

Appendix 1 (as supplied by the authors): Sociodemographic characteristics of the 400,000 members of the Leger Web-Panel

Variable	%
Age (years)	
From 18 to 24	10
From 25 to 34	23
From 35 to 44	23
From 45 to 54	16
From 55 to 64	15
65 or more	13
Gender	
Male	45
Female	55
Level of education	
High school or professional training	24
Some University	32
University degree	34
Total family income (\$Can)	
19,999 or less	11
20,000 to 39,999	20
40,000 to 59,999	18
60 000 to 79,999	14
80,000 to 99,999	10
100,000 to 119,999	12
119,999 or more	15
Province	
ATLANTIC	7
QC	25
ON	40
MB/SK	5
AB	12
BC	11

Source: Leger Panel Book, 2016, available online:

http://leger360.com/admin/legerweb/PanelBook_Canada_EN_2016.pdf