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**ANGUS REID**  **INSTITUTE**  
Public Interest Research

# **Hockey Night in Canada 2014**

**User Guide and Codebook**

**Angus Reid Institute**

User Guide compiled by:  
**Data Services, Academic Services**  
**Queen's University Library**  
**2016**

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## INTRODUCTION

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[Angus Reid Institute](#) is a national, not-for-profit, non-partisan public opinion research organization.

This survey measured Canadian's opinion on Hockey Night in Canada and on the role of hockey in Canadian society and culture.

Queen's University Library (QUL) Data Services worked collaboratively with Angus Reid Institute to document and archive the dataset described here. QUL is grateful to Angus Reid Institute for their commitment to providing broad and open access to this dataset.

## METADATA

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### Dataset

Number of Cases = 1504

Number of Variables = 84

### Universe

Individuals 18 years and older who are members of the Angus Reid Forum panel.

### Geography

Canada

### Date of Collection

November 5-7, 2014

### Mode of data collection

Online survey

### Sampling procedure

1504 Canadians adults were randomly selected from Angus Reid Forum panel members.

A probability sample of this size carries a margin of error of +/- 2.5%, 19 times out of 20. Discrepancies in or between totals are due to rounding.

### Mode of data collection

Online survey

### Questionnaires

Questionnaires were available in both English and French.

Questions 4, 6, and 7 were duplicated in the French version of the questionnaire because the French version of Hockey Night in Canada is different than the English version. Respondents were asked if they noticed the difference/liked the changes between the old French version and the new French version.

### Weight

Weight = wgt

## **RELATED PUBLICATIONS**

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Media Release - Canadians are missing Ron MacLean in host role as they adjust to new Hockey Night in Canada broadcast

## **DOCUMENTATION**

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Hockey Night in Canada tables

## ENGLISH QUESTIONNAIRE

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1. Thinking about Canadian culture and identity, how important is the game of hockey?
  - Hockey defines Canadian culture
  - Hockey is an important part of Canadian culture – and so are other things
  - Hockey isn't really a big factor in Canadian culture
  - Hockey is just a game and has nothing to do with Canadian culture
  
2. Now thinking specifically about NHL hockey, how important is it to Canadian culture and identity?
  - Very Important
  - Important
  - Not very important
  - Totally unimportant
  
3. How important is NHL hockey to you?
  - I'm a diehard fan
  - I'm a fan
  - A lot of other interests come before hockey
  - I don't care about hockey at all
  
4. Since the 2014 season began last month, how many NHL games have you watched on TV?
  - More than four
  - 2 or 3
  - One
  - None
  
5. As you may know, Rogers Sportsnet now owns the rights to Hockey Night in Canada (HNIC) broadcast, along with most hockey media rights to games across the country, in a 12-year, \$5.2 billion deal with the NHL. The rights to Hockey Night in Canada were previously owned by the Canadian Broadcasting Corporation (CBC).

Last month, the first Hockey Night in Canada broadcasts aired on Rogers, and were simulcast on CBC. There are some noticeable changes to the broadcast, including a new host, George Strombolopoulos, and reduced roles for former hosts and commentators Ron MacLean and Don Cherry. We'd like your opinions on this.

Based on what you've seen or heard, how familiar are you with these changes?

- Very familiar
- Familiar
- Not familiar
- Not at all familiar

6. Have you noticed a difference between the look and feel of the Sportsnet Broadcast and the old CBC broadcast?
  - Big difference
  - It's different but nothing major
  - No difference
7. Which statement best describes how you feel about this season of Hockey Night in Canada?
  - I like it more than the old CBC broadcast
  - I like it less than the old CBC broadcast
  - I don't have a preference either way
8. Thinking about the personalities you see on the new Hockey Night in Canada broadcasts, tell us how you feel about the chemistry between George Strombolopoulos, Ron MacLean, and Don Cherry:
  - They are clicking together really well
  - The chemistry is coming along
  - They have no chemistry
9. Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:
  - Don Cherry
  - George Strombolopoulos
  - Ron MacLean
  
  - Too much
  - Too little
  - The right amount
10. Tell us how you feel about the following statements:
  - Ron MacLean's reduced role on the broadcast has hurt the NHIC brand
  - George Strombolopoulos is a credible replacement for MacLean as main host
  - The old CBC broadcast did a better job of reflecting the place of hockey in Canadian culture
  
  - Strongly Agree
  - Agree
  - Disagree
  - Strongly Disagree
11. Some people say the old Hockey Night in Canada broadcasts on CBC were too focused on teams in Ontario and Quebec. Other people say the CBC was properly balanced in their coverage of all Canadian NHL teams. Which statement best reflects your view?
  - CBC broadcasts were too focused on teams in Ontario and Quebec
  - CBC was properly balanced in their coverage of all Canadian NHL teams

12. Based on what you've seen so far, do you think that Rogers SportsNet broadcasts are too focused on teams in Ontario and Quebec, or are they balanced in their coverage of all Canadian NHL teams?
- Rogers SportsNet broadcasts are too focused on teams in Ontario and Quebec
  - Rogers SportsNet broadcasts are balanced in their coverage of all Canadian NHL teams

## FRENCH QUESTIONNAIRE

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Questions 4, 6, and 7 were duplicated in the French version of the questionnaire because the French version of Hockey Night in Canada is different than the English version. Respondents were asked if they noticed the difference/liked the changes between the old French version and the new French version.

For French Quebecers, regular and playoff hockey has been on cable for years already, not on Radio-Canada for free like in English on CBC. However, there was a change from RDS to TVA Sports this season, for the Saturday matches, special events and the playoffs (other games are still shown on RDS). The look and feel of the program is different on the new TVA Sports programs.

1. En pensant à l'identité et à la culture canadienne, dans quelle mesure le hockey est-il important?
  - Le hockey définit la culture canadienne
  - Le hockey occupe une grande place dans la culture canadienne – mais il y a d'autres éléments importants
  - Le hockey n'est pas vraiment un élément important de la culture canadienne
  - Le hockey n'est qu'un sport et n'a rien à voir avec la culture canadienne
2. Et maintenant, en pensant spécifiquement au hockey de la LNH, dans quelle mesure est-il important pour la culture et l'identité canadienne?
  - Très important
  - Important
  - Pas très important
  - Pas du tout important
3. Dans quelle mesure le hockey de la LNH est-il important pour vous?
  - Je suis un fan inconditionnel
  - Je suis un fan
  - J'ai beaucoup d'autres intérêts qui sont plus importants que le hockey pour moi
  - Le hockey ne m'intéresse pas du tout
4. Depuis le début de la saison de hockey 2014-2015 le mois dernier, combien de parties de la LNH avez-vous écoutées à la télévision en anglais?
  - Plus de 4
  - 2 ou 3
  - Une
  - Aucune

For French + Quebec only: 4a

- a. Depuis le début de la saison de hockey 2014-2015 le mois dernier, combien de parties de la LNH avez-vous écoutées à la télévision en français?
- Plus de 4
  - 2 ou 3
  - Une
  - Aucune

5. Comme vous le savez peut-être, le réseau Rogers Sportsnet a acquis les droits de l'émission anglophone "Hockey Night in Canada" (HNIC), en plus de la plupart des droits médiatiques pour les parties de hockey au travers du pays, lors d'une entente de 12 ans avec la LNH d'une valeur de 5,2 milliards de dollars. Les droits de Hockey Night in Canada (anglais) étaient détenus précédemment par le réseau Canadian Broadcasting Corporation (CBC).

Le mois passé, les premières émissions Hockey Night in Canada (anglais) ont été diffusées sur les ondes de Rogers Sportsnet et transmises simultanément sur CBC. L'émission comporte quelques changements importants, dont un nouvel animateur, George Strombolopoulos. Les anciens présentateurs et commentateurs Ron MacLean et Don Cherry y occupent également un rôle plus modeste. Nous aimerions connaître vos opinions sur le sujet.

En se basant sur ce que vous avez vu ou lu sur le sujet, dans quelle mesure êtes-vous au courant de ces changements?

- Je les connais très bien
  - Je les connais
  - Je ne les connais pas vraiment
  - Je ne les connais pas du tout
6. Avez-vous remarqué une différence entre l'apparence et le style de l'émission diffusée par Sportsnet (anglais) et l'ancienne émission de CBC?
- Une grande différence
  - C'est différent, mais rien d'important
  - Aucune différence

For French + Quebec only: 6a.

- a. Au Québec, les droits de télédiffusion des parties de hockey du samedi soir, les séries éliminatoires et présentations spéciales sont passés de la chaîne RDS à TVA Sports.
- Avez-vous remarqué une différence entre l'apparence et le style de l'émission de TVA Sports et celle de RDS?
  - Une grande différence
  - C'est différent, mais rien d'important
  - Aucune différence



7. Lequel de ces énoncés s'applique le mieux à vos sentiments par rapport à cette nouvelle saison de Hockey Night in Canada (anglais)?

- Je l'aime mieux que l'ancienne émission du réseau CBC
- Je l'aime moins que l'ancienne émission du réseau CBC
- Je n'ai pas de préférence

For French + Quebec only: 7a

a. Lequel de ces énoncés s'applique le mieux à vos sentiments par rapport à la nouvelle émission La Super Soirée LNH sur TVA Sports pour cette saison?

- Je l'aime mieux que l'ancienne émission du réseau RDS
- Je l'aime moins que l'ancienne émission du réseau RDS
- Je n'ai pas de préférence

8. En pensant aux personnalités que vous voyez en regardant la nouvelle émission de Hockey Night in Canada (anglais), comment trouvez-vous les relations entre George Strombolopoulos, Ron MacLean et Don Cherry:

- Ils ont beaucoup d'atomes crochus et s'entendent bien
- Les relations entre eux font du progrès
- Il n'y a aucun atome crochu entre eux

9. Maintenant, dites-nous comment vous vous sentez à propos de la quantité de temps d'antenne que chacune des personnalités ci-dessous possède durant l'émission :

- Don Cherry
- George Strombolopoulos
- Ron MacLean
  
- Trop
- Pas assez
- La bonne quantité

10. Dans quelle mesure êtes-vous d'accord ou non avec les énoncés suivants :

- Le rôle plus modeste de Ron MacLean dans la nouvelle émission nuit à la marque HNIC
- George Strombolopoulos est un remplaçant crédible pour MacLean en tant qu'animateur principal de l'émission
- L'ancienne émission de CBC faisait un meilleur travail pour illustrer la place que prend le hockey dans la culture canadienne
  
- Tout à fait d'accord
- D'accord
- Pas d'accord
- Pas du tout d'accord

11. Certaines personnes disent que l'ancienne émission Hockey Night in Canada de CBC (anglais) mettait trop d'emphasis sur les équipes de l'Ontario et du Québec. D'autres déclarent que CBC faisait une couverture bien équilibrée de toutes les équipes canadiennes de la LNH. Quel énoncé s'applique le mieux à votre point de vue sur le sujet?
- Les émissions de CBC mettaient trop d'emphasis sur les équipes de l'Ontario et du Québec
  - Les émissions de CBC faisaient une couverture bien équilibrée de toutes les équipes canadiennes de la LNH
12. En ce basant sur ce que vous avez vu jusqu'à ce jour, pensez-vous que les émissions de Rogers Sportsnet (anglais) mettent trop d'emphasis sur les équipes de l'Ontario et du Québec, ou qu'elles font une couverture bien équilibrée de toutes les équipes canadiennes de la LNH?
- Les émissions de Rogers SportsNet mettent trop d'emphasis sur les équipes de l'Ontario et du Québec
  - Les émissions de Rogers SportsNet font une couverture bien équilibrée de toutes les équipes canadiennes de la LNH.

## TOPIC INDEX

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### Demographic

arf_Gender	ARF - Gender
arf_Age_Rollup_fine	ARF - Age (7 groups)
Age	ARF - Age (3 groups)
age_gender	ARF - Age/Gender
edu	ARF - Education
ARF_Education_Level	ARF - Education
arf_Marital_Status	ARF - Marital Status
arf_HHKids	ARF - Household Kids
arf_Working_Status	ARF - Working Status
arf_Home_Lang	ARF - Home language
arf_HH_SIZE_DV	ARF - Household size [derived variable]
arf_Home_Ownership	ARF - Home Ownership
income	ARF - Income
arf_HH_Income	ARF - Household Income

### Geographic

arf_Region_Rollup	ARF - Region Rollup - Provinces
arf_Urban_Rural	ARF - Urban Rural
arf_First_DV	ARF - First letter of Forward Sortation Area (FSA) [derived variable]
arf_MACRO_REGION	ARF - Macro Region
region	ARF - Region (Manitoba/Saskatchewan grouped; Atlantic provinces grouped)
region7	ARF - Region (Atlantic provinces grouped)
OntReg	ARF - Ontario Region
CommunitySize	Community Size

### Federal Vote

arf_Federal_Vote_2011	ARF - Federal Vote 2011
arf_Federal_PartyChoice_2011	ARF - Federal Party Choice 2011

### Race

arf_Race_British	ARF - Race - British Isles (e.g., English, Irish, Scottish)
arf_Race_French	ARF - Race - French
arf_Race_OtherEur	ARF - Race - Other European (e.g., German, Russian, Italian, Norwegian)
arf_Race_Aboriginal	ARF - Race - Aboriginal (e.g., Inuit, Métis, North American Indian)
arf_Race_OtherNA	ARF - Race - Other North American (e.g., Canadian, American, Newfoundlander, Québécois)
arf_Race_Asian	ARF - Race - South Asian (e.g., East Indian, Pakistani, Goan, Sri Lankan)
arf_Race_Chinese	ARF - Race - Chinese
arf_Race_Jewish	ARF - Race - Jewish (non-denominational)
arf_Race_Otherspecify_DV	ARF - Race - Other (includes Caribbean, Latin, Central, South America, African, Arab/West Asian, Other East and Southeast Asian, Oceania)

## Survey Questions

Q1_HockeyCopy1	Q1 Canadian culture and identity: Importance of the game of hockey [Quebec only]
Q2_HockeyCopy1	Q2 NHL hockey: importance to Canadian culture and identity [Quebec only]
Q3_HockeyCopy1	Q3 Importance NHL hockey to you [Quebec only]
Q4_HockeyFR	Q4 2014 season: Number NHL games have you watched in French [Quebec only]
Q6_HockeyFR	Q6 Difference between TVA Sports and RDS broadcast [Quebec only]
Q7_HockeyFR	Q7 How feel about broadcast on TVA Sports [Quebec only]
Q4_HockeyCopy1	Q4 2014 season: number NHL games have you watched in English [Quebec only]
Q5_HockeyCopy1	Q5 How familiar with changes to Rogers SportsNet broadcast [Quebec only]
Q6_HockeyCopy1	Q6 Difference between Sportsnet broadcast and old CBC broadcast [Quebec only]
Q7_HockeyCopy1	Q7 How feel about this season of Hockey Night in Canada [Quebec only]
Q8_HockeyCopy1	Q8 Chemistry between George Strombolopoulos, Ron MacLean, and Don Cherry [Quebec only]
Q9_HockeyCopy1_0	Q9 How feel about how much seeing: Don Cherry [Quebec only]
Q9_HockeyCopy1_1	Q9 How feel about how much seeing: George Strombolopoulos [Quebec only]
Q9_HockeyCopy1_2	Q9 How feel about how much seeing: Ron MacLean [Quebec only]
Q10_HockeyCopy1_0	Q10 Ron MacLean's reduced role on the broadcast has hurt the NHIC brand [Quebec only]
Q10_HockeyCopy1_1	Q10 George Strombolopoulos is a credible replacement for Ron MacLean as main host [Quebec only]
Q10_HockeyCopy1_2	Q10 The old CBC broadcast did a better job of reflecting the place of hockey in Canadian culture [Quebec only]
Q11_HockeyCopy1	Q11 Focus of CBC broadcasts [Quebec only]
Q12_HockeyCopy1	Q12 Focus of Rogers SportsNet broadcasts [Quebec only]
Q1_Hockey	Q1 Canadian culture and identity: Importance of the game of hockey [Canada excluding Quebec]
Q2_Hockey	Q2 NHL hockey: importance to Canadian culture and identity [Canada excluding Quebec]
Q3_Hockey	Q3 Importance NHL hockey to you [Canada excluding Quebec]
Q4_Hockey	Q4 2014 season: Number NHL games have you watched [Canada excluding Quebec]
Q5_Hockey	Q5 How familiar with changes to Rogers SportsNet broadcast [Canada excluding Quebec]
Q6_Hockey	Q6 Difference between Sportsnet broadcast and old CBC broadcast [Canada excluding Quebec]
Q7_Hockey	Q7 How feel about this season of Hockey Night in Canada [Canada excluding Quebec]
Q8_Hockey	Q8 Chemistry between George Strombolopoulos, Ron MacLean, and Don Cherry [Canada excluding Quebec]
Q9_Hockey_0	Q9 How feel about how much seeing: Don Cherry [Canada excluding Quebec]
Q9_Hockey_1	Q9 How feel about how much seeing: George Strombolopoulos [Canada excluding Quebec]
Q9_Hockey_2	Q9 How feel about how much seeing: Ron MacLean [Canada excluding Quebec]
Q10_Hockey_0	Q10 Ron MacLean's reduced role on the broadcast has hurt the NHIC brand
Q10_Hockey_1	Q10 George Strombolopoulos is a credible replacement for Ron MacLean as main host [Canada excluding Quebec]
Q10_Hockey_2	Q10 The old CBC broadcast did a better job of reflecting the place of hockey in Canadian culture [Canada excluding Quebec]
Q11_Hockey	Q11 Focus of CBC broadcasts [Canada excluding Quebec]
Q12_Hockey	Q12 Focus of Rogers SportsNet broadcasts [Canada excluding Quebec]
Q1_Hock	Q1 Canadian culture and identity: Importance of the game of hockey [All of Canada]
Q2_Hock	Q2 NHL hockey: importance to Canadian culture and identity [All of Canada]
Q3_Hock	Q3 Importance NHL hockey to you [All of Canada]

Q4_Hock	Q4 2014 season: Number NHL games have you watched [All of Canada]
Q5_Hock	Q5 How familiar with changes to Rogers SportsNet broadcast [All of Canada]
Q6_Hock	Q6 Difference between Sportsnet broadcast and old CBC broadcast [All of Canada]
Q7_Hock	Q7 How feel about this season of Hockey Night in Canada [All of Canada]
Q8_Hock	Q8 Chemistry between George Strombolopoulos, Ron MacLean, and Don Cherry [All of Canada]
Q9_Hock_0	Q9 How feel about how much seeing: Don Cherry [All of Canada]
Q9_Hock_1	Q9 How feel about how much seeing: George Strombolopoulos [All of Canada]
Q9_Hock_2	Q9 How feel about how much seeing: Ron MacLean [All of Canada]
Q10_Hock_0	Q10 Ron MacLean's reduced role on the broadcast has hurt the NHIC brand [All of Canada]
Q10_Hock_1	Q10 George Strombolopoulos is a credible replacement for Ron MacLean as main host [All of Canada]
Q10_Hock_2	Q10 The old CBC broadcast did a better job of reflecting the place of hockey in Canadian culture [All of Canada]
Q11_Hock	Q11 Focus of CBC broadcasts [All of Canada]
Q12_Hock	Q12 Focus of Rogers SportsNet broadcasts [All of Canada]

**Weight**

wgt	Weight
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**arf\_Gender**

		Value	Count	Percent
Standard Attributes	Position	1		
	Label	ARF - Gender		
Valid Values	1	Male	728	48.4%
	2	Female	776	51.6%

**arf\_Age\_Rollup\_fine**

		Value	Count	Percent
Standard Attributes	Position	2		
	Label	ARF - Age (7 groups)		
Valid Values	1	Under 18	0	0.0%
	2	18 to 24	124	8.2%
	3	25 to 34	286	19.0%
	4	35 to 44	192	12.8%
	5	45 to 54	348	23.1%
	6	55 to 64	258	17.2%
	7	65+	296	19.7%

**arf\_Education\_Level**

		Value	Count	Percent
Standard Attributes	Position	3		
	Label	ARF - Education		
Valid Values	1	Elementary/grade school	21	1.4%
	2	Some high school	134	8.9%
	3	High school graduate	492	32.7%
	4	Some college / technical school	171	11.4%
	5	Completed college / technical school	301	20.0%
	6	Some university	77	5.1%
	7	University undergraduate degree	182	12.1%
	8	Some post-graduate school	39	2.6%
	9	Post-graduate degree	87	5.8%

**arf\_HH\_Income**

		Value	Count	Percent
Standard Attributes	Position	4		
	Label	ARF - Household Income		
Valid Values	1	Less than \$25,000	165	11.0%
	2	\$25,000 to less than \$35,000	140	9.3%
	3	\$35,000 to less than \$50,000	212	14.1%
	4	\$50,000 to less than \$75,000	268	17.8%
	5	\$75,000 to less than \$100,000	215	14.3%
	6	\$100,000 to less than \$125,000	113	7.5%
	7	\$125,000 or more	150	10.0%
	8	Don't know/prefer not to say	241	16.0%

**arf\_Race\_British**

		Value	Count	Percent
Standard Attributes	Position	5		
	Label	ARF - Race - British Isles (e.g., English, Irish, Scottish)		
Valid Values	0	Not Selected	986	65.6%
	1	Selected	517	34.4%
Missing Values	System		1	.1%

**arf\_Race\_French**

		Value	Count	Percent
Standard Attributes	Position	6		
	Label	ARF - Race - French		
Valid Values	0	Not Selected	1292	85.9%
	1	Selected	211	14.0%
Missing Values	System		1	.1%

**arf\_Race\_OtherEur**

		Value	Count	Percent
Standard Attributes	Position	7		
	Label	ARF - Race - Other European (e.g., German, Russian, Italian, Norwegian)		
Valid Values	0	Not Selected	1127	74.9%
	1	Selected	376	25.0%
Missing Values	System		1	.1%

**arf\_Race\_Aboriginal**

		Value	Count	Percent
Standard Attributes	Position Label	8 ARF - Race - Aboriginal (e.g., Inuit, Metis, North American Indian)		
Valid Values	0	Not Selected	1428	94.9%
	1	Selected	75	5.0%
Missing Values	System		1	.1%

**arf\_Race\_OtherNA**

		Value	Count	Percent
Standard Attributes	Position Label	9 ARF - Race - Other North American (e.g., Canadian, American, Newfoundlander, Quebecois)		
Valid Values	0	Not Selected	737	49.0%
	1	Selected	766	50.9%
Missing Values	System		1	.1%

**arf\_Race\_Asian**

		Value	Count	Percent
Standard Attributes	Position Label	10 ARF - Race - South Asian (e.g., East Indian, Pakistani, Goan, Sri Lankan)		
Valid Values	0	Not Selected	1474	98.0%
	1	Selected	29	1.9%
Missing Values	System		1	.1%

**arf\_Race\_Chinese**

		Value	Count	Percent
Standard Attributes	Position Label	11 ARF - Race - Chinese		
Valid Values	0	Not Selected	1459	97.0%
	1	Selected	44	2.9%
Missing Values	System		1	.1%

**arf\_Race\_Jewish**

		Value	Count	Percent
Standard Attributes	Position Label	12 ARF - Race - Jewish (non-denominational)		
Valid Values	0	Not Selected	1482	98.5%
	1	Selected	21	1.4%
Missing Values	System		1	.1%



**arf\_Race\_Otherspecify\_DV**

		Value	Count	Percent
Standard Attributes	Position	13		
	Label	ARF - Race - Other (includes Caribbean, Latin, Central, South America, African, Arab/West Asian, Other East and Southeast Asian, Oceania)		
Valid Values	0	Not Selected	1381	91.8%
	1	Selected	123	8.2%

Based on arf\_Race\_Otherspecify, arf\_Race\_Caribbean, arf\_Race\_CentralSA, arf\_Race\_African, arf\_Race\_Arab, arf\_Race\_OtherAsian, arf\_Race\_Oceania (removed from Public file)

**arf\_Region\_Rollup**

		Value	Count	Percent
Standard Attributes	Position	14		
	Label	ARF - Region Rollup - Provinces		
Valid Values	1	BC	200	13.3%
	2	Alberta	150	10.0%
	3	SK	100	6.6%
	4	MB	100	6.6%
	5	ON	504	33.5%
	6	QC	350	23.3%
	7	Atlantic	100	6.6%
	8	Territories	0	0.0%

**arf\_HHKids**

		Value	Count	Percent
Standard Attributes	Position	15		
	Label	ARF - Household Kids		
Valid Values	1	Yes	430	28.6%
	2	No	1029	68.4%
Missing Values	System		45	3.0%

**arf\_Working\_Status**

		Value	Count	Percent
Standard Attributes	Position	16		
	Label	ARF - Working Status		
Valid Values	1	Employed / self-employed full-time (30 or more hours per week)	631	42.0%
	2	Employed / self-employed part-time (fewer than 30 hours per week)	157	10.4%
	3	Full-time student	97	6.4%
	4	Homemaker	99	6.6%
	5	Retired	368	24.5%
	6	Currently looking for work	75	5.0%
	7	Not working for medical reasons	55	3.7%
	8	Other	22	1.5%

**arf\_Home\_Lang**

		Value	Count	Percent
Standard Attributes	Position	17		
	Label	ARF - Home Language		
Valid Values	1	English	1159	77.1%
	2	French	303	20.1%
	3	Other	42	2.8%

**arf\_HH\_SIZE\_DV**

		Value	Count	Percent
Standard Attributes	Position	18		
	Label	ARF - Household size [derived variable]		
Valid Values	1	1 person in household	291	19.3%
	2	2 people in household	624	41.5%
	3	3 people in household	245	16.3%
	4	4 people in household	223	14.8%
	5	5 people in household	85	5.7%
	6	6 or more people in household	36	2.4%

Based on arf\_HH\_SIZE (removed from public file)

**arf\_Home\_Ownership**

		Value	Count	Percent
Standard Attributes	Position	19		
	Label	ARF - Home Ownership		
Valid Values	1	Own	1025	68.2%
	2	Rent	418	27.8%
	3	Other	61	4.1%

**arf\_Urban\_Rural**

		Value	Count	Percent
Standard Attributes	Position Label	20 ARF - Urban Rural		
Valid Values	1		1230	81.8%
	2		274	18.2%

**arf\_First\_DV**

		Value	Count	Percent
Standard Attributes	Position Label	21 ARF - First letter of FSA [derived variable]		
Valid Values	1	A, B, C, E - Atlantic Provinces	100	6.6%
	2	G - Eastern Quebec	99	6.6%
	3	H - Metropolitan Montréal	103	6.8%
	4	J - Western Quebec	148	9.8%
	5	K - Eastern Ontario	100	6.6%
	6	L - Central Ontario	174	11.6%
	7	M - Metropolitan Toronto	100	6.6%
	8	N - Southwestern Ontario	107	7.1%
	9	P - Northern Ontario	23	1.5%
	10	R - Manitoba	100	6.6%
	11	S - Saskatchewan	100	6.6%
	12	T - Alberta	150	10.0%
	13	V - British Columbia	200	13.3%
	14	X - Northwest Territories and Nunavut	0	0.0%
	15	Y - Yukon	0	0.0%

Based on arf\_arf\_First (removed from public file)

**arf\_Marital\_Status**

		Value	Count	Percent
Standard Attributes	Position Label	22 ARF - Marital Status		
Valid Values	1	Single, never married	361	24.0%
	2	Common law	215	14.3%
	3	Civil partnership	28	1.9%
	4	Married	657	43.7%
	5	Separated	39	2.6%
	6	Divorced	94	6.3%
	7	Widowed	63	4.2%
Missing Values	System		47	3.1%

**arf\_MACRO\_REGION**

		Value	Count	Percent
Standard Attributes	Position	23		
	Label	ARF - Macro Region		
Valid Values	1	Vancouver	96	6.4%
	2	BC Other	104	6.9%
	3	Calgary	49	3.3%
	4	Edmonton	62	4.1%
	5	AB Other	39	2.6%
	6	Regina / Saskatoon	53	3.5%
	7	SK Other	47	3.1%
	8	Winnipeg	65	4.3%
	9	MB Other	35	2.3%
	10	Toronto	194	12.9%
	11	Ottawa - Hull	0	0.0%
	12	ON Other	310	20.6%
	13	Montréal	168	11.2%
	14	Québec	36	2.4%
	15	QC Other	146	9.7%
	16	Halifax	26	1.7%
	17	ATL Other	74	4.9%
	18	North	0	0.0%

**arf\_Federal\_Vote\_2011**

		Value	Count	Percent
Standard Attributes	Position	24		
	Label	ARF - Federal Vote 2011		
Valid Values	1	Yes	1213	80.7%
	2	No	291	19.3%

**arf\_Federal\_PartyChoice\_2011**

		Value	Count	Percent
Standard Attributes	Position	25		
	Label	ARF - Federal Party Choice 2011		
Valid Values	1	Conservative Party of Canada	475	31.6%
	2	Liberal Party of Canada	260	17.3%
	3	New Democratic Party	314	20.9%
	4	Green Party of Canada	64	4.3%
	5	Bloc Québécois	71	4.7%
	6	Other	45	3.0%
Missing Values	System		275	18.3%

**Q1\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	26 Q1 Canadian culture and identity: Importance of the game of hockey [Quebec only]		
Valid Values	1	Hockey defines Canadian culture	28	1.9%
	2	Hockey is an important part of Canadian culture - and so are other things	222	14.8%
	3	Hockey isn't really a big factor in Canadian culture	37	2.5%
	4	Hockey is just a game and has nothing to do with Canadian culture	63	4.2%
Missing Values	System		1154	76.7%

**Q2\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	27 Q2 NHL hockey: importance to Canadian culture and identity [Quebec only]		
Valid Values	1	Very Important	56	3.7%
	2	Important	196	13.0%
	3	Not very important	62	4.1%
	4	Totally unimportant	36	2.4%
Missing Values	System		1154	76.7%

**Q3\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	28 Q3 Importance NHL hockey to you [Quebec only]		
Valid Values	1	I am a diehard fan	29	1.9%
	2	I'm a fan	88	5.9%
	3	A lot of other interests come before hockey	136	9.0%
	4	I don't care about hockey at all	97	6.4%
Missing Values	System		1154	76.7%

**Q4\_HockeyFR**

		Value	Count	Percent
Standard Attributes	Position Label	29 Q4 2014 season: Number NHL games have you watched in French [French Quebec only]		
Valid Values	1	More than four	69	4.6%
	2	2 or 3	45	3.0%
	3	One	39	2.6%
	4	None	197	13.1%
Missing Values	System		1154	76.7%

**Q6\_HockeyFR**

		Value	Count	Percent
Standard Attributes	Position Label	30 Q6 Diferenece between TVA Sports and RDS broadcast [French Quebec only]		
Valid Values	1	Big difference	51	3.4%
	2	It's different but nothing major	72	4.8%
	3	No difference	30	2.0%
Missing Values	System		1351	89.8%

**Q7\_HockeyFR**

		Value	Count	Percent
Standard Attributes	Position Label	31 Q7 How feel about broadcast on TVA Sports [French Quebec only]		
Valid Values	1	I like it more than the old RDS broadcast	27	1.8%
	2	I like it less than the old RDS broadcast	55	3.7%
	3	I don't have a preference either way	71	4.7%
Missing Values	System		1351	89.8%

**Q4\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	32 Q4 2014 season: number NHL games have you watched in English [Quebec only]		
Valid Values	1	More than four	25	1.7%
	2	2 or 3	38	2.5%
	3	One	31	2.1%
	4	None	256	17.0%
Missing Values	System		1154	76.7%

**Q5\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	33 Q5 How familiar with changes to Rogers SportsNet broadcast [Quebec only]		
Valid Values	1	Very familiar	18	1.2%
	2	Familiar	37	2.5%
	3	Not familiar	25	1.7%
	4	Not at all familiar	14	.9%
Missing Values	System		1410	93.8%

**Q6\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	34 Q6 Difference between Sportsnet broadcast and old CBC broadcast [Quebec only]		
Valid Values	1	Big difference	27	1.8%
	2	It's different but nothing major	41	2.7%
	3	No difference	26	1.7%
Missing Values	System		1410	93.8%

**Q7\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	35 Q7 How feel about this season of Hockey Night in Canada [Quebec only]		
Valid Values	1	I like it more than the old CBC broadcast	11	.7%
	2	I like it less than the old CBC broadcast	32	2.1%
	3	I don't have a preference either way	51	3.4%
Missing Values	System		1410	93.8%

**Q8\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	36 Q8 Chemistry between George Strombolopoulos, Ron MacLean, and Don Cherry [Quebec only]		
Valid Values	1	They are clicking together really well	9	.6%
	2	The chemistry is coming along	62	4.1%
	3	They have no chemistry	23	1.5%
Missing Values	System		1410	93.8%

**Q9\_HockeyCopy1\_0**

		Value	Count	Percent
Standard Attributes	Position Label	37 Q9 How feel about how much seeing: Don Cherry [Quebec only]		
Valid Values	1	Too much	45	3.0%
	2	Too little	18	1.2%
	3	The right amount	31	2.1%
Missing Values	System		1410	93.8%

**Q9\_HockeyCopy1\_1**

		Value	Count	Percent
Standard Attributes	Position Label	38 Q9 How feel about how much seeing: George Strombolopoulos [Quebec only]		
Valid Values	1	Too much	30	2.0%
	2	Too little	14	.9%
	3	The right amount	50	3.3%
Missing Values	System		1410	93.8%

**Q9\_HockeyCopy1\_2**

		Value	Count	Percent
Standard Attributes	Position Label	39 Q9 How feel about how much seeing: Ron MacLean [Quebec only]		
Valid Values	1	Too much	16	1.1%
	2	Too little	27	1.8%
	3	The right amount	51	3.4%
Missing Values	System		1410	93.8%

**Q10\_HockeyCopy1\_0**

		Value	Count	Percent
Standard Attributes	Position Label	40 Q10 Ron MacLean's reduced role on the broadcast has hurt the NHIC brand [Quebec only]		
Valid Values	1	Strongly Agree	17	1.1%
	2	Agree	42	2.8%
	3	Disagree	31	2.1%
	4	Strongly Disagree	4	.3%
Missing Values	System		1410	93.8%

**Q10\_HockeyCopy1\_1**

		Value	Count	Percent
Standard Attributes	Position Label	41 Q10 George Strombolopoulos is a credible replacement for Ron MacLean as main host [Quebec only]		
Valid Values	1	Strongly Agree	10	.7%
	2	Agree	43	2.9%
	3	Disagree	36	2.4%
	4	Strongly Disagree	5	.3%
Missing Values	System		1410	93.8%



**Q10\_HockeyCopy1\_2**

		Value	Count	Percent
Standard Attributes	Position Label	42 Q10 The old CBC broadcast did a better job of reflecting the place of hockey in Canadian culture [Quebec only]		
Valid Values	1	Strongly Agree	21	1.4%
	2	Agree	44	2.9%
	3	Disagree	25	1.7%
	4	Strongly Disagree	4	.3%
Missing Values	System		1410	93.8%

**Q11\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	43 Q11 Focus of CBC broadcasts [Quebec only]		
Valid Values	1	CBC broadcasts were too focused on teams in Ontario and Quebec	31	2.1%
	2	CBC was properly balanced in their coverage of all Canadian NHL teams	63	4.2%
Missing Values	System		1410	93.8%

**Q12\_HockeyCopy1**

		Value	Count	Percent
Standard Attributes	Position Label	44 Q12 Focus of Rogers SportsNet broadcasts [Quebec only]		
Valid Values	1	Rogers SportsNet broadcasts are too focused on teams in Ontario and Quebec	19	1.3%
	2	Rogers SportsNet broadcasts are balanced in their coverage of all Canadian NHL teams	75	5.0%
Missing Values	System		1410	93.8%

**Q1\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	45 Q1 Canadian culture and identity: Importance of the game of hockey [Canada excluding Quebec]		
Valid Values	1	Hockey defines Canadian culture	150	10.0%
	2	Hockey is an important part of Canadian culture - and so are other things	839	55.8%
	3	Hockey isn't really a big factor in Canadian culture	75	5.0%
	4	Hockey is just a game and has nothing to do with Canadian culture	90	6.0%
Missing Values	System		350	23.3%

**Q2\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	46 Q2 NHL hockey: importance to Canadian culture and identity [Canada excluding Quebec]		
Valid Values	1	Very Important	230	15.3%
	2	Important	657	43.7%
	3	Not very important	205	13.6%
	4	Totally unimportant	98	6.5%
Missing Values	System		314	20.9%

**Q3\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	47 Q3 Importance NHL hockey to you [Canada excluding Quebec]		
Valid Values	1	I am a diehard fan	123	8.2%
	2	I'm a fan	308	20.5%
	3	A lot of other interests come before hockey	407	27.1%
	4	I don't care about hockey at all	316	21.0%
Missing Values	System		350	23.3%

**Q4\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	48 Q4 2014 season: Number NHL games have you watched [Canada excluding Quebec]		
Valid Values	1	More than four	260	17.3%
	2	2 or 3	212	14.1%
	3	One	101	6.7%
	4	None	581	38.6%
Missing Values	System		350	23.3%

**Q5\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	49 Q5 How familiar with changes to Rogers SportsNet broadcast [Canada excluding Quebec]		
Valid Values	1	Very familiar	164	10.9%
	2	Familiar	236	15.7%
	3	Not familiar	132	8.8%
	4	Not at all familiar	41	2.7%
Missing Values	System		931	61.9%

**Q6\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	50 Q6 Difernece between Sportsnet broadcast and old CBC broadcast [Canada excluding Quebec]		
Valid Values	1	Big difference	225	15.0%
	2	It's different but nothing major	291	19.3%
	3	No difference	57	3.8%
Missing Values	System		931	61.9%

**Q7\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	51 Q7 How feel about this season of Hockey Night in Canada [Canada excluding Quebec]		
Valid Values	1	I like it more than the old CBC broadcast	80	5.3%
	2	I like it less than the old CBC broadcast	273	18.2%
	3	I don't have a preference either way	220	14.6%
Missing Values	System		931	61.9%

**Q8\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	52 Q8 Chemistry between George Strombolopoulos, Ron MacLean, and Don Cherry [Canada excluding Quebec]		
Valid Values	1	They are clicking together really well	43	2.9%
	2	The chemistry is coming along	366	24.3%
	3	They have no chemistry	164	10.9%
Missing Values	System		931	61.9%

**Q9\_Hockey\_0**

		Value	Count	Percent
Standard Attributes	Position Label	53 Q9 How feel about how much seeing: Don Cherry [Canada excluding Quebec]		
Valid Values	1	Too much	127	8.4%
	2	Too little	227	15.1%
	3	The right amount	219	14.6%
Missing Values	System		931	61.9%

**Q9\_Hockey\_1**

		Value	Count	Percent
Standard Attributes	Position Label	54 Q9 How feel about how much seeing: George Strombolopoulos [Canada excluding Quebec]		
Valid Values	1	Too much	254	16.9%
	2	Too little	42	2.8%
	3	The right amount	277	18.4%
Missing Values	System		931	61.9%

**Q9\_Hockey\_2**

		Value	Count	Percent
Standard Attributes	Position Label	55 Q9 How feel about how much seeing: Ron MacLean [Canada excluding Quebec]		
Valid Values	1	Too much	28	1.9%
	2	Too little	292	19.4%
	3	The right amount	253	16.8%
Missing Values	System		931	61.9%

**Q10\_Hockey\_0**

		Value	Count	Percent
Standard Attributes	Position Label	56 Q10 Ron MacLean's reduced role on the broadcast has hurt the NHIC brand		
Valid Values	1	Strongly Agree	176	11.7%
	2	Agree	261	17.4%
	3	Disagree	125	8.3%
	4	Strongly Disagree	11	.7%
Missing Values	System		931	61.9%

**Q10\_Hockey\_1**

		Value	Count	Percent
Standard Attributes	Position Label	57 Q10 George Strombolopoulos is a credible replacement for Ron MacLean as main host [Canada excluding Quebec]		
Valid Values	1	Strongly Agree	30	2.0%
	2	Agree	167	11.1%
	3	Disagree	256	17.0%
	4	Strongly Disagree	120	8.0%
Missing Values	System		931	61.9%

**Q10\_Hockey\_2**

		Value	Count	Percent
Standard Attributes	Position Label	58 Q10 The old CBC broadcast did a better job of reflecting the place of hockey in Canadian culture [Canada excluding Quebec]		
Valid Values	1	Strongly Agree	195	13.0%
	2	Agree	253	16.8%
	3	Disagree	115	7.6%
	4	Strongly Disagree	10	.7%
Missing Values	System		931	61.9%

**Q11\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	59 Q11 Focus of CBC broadcasts [Canada excluding Quebec]		
Valid Values	1	CBC broadcasts were too focused on teams in Ontario and Quebec	217	14.4%
	2	CBC was properly balanced in their coverage of all Canadian NHL teams	356	23.7%
Missing Values	System		931	61.9%

**Q12\_Hockey**

		Value	Count	Percent
Standard Attributes	Position Label	60 Q12 Focus of Rogers SportsNet broadcasts [Canada excluding Quebec]		
Valid Values	1	Rogers SportsNet broadcasts are too focused on teams in Ontario and Quebec	158	10.5%
	2	Rogers SportsNet broadcasts are balanced in their coverage of all Canadian NHL teams	415	27.6%
Missing Values	System		931	61.9%

**Q1\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	61 Q1 Canadian culture and identity: Importance of the game of hockey [All of Canada]		
Valid Values	1	Hockey defines Canadian culture	178	11.8%
	2	Hockey is an important part of Canadian culture – and so are other things	1061	70.5%
	3	Hockey isn't really a big factor in Canadian culture	112	7.4%
	4	Hockey is just a game and has nothing to do with Canadian culture	153	10.2%

**Q2\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	62 Q2 NHL hockey: importance to Canadian culture and identity [All of Canada]		
Valid Values	1	Very Important	286	19.0%
	2	Important	853	56.7%
	3	Not very important	267	17.8%
	4	Totally unimportant	62	4.1%
Missing Values	System		36	2.4%

**Q3\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	63 Q3 Importance NHL hockey to you [All of Canada]		
Valid Values	1	I'm a diehard fan	152	10.1%
	2	I'm a fan	396	26.3%
	3	A lot of other interests come before hockey	543	36.1%
	4	I don't care about hockey at all	413	27.5%

**Q4\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	64 Q4 2014 season: Number NHL games have you watched [All of Canada]		
Valid Values	1	More than four	285	18.9%
	2	2 or 3	250	16.6%
	3	One	132	8.8%
	4	None	837	55.7%

**Q5\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	65 Q5 How familiar with changes to Rogers SportsNet broadcast [All of Canada]		
Valid Values	1	Very familiar	182	12.1%
	2	Familiar	273	18.2%
	3	Not familiar	157	10.4%
	4	Not at all familiar	55	3.7%
Missing Values	System		837	55.7%

**Q6\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	66 Q6 Difernece between Sportsnet broadcast and old CBC broadcast [All of Canada]		
Valid Values	1	Big difference	252	16.8%
	2	It's different but nothing major	332	22.1%
	3	No difference	83	5.5%
Missing Values	System		837	55.7%

**Q7\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	67 Q7 How feel about this season of Hockey Night in Canada [All of Canada]		
Valid Values	1	I like it more than the old CBC broadcast	91	6.1%
	2	I like it less than the old CBC broadcast	305	20.3%
	3	I don't have a preference either way	271	18.0%
Missing Values	System		837	55.7%

**Q8\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	68 Q8 Chemistry between George Strombolopoulos, Ron MacLean, and Don Cherry [All of Canada]		
Valid Values	1	They are clicking together really well	52	3.5%
	2	The chemistry is coming along	428	28.5%
	3	They have no chemistry	187	12.4%
Missing Values	System		837	55.7%

**Q9\_Hock\_0**

		Value	Count	Percent
Standard Attributes	Position Label	69 Q9 How feel about how much seeing: Don Cherry [All of Canada]		
Valid Values	1	Too much	172	11.4%
	2	Too little	245	16.3%
	3	The right amount	250	16.6%
Missing Values	System		837	55.7%

**Q9\_Hock\_1**

		Value	Count	Percent
Standard Attributes	Position Label	70 Q9 How feel about how much seeing: George Strombolopoulos [All of Canada]		
Valid Values	1	Too much	284	18.9%
	2	Too little	56	3.7%
	3	The right amount	327	21.7%
Missing Values	System		837	55.7%

**Q9\_Hock\_2**

		Value	Count	Percent
Standard Attributes	Position Label	71 Q9 How feel about how much seeing: Ron MacLean [All of Canada]		
Valid Values	1	Too much	44	2.9%
	2	Too little	319	21.2%
	3	The right amount	304	20.2%
Missing Values	System		837	55.7%

**Q10\_Hock\_0**

		Value	Count	Percent
Standard Attributes	Position Label	72 Q10 Ron MacLean's reduced role on the broadcast has hurt the NHIC brand [All of Canada]		
Valid Values	1	Strongly Agree	193	12.8%
	2	Agree	303	20.1%
	3	Disagree	156	10.4%
	4	Strongly Disagree	11	.7%
Missing Values	System		841	55.9%

**Q10\_Hock\_1**

		Value	Count	Percent
Standard Attributes	Position Label	73 Q10 George Strombolopoulos is a credible replacement for Ron MacLean as main host [All of Canada]		
Valid Values	1	Strongly Agree	40	2.7%
	2	Agree	210	14.0%
	3	Disagree	292	19.4%
	4	Strongly Disagree	120	8.0%
Missing Values	System		842	56.0%



**Q10\_Hock\_2**

		Value	Count	Percent
Standard Attributes	Position Label	74 Q10 The old CBC broadcast did a better job of reflecting the place of hockey in Canadian culture [All of Canada]		
Valid Values	1	Strongly Agree	216	14.4%
	2	Agree	297	19.7%
	3	Disagree	140	9.3%
	4	Strongly Disagree	10	.7%
Missing Values	System		841	55.9%

**Q11\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	75 Q11 Focus of CBC broadcasts [All of Canada]		
Valid Values	1	CBC broadcasts were too focused on teams in Ontario and Quebec	248	16.5%
	2	CBC was properly balanced in their coverage of all Canadian NHL teams	419	27.9%
Missing Values	System		837	55.7%

**Q12\_Hock**

		Value	Count	Percent
Standard Attributes	Position Label	76 Q12 Focus of Rogers SportsNet broadcasts [All of Canada]		
Valid Values	1	Rogers SportsNet broadcasts are too focused on teams in Ontario and Quebec	177	11.8%
	2	Rogers SportsNet broadcasts are balanced in their coverage of all Canadian NHL teams	490	32.6%
Missing Values	System		837	55.7%

**Age**

		Value	Count	Percent
Standard Attributes	Position Label	77 ARF - Age (3 groups)		
Valid Values	1	18-34	410	27.3%
	2	35-54	540	35.9%
	3	55+	554	36.8%

**age\_gender**

		Value	Count	Percent
Standard Attributes	Position Label	78 ARF - Age/Gender		
Valid Values	1	Male 18-34	196	13.0%
	2	Male 35-54	261	17.4%
	3	Male 55+	271	18.0%
	4	Female 18-34	214	14.2%
	5	Female 35-54	279	18.6%
	6	Female 55+	283	18.8%

**edu**

		Value	Count	Percent
Standard Attributes	Position Label	79 ARF - Education		
Valid Values	1	HS or less	647	43.0%
	2	College/ Tech school	472	31.4%
	3	Univ+	385	25.6%

**income**

		Value	Count	Percent
Standard Attributes	Position Label	80 ARF - Income		
Valid Values	1	<\$50K	517	34.4%
	2	\$50-99K	483	32.1%
	3	\$100K+	263	17.5%
	4	DK/REF	241	16.0%

**region**

		Value	Count	Percent
Standard Attributes	Position Label	81 ARF - Region (Manitoba/Saskatchewan grouped; Atlantic provinces grouped)		
Valid Values	1	BC	200	13.3%
	2	AB	150	10.0%
	3	MB/SK	200	13.3%
	4	ON	504	33.5%
	5	PQ	350	23.3%
	6	ATL	100	6.6%

**region7**

		Value	Count	Percent
Standard Attributes	Position	82		
	Label	ARF - Region (Atlantic provinces grouped)		
Valid Values	1	BC	200	13.3%
	2	AB	150	10.0%
	3	SK	100	6.6%
	4	MB	100	6.6%
	5	ON	504	33.5%
	6	PQ	350	23.3%
	7	ATL	100	6.6%

**OntReg**

		Value	Count	Percent
Standard Attributes	Position	83		
	Label	ARF - Ontario Region		
Valid Values	1	416 - includes Don, Downtown East, Downtown West, Etobicoke, Scarborough, York	95	6.3%
	2	905 - includes Brampton, East, Halton, Mississauga, York, North	116	7.7%
	3	Hamilton-Niagara	45	3.0%
	4	Southwest	124	8.2%
	5	East	101	6.7%
	6	North	23	1.5%
Missing Values	System		1000	66.5%

**wgt**

		Value
Standard Attributes	Position	84
	Label	Weight
N	Valid	1504
	Missing	0

## CITATION

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Data Services, Academic Services

Queen's University Library

Kingston ON

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<http://library.queensu.ca/search/data-statistics>