



Example Sortable Tables - Cross Tabulations Report
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QG. Which of the following activities do you do in a typical month?

Base: All respondents

	<i>Total</i>	GENDER		AGE		HOUSEHOLD INCOME			MONTHLY SHOPPING FREQUENCY			CHILDREN UNDER 19 AT HOME		FREQUENCY OF USE	
		Male	Female	< 39	40-55	< \$49.9K	\$50K-99.9K	\$100K+	A few	10 to 12	More	Yes	No	Occa-sional	Heavy
Total	660	330	330	345	315	216	339	105	162	129	369	295	365	300	360
Cleaning/Housework	599 <i>91%</i>	277 <i>84%</i>	322 <i>98%</i>	310 <i>90%</i>	289 <i>92%</i>	194 <i>90%</i>	310 <i>91%</i>	95 <i>90%</i>	144 <i>89%</i>	119 <i>92%</i>	336 <i>91%</i>	268 <i>91%</i>	331 <i>91%</i>	273 <i>91%</i>	326 <i>91%</i>
Go for a walk	562 <i>85%</i>	281 <i>85%</i>	281 <i>85%</i>	304 <i>88%</i>	258 <i>82%</i>	190 <i>88%</i>	281 <i>83%</i>	91 <i>87%</i>	143 <i>88%</i>	104 <i>81%</i>	315 <i>85%</i>	247 <i>84%</i>	315 <i>86%</i>	249 <i>83%</i>	313 <i>87%</i>
Exercise	434 <i>66%</i>	217 <i>66%</i>	217 <i>66%</i>	238 <i>69%</i>	196 <i>62%</i>	135 <i>62%</i>	219 <i>65%</i>	80 <i>76%</i>	119 <i>73%</i>	85 <i>66%</i>	230 <i>62%</i>	184 <i>62%</i>	250 <i>68%</i>	201 <i>67%</i>	233 <i>65%</i>
DIY projects around the house	382 <i>58%</i>	200 <i>61%</i>	182 <i>55%</i>	186 <i>54%</i>	196 <i>62%</i>	114 <i>53%</i>	193 <i>57%</i>	75 <i>71%</i>	78 <i>48%</i>	69 <i>53%</i>	235 <i>64%</i>	197 <i>67%</i>	185 <i>51%</i>	158 <i>53%</i>	224 <i>62%</i>
Gardening	261 <i>40%</i>	123 <i>37%</i>	138 <i>42%</i>	115 <i>33%</i>	146 <i>46%</i>	74 <i>34%</i>	137 <i>40%</i>	50 <i>48%</i>	57 <i>35%</i>	47 <i>36%</i>	157 <i>43%</i>	123 <i>42%</i>	138 <i>38%</i>	101 <i>34%</i>	160 <i>44%</i>
Play sports	180 <i>27%</i>	127 <i>38%</i>	53 <i>16%</i>	111 <i>32%</i>	69 <i>22%</i>	57 <i>26%</i>	87 <i>26%</i>	36 <i>34%</i>	42 <i>26%</i>	38 <i>29%</i>	100 <i>27%</i>	81 <i>27%</i>	99 <i>27%</i>	81 <i>27%</i>	99 <i>28%</i>
Running	139 <i>21%</i>	85 <i>26%</i>	54 <i>16%</i>	99 <i>29%</i>	40 <i>13%</i>	44 <i>20%</i>	68 <i>20%</i>	27 <i>26%</i>	44 <i>27%</i>	22 <i>17%</i>	73 <i>20%</i>	55 <i>19%</i>	84 <i>23%</i>	68 <i>23%</i>	71 <i>20%</i>
Biking	131 <i>20%</i>	92 <i>28%</i>	39 <i>12%</i>	74 <i>21%</i>	57 <i>18%</i>	37 <i>17%</i>	66 <i>19%</i>	28 <i>27%</i>	36 <i>22%</i>	26 <i>20%</i>	69 <i>19%</i>	52 <i>18%</i>	79 <i>22%</i>	49 <i>16%</i>	82 <i>23%</i>

QJ. Do you suffer from any of the following?

Base: All respondents

	Total	GENDER		AGE		HOUSEHOLD INCOME			MONTHLY SHOPPING FREQUENCY			CHILDREN UNDER 19 AT HOME		FREQUENCY OF USE	
		Male	Female	< 39	40-55	< \$49.9K	\$50K-99.9K	\$100K+	A few	10 to 12	More	Yes	No	Occa-sional	Heavy
Total	660	330	330	345	315	216	339	105	162	129	369	295	365	300	360
Back pain	403 61%	207 63%	196 59%	218 63%	185 59%	146 68%	199 59%	58 55%	91 56%	78 60%	234 63%	181 61%	222 61%	144 48%	259 72%
Headaches/Migraines	369 56%	154 47%	215 65%	208 60%	161 51%	131 61%	186 55%	52 50%	91 56%	74 57%	204 55%	179 61%	190 52%	176 59%	193 54%
Neck and shoulder pain	362 55%	170 52%	192 58%	183 53%	179 57%	104 48%	195 58%	63 60%	87 54%	79 61%	196 53%	162 55%	200 55%	129 43%	233 65%
Knee and joint pain	299 45%	158 48%	141 43%	139 40%	160 51%	98 45%	151 45%	50 48%	73 45%	59 46%	167 45%	130 44%	169 46%	103 34%	196 54%
Muscle pain	263 40%	145 44%	118 36%	135 39%	128 41%	90 42%	137 40%	36 34%	69 43%	40 31%	154 42%	101 34%	162 44%	97 32%	166 46%
Menstrual pain	168 25%	5 2%	163 49%	114 33%	54 17%	71 33%	75 22%	22 21%	37 23%	36 28%	95 26%	79 27%	89 24%	92 31%	76 21%
Arthritis	107 16%	52 16%	55 17%	37 11%	70 22%	39 18%	52 15%	16 15%	23 14%	18 14%	66 18%	45 15%	62 17%	14 5%	93 26%
Hip pain	102 15%	39 12%	63 19%	44 13%	58 18%	31 14%	53 16%	18 17%	25 15%	19 15%	58 16%	40 14%	62 17%	19 6%	83 23%
Sports injuries	91 14%	70 21%	21 6%	52 15%	39 12%	27 12%	44 13%	20 19%	22 14%	16 12%	53 14%	36 12%	55 15%	45 15%	46 13%

Ranking Index for most effective brand name that would encourage the purchase of this product:

Base: All respondents

	<i>Total</i>	GENDER		AGE		HOUSEHOLD INCOME			MONTHLY SHOPPING FREQUENCY			CHILDREN UNDER 19 AT HOME		FREQUENCY OF USE	
		Male	Female	< 39	40-55	< \$49.9K	\$50K-99.9K	\$100K+	A few	10 to 12	More	Yes	No	Occa-sional	Heavy
Total	660	330	330	345	315	216	339	105	162	129	369	295	365	300	360
Brand 1	2.81	2.48	3.14	2.74	2.89	2.92	2.70	2.95	2.82	2.81	2.81	2.75	2.86	2.61	2.98
Brand 2	2.09	2.05	2.13	2.09	2.10	2.06	2.00	2.46	2.20	2.11	2.04	1.98	2.18	2.15	2.05
Brand 3	2.06	2.13	1.99	2.13	1.98	1.98	2.17	1.87	1.84	2.06	2.15	2.11	2.02	2.05	2.06
Brand 4	1.64	1.59	1.69	1.61	1.68	1.86	1.48	1.70	1.64	1.39	1.73	1.63	1.65	1.56	1.71
Brand 5	1.16	1.22	1.11	1.31	0.99	1.15	1.24	0.90	1.28	1.05	1.15	1.19	1.13	1.32	1.02
Brand 6	0.98	1.06	0.90	1.03	0.93	1.12	0.92	0.91	0.88	0.90	1.06	1.04	0.94	0.98	0.99
Brand 7	0.92	0.77	1.08	0.90	0.95	0.83	1.00	0.88	0.96	1.08	0.85	0.86	0.98	0.83	1.00
Brand 8	0.75	0.76	0.75	0.59	0.93	0.68	0.76	0.90	0.65	0.92	0.73	0.78	0.73	0.76	0.74
Brand 9	0.63	0.84	0.42	0.73	0.51	0.66	0.62	0.58	0.75	0.64	0.57	0.62	0.63	0.71	0.56
Brand 10	0.48	0.51	0.45	0.58	0.38	0.41	0.57	0.36	0.57	0.54	0.43	0.49	0.47	0.62	0.37
Brand 11	0.46	0.45	0.48	0.39	0.55	0.36	0.55	0.41	0.45	0.53	0.44	0.46	0.46	0.48	0.45
Brand 12	0.41	0.45	0.37	0.35	0.48	0.31	0.45	0.50	0.41	0.43	0.40	0.46	0.37	0.42	0.40
Brand 13	0.36	0.39	0.34	0.29	0.44	0.41	0.33	0.35	0.38	0.30	0.37	0.36	0.36	0.26	0.44
Brand 14	0.23	0.31	0.15	0.27	0.19	0.26	0.21	0.23	0.15	0.23	0.27	0.24	0.22	0.24	0.23

Q2a. Ranking the provinces in Canada: 1st choice

Base: All respondents

	<i>Total</i>	GENDER		AGE		HOUSEHOLD INCOME			MONTHLY SHOPPING FREQUENCY			CHILDREN UNDER 19 AT HOME		FREQUENCY OF USE	
		Male	Female	< 39	40-55	< \$49.9K	\$50K-99.9K	\$100K+	A few	10 to 12	More	Yes	No	Occa-sional	Heavy
Total	660	330	330	345	315	216	339	105	162	129	369	295	365	300	360
New Brunswick	239 36%	107 32%	132 40%	116 34%	123 39%	82 38%	121 36%	36 34%	63 39%	48 37%	128 35%	102 35%	137 38%	106 35%	133 37%
Nova Scotia	113 17%	61 18%	52 16%	54 16%	59 19%	33 15%	57 17%	23 22%	35 22%	19 15%	59 16%	41 14%	72 20%	55 18%	58 16%
Saskatchewan	94 14%	43 13%	51 15%	58 17%	36 11%	29 13%	55 16%	10 10%	17 10%	20 16%	57 15%	51 17%	43 12%	45 15%	49 14%
Alberta	61 9%	31 9%	30 9%	33 10%	28 9%	26 12%	26 8%	9 9%	13 8%	10 8%	38 10%	29 10%	32 9%	25 8%	36 10%
Nunavut	30 5%	20 6%	10 3%	20 6%	10 3%	8 4%	15 4%	7 7%	11 7%	3 2%	16 4%	13 4%	17 5%	19 6%	11 3%
British Columbia	23 3%	15 5%	8 2%	15 4%	8 3%	10 5%	11 3%	2 2%	6 4%	5 4%	12 3%	12 4%	11 3%	11 4%	12 3%
Toronto	22 3%	17 5%	5 2%	14 4%	8 3%	5 2%	14 4%	3 3%	7 4%	5 4%	10 3%	9 3%	13 4%	11 4%	11 3%
Northwest Territories	19 3%	9 3%	10 3%	5 1%	14 4%	6 3%	9 3%	4 4%	3 2%	5 4%	11 3%	12 4%	7 2%	4 1%	15 4%
Prince Edward Island	16 2%	5 2%	11 3%	3 1%	13 4%	5 2%	7 2%	4 4%	-	5 4%	11 3%	10 3%	6 2%	6 2%	10 3%
Manitoba	15 2%	7 2%	8 2%	11 3%	4 1%	5 2%	7 2%	3 3%	4 2%	2 2%	9 2%	3 1%	12 3%	5 2%	10 3%
Newfoundland and Labrador	10 2%	6 2%	4 1%	5 1%	5 2%	-	8 2%	2 2%	-	2 2%	8 2%	4 1%	6 2%	4 1%	6 2%
Ontario	10 2%	5 2%	5 2%	4 1%	6 2%	4 2%	5 1%	1 1%	1 1%	3 2%	6 2%	5 2%	5 1%	5 2%	5 1%
Quebec	5 1%	2 1%	3 1%	5 1%	-	1 0%	4 1%	-	2 1%	2 2%	1 0%	2 1%	3 1%	4 1%	1 0%
Yukon Territory	3 0%	2 1%	1 0%	2 1%	1 0%	2 1%	-	1 1%	-	-	3 1%	2 1%	1 0%	-	3 1%

Q3a. Rate how you feel about the different products: Brand Z

Base: Respondents who chose this brand as one of their top 3

(Example note: sorting is suppressed for ordered scales)

	Total	GENDER		AGE		HOUSEHOLD INCOME			MONTHLY SHOPPING FREQUENCY			CHILDREN UNDER 19 AT HOME		FREQUENCY OF USE	
		Male	Female	< 39	40-55	< \$49.9K	\$50K-99.9K	\$100K+	A few	10 to 12	More	Yes	No	Occa-sional	Heavy
Total	178	91	87	77	101	52	91	35	38	39	101	82	96	80	98
7 More likely to purchase	24 13%	11 12%	13 15%	13 17%	11 11%	5 10%	13 14%	6 17%	6 16%	8 21%	10 10%	11 13%	13 14%	10 12%	14 14%
6	44 25%	24 26%	20 23%	13 17%	31 31%	11 21%	23 25%	10 29%	10 26%	7 18%	27 27%	22 27%	22 23%	16 20%	28 29%
5	34 19%	21 23%	13 15%	15 19%	19 19%	7 13%	20 22%	7 20%	9 24%	7 18%	18 18%	15 18%	19 20%	18 22%	16 16%
4	37 21%	16 18%	21 24%	15 19%	22 22%	15 29%	17 19%	5 14%	7 18%	7 18%	23 23%	12 15%	25 26%	18 22%	19 19%
3	21 12%	13 14%	8 9%	13 17%	8 8%	8 15%	9 10%	4 11%	4 11%	6 15%	11 11%	14 17%	7 7%	12 15%	9 9%
2	11 6%	4 4%	7 8%	3 4%	8 8%	4 8%	6 7%	1 3%	2 5%	3 8%	6 6%	6 7%	5 5%	4 5%	7 7%
1 Less likely to purchase	7 4%	2 2%	5 6%	5 6%	2 2%	2 4%	3 3%	2 6%	-	1 3%	6 6%	2 2%	5 5%	2 2%	5 5%

Summary

Top 2	68 38%	35 38%	33 38%	26 34%	42 42%	16 31%	36 40%	16 46%	16 42%	15 38%	37 37%	33 40%	35 36%	26 32%	42 43%
Bottom 2	18 10%	6 7%	12 14%	8 10%	10 10%	6 12%	9 10%	3 9%	2 5%	4 10%	12 12%	8 10%	10 10%	6 8%	12 12%

Statistics

MEAN	4.73	4.82	4.63	4.60	4.83	4.42	4.82	4.94	5.03	4.77	4.60	4.73	4.73	4.68	4.78
Std. Dev.	1.61	1.50	1.73	1.73	1.52	1.59	1.59	1.68	1.42	1.71	1.64	1.63	1.61	1.52	1.69
Std. Err.	0.12	0.16	0.19	0.20	0.15	0.22	0.17	0.28	0.23	0.27	0.16	0.18	0.16	0.17	0.17