

1. Do you know how to skate?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360
Yes	807	367	439	186	585	36	36	131	370	270	264	138	163	242	779	25	2	1	488	130	64	126	296	223	287
	80%	79%	80%	82%	80%	70%	76%	80%	81%	78%	80%	78%	77%	83%	80%	68%	100%	20%	80%	78%	79%	80%	80%	80%	80%
No	204	95	109	42	147	15	11	32	85	76	68	38	48	51	189	11	-	4	119	37	17	31	74	57	73
	20%	21%	20%	18%	20%	30%	24%	20%	19%	22%	20%	22%	23%	17%	20%	32%	-	80%	20%	22%	21%	20%	20%	20%	20%
					*		*								*	**	**	**		*					

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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2. To what extent do you feel skating is a basic skill that all Canadian children should have the opportunity to learn?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360
Strongly agree	411	181	230	86	306	19	17	61	196	138	152	76	81	102	395	14	2	-	257	75	31	48	176	110	124
	41%	39%	42%	38%	42%	37%	37%	37%	43%	40%	46%	43%	38%	35%	41%	39%	100%	-	42%	45%	39%	31%	48%	39%	35%
Somewhat agree	523	237	286	124	370	29	26	94	231	172	153	91	113	167	500	21	-	2	308	80	40	94	166	154	203
	52%	51%	52%	55%	50%	57%	55%	58%	51%	50%	46%	51%	54%	57%	52%	58%	40%	51%	48%	50%	60%	45%	55%	56%	56%
Somewhat disagree	67	38	29	16	48	2	3	9	26	29	22	8	16	20	65	1	-	1	37	10	9	10	26	13	27
	7%	8%	5%	7%	7%	4%	6%	5%	6%	8%	7%	5%	8%	7%	7%	3%	-	20%	6%	6%	11%	7%	5%	8%	8%
Strongly disagree	10	7	4	1	8	1	1	-	2	7	4	1	5	8	-	-	2	4	2	-	5	3	2	6	6
	1%	1%	1%	*	1%	2%	2%	-	*	2%	1%	1%	*	2%	1%	-	40%	1%	1%	-	3%	1%	1%	2%	2%
Summary										H															
Top2Box (Agree)	934	418	516	211	676	48	44	155	427	309	305	166	194	269	895	35	2	2	565	155	72	142	342	265	327
	92%	90%	94%	93%	92%	94%	92%	95%	94%	90%	92%	95%	92%	92%	92%	97%	100%	40%	93%	93%	89%	90%	92%	95%	91%
Low2Box (Disagree)	77	44	32	17	57	3	4	9	28	36	26	9	17	24	73	1	-	3	41	12	9	15	28	15	33
	8%	10%	6%	7%	8%	6%	8%	5%	6%	10%	8%	5%	8%	8%	8%	3%	-	60%	7%	7%	11%	10%	8%	5%	9%
		B			*	*	*		H						*	**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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3. How would you describe your child(ren)'s ability to skate?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Total Responses	1693	754	939	403	1230	60	75	286	753	579	564	279	368	482	1620	61	4	8	1039	260	131	263	623	461	609
Weighted	1700	753	947	399	1239	62	81	285	753	581	557	279	377	487	1625	63	4	8	1045	259	136	260	623	472	605
Non-skater	501	205	297	208	284	9	31	87	218	166	185	73	126	117	487	13	-	1	351	55	34	61	202	141	158
	29%	27%	31%	52%	23%	14%	38%	30%	29%	28%	33%	26%	33%	24%	30%	21%	-	13%	34%	21%	25%	23%	32%	30%	26%
		A	DE	E	*	HI*	*	HI*	*	HI*	*	HI*	*	HI*	*	HI*	*	HI*	STU	*	*	X	*	*	*
Can skate with assistance	305	135	170	90	204	11	11	50	135	109	113	56	69	66	289	11	2	3	191	50	21	43	130	79	96
	18%	18%	18%	23%	16%	17%	13%	18%	18%	19%	20%	20%	18%	14%	18%	17%	50%	38%	18%	19%	16%	16%	21%	17%	16%
		DE			*	*	*			M	M	M			*	**	**			*		X			
Independent skater	675	310	365	75	562	37	32	114	309	220	196	107	138	234	639	30	2	4	377	117	62	118	206	203	267
	40%	41%	39%	19%	45%	60%	39%	40%	41%	38%	35%	38%	37%	48%	39%	48%	50%	50%	36%	45%	46%	45%	33%	43%	44%
				C	C*	*	*			JKL					N*	**	**			R*	R	V	V	V	V
Plays ice hockey regularly	177	85	92	22	152	3	5	26	74	71	52	33	36	56	170	7	-	-	101	26	18	32	69	41	68
	10%	11%	10%	5%	12%	5%	7%	9%	10%	12%	9%	12%	10%	11%	10%	11%	-	-	10%	10%	14%	12%	11%	9%	11%
				CE	*	*	*	*	*	*	*	*	*	*	*	**	**	**	*	*	*	*	*	*	*
Figure skates regularly	42	19	23	3	37	2	2	8	17	15	11	10	8	13	40	2	-	-	25	10	-	7	16	9	17
	2%	3%	2%	1%	3%	4%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	-	-	2%	4%	-	3%	3%	2%	3%
				C	*	*	*	*	*	*	*	*	*	*	*	*	**	**	T	*	*	*	*	*	*

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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4. At what age did your child(ren) learn to skate?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Total Responses	1199	555	644	194	953	52	46	198	535	420	380	209	246	364	1139	49	4	7	693	207	99	200	427	324	448
Weighted	1198	549	650	190	955	53	50	198	535	415	372	205	251	370	1138	50	4	7	694	204	102	199	420	331	447
2 - 4 yrs	459	209	250	110	338	11	20	70	207	161	140	82	94	143	424	26	3	6	263	78	44	75	177	123	159
	38%	38%	38%	58%	35%	20%	41%	35%	39%	39%	38%	40%	37%	39%	37%	52%	75%	86%	38%	38%	43%	37%	42%	37%	36%
5 - 8 yrs	619	283	336	72	514	33	22	96	281	220	196	104	134	184	596	21	1	1	350	107	50	112	208	183	229
	52%	52%	52%	38%	54%	61%	45%	48%	53%	53%	53%	51%	54%	50%	52%	41%	25%	14%	50%	53%	49%	56%	49%	55%	51%
				C	C*	*	F			F					*	**	**			*	R	V	V		
9 - 12 yrs	88	41	47	8	75	6	4	30	29	26	24	16	16	33	85	3	-	-	60	14	7	8	24	20	44
	7%	7%	7%	4%	8%	10%	7%	15%	5%	6%	6%	8%	6%	9%	7%	7%	-	-	9%	7%	7%	4%	6%	6%	10%
				C	C*	*	HI								*	**	**	U		*					VW
13 - 15 yrs	21	10	10	1	17	2	1	2	10	7	9	2	4	5	21	-	-	-	16	3	1	1	8	4	9
	2%	2%	2%	*	2%	5%	2%	1%	2%	2%	3%	1%	1%	1%	2%	-	-	-	2%	1%	1%	*	2%	1%	2%
				C*	*	*	*								*	**	**	**			*				
16 - 18 yrs	12	6	6	-	10	2	3	1	7	1	3	2	3	5	12	-	-	-	6	2	1	4	4	2	7
	1%	1%	1%	-	1%	4%	5%	*	1%	*	1%	1%	1%	1%	1%	-	-	-	1%	1%	1%	2%	1%	1%	1%
				C*	C*	GI*									*	**	**	**			*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)

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5. How often does your child(ren) skate?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Total Responses	1199	555	644	194	953	52	46	198	535	420	380	209	246	364	1139	49	4	7	693	207	99	200	427	324	448
Weighted	1198	549	650	190	955	53	50	198	535	415	372	205	251	370	1138	50	4	7	694	204	102	199	420	331	447
Once a year	227	93	134	31	184	12	11	47	99	70	66	33	43	85	218	7	-	2	118	41	22	47	58	72	97
	19%	17%	21%	16%	19%	22%	22%	23%	18%	17%	18%	16%	17%	23%	19%	14%	-	29%	17%	20%	21%	23%	14%	22%	22%
A few times a year	585	247	339	99	459	28	27	102	270	186	175	95	131	184	557	25	2	2	340	96	47	102	196	172	217
	49%	45%	52%	52%	48%	52%	54%	52%	51%	45%	47%	46%	52%	50%	49%	49%	50%	28%	49%	47%	46%	51%	47%	52%	49%
Monthly			A	C	*	*	*				J	J			*	**	**				*		V	V	
	96	60	36	21	70	5	4	8	47	37	41	20	14	22	89	6	2	-	66	15	6	9	54	18	24
	8%	11%	6%	11%	7%	9%	8%	4%	9%	9%	11%	10%	6%	6%	8%	12%	50%	-	10%	7%	6%	4%	13%	6%	5%
Weekly or more			B	G					G	G	L				*	**	**				*	WX			
	290	149	141	39	242	9	8	41	119	122	90	58	64	78	275	12	-	3	169	52	27	42	113	69	108
	24%	27%	22%	21%	25%	17%	16%	21%	22%	29%	24%	28%	25%	21%	24%	24%	-	43%	24%	25%	26%	21%	27%	21%	24%
			B	CE	*	*	*			FGH					*	**	**			*					

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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6_1. [Cost of equipment and instruction]

What is the biggest obstacle that prevents kids from learning how to skate or skating more often?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C							
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363	
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360	
Cost of equipment and instructor																										
Rank 1	323	114	209	82	224	17	15	63	151	94	104	55	75	88	308	13	1	1	199	53	28	42	126	86	110	
	32%	25%	38%	36%	31%	33%	32%	38%	33%	27%	32%	31%	36%	30%	32%	35%	50%	20%	33%	32%	35%	27%	34%	31%	31%	
		A				*	*	I							*	**	**		S		*					
Rank 2	177	75	102	42	129	6	7	34	74	62	67	28	31	51	172	4	-	1	122	17	10	28	67	49	60	
	18%	16%	19%	18%	18%	12%	15%	21%	16%	18%	20%	16%	15%	18%	18%	12%	*	20%	20%	10%	12%	18%	18%	18%	17%	
						*	*								*	**	**		S		*					
Rank 3	110	56	53	30	77	2	5	14	54	37	36	21	16	36	105	4	1	-	65	20	8	17	40	26	43	
	11%	12%	10%	13%	11%	4%	11%	8%	12%	11%	11%	12%	7%	12%	11%	10%	**	**	11%	12%	10%	11%	11%	9%	12%	
						*	*								*	**	**		S		*					
Not Ranked	402	217	185	73	302	26	20	53	176	153	124	72	88	118	384	15	-	3	220	77	35	70	137	118	146	
	40%	47%	34%	32%	41%	52%	42%	32%	39%	44%	37%	41%	42%	40%	40%	42%	*	**	60%	36%	46%	43%	45%	37%	42%	41%
		B			C	C*	*			G					*	**	**		R		*					
Summary																										
Rank 1-2	500	189	311	124	354	22	22	97	225	156	171	83	107	139	480	17	1	2	321	70	38	70	193	135	171	
	49%	41%	57%	54%	48%	44%	47%	59%	49%	45%	52%	47%	51%	47%	50%	48%	50%	40%	53%	42%	47%	45%	52%	48%	47%	
			A			*	*	HI							*	**	**		S		*					
Rank 1-3	609	246	364	154	430	25	28	110	279	192	207	104	122	175	584	21	2	2	387	90	46	87	233	162	214	
	60%	53%	66%	68%	59%	48%	58%	68%	61%	56%	63%	59%	58%	60%	60%	58%	100%	40%	64%	54%	57%	55%	63%	58%	59%	
			A	DE		*	*	I							*	**	**	**	S		*					

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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Minimum Base: 30 (**), Small Base: 100 (*)
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6.2. [Access of ice]

What is the biggest obstacle that prevents kids from learning how to skate or skating more often?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360
Access of ice																									
Rank 1	141	67	74	46	92	3	4	24	67	46	49	28	31	33	135	6	-	1	90	27	5	19	55	45	41
	14%	14%	13%	20%	13%	6%	8%	15%	15%	13%	15%	16%	15%	11%	14%	15%	-	20%	15%	16%	6%	12%	15%	16%	11%
				DE		*	*									*	**	**	T	T	*				
Rank 2	189	86	103	44	135	11	9	46	75	59	53	38	39	58	181	7	1	1	109	33	16	30	61	58	70
	19%	19%	19%	19%	18%	21%	18%	28%	17%	17%	16%	22%	19%	20%	19%	18%	50%	20%	18%	20%	20%	19%	17%	21%	19%
						*	*	HI								*	**	**			*				
Rank 3	134	66	68	25	102	7	7	19	58	50	44	25	35	30	128	5	-	1	75	23	9	27	52	38	44
	13%	14%	12%	11%	14%	13%	14%	12%	13%	15%	13%	14%	16%	10%	13%	13%	-	20%	12%	14%	11%	17%	14%	14%	12%
						*	*								*	**	**	**			*				
Not Ranked	547	243	304	113	403	30	28	74	254	190	185	85	106	172	525	19	1	2	333	83	50	81	203	139	205
	54%	52%	55%	50%	55%	60%	59%	45%	56%	55%	56%	48%	50%	59%	54%	53%	50%	40%	55%	50%	62%	51%	55%	50%	57%
						*	*		G	G				K		*	**	**			*				
Summary																									
Rank 1-2	330	153	177	89	227	14	13	70	142	105	103	66	71	91	315	12	1	2	199	61	22	49	116	103	111
	33%	33%	32%	39%	31%	27%	26%	43%	31%	30%	31%	38%	33%	31%	33%	34%	50%	40%	33%	36%	27%	31%	31%	37%	31%
				D		*	*	FHI							*	**	**	**		*	*				
Rank 1-3	464	220	244	115	329	21	19	89	200	155	147	91	105	121	444	17	1	3	274	84	30	76	168	141	155
	46%	48%	45%	50%	45%	40%	41%	55%	44%	45%	44%	52%	50%	41%	46%	47%	50%	60%	45%	50%	38%	49%	45%	50%	43%
						*	*	HI				M			*	**	**	**		*	*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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6.3. [Proximity to local skating instruction]

What is the biggest obstacle that prevents kids from learning how to skate or skating more often?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360
Proximity to local skating instruction																									
Rank 1	58	24	33	11	45	2	3	8	26	21	16	11	11	19	56	2	-	-	30	12	4	12	17	16	25
	6%	5%	6%	5%	6%	4%	6%	5%	6%	6%	5%	6%	5%	7%	6%	5%	-	-	5%	7%	5%	8%	5%	6%	7%
						*	*									*	**	**			*				
Rank 2	108	48	60	30	74	4	4	16	55	33	42	21	25	19	100	7	-	1	64	21	8	15	53	25	29
	11%	10%	11%	13%	10%	8%	8%	10%	12%	10%	13%	12%	12%	7%	10%	19%	-	20%	11%	13%	9%	9%	14%	9%	8%
						*	*				M	M	M			*	**	**			*		WX		
Rank 3	141	67	74	39	94	7	4	27	56	53	58	21	35	27	136	5	-	-	96	16	15	13	61	40	40
	14%	14%	13%	17%	13%	14%	9%	17%	12%	15%	18%	12%	17%	9%	14%	14%	-	-	16%	10%	18%	8%	16%	14%	11%
						*	*				M	M				*	**	**	SU		U*		X		
Not Ranked	705	324	381	148	519	38	36	112	318	238	215	122	139	228	677	22	2	4	416	117	54	117	239	199	266
	70%	70%	69%	65%	71%	74%	76%	69%	70%	69%	65%	70%	66%	78%	70%	62%	100%	80%	69%	70%	68%	75%	65%	71%	74%
						*	*							JL		*	**	**			*			V	
Summary																									
Rank 1-2	166	72	94	41	119	6	7	24	81	54	58	32	37	38	156	9	-	1	94	34	11	27	71	41	54
	16%	16%	17%	18%	16%	12%	15%	14%	18%	16%	18%	18%	17%	13%	16%	24%	-	20%	15%	20%	14%	17%	19%	15%	15%
						*	*									*	**	**			*				
Rank 1-3	306	139	167	80	213	13	11	51	137	107	117	53	71	65	292	14	-	1	190	50	26	40	131	81	94
	30%	30%	31%	35%	29%	26%	24%	31%	30%	31%	35%	30%	34%	22%	30%	38%	-	20%	31%	30%	32%	25%	35%	29%	26%
						*	*				M		M			*	**	**			*		X		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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6.4. [Too many other activities]

What is the biggest obstacle that prevents kids from learning how to skate or skating more often?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360
Too many other activities																									
Rank 1	159	84	75	22	124	13	8	15	71	66	55	25	31	48	151	7	-	1	95	23	10	30	59	41	59
	16%	18%	14%	10%	17%	26%	17%	9%	16%	19%	16%	14%	15%	16%	16%	20%	-	20%	16%	14%	13%	19%	16%	15%	16%
				C	C*	*		G	G							*	**	**			*				
Rank 2	228	130	98	35	176	17	15	27	101	86	70	42	40	76	223	3	1	1	120	41	22	45	81	59	88
	23%	28%	18%	15%	24%	33%	31%	16%	22%	25%	21%	24%	19%	26%	23%	9%	50%	20%	20%	24%	27%	29%	22%	21%	25%
		B		C	C*	G*		24	76	62	51	32	39	44	158	7	1	1	97	35	13	21	66	50	51
	16%	16%	17%	17%	17%	10%	*	*	15%	17%	18%	15%	18%	19%	15%	16%	19%	20%	16%	21%	16%	13%	18%	18%	14%
				A	DE	*	*	FHI	I							*	**	**	U		*				
Not Ranked	458	173	284	132	310	16	20	98	208	132	156	77	100	125	437	19	-	2	293	68	35	61	165	130	162
	45%	37%	52%	58%	42%	32%	43%	60%	46%	38%	47%	44%	47%	43%	45%	52%	-	40%	48%	41%	44%	39%	45%	47%	45%
				A	DE	*	*	FHI	I							*	**	**	U		*				
Summary																									
Rank 1-2	387	214	173	57	300	30	22	41	171	152	125	67	72	124	373	11	1	2	216	64	32	75	139	100	147
	38%	46%	32%	25%	41%	59%	47%	25%	38%	44%	38%	38%	34%	42%	39%	29%	50%	40%	36%	38%	40%	48%	38%	36%	41%
		B		C	CD*	G*		G	G							*	**	**			R				
Rank 1-3	553	289	264	96	422	35	27	65	247	214	175	99	111	168	531	17	2	3	313	99	45	96	205	150	198
	55%	63%	48%	42%	58%	68%	57%	40%	54%	62%	53%	56%	53%	57%	55%	48%	100%	60%	52%	59%	56%	61%	55%	53%	55%
		B		C	C*	G*	G*	40%	G	GH						*	**	**			*	R			

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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6_5. [Not interested/loss of interest

What is the biggest obstacle that prevents kids from learning how to skate or skating more often?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360
Not interested/loss of interest																									
Rank 1	212	120	92	25	174	13	9	31	94	78	63	37	38	73	205	5	-	2	113	33	25	41	70	53	88
	21%	26%	17%	11%	24%	25%	20%	19%	21%	23%	19%	21%	18%	25%	21%	15%	-	40%	19%	20%	31%	26%	19%	19%	24%
		B			C	C*	*									*	**	**			R*	R			
Rank 2	136	57	79	34	92	10	6	15	64	51	42	19	33	43	130	7	-	-	89	19	11	18	43	39	54
	13%	12%	14%	15%	13%	19%	13%	9%	14%	15%	13%	11%	16%	15%	13%	19%	-	-	15%	11%	14%	11%	12%	14%	15%
						*	*									*	**	**			*	*			
Rank 3	177	77	100	35	127	15	12	37	82	45	56	31	36	54	170	6	-	1	100	36	12	29	58	66	
	18%	17%	18%	15%	17%	29%	26%	23%	18%	13%	17%	17%	17%	19%	18%	16%	-	20%	16%	22%	15%	19%	16%	19%	18%
						CD*	I*	I							*	**	**	**			*	*			
Not Ranked	486	209	277	133	339	14	20	80	215	171	170	89	104	123	464	18	2	2	306	79	33	68	200	134	151
	48%	45%	50%	58%	46%	27%	41%	49%	47%	50%	51%	51%	49%	42%	48%	51%	100%	40%	50%	47%	40%	43%	54%	48%	42%
				DE	E	*	*				M				*	**	**	**			*	X			
Summary																									
Rank 1-2	348	177	171	60	266	22	15	46	158	129	105	56	71	116	334	12	-	2	201	52	36	59	113	93	143
	34%	38%	31%	26%	36%	44%	32%	28%	35%	37%	32%	32%	34%	40%	35%	33%	-	40%	33%	31%	45%	38%	30%	33%	40%
						C	C*	*						J	*	**	**	**			RS*				V
Rank 1-3	525	254	272	95	393	37	28	83	240	174	162	87	107	170	505	18	-	3	301	88	48	89	171	146	209
	52%	55%	50%	42%	54%	73%	59%	51%	53%	50%	49%	49%	51%	58%	52%	49%	-	60%	50%	53%	60%	57%	46%	52%	58%
					C	CD*	*	*			J				*	**	**	**			*	*			V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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6.6. [I don't have time to get my child lessons

What is the biggest obstacle that prevents kids from learning how to skate or skating more often?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A					DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363	
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360	
[I don't have time to get my child lesson:																										
Rank 1	82	38	44	26	53	2	4	17	33	28	36	8	17	22	79	2	1	-	56	13	4	9	31	26	24	
	8%	8%	8%	11%	7%	5%	9%	10%	7%	8%	11%	5%	8%	7%	8%	7%	50%	-	9%	8%	5%	6%	8%	9%	7%	
				D		*	*				K					*	**	**		*						
Rank 2	148	56	92	35	110	3	4	21	74	49	47	23	37	40	139	7	-	1	88	28	14	18	55	43	50	
	15%	12%	17%	15%	15%	6%	8%	13%	16%	14%	14%	13%	18%	13%	14%	20%	*	20%	15%	17%	17%	11%	15%	15%	14%	
			A			*	*								*	**	**	**		*						
Rank 3	149	68	82	41	106	3	5	23	70	52	55	27	26	42	142	5	-	2	98	21	9	21	62	37	50	
	15%	15%	15%	18%	14%	6%	11%	14%	15%	15%	17%	15%	12%	14%	15%	15%	-	40%	16%	13%	11%	13%	17%	13%	14%	
			E			*	*								*	**	**	**		*						
Not Ranked	632	300	332	126	463	43	34	103	279	216	193	118	131	190	608	21	1	2	364	105	54	110	222	173	237	
	62%	65%	60%	55%	63%	84%	72%	63%	61%	63%	58%	67%	62%	65%	63%	58%	50%	40%	60%	63%	66%	70%	60%	62%	66%	
				C		CD*	*								*	**	**	**		*		R				
Summary																										
Rank 1-2	230	94	135	61	163	5	8	38	107	77	83	32	54	61	218	10	1	1	144	40	18	27	86	69	74	
	23%	20%	25%	27%	22%	10%	16%	23%	23%	22%	25%	18%	26%	21%	23%	27%	50%	20%	24%	24%	23%	17%	23%	25%	21%	
				E		*	*								*	**	**	**		*						
Rank 1-3	379	162	217	102	269	8	13	61	176	129	138	58	79	103	360	15	1	3	243	62	27	47	149	107	124	
	38%	35%	40%	45%	37%	16%	28%	37%	39%	37%	42%	33%	38%	35%	37%	42%	50%	60%	40%	37%	34%	30%	40%	38%	34%	
				DE	E	*	*								*	**	**	**	U		*					

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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6_7. [Other]

What is the biggest obstacle that prevents kids from learning how to skate or skating more often?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A					DEM C					
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360
Other																									
Rank 1	37	15	22	16	20	1	4	6	14	13	9	11	7	11	36	1	-	-	23	6	4	4	12	12	12
	4%	3%	4%	7%	3%	2%	8%	4%	3%	4%	3%	6%	3%	4%	4%	3%	-	-	4%	4%	5%	2%	3%	4%	3%
				D		*	*					J				*	**	**		*					
Rank 2	25	11	14	8	17	1	4	5	12	5	10	5	5	6	24	1	-	-	15	8	-	3	11	7	8
	2%	2%	3%	3%	2%	2%	8%	3%	3%	1%	3%	3%	2%	2%	3%	3%	-	-	2%	5%	-	2%	3%	2%	2%
				C		*	I*									*	**	**		*					
Rank 3	134	53	81	18	103	12	9	19	59	47	30	19	25	59	129	5	-	-	74	15	16	29	32	35	67
	13%	11%	15%	8%	14%	24%	19%	12%	13%	14%	9%	11%	12%	20%	13%	13%	-	-	12%	9%	19%	18%	9%	13%	18%
				C		C*	*							JKL		*	**	**		S*	5				VW
Not Ranked	815	384	431	186	593	37	31	133	370	281	283	141	174	217	779	30	2	5	494	138	61	122	316	226	274
	81%	83%	79%	82%	81%	72%	65%	82%	81%	81%	85%	80%	83%	74%	80%	82%	100%	100%	82%	83%	76%	77%	85%	81%	76%
						*	*	F	F	F	M		M			*	**	**		*		X			
Summary																									
Rank 1-2	62	25	36	23	37	2	7	10	26	18	18	16	11	17	60	2	-	-	38	13	4	7	23	19	20
	6%	6%	7%	10%	5%	4%	16%	6%	6%	5%	6%	9%	5%	6%	6%	5%	-	-	6%	8%	5%	4%	6%	7%	6%
				D		*	HI*									*	**	**		*					
Rank 1-3	196	78	118	42	140	14	16	30	85	64	49	35	36	76	189	6	-	-	112	29	20	35	55	54	87
	19%	17%	21%	18%	19%	28%	35%	18%	19%	19%	15%	20%	17%	26%	20%	18%	-	-	18%	17%	24%	23%	15%	19%	24%
						*	GHI*						JL			*	**	**		*					V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/
Minimum Base: 30 (**), Small Base: 100 (*)
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6. [SUMMARY - RANK 1-3]

What is the biggest obstacle that prevents kids from learning how to skate or skating more often?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A					DEM C					
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	1011	463	548	231	731	49	46	166	456	343	336	178	205	292	970	34	2	5	607	167	78	159	373	275	363
Weighted	1011	462	549	228	732	51	47	163	455	345	331	176	211	293	968	36	2	5	606	167	81	157	371	280	360
Cost of equipment and instruction	609	246	364	154	430	25	28	110	279	192	207	104	122	175	584	21	2	2	387	90	46	87	233	162	214
	60%	53%	60%	68%	59%	48%	58%	68%	61%	56%	63%	59%	58%	60%	60%	60%	58%	100%	40%	64%	54%	57%	63%	58%	59%
		A	DE			*		I									**		S						
Too many other activities	553	289	264	96	422	35	27	65	247	214	175	99	111	168	531	17	2	3	313	99	45	96	205	150	198
	55%	63%	48%	42%	58%	68%	57%	40%	54%	62%	53%	56%	53%	57%	55%	48%	100%	60%	52%	59%	56%	61%	55%	53%	55%
		B		C	C*	G*		G	GH							*	**	**			*	R			
Not interested/loss of interest	525	254	272	95	393	37	28	83	240	174	162	87	107	170	505	18	-	3	301	88	48	89	171	146	209
	52%	55%	50%	42%	54%	73%	59%	51%	53%	50%	49%	49%	51%	58%	52%	49%	*	60%	50%	53%	60%	57%	46%	52%	58%
				C	CD*	*				J						*	**	**			*				V
Access of ice	464	220	244	115	329	21	19	89	200	155	147	91	105	121	444	17	1	3	274	84	30	76	168	141	155
	46%	48%	45%	50%	45%	40%	41%	55%	44%	45%	44%	52%	50%	41%	46%	47%	50%	60%	45%	50%	38%	49%	45%	50%	43%
						*		HI					M			*	**	**			*				
I don't have time to get my child lessons	379	162	217	102	269	8	13	61	176	129	138	58	79	103	360	15	1	3	243	62	27	47	149	107	124
	38%	35%	40%	45%	37%	16%	28%	37%	39%	37%	42%	33%	38%	35%	37%	42%	50%	60%	40%	37%	34%	30%	40%	38%	34%
				DE	E	*	*								*	**	**	U		*					
Proximity to local skating instruction	306	139	167	80	213	13	11	51	137	107	117	53	71	65	292	14	-	1	190	50	26	40	131	81	94
	30%	30%	31%	35%	29%	26%	24%	31%	30%	31%	35%	30%	34%	22%	30%	38%	*	20%	31%	30%	32%	25%	35%	29%	26%
					*	*	*			M			M			*	**	**		*		X			
Other	196	78	118	42	140	14	16	30	85	64	49	35	36	76	189	6	-	-	112	29	20	35	55	54	87
	19%	17%	21%	18%	19%	28%	35%	18%	19%	19%	15%	20%	17%	26%	20%	18%	*	-	18%	17%	24%	23%	15%	19%	24%
					*		GHI*							JL		*	**	**			*				V

- Column Proportions:
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