

SOCIETY FOR CHILDREN & YOUTH

1	cy1. How much do you know about the rights of children and youth in BC? Would you say you know...
2	cy2. Are there any specific rights of children and youth that you are aware of?
3	cy3a. What issue is most concerning to you when it comes to children and youth in BC? FIRST MENTIONS
4	cy3a. What issue is most concerning to you when it comes to children and youth in BC? cy3b. What issue is the second most concerning to you when it comes to children and youth in BC? TOTAL MENTIONS
5	cy4. How familiar would you say you are with the United Nations' Convention on the Rights of the Child? Are you very familiar, somewhat familiar, have just heard the name, or not at all familiar with it?
6	cy5. Just to let you know, the UN Convention on the Rights of the Child lists the rights to which every child is entitled. It protects children's rights by setting minimum standards that governments must meet in securing the rights of children. 192 countries, including Canada, have ratified this convention. The Convention specifies children's rights, among others. Which ONE of these rights do you think needs the most attention in British Columbia in terms of community responsibility towards children and youth?
7	cy6_1. Now I am going to read you a series of statements, and I'd like you tell me whether or not you strongly agree, moderately agree, moderately disagree, or strongly disagree with [Children's rights are being fully met in BC]
8	cy6_2. Now I am going to read you a series of statements, and I'd like you tell me whether or not you strongly agree, moderately agree, moderately disagree, or strongly disagree with [The public in BC needs more information about children's rights in order to understand what they are]
9	cy6_3. Now I am going to read you a series of statements, and I'd like you tell me whether or not you strongly agree, moderately agree, moderately disagree, or strongly disagree with [There is enough knowledge and information available to the public in BC to really understand how children are doing in BC]
10	cy6_top. TOP2BOX [Strongly/ Moderately agree] SUMMARY TABLE:
11	cy6_low. LOW2BOX [Moderately/ Strongly disagree] SUMMARY TABLE:
12	cy7a. Which of the following do you think holds the responsibility to make sure that children's rights are being met in BC? Is it...
13	cy8a. In your view, what would be the best method of providing you with information about the rights of children and youth? That is, what's the best way to reach you and to make sure that you would look at the information you received? Would it be... FIRST MENTIONS
14	cy8a. In your view, what would be the best method of providing you with information about the rights of children and youth? That is, what's the best way to reach you and to make sure that you would look at the information you received? Would it be... cy8b. And, what would be the next best method? Would it be... TOTAL MENTIONS
15	cy9a. In your view what would be the best way to provide information to children and youth in BC about their rights? Would it be... FIRST MENTIONS
16	cy9a. In your view what would be the best way to provide information to children and youth in BC about their rights? Would it be... cy9b. And, what would be the next best method? Would it be... TOTAL MENTIONS
DEMOGRAPHICS	
17	Region: Gender:
18	City
19	z1. Age:
20	z5. What is the highest level of formal education that you have completed?
21	z6. What is your current employment status?
22	z8. Which of the following categories best describes your annual household income? That is, the total income before taxes - or gross income - of all persons in your household combined?
23	z14. Do you have access to the Internet?

SOCIETY FOR CHILDREN & YOUTH

cy1. How much do you know about the rights of children and youth in BC? Would you say you know...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	PSec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
A great deal	59 7%	36 8%	13 9%	10 5%	23 7%	24 6%	35 9%	17 6%	15 8%	25 9%	15 7%	20 7%	23 8%	17 8%	19 7%	13 7%	37 7%	21 9%	42 6%	14 12%
A fair amount	320 40%	177 39%	54 37%	89 46%	143 42%	142 36%	178 44%	103 37%	85 43%	117 40%	69 31%	120 43%	122 44%	70 33%	112 42%	85 46%	221 41%	89 38%	276 42%	37 30%
Not very much	342 43%	202 44%	60 40%	80 41%	140 41%	179 46%	163 40%	140 50%	78 40%	113 39%	110 50%	115 41%	109 39%	100 48%	103 39%	80 43%	245 45%	90 39%	286 44%	50 41%
Nothing at all	76 10%	40 9%	20 13%	16 8%	36 10%	43 11%	33 8%	22 8%	17 9%	33 11%	24 11%	25 9%	23 8%	22 10%	29 11%	8 5%	41 8%	30 13%	51 8%	20 17%
(DK/NS)	4 1%	3 1%	2 1%	0 -	2 1%	4 1%	0 0%	0 -	1 0%	3 1%	2 1%	1 0%	2 1%	0 -	2 1%	0 -	1 0%	3 1%	2 0%	2 1%
Summary																				
Top2Box - A great deal/ A fair amount	379 47%	213 47%	67 45%	99 51%	166 48%	166 42%	213 52%	119 42%	100 51%	142 49%	84 38%	140 50%	145 52%	87 42%	131 49%	98 53%	258 47%	110 47%	318 48%	51 41%
Low2Box - Not very much/ Nothing at all	418 52%	243 53%	80 54%	96 49%	175 51%	223 57%	196 48%	162 58%	94 49%	146 50%	134 61%	141 50%	132 47%	122 58%	133 50%	88 47%	286 53%	121 52%	337 51%	70 57%

SOCIETY FOR CHILDREN & YOUTH

cy2. Are there any specific rights of children and youth that you are aware of?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - JK/L - MN/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: Respondents who know a great deal/ a fair amount about the rights of children and youth in BC	385	236	49	100	149	162	223	64	167	126	77	137	157	78	126	105	265	103	324	45
Weighted	379	213	67*	99*	166	166	213	119*	100	142	84*	140	145	87*	131*	98*	258	110*	318	51*
Education	136 36%	81 38%	26 40%	29 29%	55 33%	48 29%	88 41%	48 40%	34 34%	51 36%	23 27%	47 33%	66 45%	25 29%	50 38%	44 45%	95 37%	41 37%	115 36%	20 39%
Safety	70 18%	33 16%	22 33%	14 14%	36 22%	24 14%	46 22%	23 19%	20 20%	25 18%	7 9%	28 20%	34 23%	12 14%	27 21%	25 25%	45 18%	24 22%	62 20%	7 13%
Freedom from abuse	46 12%	23 11%	10 15%	13 13%	23 14%	21 13%	25 12%	10 8%	14 14%	21 15%	6 7%	15 11%	25 17%	2 3%	16 12%	19 20%	29 11%	16 15%	45 14%	1 3%
Healthcare	36 10%	14 7%	12 18%	10 10%	22 13%	15 9%	21 10%	10 9%	9 9%	16 11%	4 5%	17 12%	14 10%	11 12%	9 9%	26 9%	9 10%	26 9%	32 10%	3 7%
Adequate food	24 6%	12 6%	5 7%	6 6%	11 7%	7 4%	17 8%	7 6%	8 8%	9 6%	2 2%	10 7%	12 8%	6 7%	5 4%	11 11%	17 7%	6 6%	23 7%	1 2%
Proper care (unspecified)	21 6%	15 7%	2 4%	3 3%	6 4%	5 3%	16 8%	8 6%	6 6%	7 5%	1 2%	12 9%	7 5%	5 5%	8 6%	7 7%	15 6%	6 6%	19 6%	2 3%
Shelter	19 5%	10 5%	2 4%	6 6%	8 5%	5 3%	14 7%	7 6%	5 5%	7 5%	3 3%	6 4%	10 7%	5 6%	3 2%	9 9%	10 4%	8 7%	16 5%	2 5%
Play/ no work	16 4%	9 4%	4 5%	3 4%	7 4%	4 2%	12 6%	5 4%	5 5%	6 4%	0 -	7 5%	8 6%	5 5%	5 4%	3 3%	12 5%	4 3%	16 5%	0 -
Different criminal code	14 4%	11 5%	1 2%	2 2%	3 2%	8 5%	6 3%	4 3%	2 2%	8 6%	0 -	4 3%	10 7%	2 3%	5 4%	5 6%	12 5%	2 2%	11 4%	3 6%
Freedom of speech	9 2%	4 2%	2 3%	3 3%	5 3%	4 2%	5 3%	5 5%	2 2%	1 1%	4 4%	3 2%	3 2%	2 2%	3 2%	2 2%	5 2%	4 4%	7 2%	1 3%
Clothing	8 2%	3 1%	1 2%	4 4%	5 3%	3 2%	5 3%	3 2%	3 3%	2 1%	1 1%	4 3%	3 2%	1 1%	2 2%	4 4%	6 2%	2 2%	8 3%	0 -
Privacy	7 2%	6 3%	1 1%	0 -	1 0%	2 1%	5 3%	4 3%	3 3%	0 -	1 1%	2 1%	5 3%	1 2%	3 2%	3 3%	7 3%	0 -	7 2%	0 -
Other	83 22%	47 22%	14 21%	22 22%	36 22%	36 21%	47 22%	20 17%	20 20%	37 26%	20 23%	31 22%	30 21%	21 24%	20 16%	24 25%	53 21%	26 24%	68 21%	13 25%
None	70 19%	33 15%	18 27%	20 20%	38 23%	33 20%	37 17%	30 25%	17 17%	18 13%	18 21%	27 19%	22 15%	18 20%	26 20%	16 17%	51 20%	15 14%	60 19%	7 13%
(DK/NS)	70 19%	41 19%	7 11%	23 23%	30 18%	35 21%	35 17%	18 15%	19 19%	31 22%	23 27%	22 16%	23 16%	18 20%	23 18%	13 13%	44 17%	24 22%	55 17%	13 26%

SOCIETY FOR CHILDREN & YOUTH

cy3a. What issue is most concerning to you when it comes to children and youth in BC? FIRST MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	265	279	209	265	186	545	234	657	123*
Education	237 30%	139 30%	32 22%	65 34%	98 29%	113 29%	124 30%	104 37%	54 28%	70 24%	54 25%	77 27%	101 36%	59 29%	83 31%	58 31%	162 30%	70 30%	206 31%	25 20%
Safety	78 10%	54 12%	11 8%	13 7%	25 7%	32 8%	46 11%	24 8%	19 10%	32 11%	22 10%	26 9%	29 10%	18 9%	27 10%	20 11%	47 9%	29 12%	68 10%	7 6%
Drugs/ alcohol abuse	56 7%	27 6%	6 4%	23 12%	29 9%	32 8%	24 6%	19 7%	18 9%	18 6%	17 8%	24 9%	14 5%	16 8%	16 6%	14 8%	43 8%	10 4%	45 7%	9 7%
Poverty	56 7%	29 6%	17 11%	11 5%	27 8%	24 6%	32 8%	14 5%	17 9%	24 8%	11 5%	17 6%	28 10%	16 8%	18 7%	16 9%	42 8%	14 6%	49 8%	6 5%
Child abuse	40 5%	22 5%	9 6%	9 5%	18 5%	19 5%	22 5%	20 7%	5 3%	15 5%	12 6%	19 7%	9 3%	11 5%	17 6%	9 5%	27 5%	12 5%	29 4%	11 9%
Healthcare	36 5%	18 4%	6 4%	12 6%	19 5%	12 3%	24 6%	13 5%	10 5%	10 4%	7 3%	15 5%	14 5%	8 4%	14 5%	8 4%	28 5%	7 3%	29 5%	6 5%
Violence	35 4%	22 5%	7 5%	5 3%	13 4%	15 4%	20 5%	10 3%	8 4%	17 6%	10 5%	12 4%	13 5%	10 5%	10 4%	8 4%	23 4%	12 5%	31 5%	3 3%
Childcare	30 4%	19 4%	7 5%	4 2%	11 3%	19 5%	11 3%	7 2%	7 4%	16 5%	9 4%	11 4%	9 3%	10 5%	8 3%	6 3%	21 4%	9 4%	24 4%	5 4%
Home environment/ family life/ parenting	29 4%	18 4%	8 6%	3 2%	11 3%	12 3%	18 4%	9 3%	6 3%	13 5%	16 7%	6 2%	6 2%	11 5%	8 3%	6 3%	17 3%	11 5%	22 3%	6 5%
Crime/ justice system	28 4%	12 3%	5 3%	10 5%	15 5%	18 5%	10 2%	8 3%	9 5%	11 4%	13 6%	9 3%	6 2%	4 2%	10 4%	7 4%	17 3%	11 5%	22 3%	6 5%
Lack of discipline	10 1%	6 1%	4 2%	0 -	4 1%	6 1%	4 1%	3 1%	2 1%	5 2%	2 1%	5 2%	3 1%	2 1%	4 1%	3 1%	7 1%	3 1%	9 1%	1 1%
Recreation	9 1%	7 2%	1 1%	1 1%	2 1%	8 2%	1 0%	1 1%	3 2%	5 2%	1 0%	4 1%	4 2%	2 1%	3 1%	3 2%	6 1%	3 1%	9 1%	0 -
Lack of respect for society/ their elders	8 1%	4 1%	1 1%	3 2%	4 1%	4 1%	4 1%	3 1%	3 2%	1 0%	1 0%	7 3%	0 -	4 2%	1 0%	2 1%	6 1%	1 1%	5 1%	3 2%
Lack of activities/ sports	6 1%	5 1%	0 -	1 0%	1 0%	4 1%	2 1%	3 1%	3 1%	0 -	0 -	3 1%	1 0%	0 -	1 1%	1 1%	3 1%	2 1%	4 1%	2 1%
Child Labour	6 1%	1 0%	1 1%	3 2%	4 1%	3 1%	3 1%	1 1%	3 2%	1 0%	2 1%	1 0%	3 1%	3 1%	2 1%	1 1%	3 1%	2 1%	5 1%	1 1%
Jobs/ unemployment	5 1%	1 0%	0 -	4 2%	4 1%	4 1%	1 0%	3 1%	0 -	2 1%	4 2%	0 -	1 1%	1 1%	2 1%	1 1%	4 1%	1 1%	4 1%	1 1%
Diet/ nutrition	5 1%	3 1%	1 1%	1 1%	2 1%	4 1%	1 0%	1 0%	1 0%	3 1%	0 -	5 2%	0 -	1 0%	4 1%	0 -	4 1%	1 0%	5 1%	0 -
Discrimination	2 0%	2 1%	0 -	0 -	0 -	2 1%	0 0%	1 1%	1 1%	0 -	0 -	2 1%	0 0%	0 -	2 1%	0 -	2 0%	1 0%	2 0%	0 -
Other	77 10%	40 9%	22 15%	15 8%	37 11%	37 10%	40 10%	25 9%	18 9%	27 9%	18 8%	28 10%	26 10%	16 8%	27 10%	19 10%	57 10%	16 7%	67 10%	9 7%
None	3 0%	3 1%	0 -	0 -	0 -	1 0%	2 0%	3 1%	0 -	0 -	0 -	2 1%	1 0%	1 1%	0 -	0 -	2 0%	1 1%	1 0%	0 -
(DK/NS)	46 6%	26 6%	9 6%	11 6%	20 6%	25 6%	21 5%	12 4%	9 5%	22 8%	22 10%	11 4%	12 4%	15 7%	11 4%	3 2%	26 5%	17 8%	23 4%	22 18%

SOCIETY FOR CHILDREN & YOUTH

cy3a. What issue is most concerning to you when it comes to children and youth in BC? cy3b. What issue is the second most concerning to you when it comes to children and youth in BC? TOTAL MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
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Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Education	433 54%	244 53%	80 54%	109 56%	189 55%	199 51%	233 57%	173 61%	113 58%	131 45%	113 52%	145 52%	165 59%	103 49%	160 60%	105 57%	305 56%	119 51%	369 56%	55 45%
Safety	146 18%	91 20%	24 16%	31 16%	55 16%	65 17%	80 20%	52 19%	34 17%	55 19%	43 20%	47 17%	54 19%	32 15%	51 19%	34 18%	98 18%	45 19%	128 20%	12 10%
Healthcare	120 15%	65 14%	21 14%	35 18%	55 16%	43 11%	76 19%	47 17%	29 15%	37 13%	27 12%	40 14%	49 18%	27 13%	50 19%	26 14%	81 15%	35 15%	104 16%	15 12%
Drugs/ alcohol abuse	101 13%	49 11%	17 11%	36 19%	53 15%	55 14%	47 11%	46 16%	25 13%	28 10%	34 16%	40 14%	26 9%	30 14%	31 12%	24 13%	80 15%	18 8%	86 13%	12 10%
Poverty	92 11%	42 9%	28 19%	22 11%	50 15%	40 10%	51 13%	24 9%	29 15%	38 13%	14 6%	34 12%	44 16%	22 11%	29 11%	28 15%	67 12%	24 10%	81 12%	11 9%
Childcare	66 8%	42 9%	14 9%	10 5%	23 7%	37 9%	29 7%	24 9%	12 6%	27 9%	14 7%	26 9%	23 8%	20 10%	17 6%	21 11%	43 8%	21 9%	57 9%	7 6%
Violence	62 8%	37 8%	12 8%	13 7%	25 7%	30 8%	32 8%	16 6%	17 9%	27 9%	15 7%	22 8%	23 8%	16 8%	16 6%	15 8%	41 8%	18 8%	52 8%	8 6%
Home environment/ family life/ parenting	60 8%	39 9%	12 8%	9 4%	21 6%	33 8%	27 7%	15 5%	11 6%	32 11%	21 9%	16 6%	21 8%	18 9%	19 7%	16 9%	34 6%	23 10%	50 8%	8 6%
Child abuse	55 7%	28 6%	12 8%	16 8%	27 8%	25 6%	30 7%	22 8%	13 7%	19 7%	15 7%	26 9%	14 5%	16 8%	23 9%	11 6%	41 8%	14 6%	42 6%	13 10%
Crime/ justice system	52 6%	28 6%	8 5%	16 8%	24 7%	32 8%	19 5%	13 8%	15 8%	22 8%	19 9%	17 6%	15 6%	10 5%	17 6%	16 9%	34 6%	18 8%	40 6%	11 9%
Recreation	19 2%	17 4%	1 1%	1 1%	2 1%	15 4%	4 1%	5 2%	5 3%	9 3%	1 0%	8 3%	11 4%	4 2%	4 2%	8 4%	15 3%	4 2%	18 3%	0 -
Diet/ nutrition	17 2%	12 3%	3 2%	3 1%	5 2%	11 3%	6 2%	3 1%	3 2%	10 4%	3 2%	9 3%	5 2%	1 1%	10 4%	2 1%	9 2%	8 3%	15 2%	0 -
Lack of activities/ sports	14 2%	9 2%	4 3%	1 0%	5 2%	6 2%	8 2%	6 2%	5 3%	2 1%	2 1%	5 2%	5 2%	3 2%	3 1%	2 1%	9 2%	3 2%	10 2%	4 3%
Lack of discipline	12 2%	8 2%	4 3%	0 -	4 1%	7 2%	5 1%	3 1%	3 2%	6 2%	2 1%	5 2%	5 2%	2 1%	5 2%	3 2%	8 2%	4 2%	11 2%	1 1%
Child Labour	10 1%	2 1%	2 2%	5 3%	8 2%	5 1%	4 1%	3 1%	4 2%	3 1%	3 1%	3 1%	4 2%	4 2%	4 2%	1 1%	6 1%	4 2%	7 1%	3 3%
Lack of respect for society/ their elders	9 1%	4 1%	1 1%	3 2%	4 1%	4 1%	5 1%	3 1%	3 2%	2 1%	1 1%	7 3%	0 -	4 2%	1 0%	2 1%	7 1%	1 1%	5 1%	4 3%
Jobs/ unemployment	7 1%	3 1%	0 -	5 2%	5 1%	5 1%	3 1%	3 1%	1 0%	4 1%	4 2%	2 1%	2 1%	2 1%	2 1%	2 1%	4 1%	3 1%	5 1%	2 2%
Discrimination	6 1%	4 1%	0 -	2 1%	2 1%	5 1%	1 0%	1 1%	3 2%	1 1%	1 1%	3 1%	1 0%	2 1%	2 1%	1 0%	5 1%	1 0%	4 1%	2 2%
Other	158 20%	89 19%	29 20%	40 20%	69 20%	78 20%	80 19%	53 19%	33 17%	63 22%	40 18%	59 21%	53 19%	42 20%	43 16%	42 23%	109 20%	43 19%	136 21%	19 15%
None	3 0%	3 1%	0 -	0 -	0 -	1 0%	2 0%	3 1%	0 -	0 -	0 -	2 1%	1 0%	1 1%	0 -	0 -	2 0%	1 1%	1 0%	0 -
(DK/NS)	44 6%	26 6%	8 5%	10 5%	18 5%	25 6%	19 5%	12 4%	9 5%	20 7%	21 10%	11 4%	10 4%	15 7%	10 4%	3 2%	24 4%	17 8%	21 3%	22 18%

SOCIETY FOR CHILDREN & YOUTH

cy4. How familiar would you say you are with the United Nations' Convention on the Rights of the Child? Are you very familiar, somewhat familiar, have just heard the name, or not at all familiar with it?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	PSec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Very familiar	26 3%	20 4% C	5 4%	1 1%	6 2%	13 3%	13 3%	4 1%	3 1%	19 7% GH	4 2%	8 3%	13 5%	7 3%	9 3%	4 2%	10 2%	16 7% P	18 3%	6 5%
Somewhat familiar	171 21%	103 23%	30 20%	38 20%	68 20%	70 18%	101 25% E	36 13%	41 21% G	91 31% GH	39 18%	57 20%	75 27% J	38 18%	59 22%	46 25%	105 19%	65 28% P	150 23%	19 16%
Have just heard the name	219 27%	129 28%	43 29%	47 24%	90 26%	112 29%	107 26%	86 31% I	69 35% I	56 19%	49 22%	77 27%	89 32% J	51 25%	81 31%	58 31%	168 31% Q	48 20%	192 29%	24 20%
Not at all familiar	381 48%	202 44%	70 47%	109 56% A	179 52%	195 50%	186 46%	157 56% HI	82 42%	123 42%	126 58% L	139 50% L	99 36% O	112 54% O	116 44%	77 42%	261 48%	105 45%	295 45% R	73 59% R
(DK/NS)	4 1%	4 1%	0 -	0 -	0 -	2 1%	2 0%	0 -	0 -	2 1%	0 -	0 -	2 1%	0 -	0 -	0 -	2 0%	1 0%	2 0%	1 1%
Summary																				
Top2Box - Very/ Somewhat familiar	197 25%	123 27%	35 24%	39 20%	74 22%	83 21%	114 28%	39 14%	44 23% G	110 38% GH	44 20%	65 23%	88 32% J	45 22%	68 26%	51 27%	115 21%	81 34% P	168 26%	25 20%
Low2Box - Have just heard the name/ Not at all familiar	600 75%	331 72%	113 77%	156 80%	269 79%	307 78%	294 72%	242 86% HI	151 77% I	179 61%	175 80% L	217 77% L	188 68% L	164 79%	197 74%	135 73%	428 79% Q	153 65%	488 74%	98 79%

SOCIETY FOR CHILDREN & YOUTH

cy5. Just to let you know, the UN Convention on the Rights of the Child lists the rights to which every child is entitled. It protects children's rights by setting minimum standards that governments must meet in securing the rights of children. 192 countries, including Canada, have ratified this convention. The Convention specifies children's rights, among others. Which ONE of these rights do you think needs the most attention in British Columbia in terms of community responsibility towards children and youth?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
The Right to Education	221 28%	122 27%	46 31%	53 27%	99 29%	118 30%	103 25%	89 32%	55 28%	71 24%	64 29%	68 24%	83 30%	53 26%	74 28%	60 32%	157 29%	56 24%	186 28%	30 24%
The Right to Health	150 19%	92 20%	24 16%	35 18%	58 17%	77 20%	73 18%	57 20%	34 17%	51 17%	28 13%	52 19%	67 24%	41 20%	46 18%	39 21%	108 20%	39 17%	130 20%	18 15%
The Right to Protection	185 23%	107 24%	33 22%	45 23%	78 23%	70 18%	115 28%	60 21%	48 25%	74 25%	40 18%	78 28%	66 24%	37 18%	73 28%	50 27%	127 23%	56 24%	163 25%	19 15%
The Right to be free from discrimination	88 11%	49 11%	16 11%	23 12%	39 11%	37 10%	51 12%	37 13%	19 10%	29 10%	27 12%	34 12%	23 8%	36 17%	28 11%	10 6%	55 10%	31 13%	70 11%	15 12%
The Right to Play	18 2%	6 1%	5 3%	7 4%	12 4%	8 2%	10 2%	13 5%	4 2%	2 1%	10 5%	6 2%	2 1%	4 2%	7 3%	3 2%	18 3%	0 -	16 2%	2 1%
The Right to Participation	35 4%	22 5%	6 4%	6 3%	13 4%	22 6%	14 3%	12 4%	7 4%	15 5%	12 5%	9 3%	14 5%	15 7%	9 3%	6 3%	20 4%	14 6%	21 3%	13 10%
All, can't choose	96 12%	55 12%	17 11%	24 13%	41 12%	54 14%	42 10%	13 5%	28 14%	47 16%	35 16%	35 12%	21 8%	22 11%	26 10%	17 9%	56 10%	35 15%	69 11%	24 19%
(DK/NS)	7 1%	4 1%	1 1%	1 1%	3 1%	4 1%	2 1%	1 0%	0 0%	3 1%	3 1%	0 -	2 1%	1 1%	0 0%	0 -	3 1%	2 1%	2 0%	3 3%

SOCIETY FOR CHILDREN & YOUTH

cy6_1. Now I am going to read you a series of statements, and I'd like you tell me whether or not you strongly agree, moderately agree, moderately disagree, or strongly disagree with [Children's rights are being fully met in BC]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	PSec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Children's rights are being fully met in BC																				
Strongly agree	83 10%	60 13% CD	10 7%	13 7%	23 7%	58 15% F	24 6%	28 10%	25 13%	24 8%	23 11%	23 8%	33 12%	17 8%	24 9%	20 11%	61 11%	17 8%	65 10%	15 12%
Moderately agree	335 42%	185 40%	67 45%	83 43%	150 44%	166 42%	169 41%	147 52% HI	82 42% I	97 33%	91 41%	125 44%	114 41%	91 44%	113 43%	79 43%	242 45%	87 37%	286 44%	42 34%
Moderately disagree	226 28%	133 29%	42 29%	51 26%	93 27%	103 26%	123 30%	77 28%	52 27%	87 30%	53 24%	74 26%	91 33%	60 29%	83 31%	50 27%	145 27%	75 32%	185 28%	34 28%
Strongly disagree	124 15%	62 14%	23 16%	39 20%	62 18%	48 12%	76 19%	23 8%	31 16% G	63 22% G	35 16%	53 19%	33 12%	29 14%	40 15%	36 20%	83 15%	38 16%	100 15%	24 19%
(DK/NS)	34 4%	19 4%	6 4%	9 5%	15 4%	17 4%	16 4%	6 2%	4 2%	20 7% GH	17 8% KL	7 2%	7 3%	11 6% O	5 2%	1 1%	14 3%	17 7% P	22 3%	9 7%
Summary																				
Top2Box - Strongly/ Moderately agree	418 52%	245 53%	76 52%	96 50%	173 50%	224 57% F	194 47%	176 62% I	107 55% I	121 42%	114 52%	148 53%	147 53%	108 52%	137 52%	99 53%	303 56% Q	104 45%	350 53%	57 46%
Low2Box - Moderately/ Strongly disagree	350 44%	195 43%	65 44%	90 46%	155 45%	151 38%	199 49%	100 36% E	83 43%	151 52% GH	88 40%	127 45%	125 45%	89 43%	123 46%	86 46%	228 42%	113 48%	285 43%	57 47%

SOCIETY FOR CHILDREN & YOUTH

cy6_2. Now I am going to read you a series of statements, and I'd like you tell me whether or not you strongly agree, moderately agree, moderately disagree, or strongly disagree with [The public in BC needs more information about children's rights in order to understand what they are]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
The public in BC needs more information about children's rights in order to understand what they are																				
Strongly agree	366 46%	206 45%	71 48%	89 46%	160 47%	156 40%	210 51%	122 43%	85 44%	150 52%	104 47%	153 55%	105 38%	126 61%	117 44%	76 41%	235 43%	125 53%	304 46%	55 45%
Moderately agree	321 40%	186 41%	58 39%	77 40%	135 39%	167 43%	154 38%	128 46%	85 44%	93 32%	85 39%	105 38%	120 43%	65 31%	113 43%	84 45%	232 43%	77 33%	265 40%	47 39%
Moderately disagree	83 10%	47 10%	14 10%	22 11%	36 10%	47 12%	36 9%	28 10%	21 11%	30 10%	23 10%	15 5%	43 15%	13 6%	30 11%	22 12%	61 11%	21 9%	70 11%	12 9%
Strongly disagree	19 2%	9 2%	5 3%	6 3%	11 3%	14 4%	6 1%	4 1%	2 1%	10 4%	3 1%	6 2%	8 3%	2 1%	6 2%	3 1%	14 3%	4 2%	15 2%	5 4%
(DK/NS)	11 1%	10 2%	0 -	1 1%	1 0%	8 2%	3 1%	0 -	1 1%	8 3%	5 2%	1 1%	3 1%	3 1%	0 -	1 1%	2 0%	7 3%	4 1%	4 3%
Summary																				
Top2Box - Strongly/ Moderately agree	687 86%	392 86%	129 87%	166 85%	295 86%	323 82%	364 89%	250 89%	171 88%	243 84%	189 86%	259 92%	224 81%	191 92%	229 87%	161 86%	467 86%	202 86%	569 87%	103 84%
Low2Box - Moderately/ Strongly disagree	103 13%	56 12%	19 13%	28 14%	47 14%	60 15%	42 10%	32 11%	23 12%	40 14%	26 12%	21 8%	51 18%	14 7%	36 14%	24 13%	75 14%	25 11%	85 13%	16 13%

SOCIETY FOR CHILDREN & YOUTH

cy6_3. Now I am going to read you a series of statements, and I'd like you tell me whether or not you strongly agree, moderately agree, moderately disagree, or strongly disagree with [There is enough knowledge and information available to the public in BC to really understand how children are doing in BC]

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	PSec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
There is enough knowledge and information available to the public in BC to really understand how children are doing in BC																				
Strongly agree	84 11%	52 12%	10 7%	21 11%	31 9%	54 14% F	30 7%	18 6%	25 13% G	36 12% G	24 11%	29 10%	30 11%	21 10%	26 10%	23 13%	56 10%	26 11%	69 10%	14 11%
Moderately agree	300 37%	183 40%	53 36%	63 33%	117 34%	158 40%	142 35%	113 40%	69 36%	105 36%	77 35%	106 38%	104 38%	75 36%	100 38%	70 38%	203 37%	84 36%	253 38%	34 28%
Moderately disagree	252 32%	129 28%	54 37%	69 35%	123 36%	116 30%	136 33%	102 36%	67 35%	74 25%	81 37%	81 29%	85 31%	68 33%	88 33%	57 31%	175 32%	73 31%	209 32%	39 32%
Strongly disagree	138 17%	80 18%	20 14%	37 19%	57 17%	50 13%	87 21% E	42 15%	31 16%	61 21%	27 12%	60 21% J	50 18%	38 18%	44 17%	33 18%	99 18%	37 16%	110 17%	27 22%
(DK/NS)	28 4%	13 3%	10 7%	5 2%	14 4%	13 3%	14 4%	7 3%	2 1%	15 5% H	10 4%	6 2%	9 3%	7 3%	7 3%	2 1%	11 2%	14 6% P	17 3%	8 7% R
Summary																				
Top2Box - Strongly/ Moderately agree	384 48%	236 51%	64 43%	84 43%	148 43%	213 54% F	171 42%	131 46%	94 48%	141 49%	101 46%	135 48%	134 48%	96 46%	126 47%	94 51%	259 48%	110 47%	321 49%	48 39%
Low2Box - Moderately/ Strongly disagree	390 49%	209 46%	74 50%	106 54%	180 53%	166 42%	223 55% E	144 51%	99 51%	135 46%	108 49%	141 50%	135 49%	106 51%	132 50%	90 48%	274 50%	110 47%	319 49%	67 54%

SOCIETY FOR CHILDREN & YOUTH

cy6_top_TOP2BOX [Strongly/ Moderately agree] SUMMARY TABLE:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	PSec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
The public in BC needs more information about children's rights in order to understand what they are	687 86%	392 86%	129 87%	166 85%	295 86%	323 82%	364 89%	250 89%	171 88%	243 84%	189 86%	259 92%	224 81%	191 92%	229 87%	161 86%	467 86%	202 86%	569 87%	103 84%
Children's rights are being fully met in BC	418 52%	245 53%	76 52%	96 50%	173 50%	224 57%	194 47%	176 62%	107 55%	121 42%	114 52%	148 53%	147 53%	108 52%	137 52%	99 53%	303 56%	104 45%	350 53%	57 46%
There is enough knowledge and information available to the public in BC to really understand how children are doing in BC	384 48%	236 51%	64 43%	84 43%	148 43%	213 54%	171 42%	131 46%	94 48%	141 49%	101 46%	135 48%	134 48%	96 46%	126 47%	94 51%	259 48%	110 47%	321 49%	48 39%

SOCIETY FOR CHILDREN & YOUTH

cy6_low. LOW2BOX [Moderately/ Strongly disagree] SUMMARY TABLE:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - JK/L - MN/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	PSec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
There is enough knowledge and information available to the public in BC to really understand how children are doing in BC	390 49%	209 46%	74 50%	106 54%	180 53%	166 42%	223 55%	144 51%	99 51%	135 46%	108 49%	141 50%	135 49%	106 51%	132 50%	90 48%	274 50%	110 47%	319 49%	67 54%
Children's rights are being fully met in BC	350 44%	195 43%	65 44%	90 46%	155 45%	151 38%	199 49%	100 36%	83 43%	151 52%	88 40%	127 45%	125 45%	89 43%	123 46%	86 46%	228 42%	113 48%	285 43%	57 47%
The public in BC needs more information about children's rights in order to understand what they are	103 13%	56 12%	19 13%	28 14%	47 14%	60 15%	42 10%	32 11%	23 12%	40 14%	26 12%	21 8%	51 18%	14 7%	36 14%	24 13%	75 14%	25 11%	85 13%	16 13%

SOCIETY FOR CHILDREN & YOUTH

cy7a. Which of the following do you think holds the responsibility to make sure that children's rights are being met in BC? Is it...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
The Federal government	22 3%	11 2%	3 2%	8 4%	11 3%	12 3%	9 2%	13 5%	4 2%	4 2%	5 2%	9 3%	7 2%	6 3%	5 2%	4 2%	15 3%	5 2%	19 3%	3 2%
The Provincial government	68 9%	41 9%	13 9%	13 7%	26 8%	44 11%	24 6%	16 6%	16 8%	32 11%	11 5%	25 9%	30 11%	15 7%	16 6%	18 10%	46 8%	21 9%	58 9%	7 6%
Your municipal government	3 0%	3 1%	0 -	1 0%	1 0%	1 0%	2 1%	1 1%	0 -	2 1%	3 1%	0 -	0 -	3 1%	0 -	0 -	3 1%	0 -	2 0%	1 1%
Community Organizations	3 0%	2 0%	0 -	1 0%	1 0%	1 0%	1 0%	1 0%	1 1%	0 -	0 -	2 1%	0 0%	1 1%	1 0%	0 -	2 0%	0 0%	3 0%	0 -
Parents / Family	90 11%	52 11%	19 13%	19 10%	37 11%	62 16%	28 7%	21 7%	17 9%	48 16%	28 13%	26 9%	33 12%	17 8%	28 11%	22 12%	61 11%	27 11%	69 11%	20 16%
Schools	9 1%	3 1%	0 -	6 3%	6 2%	7 2%	2 0%	2 1%	2 1%	4 1%	3 2%	3 1%	1 0%	4 2%	2 1%	1 1%	4 1%	4 2%	7 1%	1 1%
All of the above	600 75%	340 74%	113 76%	147 76%	260 76%	261 67%	339 83%	227 80%	153 79%	200 69%	168 77%	215 76%	205 74%	161 77%	212 80%	140 75%	413 76%	175 75%	497 76%	90 73%
None	2 0%	1 0%	0 -	1 0%	1 0%	1 0%	1 0%	0 -	1 0%	1 0%	1 0%	1 0%	0 -	1 0%	1 0%	0 -	0 -	2 1%	1 0%	1 1%
(DK/NS)	5 1%	5 1%	0 -	0 -	0 -	2 1%	3 1%	0 -	1 0%	2 1%	0 -	1 0%	1 1%	1 1%	0 -	0 -	1 0%	2 1%	2 0%	0 -

SOCIETY FOR CHILDREN & YOUTH

cy8a. In your view, what would be the best method of providing you with information about the rights of children and youth? That is, what's the best way to reach you and to make sure that you would look at the information you received? Would it be... FIRST MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income				Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S	
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118	
Weighted	801	458	148*	195	343	392	409	282	195	291	219	265	279	209	265	186	545	234	657	123*	
Public Service Announcements on TV	233 29%	131 29%	45 30%	57 30%	102 30%	110 28%	122 30%	98 35% H	45 23%	85 29%	60 27%	78 28%	89 32%	59 28%	86 32%	48 26%	156 29%	69 30%	196 30%	29 23%	
Ads in daily newspapers	105 13%	59 13%	23 16%	22 11%	45 13%	56 14%	49 12%	30 11%	25 13%	47 16%	30 14%	41 14%	32 12%	25 14%	37 14%	24 13%	63 12%	40 17%	80 12%	21 17%	
Ads in local community newspapers	96 12%	44 10%	20 13%	32 17% A	52 15% A	42 11%	53 13%	21 8%	26 14%	43 15% G	27 13%	41 15%	24 9%	28 13%	28 11%	24 13%	59 11%	35 15%	75 11%	20 17%	
Over the internet	83 10%	57 13%	9 6%	17 9%	26 8%	44 11%	40 10%	39 14% I	23 12% I	18 6%	22 10%	24 9%	36 13%	25 12%	32 12%	16 9%	65 12%	17 8%	78 12% S	4 4%	
Posters and brochures available in your community, for example community centres, libraries, etc.	78 10%	41 9%	18 12%	19 10%	38 11%	36 9%	42 10%	29 12%	24 12%	22 7%	24 11%	28 10%	26 9%	26 13%	19 7%	21 11%	55 10%	22 9%	67 10%	12 10%	
Public Service Announcements on Radio	67 8%	44 10%	9 6%	14 7%	23 7%	28 7%	39 10%	30 11%	19 10% I	15 5%	25 11%	20 7%	22 8%	11 5%	24 9%	20 11%	57 10% Q	10 4%	59 9%	8 6%	
Direct mail	43 5%	25 6%	7 5%	11 6%	18 5%	26 7%	17 4%	5 2%	12 6% G	27 9% G	11 5%	13 5%	19 7%	9 4%	11 4%	14 7%	32 6%	11 5%	36 6%	7 6%	
Through the school	26 3%	17 4%	1 1%	8 4%	9 3%	11 3%	15 4%	13 5%	4 2%	9 3%	5 2%	16 6% L	5 2%	9 4%	8 3%	4 2%	17 3%	8 4%	16 2% R	9 8%	
Billboards	15 2%	10 2%	5 3%	1 0%	6 2%	7 2%	8 2%	8 3%	4 2%	3 1%	2 1%	5 2%	9 3%	9 4%	2 1%	3 2%	14 3%	1 1%	13 2% R	2 1%	
Public Service Announcements in Movie Theatres	10 1%	7 1%	0 -	3 2%	3 1%	2 1%	8 2%	6 2%	2 1%	1 0%	0 0%	6 2%	3 1%	5 3%	1 1%	1 1%	9 2%	1 0%	9 1% R	0 0%	
All of the above	6 1%	3 1%	1 1%	2 1%	3 1%	4 1%	2 0%	1 1%	2 1%	1 0%	2 1%	0 -	4 1%	1 0%	2 1%	2 1%	4 1%	1 0%	3 1% R	2 2%	
Other	16 2%	12 3%	2 1%	2 1%	4 1%	12 3%	4 1%	1 0%	6 3% G	8 3%	4 2%	7 3%	4 2%	0 -	6 2%	6 3% M	10 2%	7 3%	13 2% R	4 3%	
None	2 0%	0 -	0 -	2 1% A	2 1%	1 0%	1 0%	0 -	0 -	2 1%	2 1%	0 -	0 -	1 1%	1 1%	0 -	1 0%	1 0%	0 -	2 2% R	
(DK/NS)	20 3%	9 2%	8 6%	3 2%	11 3%	11 3%	9 2%	0 -	2 1% GH	12 4% GH	6 3%	3 1%	6 2%	2 1%	8 3%	2 1%	4 1%	11 5% P	13 2% P	2 2%	

SOCIETY FOR CHILDREN & YOUTH

cy8a. In your view, what would be the best method of providing you with information about the rights of children and youth? That is, what's the best way to reach you and to make sure that you would look at the information you received? Would it be... cy8b. And, what would be the next best method? Would it be... TOTAL MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Public Service Announcements on TV	396 49%	225 49%	67 45%	104 54%	171 50%	190 48%	206 51%	157 56%	98 50%	132 46%	106 48%	135 48%	149 54%	103 49%	134 51%	96 52%	274 50%	114 49%	339 52%	46 38%
Ads in daily newspapers	223 28%	129 28%	42 28%	52 27%	94 27%	116 30%	108 26%	66 24%	50 26%	100 34% GH	62 28%	82 29%	73 26%	67 32%	68 26%	50 27%	139 26%	78 33%	178 27%	40 32%
Public Service Announcements on Radio	187 23%	109 24%	36 25%	41 21%	77 23%	84 21%	103 25%	82 29% H	39 20%	60 21%	61 28%	62 22%	63 23%	44 21%	65 25%	45 24%	130 24%	53 23%	151 23%	30 24%
Ads in local community newspapers	185 23%	96 21%	32 22%	57 29%	89 26%	76 19%	109 27%	58 21%	49 25%	70 24%	49 23%	83 29%	49 18%	51 25%	65 25%	39 21%	127 23%	55 24%	150 23%	33 27%
Over the internet	175 22%	111 24%	26 18%	38 20%	65 19%	96 25%	79 19%	78 28% I	42 21%	49 17%	47 22%	51 18%	74 26% K	44 21%	68 26%	36 19%	138 25% Q	35 15%	155 24% S	17 14%
Posters and brochures available in your community, for example community centres, libraries, etc.	163 20%	90 20%	33 23%	40 21%	74 22%	74 19%	90 22%	53 19%	51 26% I	54 19%	43 20%	66 23%	53 19%	48 23%	52 20%	41 22%	120 22%	41 18%	135 21%	27 22%
Direct mail	51 6%	29 6%	8 6%	14 7%	22 7%	31 8%	20 5%	5 2%	14 7% G	32 11% G	16 7%	15 5%	21 7%	11 5%	13 5%	16 8%	34 6%	17 7%	42 6%	8 7%
Public Service Announcements in Movie Theatres	37 5%	24 5%	8 6%	6 3%	14 4%	11 3%	27 7% E	26 9% HI	5 2%	4 2%	12 4%	4 2%	21 8% J	11 6%	11 4%	9 5%	27 5%	11 5%	37 6% S	0 0%
Billboards	37 5%	23 5%	9 6%	5 3%	14 4%	20 5%	17 4%	14 5%	12 6%	9 3%	10 5%	13 5%	12 4%	14 7%	8 3%	9 5%	31 6%	5 2%	31 5%	4 3%
Through the school	36 4%	20 4%	5 4%	10 5%	15 5%	17 5%	18 4%	14 5%	7 4%	14 5%	8 4%	18 7%	7 3%	9 4%	9 3%	9 5%	23 4%	11 5%	22 3%	13 11% R
All of the above	7 1%	5 1%	1 1%	2 1%	3 1%	5 1%	3 1%	1 1%	3 2%	2 1%	2 1%	0 -	5 2% K	1 1%	2 1%	2 1%	4 1%	2 1%	5 1%	2 2%
Other	29 4%	23 5% D	3 2%	4 2%	6 2%	21 5% F	8 2%	4 2%	8 4%	14 5%	6 3%	11 4%	10 4%	1 1%	10 4% M	7 4% M	16 3%	11 5%	23 4%	6 5%
None	2 0%	0 -	0 -	2 1% A	2 1%	1 0%	1 0%	0 -	0 -	2 1%	2 1%	0 -	0 -	1 1%	1 1%	0 -	1 0%	1 0%	0 -	2 2% R
(DK/NS)	20 3%	9 2%	8 6%	3 2%	11 3%	11 3%	9 2%	0 -	2 1%	12 4% GH	6 3%	3 1%	6 2%	2 1%	8 3%	2 1%	4 1%	11 5% P	13 2%	2 2%

SOCIETY FOR CHILDREN & YOUTH

cy9a. In your view what would be the best way to provide information to children and youth in BC about their rights? Would it be... FIRST MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	PSec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	265	279	209	265	186	545	234	657	123*
Part of school curriculum	409 51%	229 50%	71 48%	110 56%	181 53%	195 50%	215 53%	141 50%	103 53%	154 53%	107 49%	167 59%	130 47%	108 52%	142 53%	104 56%	275 51%	129 55%	345 52%	59 48%
Public Service Announcements on TV	108 14%	61 13%	27 19%	19 10%	47 14%	46 12%	62 15%	44 16%	28 15%	31 11%	32 15%	35 12%	37 13%	28 14%	30 12%	22 12%	83 15%	20 9%	90 14%	15 12%
Through information to parents	63 8%	34 8%	12 8%	17 9%	29 8%	36 9%	27 7%	18 6%	15 8%	26 9%	19 9%	17 6%	24 9%	18 9%	25 9%	11 6%	40 7%	21 9%	49 7%	13 10%
TV programming about children's rights	46 6%	25 5%	12 8%	9 5%	22 6%	27 7%	20 5%	14 5%	10 5%	22 8%	9 4%	18 7%	19 7%	16 8%	10 4%	11 6%	29 5%	17 8%	43 7%	4 3%
Posters and brochures available in your community, for example community centres, libraries, etc.	30 4%	20 4%	7 5%	3 1%	10 3%	10 3%	20 5%	13 5%	7 4%	8 3%	12 5%	7 3%	10 4%	12 6%	8 3%	6 3%	24 4%	6 2%	27 4%	2 2%
Over the Internet	29 4%	13 3%	7 4%	10 5%	16 5%	16 4%	14 3%	12 4%	11 6%	5 2%	6 3%	11 4%	11 4%	5 3%	11 4%	5 3%	22 4%	5 2%	22 3%	6 5%
Ads in local community newspapers	20 3%	15 3%	1 1%	5 3%	6 2%	10 3%	10 3%	10 4%	2 1%	7 2%	5 2%	5 2%	9 3%	3 2%	9 3%	3 2%	14 3%	7 3%	12 2%	8 6%
Public Service Announcements on Radio	20 2%	14 3%	2 1%	3 2%	5 2%	10 3%	10 2%	9 3%	4 2%	6 2%	7 3%	6 2%	6 2%	2 1%	9 3%	7 4%	15 3%	3 1%	15 2%	3 2%
All of the above	17 2%	5 1%	2 1%	10 5%	12 3%	7 2%	10 3%	9 3%	3 2%	4 1%	8 3%	7 2%	2 1%	6 3%	3 1%	2 1%	7 1%	9 4%	14 2%	3 2%
Arts-based programming (e.g. plays, music)	12 2%	9 2%	3 2%	0 -	3 1%	5 1%	7 2%	5 2%	2 1%	5 2%	0 -	2 1%	9 3%	4 2%	5 2%	2 1%	9 2%	2 1%	9 1%	0 -
Ads in daily newspapers	8 1%	4 1%	1 1%	3 1%	4 1%	5 1%	3 1%	1 0%	3 1%	4 2%	6 3%	0 0%	2 1%	4 2%	1 0%	2 1%	3 1%	5 2%	4 1%	4 3%
Public Service Announcements in movie theatres	8 1%	6 1%	1 1%	1 0%	2 1%	6 2%	1 0%	4 1%	1 1%	2 1%	1 1%	0 -	6 2%	0 -	3 1%	4 2%	6 1%	1 1%	7 1%	0 -
Within the family/ parents	6 1%	4 1%	1 1%	1 1%	2 1%	5 1%	1 0%	1 1%	1 0%	4 1%	0 -	2 1%	4 2%	0 -	3 1%	2 1%	5 1%	1 0%	6 1%	0 -
Billboards	1 0%	1 0%	0 -	0 -	0 -	1 0%	1 0%	0 -	1 1%	0 -	0 0%	0 -	1 0%	0 -	0 0%	1 0%	1 0%	0 -	1 0%	0 0%
Other	7 1%	7 2%	0 -	0 -	0 -	5 1%	2 1%	1 1%	1 0%	4 1%	0 -	2 1%	6 2%	0 -	4 2%	3 1%	7 1%	0 -	7 1%	0 0%
None/ nothing	1 0%	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	1 0%	1 0%	0 -
(DK/NS)	16 2%	10 2%	1 1%	5 3%	6 2%	8 2%	8 2%	0 -	2 1%	8 3%	6 3%	2 1%	3 1%	1 1%	2 1%	1 1%	5 1%	6 3%	5 1%	7 5%

SOCIETY FOR CHILDREN & YOUTH

cy9a. In your view what would be the best way to provide information to children and youth in BC about their rights? Would it be... cy9b. And, what would be the next best method? Would it be... TOTAL MENTIONS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	P/Sec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Part of school curriculum	533 67%	301 66%	96 65%	136 70%	232 68%	250 64%	283 69%	191 68%	130 67%	198 68%	141 65%	206 73%	180 65%	142 68%	183 69%	130 70%	365 67%	161 69%	447 68%	79 64%
Public Service Announcements on TV	285 36%	158 34%	59 40%	68 35%	127 37%	128 33%	157 38%	118 42%	71 36%	86 30%	80 37%	98 35%	100 36%	72 35%	92 35%	79 43%	212 39%	65 28%	246 38%	32 26%
Through information to parents	162 20%	96 21%	22 15%	44 23%	66 19%	85 22%	77 19%	43 15%	41 21%	72 25%	49 23%	55 19%	55 20%	49 23%	49 18%	34 18%	110 20%	50 21%	129 20%	29 23%
Over the Internet	115 14%	56 12%	29 20%	30 16%	59 17%	71 18%	44 11%	44 16%	38 19%	30 10%	30 14%	39 14%	40 15%	26 13%	41 16%	25 14%	87 16%	22 9%	94 14%	18 15%
TV programming about children's rights	106 13%	59 13%	28 19%	18 10%	46 14%	44 11%	62 15%	46 16%	22 11%	37 13%	26 12%	37 13%	42 15%	28 14%	41 15%	22 12%	73 13%	32 14%	97 15%	8 6%
Posters and brochures available in your community, for example community centres, libraries, etc.	94 12%	52 11%	15 10%	27 14%	42 12%	44 11%	50 12%	38 14%	23 12%	31 11%	25 11%	37 13%	32 12%	29 14%	27 10%	27 14%	67 12%	26 11%	86 13%	8 6%
Public Service Announcements on Radio	46 6%	32 7%	6 4%	8 4%	14 4%	21 6%	24 6%	15 5%	12 6%	15 5%	16 7%	17 6%	12 4%	12 6%	14 5%	12 7%	31 6%	13 6%	38 6%	7 5%
Ads in local community newspapers	43 5%	27 6%	8 5%	9 4%	17 5%	22 6%	22 5%	10 4%	8 4%	24 8%	16 7%	12 4%	15 5%	11 5%	15 6%	5 3%	21 4%	22 9%	27 4%	16 13%
Public Service Announcements in movie theatres	40 5%	28 6%	4 3%	7 4%	12 3%	21 5%	19 5%	19 7%	9 5%	11 4%	3 1%	17 6%	20 7%	9 4%	15 6%	7 4%	30 5%	8 4%	30 5%	8 6%
Ads in daily newspapers	27 3%	16 4%	3 2%	7 4%	10 3%	15 4%	11 3%	4 4%	9 4%	12 4%	10 5%	8 3%	7 3%	9 4%	6 2%	4 2%	12 2%	14 6%	13 2%	12 10%
Arts-based programming (e.g. plays, music)	20 3%	15 3%	6 4%	0 -	6 2%	8 2%	12 3%	9 3%	3 2%	8 3%	0 -	7 2%	13 5%	8 4%	9 3%	4 2%	16 3%	4 2%	18 3%	0 -
All of the above	18 2%	6 1%	2 1%	10 5%	12 3%	7 2%	11 3%	9 3%	3 2%	5 2%	8 3%	7 2%	3 1%	6 3%	3 1%	3 2%	7 1%	10 4%	15 2%	3 2%
Within the family/ parents	12 2%	7 1%	4 3%	1 1%	5 2%	7 2%	4 1%	1 1%	2 1%	9 3%	2 1%	3 1%	7 3%	0 -	7 3%	3 2%	6 1%	6 2%	12 2%	0 -
Billboards	9 1%	6 1%	2 1%	2 1%	3 1%	7 2%	3 1%	3 1%	2 1%	4 1%	3 2%	2 1%	4 1%	1 0%	6 2%	2 1%	5 1%	4 2%	7 1%	2 2%
Other	21 3%	15 3%	4 3%	1 1%	5 2%	10 3%	10 3%	6 2%	7 4%	5 2%	6 3%	6 2%	8 3%	4 2%	7 3%	6 3%	17 3%	2 1%	18 3%	1 1%
None/ nothing	1 0%	1 0%	0 -	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -	1 0%	1 0%	0 -
(DK/NS)	15 2%	9 2%	1 1%	5 3%	6 2%	8 2%	7 2%	0 -	2 1%	8 3%	6 3%	2 1%	3 1%	1 0%	2 1%	1 1%	5 1%	6 3%	4 1%	7 5%

DEMOGRAPHICS

Region: Gender:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All Respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
REGION																				
Vancouver/Burnaby	210 26%	210 46% BCD	0 -	0 -	0 -	111 28%	100 24%	76 27%	53 27%	73 25%	33 15%	63 22%	107 39% JK	49 24%	64 24%	50 27%	157 29% Q	46 20%	178 27%	24 20%
Rest of Lower Mainland	248 31%	248 54% BCD	0 -	0 -	0 -	125 32%	123 30%	90 32%	57 29%	89 31%	68 31%	97 34%	76 27%	55 26%	81 31%	76 41% MN	173 32%	67 28%	203 31%	36 30%
Vancouver Island	148 19%	0 -	148 100% ACD	0 -	148 43% AC	65 17%	83 20%	48 17%	36 18%	57 20%	43 20%	51 18%	49 18%	50 24% O	57 21% O	23 12%	95 17%	49 21%	121 18%	26 21%
Rest of BC	195 24%	0 -	0 -	195 100% ABD	195 57% AB	92 23%	103 25%	67 24%	49 25%	72 25%	75 34% L	71 25% L	46 16%	55 26%	63 24%	37 20%	120 22%	72 31% P	155 24%	37 30%
GENDER																				
Male	392 49%	236 51%	65 44%	92 47%	156 46%	392 100% F	0 -	113 40%	98 50% G	163 56% G	112 51%	127 45%	139 50%	78 37%	136 51% M	104 56% M	275 51%	102 43%	323 49%	58 47%
Female	409 51%	223 49%	83 56%	103 53%	187 54%	0 -	409 100% E	168 60% HI	97 50%	128 44%	107 49%	155 55%	139 50%	131 63% NO	129 49%	82 44%	270 50%	132 57%	334 51%	65 53%

DEMOGRAPHICS

City

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	265	279	209	265	186	545	234	657	123*
Van Island	132 16%	0 -	132 89% ACD	0 -	132 38% AC	58 15%	74 18%	41 15%	34 17%	50 17%	42 19%	43 15%	43 16%	46 22% O	47 18%	22 12%	90 17%	38 16%	106 16%	24 20%
SE BC	97 12%	0 -	0 -	97 50% ABD	97 28% AB	49 13%	48 12%	27 10%	23 12%	41 14%	43 20% KL	34 12%	18 7%	29 14%	28 11%	20 11%	55 10%	41 17% P	75 11%	20 16%
Northern BC	73 9%	0 -	0 -	73 38% ABD	73 21% AB	31 8%	43 10%	34 12%	18 9%	20 7%	22 10%	31 11%	19 7%	17 8%	29 11%	13 7%	55 10%	18 8%	63 10%	10 8%
SW BC	41 5%	0 -	16 11% A	25 13% A	41 12% A	19 5%	22 6%	13 5%	10 5%	17 6%	11 5%	14 5%	14 5%	12 6%	16 6%	5 3%	15 3%	24 10% P	32 5%	9 7%
Burnaby	60 8%	60 13% BCD	0 -	0 -	0 -	34 9%	27 7%	22 8%	10 5%	25 9%	10 5%	15 5%	31 11% JK	15 7%	18 7%	15 8%	41 8%	17 7%	47 7%	10 8%
Coquitlam	30 4%	30 7% BCD	0 -	0 -	0 -	16 4%	14 3%	8 3%	11 6%	8 3%	10 5%	8 3%	9 3%	4 2%	7 3%	12 7% M	22 4%	6 3%	25 4%	2 2%
Delta	97 12%	97 21% BCD	0 -	0 -	0 -	49 13%	48 12%	32 12%	20 10%	41 14%	21 10%	39 14%	34 12%	17 8%	36 14%	36 19% M	69 13%	25 11%	83 13%	12 10%
East Vancouver	58 7%	58 13% BCD	0 -	0 -	0 -	33 8%	25 6%	20 7%	20 10%	15 5%	8 4%	20 7%	28 10% J	16 8%	20 8%	13 7% Q	48 9% Q	9 4% S	54 8% S	3 2%
Langley	39 5%	39 9% BCD	0 -	0 -	0 -	17 5%	22 5%	18 6%	9 5%	10 4%	10 4%	18 6%	11 4%	10 5%	11 4%	12 7%	28 5%	11 5%	35 5%	3 3%
North Vancouver	28 4%	28 6% BCD	0 -	0 -	0 -	15 4%	13 3%	5 2%	7 4%	15 5%	7 3%	11 4%	9 3%	3 1%	9 3%	12 6% M	21 4%	6 3%	24 4%	3 2%
Richmond	35 4%	35 8% BCD	0 -	0 -	0 -	15 4%	19 5%	14 5%	8 4%	11 4%	8 4%	17 6%	10 4%	12 6%	6 2%	5 5%	22 4%	11 5%	24 4%	9 7%
Vancouver	40 5%	40 9% BCD	0 -	0 -	0 -	17 4%	23 6%	19 7%	9 5%	10 4%	4 2%	12 4%	23 8% J	8 4%	13 5%	6 3% Q	35 7% Q	4 2%	33 5%	5 4%
West End	17 2%	17 4% CD	0 -	0 -	0 -	9 2%	8 2%	7 3%	6 3%	3 1%	3 2%	2 1%	10 4%	5 2%	2 1%	3 2%	10 2%	5 2%	13 2%	4 3%
West Vancouver	7 1%	7 2%	0 -	0 -	0 -	3 1%	4 1%	3 1%	0 0%	3 1%	0 -	1 0%	6 2%	2 1%	3 1%	0 0%	2 0%	5 2% P	7 1%	0 -
CD9	46 6%	46 10% BCD	0 -	0 -	0 -	27 7%	20 5%	18 7%	8 4%	18 6%	20 9% L	14 5%	11 4%	12 6%	21 8%	7 4%	31 6%	14 6%	36 6%	10 8%

DEMOGRAPHICS

z1. Age:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - JK/L - MN/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
AGE																				
18 to 24	72 9%	44 10%	17 12%	11 6%	28 8%	32 8%	40 10%	72 26% HI	0	0	26 12% L	35 13% L	10 4%	36 17% NO	16 6%	6 3%	61 11% Q	9 4%	61 9%	8 7%
25 to 34	209 26%	123 27%	31 21%	56 29%	87 25%	81 21%	128 31% E	209 74% HI	0	0	40 18% J	79 28% J	89 32% J	54 26% J	89 33% Q	52 28% Q	178 33% Q	30 13% S	189 29% S	21 17%
35 to 44	95 12%	59 13%	17 11%	20 10%	36 11%	50 13%	44 11%	0	95 49% GI	0	18 8% J	33 12% J	43 16% J	20 10% J	33 13% Q	31 17% Q	84 16% Q	10 4%	86 13% R	8 6%
45 to 54	100 13%	51 11%	19 13%	29 15%	49 14%	48 12%	52 13%	0	100 51% GI	0	26 12% J	38 13% J	36 13% J	18 9% J	31 12% M	34 18% Q	83 15% Q	17 7%	89 14% R	10 8%
55 to 64	159 20%	88 19%	30 20%	41 21%	71 21%	90 23%	69 17%	0	0	159 55% GH	45 20% KL	59 21% KL	55 20% KL	39 19% KL	57 22% KL	39 21% KL	98 18% P	61 26% P	137 21% R	20 17%
65+	132 17%	74 16%	27 18%	31 16%	58 17%	73 19%	59 15%	0	0	132 45% GH	61 28% KL	28 10% KL	41 15% KL	40 19% KL	38 14% KL	22 12% P	28 5% P	103 44% P	80 12% R	50 41% R
(DK/NS)	33 4%	20 4%	7 5%	7 4%	14 4%	18 5%	16 4%	0	0	0	3 2% KL	9 3% KL	4 1% KL	1 1% KL	1 1% KL	1 1% KL	12 2% P	5 2% P	15 2% R	6 5%
Groups																				
18-34	282 35%	167 36%	48 33%	67 34%	115 34%	113 29%	168 41% E	282 100% HI	0	0	66 30% J	114 41% J	99 36% O	90 43% O	105 40% O	58 31% Q	239 44% Q	39 17% S	249 38% S	29 24%
35-54	195 24%	110 24%	36 24%	49 25%	85 25%	98 25%	97 24%	0	195 100% GI	0	44 20% KL	71 25% KL	80 29% KL	38 18% MN	64 24% MN	65 35% Q	168 31% Q	27 11% S	175 27% S	18 14%
55+	291 36%	162 35%	57 39%	72 37%	129 38%	163 42% F	128 31%	0	0	291 100% GH	105 48% KL	88 31% KL	96 34% KL	79 38% KL	95 36% KL	62 33% P	126 23% P	164 70% P	217 33% R	71 57% R
Summary																				
Mean	46.3	45.7	47.2	47	47.1	48.3 F	44.4	27.6	44.7 G	65.5 GH	50.2 KL	43.3	46	45.1	45.1	46.1	40.7	59.4 P	44.6	55.8 R
Median	44.6	43.3	46.1 AD	46.1 AD	46.1	48.5	40.1	27.7	44.2 G	63.2 G	53.4 KL	41.9	43	41.9	42	44.7	37.7	62.4 P	42.8	60.1 R

DEMOGRAPHICS

z5. What is the highest level of formal education that you have completed?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - JK/L - MN/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Grade school or some high school	47 6%	21 5%	12 8%	14 7%	26 8%	28 7%	19 5%	13 5%	9 4%	25 9%	47 22% KL	0 -	0 -	26 12% NO	15 6% O	0 -	21 4%	26 11% P	26 4%	22 18% R
Complete high school	172 21%	80 17%	30 21%	61 32% A	92 27% A	84 22%	88 21%	53 19%	36 18%	80 27% H	172 78% KL	0 -	0 -	52 25% O	56 21%	25 14%	108 20%	63 27%	126 19%	45 36% R
Complete technical or trade school/Community college	112 14%	56 12%	18 12%	39 20% A	56 16% A	57 14%	56 14%	31 11%	36 19% G	39 14%	0 -	112 40% JL	0 -	28 13%	38 14%	30 16%	82 15%	29 13%	93 14%	18 15%
Some community college or university, but did not finish	169 21%	103 23%	33 23%	32 17% A	66 19%	70 18%	99 24%	83 30% HI	34 18%	48 17%	0 -	169 60% JL	0 -	61 29% O	61 23% O	25 13%	120 22%	48 20%	152 23% S	14 12%
Complete university degree, such as a Bachelor's	188 23%	127 28% CD	28 19%	33 17%	61 18%	88 23%	99 24%	71 25%	59 30% I	55 19%	0 -	0 -	188 67% JK	37 18% MN	52 20% Q	72 39% MN	147 27% Q	40 17%	170 26% S	13 11%
Post-graduate degree, such as a Master's or Ph.D.	91 11%	57 12%	21 14%	13 7%	34 10%	51 13%	40 10%	28 10%	21 11%	40 14%	0 -	0 -	91 33% JK	6 3% M	43 16% M	33 18% M	66 12%	25 11%	86 13% S	4 3%
(DK/NS)	22 3%	14 3%	5 3%	3 2%	8 2%	14 4%	8 2%	2 1%	0 -	2 1%	0 -	0 -	0 -	0 -	1 0%	0 -	1 0%	3 1%	3 1%	7 6% R
Summary																				
High School	219 27%	101 22%	43 29%	75 39% A	118 34% A	112 29%	107 26%	66 23%	44 23%	105 36% GH	219 100% KL	0 -	0 -	78 37% NO	71 27% O	25 14%	129 24%	89 38% P	152 23%	66 54% R
Post Secondary	282 35%	159 35%	51 35%	71 37%	122 36%	127 32%	155 38%	114 41% I	71 36%	88 30%	0 -	282 100% JL	0 -	88 42% O	99 37%	55 30%	202 37%	77 33%	245 37% S	33 27%
University	279 35%	184 40% CD	49 33%	46 23%	95 28%	139 36%	139 34%	99 35%	80 41%	96 33%	0 -	0 -	279 100% JK	42 20% M	95 36% MN	105 57% MN	213 39% Q	65 28%	257 39% S	17 14%

DEMOGRAPHICS

z6. What is your current employment status?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	P/Sec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Working full-time (that is, 35 or more hours per week)	344 43%	211 46%	56 38%	76 39%	132 39%	178 45%	166 41%	151 54%	120 62%	66 23%	82 37%	125 45%	136 49%	69 33%	128 48%	111 60%	344 63%	0 -	304 46%	38 31%
Working part-time (that is, less than 35 hours per week)	84 10%	49 11%	22 15%	13 7%	35 10%	31 8%	53 13%	33 12%	23 9%	26 9%	18 8%	29 10%	36 13%	23 11%	34 13%	14 8%	84 15%	0 -	76 12%	8 6%
Self-employed	75 9%	43 9%	8 6%	24 12%	32 9%	50 13%	25 6%	17 6%	22 12%	34 12%	15 7%	27 10%	33 12%	8 4%	23 9%	26 14%	75 14%	0 -	65 10%	9 7%
Unemployed, but looking for work	22 3%	14 3%	4 3%	4 2%	8 2%	10 3%	12 3%	14 5%	3 2%	5 2%	6 3%	8 3%	8 3%	14 7%	4 2%	0 -	0 -	22 9%	20 3%	2 2%
Attending school full-time/A student	42 5%	27 6%	8 5%	8 4%	16 5%	16 4%	26 6%	38 14%	3 2%	0 -	14 6%	21 7%	8 3%	19 9%	12 4%	4 2%	42 8%	0 -	39 6%	1 1%
Retired	156 19%	76 17%	35 24%	44 23%	79 23%	79 20%	76 19%	0 -	3 2%	149 51%	69 32%	42 15%	42 15%	56 27%	43 16%	21 11%	0 -	156 67%	101 15%	51 42%
Not in the workforce (A full-time homemaker/unemployed and not looking for work)	48 6%	19 4%	8 5%	21 11%	29 9%	6 1%	42 10%	24 8%	16 8%	8 3%	12 6%	24 9%	11 4%	15 7%	20 8%	7 4%	0 -	48 21%	42 6%	6 5%
Other	9 1%	4 1%	1 1%	3 2%	4 1%	6 2%	2 1%	1 1%	5 2%	3 1%	2 1%	3 1%	4 1%	5 3%	1 0%	2 1%	0 -	9 4%	6 1%	2 2%
(DK/NS)	22 3%	16 3%	5 3%	2 1%	7 2%	15 4%	7 2%	4 1%	0 0%	2 1%	2 1%	3 1%	1 0%	0 -	0 -	0 -	0 -	0 -	3 1%	5 4%

DEMOGRAPHICS

z8. Which of the following categories best describes your annual household income? That is, the total income before taxes - or gross income - of all persons in your household combined?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM A	Isl B	Int C	Non-LM D	M E	F F	18-34 G	35-54 H	55+ I	HS J	PSec K	Unv L	<\$40K M	\$40K-<\$80K N	\$80K+ O	Empl. P	Not Empl. Q	Yes R	No S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Under \$10,000	19 2%	12 3%	1 1%	5 3%	7 2%	6 2%	13 3%	8 3%	3 1%	8 3%	7 3%	8 3%	4 2%	19 9% NO	0 -	0 -	8 2%	11 5% P	8 1%	10 8% R
\$10,000 to just under \$20,000	45 6%	19 4%	14 10% A	12 6%	26 8%	12 3%	33 8% E	23 8%	8 4%	14 5%	17 8% L	23 9% L	5 2%	45 21% NO	0 -	0 -	27 5%	18 8% P	28 4%	16 13% R
\$20,000 to just under \$30,000	69 9%	33 7%	21 14% A	15 8%	36 10%	29 7%	40 10%	27 10%	13 7%	29 10%	29 13% L	27 9% L	14 5%	69 33% NO	0 -	0 -	37 7%	32 14% P	51 8%	18 14% R
\$30,000 to just under \$40,000	76 10%	39 9%	14 10%	23 12%	37 11%	31 8%	45 11%	32 12%	14 7%	29 10%	26 12%	30 11%	20 7%	76 36% NO	0 -	0 -	46 9%	29 13%	66 10%	8 7%
\$40,000 to just under \$50,000	87 11%	54 12%	16 11%	16 8%	32 9%	46 12%	41 10%	34 12%	17 9%	35 12%	27 12%	30 11%	29 11%	0 -	87 33% MO	0 -	68 13%	18 8%	78 12%	8 7%
\$50,000 to just under \$60,000	60 8%	26 6%	13 9%	21 11% A	34 10%	36 9%	23 6%	23 8%	12 6%	25 9%	20 9%	20 7%	20 7%	0 -	60 23% MO	0 -	38 7%	21 9%	48 7%	12 10%
\$60,000 to just under \$70,000	53 7%	24 5%	17 11% A	12 6%	29 8%	19 5%	33 8%	22 8%	18 9% I	13 4%	8 4%	23 8%	22 8%	0 -	53 20% MO	0 -	35 7%	17 7%	53 8% S	0 -
\$70,000 to just under \$80,000	66 8%	41 9%	12 8%	13 7%	25 7%	34 9%	32 8%	26 9%	17 9%	23 8%	16 8%	26 9%	24 9%	0 -	66 25% MO	0 -	55 10% Q	11 5%	55 8%	10 8%
\$80,000 to just under \$100,000	58 7%	42 9% D	6 4%	9 5%	16 5%	29 7%	30 7%	21 8%	16 8%	22 7%	10 5%	21 7%	28 10% J	0 -	0 -	58 32% MN	44 8%	15 6%	57 9% S	1 1%
\$100,000 and over	127 16%	83 18%	17 11%	27 14%	44 13%	75 19% F	52 13%	37 13%	49 25% GI	40 14%	15 7%	35 12%	77 28% JK	0 -	0 -	127 69% MN	112 21% Q	15 7%	122 19% S	5 4%
(DK/NS)	142 18%	83 18%	18 12%	40 21%	58 17%	74 19%	67 16%	29 10%	27 14%	55 19% G	45 21% L	39 14%	36 13%	0 -	0 -	0 -	73 13%	46 20%	90 14%	35 28% R

DEMOGRAPHICS

z14. Do you have access to the Internet?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L - M/N/O - P/Q - R/S * small base

	Total	Region				Gender		Age			Education			Income			Employment Status		Internet Access	
		LM	Isl	Int	Non-LM	M	F	18-34	35-54	55+	HS	PSec	Unv	<\$40K	\$40K-<\$80K	\$80K+	Empl.	Not Empl.	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Base: All respondents	801	501	111	189	300	377	424	162	328	253	210	265	293	185	252	198	548	218	652	118
Weighted	801	458	148*	195	343	392	409	282	195	291	219	282	279	209	265	186	545	234	657	123*
Yes	657 82%	381 83%	121 82%	155 80%	276 81%	323 82%	334 82%	249 89%	175 90%	217 74%	152 69%	245 87%	257 92%	154 74%	234 88%	180 97%	484 89%	169 72%	657 100%	0 -
No	123 15%	61 13%	26 17%	37 19%	63 18%	58 15%	65 16%	29 10%	18 9%	71 24%	66 30%	33 12%	17 6%	52 25%	30 12%	6 3%	56 10%	62 26%	0 -	123 100%
(DK/NS)	21 3%	17 4%	1 1%	3 2%	4 1%	11 3%	9 2%	3 1%	2 1%	4 1%	1 0%	4 1%	5 2%	3 1%	1 0%	0 -	4 1%	3 1%	0 -	0 -