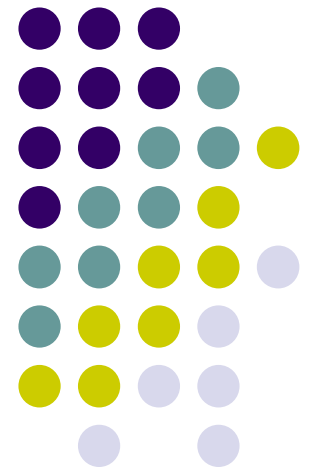
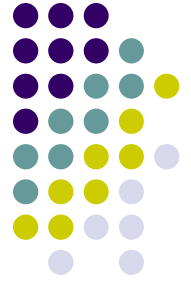


Demographics of Knowledgeable Canadians

Jack Jedwab



Canadian Men believe they are more knowledgeable about Canada than women



		very knowledgeable	somewhat knowledgeable	not very knowledgeable
R: Sex	Male	31.1%	58.6%	8.8%
	Female	15.6%	67.5%	15.3%
Total		23.7%	62.8%	11.9%

Anglo Canadians believe they are more knowledgeable about Canada than Francophones



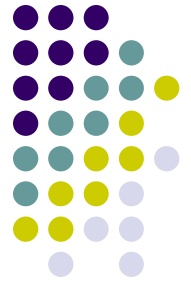
		very knowledgeable	somewhat knowledgeable	not very knowledgeable
R: Language spoken	English	23.3%	66.6%	8.9%
	French	24.5%	53.1%	19.4%
Total		23.6%	63.1%	11.7%

Highest and Lower income Canadians believe they are more knowledgeable than middle income



	very knowledgeable	somewhat knowledgeable	not very knowledgeable
\$15,000-\$24,999	15.1%	65.8%	17.8%
\$25,000-\$34,999	23.7%	55.9%	17.2%
\$35,000-\$44,999	20.5%	59.0%	19.2%
\$45,000-\$54,999	25.9%	67.1%	5.9%
\$55,000-\$64,999	17.4%	66.7%	14.5%
\$65,000-\$74,999	12.5%	76.4%	11.1%
\$75,000-\$84,999	30.3%	62.1%	7.6%
\$85,000-\$94,999	27.9%	63.9%	6.6%
\$95,000+	32.9%	58.6%	7.9%
Total	23.6%	63.1%	11.7%

Nova Scotia, Manitoba and BC report highest self-evaluation of knowledge of Canada



		very knowledgeable	somewhat knowledgeable	not very knowledgeable
Region: Canada	Newfoundland	27.1%	64.4%	6.8%
	Nova Scotia	29.0%	62.9%	8.1%
	Prince Edward Island	18.4%	65.3%	14.3%
	New Brunswick	22.0%	56.0%	20.0%
	Quebec	24.3%	55.1%	17.8%
	Ontario	20.4%	69.1%	9.9%
	Manitoba	27.5%	63.8%	7.2%
	Saskatchewan	16.4%	76.4%	5.5%
	Alberta	22.8%	64.9%	10.5%
	British Colombia	27.7%	61.5%	9.2%
Total		23.5%	63.1%	11.8%

Residents of big cities report highest knowledge of Canada



		very knowledgeable	somewhat knowledgeable	not very knowledgeable
Size of community:	greater than 1 million	29.5%	61.5%	9.0%
	750 000 - 999 999	26.2%	62.3%	9.8%
	500 000 - 749 999	22.7%	69.3%	8.0%
	250 000 - 499 999	24.3%	62.2%	12.2%
	100 000 - 249 999	25.9%	61.9%	9.4%
	50 000 - 99 999	21.8%	65.4%	11.5%
	10 000 - 49 999	22.6%	65.4%	10.6%
	1 000 - 9 999	22.1%	58.9%	18.9%
	less than 1 000	16.3%	62.8%	16.3%
Total		23.6%	63.1%	11.7%