26%	16%	21%	20%	13%	21%	35%
			BDEFG	E		E		I			J	J	JN		T	T						U
Air Canada	54	3	7	24	2	6	12	22	33	4	15	11	9	16	4	32	3	8	3	4	47	7
	5%	3%	3%	6%	3%	6%	9%	4%	6%	3%	8%	6%	4%	5%	4%	6%	8%	5%	4%	7%	6%	3%
							C														V	
Pratt and Whitney Canada	47	4	35	5	-	2	1	30	17	2	6	12	12	15	6	26	2	9	1	3	16	30
	5%	4%	14%	1%		2%	1%	6%	3%	2%	3%	6%	5%	5%	5%	5%	6%	5%	1%	5%	2%	13%
			BDFG					I				J										U
Boeing Canada	34	2	4	15	7	4	3	18	16	-	6	6	10	13	6	17	2	6	-	3	31	4
	3%	2%	2%	4%	9%	4%	2%	4%	3%		3%	3%	5%	4%	4%	3%	4%	4%		5%	4%	2%
				BCG																	V	
CAE Inc.	31	2	18	8	1	1	-	24	8	1	6	9	7	9	7	18	1	3	1	-	15	16
	3%	3%	7%	2%	2%	1%		5%	1%	1%	3%	5%	3%	3%	6%	3%	3%	2%	2%		2%	7%
			DEF					I				J										U
West Jet	30	2	-	11	3	6	9	10	20	1	7	6	5	10	2	13	1	9	2	4	30	0
	3%	2%		3%	4%	6%	6%	2%	4%	1%	4%	3%	2%	3%	2%	2%	3%	5%	2%	7%	4%	1%
																					V	
Bell Helicopter Textron	30	1	25	3	-	1	-	21	9	1	3	8	6	13	5	17	1	5	1	1	7	23
	3%	1%	10%	1%		1%		4%	2%	1%	2%	4%	3%	4%	4%	3%	2%	3%	1%	2%	1%	10%
			BDF					I						J								U
SPAR aerospace	18	-	3	13	1	1	-	16	2	-	1	4	6	7	3	10	-	5	-	-	15	3
	2%		1%	3%	1%	1%		3%	1%		1%	2%	3%	2%	2%	2%		3%			2%	1%
								I														
MDA	16	1	2	4	1	-	8	9	7	-	1	4	6	5	4	7	-	4	1	-	14	2
	2%	1%	1%	1%	1%		6%	2%	1%		1%	2%	3%	2%	3%	1%		2%	1%		2%	1%
							CDE															
Canada Arm	10	-	1	5	1	1	2	5	6	1	3	1	3	3	3	6	-	1	-	-	10	-
	1%		1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%		1%			1%	
			*																			
Canadair	10	-	4	5	-	-	2	9	1	-	1	1	6	3	1	7	-	2	1	-	8	3
	1%		1%	1%			1%	2%	1%		1%	1%	3%	1%	1%	1%		1%	1%		1%	1%
								I														
Standard Aero	10	2	-	1	7	-	-	4	6	-	3	1	1	5	2	6	1	1	-	-	10	-
	1%	2%		1%	10%			1%	1%		2%	1%	1%	2%	1%	1%	3%	1%			1%	
			*		BD																	
DeHavilland	9	-	1	5	-	2	1	6	2	-	-	5	3	1	3	6	-	-	-	-	8	1
	1%		1%	1%		2%	1%	1%	1%			3%	1%	1%	2%	1%					1%	1%
			*																			

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V21. Can you name any Canadian aerospace companies? If so, what are they?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Héroux Devtek	8 1%	1 1%	6 2% D	1 *	-	-	-	5 1%	3 1%	-	3 1%	2 1%	1 *	2 1%	-	6 1%	-	2 1%	-	-	2 *	6 2% U
Bristol Aerospace	7 1%	-	-	-	7 10%	-	-	3 1%	3 1%	-	1 1%	-	3 2%	2 1%	1 *	5 1%	-	-	-	-	7 1%	-
Canadian Space Agency	7 1%	-	6 2% D	1 *	-	-	-	4 1%	3 1%	1 1%	-	2 1%	3 1%	1 *	1 1%	5 1%	-	1 1%	-	-	1 *	6 2% U
Messier Dowty	5 *	1 1%	2 1%	2 1%	-	-	-	3 1%	2 *	-	1 1%	-	1 1%	3 1%	1 1%	3 1%	-	1 *	-	-	3 *	2 1%
Rolls-Royce	5 *	-	4 1%	1 *	-	-	-	4 1%	1 *	1 1%	1 *	2 1%	-	1 *	1 1%	3 1%	-	1 1%	-	-	2 *	3 1%
Magellan Aerospace	4 *	1 1%	-	2 1%	1 1%	-	1 *	2 *	3 1%	-	-	1 1%	-	3 1%	-	2 *	1 3%	2 1%	-	-	4 1%	-
Air Transat	4 *	-	2 1%	2 1%	-	-	-	1 *	3 1%	1 1%	-	2 1%	1 *	-	-	3 1%	1 3%	-	-	-	2 *	2 1%
Lockheed Martin	3 *	0 1%	1 *	1 *	-	1 1%	-	3 1%	-	-	-	2 1%	1 *	0 *	1 1%	2 *	-	-	-	-	2 *	1 *
Oerlikon	3 *	-	2 1%	1 *	-	-	-	3 1%	-	-	-	3 2%	-	-	-	3 1%	-	-	-	-	1 *	2 1%
Honeywell Canada	3 *	1 1%	1 *	1 *	-	-	-	2 *	1 *	-	1 1%	1 1%	-	1 *	1 1%	-	3 3%	1 *	-	-	2 *	1 *
Atomic Energy	3 *	0 1%	-	2 1%	-	-	-	0 *	2 *	-	-	-	-	3 1%	0 *	-	-	2 1%	-	-	3 *	-
Tango	2 *	-	-	2 1%	-	-	-	-	2 *	-	1 1%	1 1%	-	-	-	2 *	-	-	-	-	2 *	-
Canadian Helicopters	2 *	1 1%	-	-	-	-	2 1%	2 *	1 *	-	2 1%	1 *	-	-	-	2 *	-	-	-	-	2 *	-
Jazz	2 *	-	-	1 *	-	1 1%	-	1 *	1 *	-	1 1%	-	-	1 *	-	1 *	-	-	-	1 2%	2 *	-
Viking Air	2 *	-	-	-	-	2 2%	-	1 *	1 *	-	-	-	-	2 1%	-	2 *	-	-	-	-	2 *	-
ExcelTech	2 *	-	2 1%	-	-	-	-	1 *	1 *	1 1%	1 *	-	-	-	-	2 *	-	-	-	-	-	2 1%
Avcoorp Industries	2 *	1 1%	-	-	-	-	1 1%	1 *	1 *	-	-	-	1 1%	1 *	-	-	3 3%	1 *	1 *	-	2 *	-
IMP Aerospace	1 *	1 2%	-	-	-	-	-	1 *	1 *	-	-	-	-	1 *	1 *	0 *	-	0 *	-	-	1 *	-

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V21 Page 59  
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October 13 - 17 2005

V21. Can you name any Canadian aerospace companies? If so, what are they?

BASE: Representative Adults

BANNER 1

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Other	74	4	14	37	3	4	11	45	29	5	16	16	20	17	11	47	4	11	1	-	59	15
	7%	6%	6%	10%	4%	4%	8%	9%	5%	4%	9%	8%	9%	6%	8%	9%	12%	6%	2%		7%	6%
				EF				I							S	S						
No, can not name any Canadian Aerospace companies	316	35	69	111	24	23	55	129	187	47	54	65	59	89	30	174	12	55	25	19	252	64
	31%	44%	28%	29%	35%	23%	41%	26%	35%	41%	29%	34%	27%	30%	24%	32%	32%	31%	36%	33%	32%	28%
		CDF					CDF		H	MN												
Don't know/Refused	309	24	68	123	21	40	33	128	182	42	53	54	52	102	36	148	13	58	25	26	245	65
	30%	31%	27%	32%	31%	40%	24%	26%	35%	37%	29%	28%	24%	34%	28%	27%	35%	33%	37%	44%	31%	28%
					CG			H	M					M						OP		

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

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V21. Can you name any Canadian aerospace companies? If so, what are they?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Hombardier	245	167	78	41	64	53	19	52	39	57	97	31	19	56	155	31	41	87	39	75
	24%	26%	20%	13%	29%	28%	30%	39%	12%	24%	35%	38%	20%	23%	25%	19%	25%	25%	23%	24%
		C			D	D	D	D		I	IJM	IJM								
Air Canada	54	28	26	16	11	16	2	6	20	13	15	4	3	15	31	7	13	15	7	19
	5%	4%	7%	5%	5%	8%	3%	4%	6%	6%	5%	4%	3%	6%	5%	4%	8%	4%	4%	6%
Pratt and Whitney Canada	47	30	16	5	12	14	4	9	12	8	21	6	1	11	31	5	7	21	7	12
	5%	5%	4%	2%	6%	7%	7%	7%	4%	3%	7%	7%	1%	5%	5%	3%	4%	6%	4%	4%
					D	D		D			JM									
Boeing Canada	34	23	11	2	7	12	1	9	4	7	19	4	-	8	23	4	4	9	7	14
	3%	4%	3%	1%	3%	6%	2%	7%	1%	3%	7%	5%		3%	4%	3%	3%	2%	4%	4%
						D		D			IJ									
CAE Inc.	31	26	6	3	8	5	4	12	2	6	12	9	2	8	19	4	5	10	5	11
	3%	4%	1%	1%	4%	3%	6%	9%	1%	2%	4%	11%	2%	3%	3%	3%	3%	3%	3%	4%
		C			D			DF			I	IJM								
West Jet	30	12	18	7	9	8	1	2	11	7	7	4	2	2	24	3	6	9	3	12
	3%	2%	5%	2%	4%	4%	1%	1%	4%	3%	2%	4%	2%	1%	4%	2%	4%	2%	2%	4%
			B												N					
Bell Helicopter Textron	30	24	6	4	10	7	2	6	6	3	12	7	2	7	16	6	7	12	5	7
	3%	4%	2%	1%	4%	4%	3%	5%	2%	1%	4%	9%	2%	3%	3%	4%	4%	3%	3%	2%
		C			D						J	IJ								
SPAR aerospace	18	14	4	5	1	1	2	9	5	2	7	4	-	2	11	5	3	8	3	4
	2%	2%	1%	2%	**	1%	3%	7%	1%	1%	3%	4%		1%	2%	3%	2%	2%	2%	1%
								DEF												
MDA	16	14	2	1	2	3	2	5	1	1	7	4	2	1	11	4	5	5	1	5
	2%	2%	1%	**	1%	2%	2%	4%	**	**	3%	5%	2%	**	2%	2%	3%	1%	1%	2%
		C									I									
Canada Arm	10	7	3	1	2	4	-	4	1	3	3	3	-	2	6	2	1	3	1	5
	1%	1%	1%	**	1%	2%		3%	**	1%	1%	4%		1%	1%	1%	1%	1%	1%	2%
Canadair	10	6	5	2	3	1	-	4	2	2	2	3	1	3	4	3	4	4	2	1
	1%	1%	1%	1%	2%	**		3%	1%	1%	1%	4%	1%	1%	1%	2%	2%	1%	1%	**
Standard Aero	10	6	3	3	2	1	1	2	1	2	5	2	-	1	6	2	3	2	1	3
	1%	1%	1%	1%	1%	1%	2%	1%	**	1%	2%	2%		1%	1%	1%	2%	1%	1%	1%
DeHavilland	9	7	2	-	1	4	-	3	1	1	4	3	-	2	6	1	2	2	4	1
	1%	1%	**		**	2%		2%	**	**	1%	4%		1%	1%	1%	1%	1%	2%	**
Héroux Devtek	8	7	1	-	1	4	1	2	2	2	3	1	-	3	3	1	2	2	3	1
	1%	1%	**		**	2%	1%	2%	1%	1%	1%	2%		1%	1%	1%	1%	1%	2%	**

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V21. Can you name any Canadian aerospace companies? If so, what are they?  
 BASE: Representative Adults  
 BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Bristol Aerospace	7 1%	6 1%	1 **	1 **	-	1 1%	0 1%	2 2%	2 1%	-	4 1%	1 1%	-	1 **	5 1%	1 **	1 1%	2 **	-	3 1%
Canadian Space Agency	7 1%	5 1%	2 **	2 1%	2 1%	-	-	3 2%	1 **	2 1%	1 **	2 2%	1 1%	2 1%	5 1%	-	-	3 1%	1 1%	3 1%
Messier Dowty	5 **	4 1%	1 **	-	2 1%	-	-	2 1%	3 1%	1 **	1 **	-	-	-	2 **	3 2%	1 **	1 **	1 1%	2 1%
Rolls-Royce	5 **	4 1%	1 **	1 **	2 1%	2 1%	-	-	1 **	-	2 1%	1 1%	1 1%	2 1%	3 **	-	-	1 **	1 1%	3 1%
Magellan Aerospace	4 **	4 1%	1 **	-	1 **	1 1%	-	2 1%	1 **	-	2 1%	2 2%	-	-	4 1%	1 **	1 **	1 **	1 **	2 1%
Air Transat	4 **	2 **	2 1%	3 1%	-	1 1%	-	-	1 **	2 1%	1 **	-	-	2 1%	1 **	1 1%	1 1%	2 1%	-	1 **
Lockheed Martin	3 **	1 **	2 1%	1 **	-	-	1 1%	1 1%	2 1%	1 **	-	0 1%	-	-	3 1%	-	-	0 **	2 1%	1 **
Geerlikon	3 **	2 **	1 **	-	-	2 1%	-	1 1%	-	-	3 1%	-	-	-	3 **	-	-	-	-	3 1%
Honeywell Canada	3 **	2 **	1 **	-	2 1%	1 1%	-	-	1 **	1 **	-	1 1%	-	2 1%	-	1 **	2 1%	1 **	-	-
Atomic Energy	3 **	2 **	0 **	1 **	-	-	-	0 **	1 **	-	2 1%	-	-	-	1 **	2 1%	2 1%	1 **	-	-
Tango	2 **	-	2 1%	-	1 1%	1 1%	-	-	1 **	1 1%	-	-	-	-	2 **	-	-	-	1 1%	1 **
Canadian Helicopters	2 **	2 **	-	-	-	2 1%	-	1 1%	-	2 1%	1 **	-	-	-	2 **	-	-	-	2 1%	1 **
Jazz	2 **	1 **	1 **	-	1 **	-	-	-	1 **	1 **	-	-	-	-	2 **	-	-	1 **	-	1 **
Viking Air	2 **	2 **	-	-	1 **	-	-	1 1%	-	-	2 1%	-	-	1 **	1 **	-	1 1%	1 **	-	-
ExcelTech	2 **	2 **	-	-	1 **	-	1 1%	-	-	1 **	1 **	-	-	1 **	1 **	-	-	2 1%	-	-
Avcoorp Industries	2 **	1 **	1 **	-	1 **	-	-	1 1%	1 **	1 **	-	-	-	-	1 **	1 **	1 **	-	1 1%	-
IMP Aerospace	1 **	-	1 **	1 **	-	-	-	-	1 **	-	-	-	-	-	1 **	0 **	0 **	1 **	-	-
Other	74 7%	40 6%	34 9%	18 6%	20 9%	12 6%	3 4%	12 9%	18 6%	23 10%	23 8%	8 10%	1 1%	14 6%	48 8%	12 7%	13 8%	21 6%	10 6%	26 8%

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

V21. Can you name any Canadian aerospace companies? If so, what are they?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
No, can not name any Canadian Aerospace companies	316 31%	193 30%	123 32%	112 36% H	62 28%	56 30%	22 34%	28 21%	117 37% KL	70 30%	71 26%	18 22%	35 38% L	79 33%	177 29%	59 36%	57 34%	110 31%	53 32%	93 30%
Don't know/Refused	309 30%	184 29%	126 33%	116 38% FGH	66 30%	48 25%	15 24%	27 21%	116 36% KL	77 32% KL	67 24%	12 15%	34 37% KL	82 34%	174 29%	52 32%	48 29%	106 30%	54 32%	94 30%

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V22 Page 63

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V22. How many Canadian companies would you estimate there are in the aerospace industry?

BASE: Representative Adults

BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>WEIGHTED 'N'</b>	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
<b>Less than 50</b>	487	27	117	196	35	52	60	247	240	58	88	104	103	131	69	270	13	83	30	20	379	108
	48%	34%	46%	51%	50%	53%	45%	50%	46%	51%	47%	53%	48%	44%	55%	49%	36%	47%	45%	35%	48%	47%
			B	B	B	B						N			QT	T						
<b>50-99</b>	173	18	44	53	12	18	27	89	84	30	48	30	32	31	16	102	9	16	24	7	133	39
	17%	23%	18%	14%	17%	18%	20%	18%	16%	27%	26%	16%	15%	10%	13%	19%	24%	9%	35%	11%	17%	17%
										LMN	LMN					R	R		OPRT			
<b>100-200</b>	59	7	24	18	3	2	5	34	26	7	12	16	9	15	7	33	3	8	4	4	38	22
	6%	9%	9%	5%	5%	2%	4%	7%	5%	6%	7%	8%	4%	5%	6%	6%	7%	4%	6%	6%	5%	9%
		F	DFG																			U
<b>More than 200</b>	73	2	20	25	6	8	12	53	20	3	12	14	18	25	12	37	5	15	2	2	54	19
	7%	3%	8%	7%	8%	8%	9%	11%	4%	3%	6%	7%	8%	8%	9%	7%	13%	9%	3%	4%	7%	8%
								I					J	J								
<b>Don't know / no response</b>	228	23	47	94	14	19	31	70	158	15	25	30	55	97	21	105	7	55	8	25	185	43
	22%	30%	19%	24%	20%	20%	23%	14%	30%	13%	14%	15%	25%	32%	17%	19%	20%	31%	11%	44%	23%	19%
		C						H					JKL	JKL				OPS		OPQS		



**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table V22 Page 64  
October 13 - 17 2005

V22. How many Canadian companies would you estimate there are in the aerospace industry?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Less than 50	487	316	171	152	110	92	31	68	141	123	135	46	41	118	295	72	83	168	70	162
	48%	50%	44%	49%	50%	49%	49%	52%	44%	52%	49%	57%	44%	49%	49%	44%	50%	47%	42%	51%
												I								
50-99	173	108	65	47	31	47	20	20	42	38	55	10	27	52	107	13	15	58	42	55
	17%	17%	17%	15%	14%	25%	31%	15%	13%	16%	20%	13%	29%	22%	18%	8%	9%	16%	25%	18%
						DEH	DEH				I		IJL	P	P		Q	QR	Q	
100-200	59	36	24	14	17	13	3	9	11	11	24	5	8	18	35	6	8	16	11	24
	6%	6%	6%	5%	8%	7%	5%	6%	3%	5%	9%	6%	9%	8%	6%	4%	5%	4%	7%	8%
											I									
More than 200	73	42	31	20	19	10	4	15	23	15	21	9	3	16	41	16	19	21	10	21
	7%	7%	8%	6%	9%	5%	6%	11%	7%	6%	8%	11%	4%	6%	7%	10%	11%	6%	6%	7%
																	R			
Don't know / no response	228	134	94	76	42	28	6	21	103	50	43	11	13	37	130	56	42	92	35	53
	22%	21%	25%	FGH	19%	15%	9%	16%	32%	21%	16%	13%	14%	16%	21%	34%	25%	26%	21%	17%
				G					JKLM						NO	T	T			

## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

Table SEX Page 65

October 13 - 17 2005

SEX: Gender.  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Male	493	38	121	186	34	49	65	493	-	57	92	92	110	136	76	274	17	81	36	7	383	110
	48%	48%	48%	48%	48%	50%	48%	100%		50%	49%	48%	51%	45%	60%	50%	46%	46%	53%	12%	49%	48%
															PRT	T	T	T	T			
Female	527	41	130	201	36	50	69	-	527	56	94	102	107	163	50	273	20	97	32	51	406	121
	52%	52%	52%	52%	52%	50%	52%		100%	50%	51%	52%	49%	55%	40%	50%	54%	54%	47%	88%	51%	52%
															O	O	O	O	O	OPQRS		

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

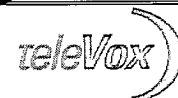


Table SEX Page 66  
October 13 - 17 2005

SEX. Gender.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Male	493	304	189	128	119	97	34	77	156	113	134	40	45	128	295	66	86	165	85	149
	48%	48%	49%	42%	54%	51%	54%	58%	49%	47%	48%	50%	49%	53%	49%	40%	51%	47%	51%	47%
					D	D		D						P						
Female	527	331	196	180	101	92	29	55	164	125	144	41	47	113	313	98	81	189	83	166
	52%	52%	51%	58%	46%	49%	46%	42%	51%	53%	52%	50%	51%	47%	51%	60%	49%	53%	49%	53%
				EFH												N				

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table REGION Page 67

October 13 - 17 2005

REGION: Region.  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group						Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Atlantic	79	79	-	-	-	-	-	38	41	10	12	15	17	24	8	40	6	13	7	4	76	2
	8%	100%						8%	8%	9%	7%	8%	8%	8%	7%	7%	16%	7%	10%	7%	10%	1%
																						V
Quebec	252	-	252	-	-	-	-	121	130	30	41	51	52	76	24	137	6	54	15	16	23	229
	25%		100%					25%	25%	27%	22%	26%	24%	26%	19%	25%	18%	30%	22%	28%	3%	99%
																						U
Ontario	387	-	-	387	-	-	-	186	201	44	71	73	81	113	36	205	10	68	34	30	387	-
	38%			100%				38%	38%	39%	38%	38%	37%	38%	29%	38%	27%	38%	50%	52%	49%	
																			OQ	OPQ		
Manitoba	37	-	-	-	37	-	-	18	20	2	8	8	8	12	5	23	2	4	1	1	37	-
	4%				54%			4%	4%	2%	4%	4%	4%	4%	4%	4%	5%	2%	1%	2%	5%	
Saskatchewan	32	-	-	-	32	-	-	16	16	7	4	5	6	10	9	13	-	5	3	1	32	-
	3%				46%			3%	3%	6%	2%	3%	3%	3%	7%	2%		3%	5%	3%	4%	
															P							
Alberta	99	-	-	-	-	99	-	49	50	11	22	20	22	24	14	58	6	11	7	3	99	-
	10%					100%		10%	9%	9%	12%	10%	10%	8%	11%	11%	17%	6%	10%	5%	13%	
BC	135	-	-	-	-	-	135	65	69	10	29	22	31	41	29	71	6	22	2	2	135	-
	13%						100%	13%	13%	9%	15%	11%	14%	14%	23%	13%	17%	13%	3%	4%	17%	
															PRST	ST	ST	ST				

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table REGION Page 68

October 13 - 17 2005

REGION. Region.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status		Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>Atlantic</b>	79	20	59	30	16	13	5	5	38	11	19	3	7	16	49	13	17	23	17	21
	8%	3%	15%	10%	7%	7%	8%	4%	12%	4%	7%	4%	8%	7%	8%	8%	10%	6%	10%	7%
			B	H					JKL											
<b>Quebec</b>	252	171	81	90	53	45	14	35	77	47	81	24	20	69	137	44	40	104	40	66
	25%	27%	21%	29%	24%	24%	22%	26%	24%	20%	29%	29%	22%	29%	23%	27%	24%	29%	24%	21%
		C									J							T		
<b>Ontario</b>	387	272	114	103	87	69	23	56	111	102	99	27	45	88	229	67	63	127	57	135
	38%	43%	30%	33%	40%	37%	36%	42%	35%	43%	36%	33%	48%	36%	38%	41%	37%	36%	34%	43%
		C										I								
<b>Manitoba</b>	37	20	18	9	5	10	3	5	17	5	11	2	2	6	25	7	7	14	4	11
	4%	3%	5%	3%	2%	5%	4%	4%	5%	2%	4%	3%	2%	3%	4%	4%	4%	4%	3%	4%
									J											
<b>Saskatchewan</b>	32	10	22	13	7	7	1	2	12	8	8	-	4	11	18	3	6	11	6	9
	3%	2%	6%	4%	3%	4%	2%	1%	4%	3%	3%		4%	4%	3%	2%	3%	3%	4%	3%
			B																	
<b>Alberta</b>	99	60	39	22	27	20	9	13	29	29	21	8	9	25	64	10	15	34	18	30
	10%	9%	10%	7%	12%	11%	14%	10%	9%	12%	8%	10%	10%	10%	11%	6%	9%	10%	11%	10%
															P					
<b>BC</b>	135	83	52	43	26	25	9	18	36	36	38	17	4	26	85	20	20	40	25	43
	13%	13%	14%	14%	12%	13%	14%	13%	11%	15%	14%	20%	5%	11%	14%	12%	12%	11%	15%	13%
									M	M	M	M								

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table EDUC Page 69

October 13 - 17, 2005

EDUC. Education.  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Current Student	92	7	20	45	6	9	4	45	47	66	19	3	3	2	5	19	3	1	64	-	74	18
	9%	9%	8%	12%	9%	9%	3%	9%	9%	58%	10%	2%	1%	1%	4%	4%	8%	1%	94%		9%	8%
			G	G						KLMN	LMN					R			OPQR			
Public/Elementary	27	3	8	11	1	2	3	14	13	1	-	2	3	21	2	7	0	12	-	6	20	7
	3%	4%	3%	3%	1%	2%	2%	3%	3%	1%		1%	2%	JLM	2%	1%	1%			9%	3%	3%
																		OPQ		P		
Some High School	117	15	34	33	11	8	17	57	60	11	16	18	18	52	13	52	9	33	-	9	84	34
	12%	19%	14%	8%	15%	8%	12%	12%	11%	10%	9%	9%	8%	17%	11%	10%	25%	19%		15%	11%	15%
		DF												JKLM			P	OP				
Graduated High School	176	19	35	68	18	19	17	84	91	18	12	38	52	57	26	99	5	30	1	12	143	32
	17%	25%	14%	18%	26%	19%	12%	17%	17%	15%	6%	19%	24%	21%	18%	13%	17%	17%	2%	20%	18%	14%
		CG			CG					K		K	K	K	S	S	S	S		S		
Some Vocational/ Technical/College/CEGEP	64	3	8	21	5	14	13	32	32	2	16	11	19	15	12	37	1	9	-	4	55	8
	6%	4%	3%	5%	7%	14%	10%	6%	6%	2%	9%	6%	9%	5%	10%	7%	4%	5%		7%	7%	4%
						BCD	C			J		J								V		
Completed Vocational/ Technical/College/CEGEP	174	7	39	81	9	15	23	81	93	11	46	46	40	30	21	117	6	18	3	10	136	38
	17%	9%	16%	21%	12%	15%	17%	16%	18%	10%	25%	23%	18%	10%	17%	21%	17%	10%	4%	17%	17%	16%
				BE						JN	JN	JN		S	RS				S			
Some University	44	4	9	17	5	3	6	23	20	1	5	5	12	21	8	17	5	11	-	4	35	9
	4%	5%	4%	4%	7%	3%	4%	5%	4%	1%	3%	3%	5%	7%	6%	3%	14%	6%		6%	4%	4%
											J	J	J	JKL								
Completed University	234	15	72	83	14	18	33	111	123	4	61	53	45	71	24	146	5	47	-	13	173	61
	23%	19%	29%	21%	20%	19%	24%	23%	23%	3%	33%	27%	21%	24%	19%	27%	13%	26%		22%	22%	27%
			F								JMN	J	J	J	OQ			Q				
Post Graduate	81	3	24	27	2	8	17	40	41	-	12	18	22	29	14	49	-	15	-	1	60	21
	8%	4%	9%	7%	4%	8%	12%	8%	8%		6%	9%	10%	10%	11%	9%		8%		2%	8%	9%
			E				BE							T	T			T				
Refused	11	1	3	3	-	2	3	5	6	-	-	1	3	2	1	4	2	2	-	1	8	3
	1%	1%	1%	1%		2%	2%	1%	1%			1%	1%	1%	1%	1%	5%	1%		2%	1%	1%

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

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EDUC. Education.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>Current Student</b>	92	65	27	42	16	15	6	7	-	-	-	-	92	74	16	2	13	22	25	31
	9%	10%	7%	14%	7%	8%	9%	6%					100%	31%	3%	1%	8%	6%	15%	10%
				EFH										OP				R		
<b>Public/Elementary</b>	27	11	16	21	3	-	-	2	27	-	-	-	-	2	15	11	9	9	3	6
	3%	2%	4%	7%	1%			1%	9%					1%	2%	7%	6%	2%	2%	2%
			B	EH												NO				
<b>Some High School</b>	117	50	67	66	16	13	5	1	117	-	-	-	-	21	65	31	26	45	13	31
	12%	8%	17%	21%	7%	7%	7%	1%	37%					9%	11%	19%	16%	13%	8%	10%
			B	EFGH	H	H	H									NO	S			
<b>Graduated High School</b>	176	92	83	60	37	33	11	10	176	-	-	-	-	32	109	35	24	72	27	51
	17%	15%	22%	19%	17%	17%	17%	7%	55%					13%	18%	21%	14%	20%	16%	16%
			B	H	H	H										N				
<b>Some Vocational/ Technical/College/CEGEP</b>	64	31	33	16	17	14	4	5	-	64	-	-	-	10	47	6	8	20	14	21
	6%	5%	8%	5%	8%	8%	6%	3%		27%				4%	8%	4%	5%	6%	8%	7%
			B												P					
<b>Completed Vocational/ Technical/College/CEGEP</b>	174	119	55	42	48	29	10	29	-	174	-	-	-	33	112	29	27	54	27	64
	17%	19%	14%	14%	22%	15%	16%	22%		73%				14%	18%	17%	16%	15%	16%	20%
				D	D															
<b>Some University</b>	44	30	13	12	13	11	1	2	-	-	44	-	-	8	26	9	10	17	6	10
	4%	5%	3%	4%	6%	6%	1%	2%			16%			3%	4%	6%	6%	5%	3%	3%
					GH	GH														
<b>Completed University</b>	234	168	66	38	53	60	18	49	-	-	234	-	-	44	160	29	34	84	39	75
	23%	26%	17%	12%	24%	32%	28%	37%			84%			18%	26%	18%	20%	24%	23%	24%
			C	D	D	D	D	DE							NP					
<b>Post Graduate</b>	81	61	20	9	16	13	9	28	-	-	-	81	-	16	56	10	14	27	13	25
	8%	10%	5%	3%	7%	7%	15%	21%				100%		6%	9%	6%	8%	8%	8%	8%
			C		D		D	DEF												
<b>Refused</b>	11	7	4	2	-	1	-	-	-	-	-	-	-	1	5	2	2	3	2	-
	1%	1%	1%	1%		*								*	1%	1%	1%	1%	1%	

## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

Table AGE\_COL Page 71

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AGE\_COL. Age group.  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
18-24	114	10	30	44	9	11	10	57	56	114	-	-	-	-	9	48	4	-	49	2	85	29
	11%	13%	12%	11%	13%	11%	7%	12%	11%	100%					7%	9%	12%		72%	4%	11%	12%
																			OPQT			
25-34	186	12	41	71	12	22	29	92	94	-	186	-	-	-	16	135	7	2	15	12	149	37
	18%	16%	16%	18%	17%	22%	21%	19%	18%		100%				13%	25%	18%	1%	22%	20%	19%	16%
															R	OR	R		R	R		
35-44	194	15	51	73	13	20	22	92	102	-	-	194	-	-	30	141	6	2	3	11	146	48
	19%	19%	20%	19%	19%	20%	16%	19%	19%			100%			24%	26%	17%	1%	5%	19%	19%	21%
															RS	RS	R		RS	RS		
45-54	217	17	52	81	14	22	31	110	107	-	-	-	217	-	32	153	9	5	1	16	169	48
	21%	21%	21%	21%	20%	22%	23%	22%	20%				100%		25%	28%	25%	3%	1%	28%	21%	21%
															RS	RS	RS		RS	RS		
55+	299	24	76	113	22	24	41	136	163	-	-	-	-	299	36	67	9	167	-	16	231	68
	29%	30%	30%	29%	31%	25%	30%	28%	31%					100%	28%	12%	26%	94%		28%	29%	29%
															F			OPQT		P		
Don't Know/No Response	10	1	2	5	-	-	3	6	4	-	-	-	-	-	2	3	1	2	-	1	9	2
	1%	1%	1%	1%			2%	1%	1%						2%	1%	3%	1%		1%	1%	1%



**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table AGE\_COL Page 72

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AGE COL. Age group.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>18-24</b>	114	82	32	44	24	19	6	13	30	13	5	-	66	90	22	2	11	26	29	47
	11%	13%	8%	14%	11%	10%	9%	10%	9%	6%	2%		71%	37%	4%	1%	7%	7%	17%	15%
		C							K	K			IJK	OP	P				QR	QR
<b>25-34</b>	186	128	58	52	51	41	13	23	28	62	66	12	19	59	117	10	22	58	45	58
	18%	20%	15%	17%	23%	22%	20%	17%	9%	26%	24%	15%	20%	24%	19%	6%	13%	16%	27%	18%
		C								IL	I		I	P	P				QR	
<b>35-44</b>	194	119	75	46	42	46	18	29	57	57	58	18	3	41	136	16	28	33	27	105
	19%	19%	20%	15%	19%	24%	29%	22%	18%	24%	21%	23%	4%	17%	22%	9%	17%	9%	16%	33%
						D	D		M	M	M	M		P	P		R		R	QRS
<b>45-54</b>	217	128	88	46	45	41	18	41	74	59	57	22	3	22	157	38	22	73	41	80
	21%	20%	23%	15%	21%	22%	28%	31%	23%	25%	20%	27%	3%	9%	26%	23%	13%	21%	24%	25%
							D	DE	M	M	M	M			N	N	Q	Q	Q	Q
<b>55+</b>	299	174	126	121	57	41	9	27	130	45	92	29	2	29	170	99	85	161	25	25
	29%	27%	33%	39%	26%	21%	15%	20%	41%	19%	33%	35%	2%	12%	28%	61%	51%	45%	15%	8%
				EFGH	G				JM	M	JM	JM			N	NO	ST	ST	T	
<b>Don't Know/No Response</b>	10	4	6	1	-	1	-	-	2	2	1	-	-	-	6	-	-	3	2	-
	1%	1%	2%	1%		1%			1%	1%	1%				1%		1%	1%		

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

Table DEM4 Page 73

October 13 - 17 2005

DEM4. What is your marital status?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Single (never married)	241	16	69	88	17	25	26	128	113	90	59	41	22	29	28	128	8	14	59	3	178	63
	24%	20%	28%	23%	24%	25%	20%	26%	21%	79%	32%	21%	10%	10%	22%	23%	23%	8%	87%	6%	23%	27%
										KLMN	LMN	MN			RT	RT	RT		OPQR			
Married/Living common law	608	49	137	229	43	64	85	295	313	22	117	136	157	170	76	352	24	99	7	45	485	123
	60%	63%	55%	59%	62%	65%	63%	60%	59%	19%	63%	70%	72%	57%	60%	64%	67%	56%	10%	77%	62%	53%
										J	JN	JN	JN	J	S	S	S	S		OPRS	V	
Separated	40	3	10	16	2	1	7	22	18	2	6	4	15	13	10	23	-	4	0	2	30	10
	4%	4%	4%	4%	4%	1%	5%	4%	3%	2%	3%	2%	7%	4%	8%	4%		3%	1%	4%	4%	4%
					F								JL		RS	S						
Divorced	67	6	17	29	2	6	7	32	35	-	2	10	18	37	10	33	3	18	-	3	50	17
	7%	8%	7%	7%	3%	6%	5%	6%	7%		1%	5%	8%	13%	8%	6%	7%	10%		5%	6%	7%
											K	K	K	KL								
Widowed	57	4	17	23	5	2	6	12	45	-	1	2	5	49	2	8	-	40	1	5	41	16
	6%	5%	7%	6%	7%	2%	4%	2%	9%		1%	1%	2%	16%	2%	1%		23%	2%	8%	5%	7%
			F						H					KLM				OPST				
REFUSED	7	1	1	2	-	-	3	4	3	-	-	1	-	2	-	3	1	2	-	-	6	1
	1%	1%	1%	1%			2%	1%	1%			1%		1%		1%	3%	1%			1%	1%

## Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey

Table DEM4 Page 74  
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DEM4. What is your marital status?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>Single (never married)</b>	241	173	68	97	56	42	8	18	54	44	52	16	74	241	-	-	72	63	48	55
	24%	27%	18%	31%	25%	22%	13%	13%	17%	18%	19%	19%	80%	100%			43%	18%	28%	17%
			C	FGH	GH	H							IJKL				RST		RT	
<b>Married/Living common law</b>	608	366	242	129	135	131	49	103	188	158	186	56	16	-	608	-	6	249	102	245
	60%	58%	63%	42%	61%	69%	78%	78%	59%	67%	67%	69%	18%	100%			4%	70%	61%	78%
			D	DE	D	D	DE	DE	M	M	IM	M						QS	Q	QRS
<b>Separated</b>	40	18	22	21	8	6	1	4	12	13	12	2	0	-	-	40	17	9	8	7
	4%	3%	6%	7%	3%	3%	1%	3%	4%	5%	4%	3%	1%			24%	10%	2%	5%	2%
			B	G					M	M	M						RT			
<b>Divorced</b>	67	44	23	32	14	4	3	6	30	13	16	7	1	-	-	67	36	21	6	3
	7%	7%	6%	10%	6%	2%	5%	4%	9%	5%	6%	8%	1%			41%	21%	6%	4%	1%
			FH	F					M		M	M					RST	T		
<b>Widowed</b>	57	29	27	29	7	6	2	2	35	9	11	1	-	-	-	57	35	12	3	6
	6%	5%	7%	9%	3%	3%	4%	1%	11%	4%	4%	1%				35%	21%	3%	2%	2%
			EFH						JKL								RST			
<b>REFUSED</b>	7	5	2	1	-	-	-	-	1	2	1	-	-	-	-	-	1	-	1	-
	1%	1%	1%	1%					1%	1%	1%						1%		1%	

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

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

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
One	168	17	40	63	13	15	20	86	81	11	22	28	22	85	20	69	6	55	11	5	128	40
	16%	21%	16%	16%	18%	15%	15%	18%	15%	10%	12%	14%	10%	28%	16%	13%	17%	31%	16%	8%	16%	17%
														JKLM				OPQST				
Two	354	23	104	127	25	34	40	165	189	26	58	33	73	161	34	178	11	99	16	13	262	93
	35%	29%	41%	33%	37%	35%	30%	33%	36%	23%	31%	17%	34%	54%	27%	33%	31%	56%	23%	22%	33%	40%
			BDG								L		JL	JKLM				OPQST				
Three	168	17	40	57	11	18	25	85	83	29	45	27	41	25	22	97	6	11	19	13	132	36
	16%	21%	16%	15%	15%	19%	18%	17%	16%	26%	24%	14%	19%	8%	17%	18%	16%	6%	28%	22%	17%	16%
										LN	LN	N	N		R	R			R	R		
Four	199	12	50	81	11	19	25	98	102	25	36	72	47	18	31	129	7	5	10	18	152	48
	20%	16%	20%	21%	17%	20%	18%	20%	19%	22%	20%	37%	22%	6%	24%	24%	20%	3%	15%	30%	19%	21%
										N	N	JKMN	N		R	R	R		R	R		
Five or more	116	8	16	54	9	10	18	52	64	22	22	33	33	7	19	67	3	4	13	10	102	14
	11%	11%	6%	14%	13%	11%	13%	10%	12%	19%	12%	17%	15%	2%	15%	12%	9%	2%	19%	17%	13%	6%
				C			C			N	N	N	N		R	R			R	R	V	
REFUSED	15	2	1	4	1	1	7	7	8	-	3	1	1	4	1	6	3	3	-	-	14	1
	1%	2%	1%	1%	1%	1%	5%	1%	1%		2%	1%	1%	1%	1%	1%	8%	1%			2%	1%
							C														V	

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

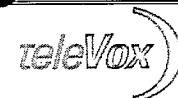


Table DEM5 Page 76

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DEM5. How many people live in the household?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>One</b>	168	95	72	91	30	16	5	7	60	34	44	14	13	72	6	88	168	-	-	-
	16%	15%	19%	29%	14%	9%	8%	5%	19%	14%	16%	17%	15%	30%	1%	54%	100%	-	-	-
				EFGH	H									O	NO					
<b>Two</b>	354	225	129	111	87	62	21	36	126	74	101	27	22	63	249	42	-	354	-	-
	35%	35%	34%	36%	39%	33%	34%	27%	39%	31%	36%	34%	24%	26%	41%	25%	-	100%	-	-
				H	H				JM		M				NP					
<b>Three</b>	168	103	65	39	34	36	12	29	43	40	45	13	25	48	102	18	-	-	168	-
	16%	16%	17%	13%	15%	19%	19%	22%	14%	17%	16%	16%	27%	20%	17%	11%	-	-	100%	-
				D				D				IK		P	P					
<b>Four</b>	199	128	72	39	42	46	18	38	53	55	54	19	19	32	157	11	-	-	-	199
	20%	20%	19%	13%	19%	25%	29%	28%	17%	23%	19%	23%	21%	13%	26%	7%	-	-	-	63%
				D	D	D	D	D						P	NP					
<b>Five or more</b>	116	74	42	25	28	26	7	23	36	31	32	6	12	23	88	4	-	-	-	116
	11%	12%	11%	8%	13%	14%	10%	17%	11%	13%	11%	8%	13%	10%	14%	3%	-	-	-	37%
				D				D						P	P					
<b>REFUSED</b>	15	10	5	4	-	3	-	-	2	4	3	2	-	3	6	1	-	-	-	-
	1%	2%	1%	1%		1%			1%	2%	1%	3%		1%	1%	1%				

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

	Region							Gender		Age Group					Employment					Language		
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Children under 6 yrs in household	162	16	32	58	12	19	26	77	86	16	75	50	14	7	23	101	6	1	11	21	132	30
	16%	20%	13%	15%	18%	19%	19%	16%	16%	14%	40%	26%	7%	2%	18%	18%	16%	1%	16%	36%	17%	13%
										N	JLMN	JMN	N		R	R	R		R	OPQRS		
Children 6-12 yrs in household	166	10	37	66	11	17	25	70	96	8	30	85	34	7	23	108	7	3	4	19	132	34
	16%	12%	15%	17%	17%	17%	18%	14%	18%	7%	16%	44%	16%	2%	19%	20%	20%	2%	7%	32%	17%	15%
											JN	JKMN	JN		RS	RS	R			RS		
Children 13-17 yrs in household	146	12	28	64	11	14	16	69	77	19	14	45	57	10	21	93	5	5	11	12	119	27
	14%	16%	11%	17%	16%	14%	12%	14%	15%	17%	8%	23%	26%	3%	16%	17%	14%	3%	16%	20%	15%	12%
										KN		KN	KN		R	R			R			
NO CHILDREN 17 OR YOUNGER AT HOME	643	47	178	240	43	58	77	323	320	75	92	64	134	275	74	307	21	167	47	23	480	163
	63%	59%	71%	62%	62%	59%	57%	66%	61%	66%	50%	33%	62%	92%	59%	56%	57%	94%	69%	40%	61%	70%
			DFG							KL	L		KL	JKLM	T	T		OPQST	T			U
REFUSED	20	4	1	4	1	2	8	10	10	-	7	2	1	4	1	10	3	3	-	1	19	1
	2%	5%	**	1%	2%	2%	6%	2%	2%		4%	1%	1%	1%	1%	2%	8%	1%		2%	2%	**
							CD															V

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

	CMA/NON-CMA		Household Income						Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Children under 6 yrs in household	162	99	63	43	37	29	10	31	38	48	54	11	11	16	133	13	-	14	45	103
	16%	16%	16%	14%	17%	15%	16%	23%	12%	20%	20%	13%	12%	7%	22%	8%		4%	27%	33%
					D			D		I		I			NP			R		R
Children 6-12 yrs in household	166	100	65	29	37	33	15	36	43	51	49	15	7	17	137	11	-	5	25	135
	16%	16%	17%	9%	17%	18%	23%	27%	13%	22%	18%	19%	7%	7%	23%	7%		1%	15%	43%
					D	D	D	DE		IM	M	M			NP			R		RS
Children 13-17 yrs in household	146	81	64	29	35	31	14	25	47	35	30	14	19	30	102	13	-	5	27	114
	14%	13%	17%	9%	16%	16%	21%	19%	15%	15%	11%	18%	20%	13%	17%	8%		1%	16%	36%
					D	D	D	D							P			R		RS
NO CHILDREN 17 OR YOUNGER AT HOME	643	403	240	222	140	111	37	65	219	135	172	50	61	185	324	132	168	330	74	70
	63%	63%	62%	72%	64%	59%	58%	49%	68%	57%	62%	61%	66%	77%	53%	81%	100%	93%	44%	22%
				EFGH	H				J					O		O	RST	ST	T	
REFUSED	20	15	5	4	-	6	-	2	3	4	7	2	-	3	11	1	-	-	1	4
	2%	2%	1%	1%		3%		1%	1%	2%	2%	3%		1%	2%	1%			1%	1%

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Table DEM8 Page 79

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

	Region						Gender		Age Group					Employment				Language				
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Working on your own business within your home	59	4	10	17	7	6	15	30	29	3	8	16	12	20	59	-	-	-	-	-	50	9
	6%	5%	4%	4%	11%	6%	11%	6%	6%	2%	4%	8%	5%	7%	47%						6%	4%
					C		CD					J		J								
Working on your own business outside of your home	67	4	14	20	7	8	15	46	21	7	9	15	20	15	67	-	-	-	-	-	53	14
	7%	5%	6%	5%	9%	8%	11%	9%	4%	6%	5%	8%	9%	5%	53%						7%	6%
					I		I															
Working on an employer's business full-time	450	31	114	166	29	49	61	240	210	36	119	109	136	47	-	450	-	-	-	-	346	104
	44%	39%	45%	43%	42%	50%	45%	49%	40%	31%	64%	56%	63%	16%		82%					44%	45%
					I		I			N	JN	JN	JN									
Working on an employer's business part-time	97	9	23	39	6	9	11	35	63	13	15	32	16	20	-	97	-	-	-	-	76	21
	10%	11%	9%	10%	9%	10%	8%	7%	12%	11%	8%	17%	8%	7%		18%					10%	9%
					H		H				KMN											
Currently unemployed	36	6	6	10	2	6	6	17	20	4	7	6	9	9	-	-	36	-	-	-	30	6
	4%	8%	3%	3%	3%	6%	5%	3%	4%	4%	4%	3%	4%	3%			100%				4%	3%
Student	68	7	15	34	4	7	2	36	32	49	15	3	1	-	-	-	-	-	68	-	55	13
	7%	8%	6%	9%	6%	7%	1%	7%	6%	43%	8%	2%	*						100%		7%	6%
		G	G	G						KLM	LM											
Retired	177	13	54	68	10	11	22	81	97	-	2	2	5	167	-	-	-	177	-	-	130	47
	17%	16%	21%	18%	14%	11%	17%	16%	18%		1%	1%	2%	56%				100%			17%	20%
			F											KLM								
Homemaker	58	4	16	30	3	3	2	7	51	2	12	11	16	16	-	-	-	-	-	58	41	17
	6%	5%	6%	8%	4%	3%	2%	1%	10%	2%	6%	6%	7%	5%						100%	5%	7%
			G	FG					H				J									
Don't Know/No Response	8	2	-	3	2	-	1	3	5	-	-	1	2	4	-	-	-	-	-	-	8	-
	1%	2%		1%	2%		1%	1%	1%			*	1%	1%							1%	



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

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Working on your own business within your home	59 6%	34 5%	26 7%	19 6%	11 5%	11 6%	4 6%	7 5%	18 6%	14 6%	18 7%	6 7%	3 4%	13 5%	37 6%	9 6%	8 5%	19 5%	10 6%	21 7%
Working on your own business outside of your home	67 7%	41 6%	26 7%	18 6%	18 8%	10 5%	3 5%	12 9%	23 7%	19 8%	13 5%	8 10%	1 2%	15 6%	39 6%	13 8%	12 7%	15 4%	11 7%	28 9%
Working on an employer's business full-time	450 44%	302 47%	148 39%	86 28%	110 50%	97 51%	40 63%	82 62%	120 38%	137 58%	140 50%	43 53%	6 6%	106 44%	286 47%	55 34%	58 34%	147 42%	83 49%	156 49%
Working on an employer's business part-time	97 10%	58 9%	39 10%	30 10%	25 11%	25 13%	5 7%	6 4%	37 12%	17 7%	23 8%	6 8%	14 15%	22 9%	66 11%	9 5%	11 7%	31 9%	14 9%	40 13%
Currently unemployed	36 4%	17 3%	19 5%	20 6%	6 3%	4 2%	-	1 1%	14 4%	7 3%	10 4%	-	3 3%	8 3%	24 4%	3 2%	6 4%	11 3%	6 4%	10 3%
Student	68 7%	47 7%	21 5%	31 10%	7 3%	10 5%	5 8%	8 6%	1 *	3 1%	-	-	64 69%	59 25%	7 1%	2 1%	11 6%	16 4%	19 11%	23 7%
Retired	177 17%	100 16%	78 20%	77 25%	34 15%	22 12%	5 8%	12 9%	75 23%	27 11%	57 21%	15 18%	1 1%	14 6%	99 16%	62 38%	55 33%	99 28%	11 7%	9 3%
Homemaker	58 6%	35 6%	23 6%	24 8%	9 4%	9 5%	1 2%	5 4%	26 8%	14 6%	16 6%	1 1%	-	3 1%	45 7%	10 6%	5 3%	13 4%	13 8%	27 9%
Don't Know/No Response	8 1%	2 *	5 1%	3 1%	-	1 *	-	-	5 1%	-	-	2 2%	-	-	6 1%	1 1%	1 1%	3 1%	-	1 *

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Table DM14D Page 81

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DM14D. Do you have access to the internet at work, at home, at both or neither?  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group						Employment				Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>WEIGHTED 'N'</b>	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
<b>Has Internet - NET</b>	794	56	189	307	48	84	110	392	401	97	164	171	182	173	105	475	22	93	58	39	622	171
	78%	71%	75%	79%	69%	85%	82%	80%	76%	85%	89%	88%	84%	58%	83%	87%	60%	52%	86%	67%	79%	74%
						BCE	E			N	N	N	N		QRT	QRT			QRT			
<b>Work</b>	73	8	18	23	7	9	8	34	39	9	16	20	17	10	14	54	2	-	2	-	56	16
	7%	10%	7%	6%	11%	9%	6%	7%	7%	8%	9%	10%	8%	3%	11%	10%	5%		2%		7%	7%
											N	N	N		S	S						
<b>Home</b>	294	22	68	122	17	23	43	134	161	32	49	46	58	106	38	113	17	79	17	30	232	62
	29%	27%	27%	32%	25%	23%	32%	27%	30%	28%	26%	24%	27%	35%	30%	21%	47%	44%	52%	52%	29%	27%
														KLM	P		PS	OPS		OPS		
<b>Both</b>	427	26	104	162	24	52	58	225	202	56	100	105	107	58	53	307	3	14	40	9	334	93
	42%	33%	41%	42%	34%	53%	43%	46%	38%	49%	54%	54%	49%	19%	42%	56%	7%	8%	58%	15%	42%	40%
						BCE		I		N	N	N	N		QRT	OQRT			OQRT			
<b>Neither</b>	213	20	60	78	19	14	23	96	118	14	18	22	34	121	21	68	12	82	7	18	156	57
	21%	25%	24%	20%	28%	14%	17%	19%	22%	13%	10%	11%	16%	40%	17%	12%	34%	46%	11%	30%	20%	25%
		F	F		F									JKLM			OPS	OPST	PS			
<b>Don't Know/No Response</b>	13	3	3	2	2	1	2	5	8	2	3	1	-	5	-	4	2	2	2	2	10	3
	1%	4%	1%	1%	3%	1%	2%	1%	2%	2%	1%	1%	1%	2%		1%	6%	1%	3%	3%	1%	1%

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DM14D. Do you have access to the internet at work, at home, at both or neither?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
<b>Has Internet - NET</b>	794	524	269	176	189	168	60	128	180	205	250	75	81	197	504	88	95	258	147	283
	78%	82%	70%	57%	86%	89%	94%	96%	56%	86%	90%	92%	87%	82%	83%	54%	57%	73%	88%	90%
		C			D	D	DE	DEF		I	I	I	I	P	P		Q	QR	QR	
<b>Work</b>	73	47	26	20	19	13	6	6	20	21	25	4	2	26	31	14	21	21	13	15
	7%	7%	7%	7%	9%	7%	10%	5%	6%	9%	9%	4%	3%	11%	5%	9%	13%	6%	8%	5%
										M	M			O			RT			
<b>Home</b>	294	177	118	101	67	57	15	16	110	65	76	18	23	58	197	39	34	106	58	92
	29%	28%	31%	33%	31%	30%	23%	12%	34%	27%	27%	23%	24%	24%	32%	24%	20%	30%	35%	29%
				H	H	H			L						NP		Q	Q	Q	Q
<b>Both</b>	427	301	126	55	102	98	39	105	50	119	148	53	56	113	276	35	40	131	76	176
	42%	47%	33%	18%	47%	52%	61%	79%	16%	50%	53%	65%	60%	47%	45%	21%	24%	37%	45%	56%
		C			D	D	DE	DEFG		I	I	IJ	I	P	P		Q	Q	Q	QRS
<b>Neither</b>	213	104	109	129	29	20	4	5	133	33	28	5	10	42	97	73	70	91	18	32
	21%	16%	28%	42%	13%	11%	6%	4%	JKLM	L	10%	6%	11%	17%	16%	45%	42%	26%	11%	10%
			B	EFGH	H	H									NO	RST	ST			
<b>Don't Know/No Response</b>	13	7	6	4	1	1	-	-	7	-	-	1	2	2	7	2	2	5	2	-
	1%	1%	2%	1%	1%	1%	*		2%			1%	2%	1%	1%	2%	1%	1%	1%	

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Table DEM15 Page 83

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DEM15. What was your total household income for 2004?  
BASE: Representative Adults  
BANNER 1.

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Under \$40,000 (NET)	309	30	90	103	23	22	43	128	180	44	52	46	46	121	38	117	20	77	31	24	223	86
	30%	37%	36%	27%	33%	22%	32%	26%	34%	38%	28%	24%	21%	40%	30%	21%	54%	43%	46%	41%	28%	37%
		F	DF					H		LM				KLM			OP	OP	OP	P		U
Under \$20,000	93	7	27	30	8	8	14	37	55	22	14	7	10	38	11	24	8	26	14	8	69	24
	9%	9%	11%	8%	11%	8%	10%	8%	10%	19%	8%	4%	5%	13%	9%	4%	23%	14%	21%	14%	9%	10%
										KLM				IM			P	P	OP	P		
\$20,000 - \$30,000	110	14	36	33	9	8	11	45	65	13	21	21	17	38	14	46	7	23	12	7	73	37
	11%	17%	14%	8%	13%	8%	8%	9%	12%	11%	11%	11%	8%	13%	11%	8%	20%	13%	18%	12%	9%	16%
		D	D																			U
\$30,000 - \$40,000	106	9	27	40	6	7	18	46	60	9	17	17	18	44	12	47	4	28	5	9	81	25
	10%	12%	11%	10%	9%	7%	14%	9%	11%	8%	9%	9%	9%	15%	9%	9%	11%	16%	7%	15%	10%	11%
														LM				P				
Over \$40,000 (NET)	605	38	146	235	40	69	77	328	277	62	128	135	146	134	76	390	10	73	30	24	475	130
	59%	49%	58%	61%	57%	70%	57%	66%	53%	54%	69%	70%	67%	45%	60%	71%	28%	41%	45%	42%	60%	56%
				B		BC		I		JN	JN	JN			QRT	QQRST						
\$40,000 - \$50,000	113	9	31	44	7	12	10	65	48	10	29	22	24	28	18	67	4	17	3	4	86	27
	11%	11%	12%	11%	10%	12%	7%	13%	9%	9%	16%	11%	11%	9%	15%	12%	10%	10%	5%	6%	11%	11%
				I										S	S							
\$50,000 - \$60,000	107	7	21	43	6	14	16	54	53	14	22	20	21	29	11	69	2	17	4	5	88	19
	10%	9%	8%	11%	8%	15%	12%	11%	10%	12%	12%	11%	10%	10%	8%	13%	5%	9%	6%	8%	11%	8%
\$60,000 - \$70,000	126	9	27	47	11	13	18	67	59	13	24	28	29	31	16	75	4	18	6	8	103	23
	12%	11%	11%	12%	17%	13%	13%	14%	11%	12%	13%	14%	13%	10%	13%	14%	10%	10%	9%	13%	13%	10%
\$70,000 - \$80,000	63	4	17	22	5	7	7	30	33	6	17	18	12	10	5	48	-	4	4	2	47	16
	6%	5%	7%	6%	7%	7%	5%	6%	6%	5%	9%	9%	6%	3%	4%	9%		2%	6%	3%	6%	7%
										N	N					ORT						
\$80,000 - \$100,000	63	5	14	23	4	9	9	34	29	6	13	18	18	9	7	45	-	5	5	1	52	11
	6%	6%	6%	6%	6%	9%	6%	7%	5%	5%	7%	9%	8%	3%	6%	8%		3%	8%	2%	7%	5%
											N	N				RT						
\$100,000 - \$120,000	55	2	16	22	2	5	8	33	22	5	10	8	16	16	9	31	1	8	2	3	38	16
	5%	2%	7%	6%	3%	5%	6%	7%	4%	4%	6%	4%	7%	5%	7%	6%	3%	5%	3%	5%	5%	7%
			B																			
\$120,000 & Over	78	3	18	34	5	8	10	45	33	8	12	21	25	11	10	57	-	4	5	2	61	17
	8%	4%	7%	9%	7%	8%	7%	9%	6%	7%	7%	11%	12%	4%	8%	10%		2%	8%	4%	8%	7%
											N	N			R	RT						
Refused	106	11	17	49	7	8	15	37	69	8	6	13	25	45	13	40	7	27	6	10	91	16
	10%	14%	7%	13%	10%	8%	11%	7%	13%	7%	3%	7%	12%	15%	10%	7%	18%	15%	9%	17%	11%	7%
				C				H				K		JKL				P			V	

**Industry Canada – Canadian Aerospace Partnership; Baseline Public Perception Survey**

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DEM15. What was your total household income for 2004?  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Under \$40,000 (NET)	309	165	144	309	-	-	-	-	147	58	50	9	42	97	129	82	91	111	39	64
	30%	26%	37%	100%					46%	24%	18%	12%	46%	40%	21%	50%	54%	31%	23%	20%
			B						JKL	L		JKL		O		RST	T			
Under \$20,000	93	52	41	93	-	-	-	-	44	12	12	3	20	43	19	30	43	26	9	14
	9%	8%	11%	30%					14%	5%	4%	4%	22%	18%	3%	19%	25%	7%	6%	4%
									JKL			JKL		O		RST				
\$20,000 - \$30,000	110	61	49	110	-	-	-	-	60	18	15	2	15	31	50	29	22	41	16	29
	11%	10%	13%	36%					19%	7%	6%	3%	16%	13%	8%	18%	13%	12%	10%	9%
									JKL			KL				O				
\$30,000 - \$40,000	106	52	54	106	-	-	-	-	43	29	23	4	6	23	60	23	27	43	13	22
	10%	8%	14%	34%					14%	12%	8%	5%	7%	10%	10%	14%	16%	12%	8%	7%
			B						KL							ST	T			
Over \$40,000 (NET)	605	406	199	-	220	189	63	133	130	156	208	67	44	124	418	63	58	206	110	227
	59%	64%	52%		100%	100%	100%	100%	40%	65%	75%	82%	48%	51%	69%	38%	35%	58%	65%	72%
			C						IM	IM	IM	IM		P	NP		Q	Q	Q	QR
\$40,000 - \$50,000	113	70	43	-	113	-	-	-	30	36	34	6	8	29	69	15	18	54	16	26
	11%	11%	11%		51%				9%	15%	12%	7%	9%	12%	11%	9%	11%	15%	9%	8%
					IL													T		
\$50,000 - \$60,000	107	65	42	-	107	-	-	-	27	29	33	10	8	27	66	14	12	33	18	44
	10%	10%	11%		49%				8%	12%	12%	13%	9%	11%	11%	8%	7%	9%	11%	14%
																				Q
\$60,000 - \$70,000	126	90	35	-	-	126	-	-	34	27	47	8	9	31	81	14	16	40	23	44
	12%	14%	9%			66%			11%	11%	17%	9%	10%	13%	13%	8%	10%	11%	14%	14%
			C								I									
\$70,000 - \$80,000	63	38	25	-	-	63	-	-	12	16	24	5	6	11	50	2	-	22	13	28
	6%	6%	7%			34%			4%	7%	9%	7%	6%	5%	8%	1%		6%	8%	9%
											I			P	P					
\$80,000 - \$100,000	63	41	23	-	-	-	63	-	15	14	19	9	6	8	49	6	5	21	12	25
	6%	6%	6%				100%		5%	6%	7%	12%	6%	3%	8%	4%	3%	6%	7%	8%
															NP					Q
\$100,000 - \$120,000	55	41	14	-	-	-	-	55	4	21	20	8	1	8	40	7	3	20	13	18
	5%	6%	4%					41%	1%	9%	7%	10%	1%	3%	7%	4%	2%	6%	8%	6%
										IM	IM	IM			N			Q	Q	Q
\$120,000 & Over	78	62	16	-	-	-	-	78	8	12	31	20	6	10	62	5	4	16	15	43
	8%	10%	4%					59%	3%	5%	11%	25%	7%	4%	10%	3%	2%	4%	9%	14%
			C								IJ	IJKM			NP			Q	QR	QR
Refused	106	65	42	-	-	-	-	-	43	24	20	5	6	21	61	19	18	37	19	23
	10%	10%	11%						14%	10%	7%	6%	6%	9%	10%	12%	11%	10%	11%	7%
									KLM											

PROV. Province.  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment				Language				
	Total	Atl.	Que.	Ont.	Man./ Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home- maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
Newfoundland	17	17	-	-	-	-	-	8	9	-	2	5	6	4	1	11	2	3	-	-	17	-
	2%	22%						2%	2%		1%	3%	3%	1%	1%	2%	7%	1%			2%	
P.E.I.	6	6	-	-	-	-	-	2	4	-	2	-	2	2	3	2	-	1	-	-	6	-
	1%	8%						**	1%		1%		1%	1%	2%	**		1%			1%	
Nova Scotia	29	29	-	-	-	-	-	15	15	7	2	5	3	12	1	12	1	8	3	3	29	-
	3%	37%						3%	3%	6%	1%	3%	1%	4%	1%	2%	4%	4%	5%	5%	4%	
New Brunswick	26	26	-	-	-	-	-	13	13	3	6	5	6	6	4	14	2	1	3	1	24	2
	3%	33%						3%	2%	3%	3%	3%	3%	2%	3%	3%	6%	1%	5%	2%	3%	1%
Quebec	252	-	252	-	-	-	-	121	130	30	41	51	52	76	24	137	6	54	15	16	23	229
	25%		100%					25%	25%	27%	22%	26%	24%	26%	19%	25%	18%	30%	22%	28%	3%	99%
																		0				0
Ontario	387	-	-	387	-	-	-	186	201	44	71	73	81	113	36	205	10	68	34	30	387	-
	38%			100%				38%	38%	39%	38%	37%	38%	38%	29%	38%	27%	38%	50%	52%	49%	
																			OQ	OQ		
Manitoba	37	-	-	-	37	-	-	18	20	2	8	8	8	12	5	23	2	4	1	1	37	-
	4%				54%			4%	4%	2%	4%	4%	4%	4%	4%	4%	5%	2%	1%	2%	5%	
Saskatchewan	32	-	-	-	32	-	-	16	16	7	4	5	6	10	9	13	-	5	3	1	32	-
	3%				46%			3%	3%	6%	2%	3%	3%	3%	7%	2%		3%	5%	3%	4%	
															P							
Alberta	99	-	-	-	-	99	-	49	50	11	22	20	22	24	14	58	6	11	7	3	99	-
	10%					100%		10%	9%	9%	12%	10%	10%	8%	11%	11%	17%	6%	10%	5%	13%	
British Columbia	135	-	-	-	-	-	135	65	69	10	29	22	31	41	29	71	6	22	2	2	135	-
	13%						100%	13%	13%	9%	15%	11%	14%	14%	23%	13%	17%	13%	3%	4%	17%	
															PRST	ST	ST	ST				

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PROV. Province.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA			Household Income					Highest Level of Education					Marital Status			Household Size			
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
<b>WEIGHTED 'N'</b>	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>UNWEIGHTED TOTAL</b>	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
Newfoundland	17	7	10	7	2	5	1	1	8	2	7	-	-	2	12	2	1	7	6	4
	2%	1%	3%	2%	1%	3%	2%	1%	3%	1%	2%			1%	2%	1%	1%	2%	3%	1%
PEI	6	-	6	4	1	0	-	-	1	3	1	-	1	0	4	1	2	1	1	3
	1%		2%	1%	1%	0%			1%	1%	1%		1%	0%	1%	1%	1%	1%	1%	1%
Nova Scotia	29	8	21	11	8	3	1	0	15	3	6	1	3	6	17	6	8	9	7	4
	3%	1%	6%	3%	4%	2%	2%	0%	5%	1%	2%	1%	4%	2%	3%	4%	5%	2%	4%	1%
			B	H	H				J											
New Brunswick	26	5	22	8	4	5	2	4	13	3	5	2	3	7	16	3	6	7	4	10
	3%	1%	6%	3%	2%	2%	4%	3%	4%	1%	2%	3%	4%	3%	3%	2%	4%	2%	2%	3%
			B						J											
Quebec	252	171	81	90	53	45	14	35	77	47	81	24	20	69	137	44	40	104	40	66
	25%	27%	21%	29%	24%	24%	22%	26%	24%	20%	29%	29%	22%	29%	23%	27%	24%	29%	24%	21%
			C								J							T		
Ontario	387	272	114	103	87	69	23	56	111	102	99	27	45	88	229	67	63	127	57	135
	38%	43%	30%	33%	40%	37%	36%	42%	35%	43%	36%	33%	48%	36%	38%	41%	37%	36%	34%	43%
			C									I								
Manitoba	37	20	18	9	5	10	3	5	17	5	11	2	2	6	25	7	7	14	4	11
	4%	3%	5%	3%	2%	5%	4%	4%	5%	2%	4%	3%	2%	3%	4%	4%	4%	4%	3%	4%
									J											
Saskatchewan	32	10	22	13	7	7	1	2	12	8	8	-	4	11	18	3	6	11	6	9
	3%	2%	6%	4%	3%	4%	2%	1%	4%	3%	3%		4%	4%	3%	2%	3%	3%	4%	3%
			B																	
Alberta	99	60	39	22	27	20	9	13	29	29	21	8	9	25	64	10	15	34	18	30
	10%	9%	10%	7%	12%	11%	14%	10%	9%	12%	8%	10%	10%	10%	11%	6%	9%	10%	11%	10%
															P					
British Columbia	135	83	52	43	26	25	9	18	36	36	38	17	4	26	85	20	20	40	25	43
	13%	13%	14%	14%	12%	13%	14%	13%	11%	15%	14%	20%	5%	11%	14%	12%	12%	11%	15%	13%
									M	M	M	M								

LANGU. Language.  
BASE: Representative Adults  
BANNER 1

	Region						Gender		Age Group					Employment					Language			
	Total	Atl.	Que.	Ont.	Man./Sask.	Alb.	B.C.	Male	Female	18-24	25-34	35-44	45-54	55+	Self Emp	Emp	Unemp	Ret.	Stud.	Home-maker	Eng.	Fr.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WEIGHTED 'N'	1,020	79	252	387	69	99	135	493	527	114	186	194	217	299	126	547	36	177	68	58	789	231
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	108	257	325	102	102	126	504	516	104	162	201	223	320	131	538	39	186	61	56	782	238
English	789	76	23	387	69	99	135	383	406	85	149	146	169	231	103	422	30	130	55	41	789	-
	77%	97%	9%	100%	100%	100%	100%	78%	77%	75%	80%	75%	78%	77%	82%	77%	82%	73%	81%	71%	100%	
		C		C	C	C	C															
French	231	2	229	-	-	-	-	110	121	29	37	48	48	68	23	125	6	47	13	17	-	231
	23%	3%	91%					22%	23%	25%	20%	25%	22%	23%	18%	23%	18%	27%	19%	29%		100%
			B																			



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Table LANGU Page 88

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LANGU. Language.  
BASE: Representative Adults  
BANNER 2

	CMA/NON-CMA		Household Income					Highest Level of Education					Marital Status			Household Size				
	Total	CMA	NON-CMA	< 40k	40-60k	60-80k	80-100k	100k+	< HS	Coll.	Univ.	Post Grad	Student	Single	Married	Div. Wid.	One	Two	Three	Four+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
WEIGHTED 'N'	1,020	635	385	309	220	189	63	133	320	238	278	81	92	241	608	164	168	354	168	315
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UNWEIGHTED TOTAL	1,020	603	417	315	218	189	64	127	334	231	281	80	83	234	610	169	177	360	163	305
English	789	484	305	223	174	150	52	99	247	192	208	60	74	178	485	120	128	262	132	254
	77%	76%	79%	72%	79%	79%	83%	75%	77%	80%	75%	75%	81%	74%	80%	73%	76%	74%	78%	81%
French	231	152	79	86	46	40	11	33	73	47	70	21	18	63	123	44	40	93	36	61
	23%	24%	21%	28%	21%	21%	17%	25%	23%	20%	25%	25%	19%	26%	20%	27%	24%	26%	22%	19%