



Please indicate how much you agree or disagree with the following statements. There are too many barriers preventing me from playing basketball outdoors in the winter.

	Please indicate how much you agree or disagree with the following statements. There are too many barriers preventing me from playing basketball outdoors in the winter.															
		Age			Gender		Region						Income			
	Total	18-34	35-54	55+	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+	
A	B	C	D	J	K	L	M	N	O	P	Q	R	S	T		
BASE: All Respondents	1513	263	506	744	722	791	264	160	98	551	345	95	459	506	342	
BASE: WEIGHTED	1513	433	524	556	740	773	198	170	100*	571	364	110*	507	505	302	
TOP 2 BOX (NET)	750	276	273	202	384	366	90	95	53	277	191	46	248	255	152	
	50%	64%	52%	36%	52%	47%	45%	56%	53%	48%	52%	41%	49%	50%	50%	
(4) Strongly agree	406	140	131	135	204	202	44	47	28	144	118	24	136	144	76	
	27%	32%	25%	24%	28%	26%	22%	28%	28%	25%	33%	22%	27%	29%	25%	
		D									LO					
(3) Somewhat agree	345	136	142	67	180	165	46	48	25	133	72	21	112	110	75	
	23%	31%	27%	12%	24%	21%	23%	28%	25%	23%	20%	19%	22%	22%	25%	
		D	D													
(2) Somewhat disagree	217	87	76	54	111	106	35	22	11	94	40	14	68	70	51	
	14%	20%	14%	10%	15%	14%	18%	13%	11%	17%	11%	13%	13%	14%	17%	
		D	D				P									
(1) Strongly disagree	546	70	175	301	245	301	73	53	36	200	133	51	191	180	100	
	36%	16%	33%	54%	33%	39%	37%	31%	36%	35%	37%	46%	38%	36%	33%	
			B	BC		J					M					
BOTTOM 2 BOX (NET)	763	157	251	354	355	407	108	75	47	294	173	65	259	250	151	
	50%	36%	48%	64%	48%	53%	55%	44%	47%	52%	48%	59%	51%	50%	50%	
			B	BC							M					
MEAN	2.40	2.80	2.40	2.10	2.50	2.30	2.30	2.50	2.40	2.40	2.50	2.20	2.40	2.40	2.40	
		CD	D					Q								

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

Overlap formulae used. \* small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 17th 2023

Maru/Blue

January 18th 2023

19 Jan 2023