



Table of Contents

1	1. When was the last time you used cannabis for either recreational purposes (non-medical, enjoyment, pleasure, amusement), or medical purposes (used to treat disease/ disorder or improve symptoms)?
2	2. Since recreational legalization in 2018, has your opinion of cannabis changed?
3	3. Since recreational legalization of cannabis in Fall 2018, how has your consumption of cannabis been affected?
4	4. If you had more educational resources about Cannabis, how would it impact your consumption of Cannabis?
5	5. 420 has been considered a global celebration day for cannabis consumers for many decades. Are you aware of this 420 holiday?
6	GENDER
7	AGE
8	EDUCATION
9	REGION
10	INCOME
11	HOUSEHOLD COMPOSITION
12	HHCMP1. How many people are living or staying at your current address?
13	EMPLOYMENT STATUS
14	USMAR2. What is your marital status?
15	PGS01. How much of your household's grocery shopping do you, yourself, do?
16	CAPOPGRP. Are you
17	CA01POPCONSENT. The next questions will be about how you identify as part of different population groups. A "Prefer not to answer" option is available for you to select, at your discretion. Collecting such information enables us to provide a more refined research analysis. Participation is always voluntary, and your responses are used for research purposes only, combined with the answers from all other participants. We will provide our client only anonymous, aggregated results. The data will be held for no longer than 12 months. Do you accept the collection of data related to how you identify as part of different population groups?
18	CA01IND. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? If "Yes", choose the option(s) that best describe(s) you. First Nations (North American Indian) includes both Status and Non-Status Indians.
19	CA02VISMIND. Are you: Mark more than one option or specify, if applicable.

1. When was the last time you used cannabis for either recreational purposes (non-medical, enjoyment, pleasure, amusement), or medical purposes (used to treat disease/ disorder or improve symptoms)?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
In the past 6 months	358	200	158	134	147	76	43	107	130	78	38	164	89	66
	36%	41%	31%	48%	43%	20%	29%	39%	39%	32%	36%	52%	36%	20%
		B		E	E		*				M*	JLM	M	
In the past 12 months	59	23	36	23	23	13	12	13	10	25	11	18	18	12
	6%	5%	7%	8%	7%	4%	8%	5%	3%	10%	10%	6%	7%	4%
				E			*			GH	M*			
Longer than 12 months	157	84	73	43	46	68	26	50	50	31	12	46	42	58
	16%	17%	14%	15%	13%	18%	18%	18%	15%	13%	11%	14%	17%	17%
							*				*			
Have never used	427	183	244	81	130	216	65	107	146	109	44	89	96	198
	43%	37%	48%	29%	38%	58%	45%	39%	43%	45%	42%	28%	39%	59%
			A			CD	*				K*		K	JKL
Sigma	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

2. Since recreational legalization in 2018, has your opinion of cannabis changed?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Top 2 Box (Net)	360	190	169	128	135	96	48	88	123	100	46	140	92	81
	36%	39%	33%	46%	39%	26%	33%	32%	37%	41%	44%	44%	38%	24%
I'm much more open and positive about cannabis use				E	E		*			G	M*	M	M	
	225	123	102	78	89	59	36	60	79	50	25	96	55	49
I'm slightly more open and positive about cannabis use	22%	25%	20%	28%	26%	16%	25%	22%	24%	20%	24%	30%	22%	15%
				E	E		*				*	M	M	
My opinion hasn't changed	135	68	67	50	47	38	12	29	44	51	21	44	37	33
	13%	14%	13%	18%	13%	10%	8%	10%	13%	21%	20%	14%	15%	10%
Bottom 2 Box (Net)				E			*			FGH	M*			
	547	270	277	125	185	236	81	158	187	121	42	153	138	213
I'm slightly less open and positive about cannabis use	55%	55%	54%	44%	53%	63%	55%	57%	56%	50%	40%	48%	57%	64%
						CD	*				*		J	JK
I'm much less open and positive about cannabis use	94	30	65	28	26	41	17	30	26	22	17	24	14	39
	9%	6%	13%	10%	7%	11%	12%	11%	8%	9%	16%	8%	6%	12%
Sigma			A				*				L*			L
	22	5	16	10	6	5	3	6	6	7	5	9	2	5
	2%	1%	3%	4%	2%	1%	2%	2%	2%	3%	5%	3%	1%	2%
							*				*			
	73	24	49	18	20	35	14	24	19	15	12	15	12	34
	7%	5%	10%	6%	6%	9%	10%	9%	6%	6%	11%	5%	5%	10%
			A				*				*			KL
	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

3. Since recreational legalization of cannabis in Fall 2018, how has your consumption of cannabis been affected?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Top 2 Box (Net)	218	120	98	96	80	42	32	53	70	62	38	98	41	41
	22%	25%	19%	34%	23%	11%	22%	19%	21%	26%	36%	31%	17%	12%
				DE	E		*				LM*	LM		
I consume much more than before legalization	87	44	43	42	29	16	10	27	34	16	19	42	10	15
	9%	9%	8%	15%	8%	4%	7%	10%	10%	7%	18%	13%	4%	5%
I consume a little more				DE			*				LM*	LM		
	131	76	55	54	51	26	22	26	36	47	19	56	31	26
	13%	16%	11%	19%	15%	7%	15%	9%	11%	19%	18%	18%	13%	8%
No change in my cannabis consumption				E	E		*			GH	M*	M		
	707	333	374	167	239	302	96	202	239	171	63	187	192	266
	71%	68%	73%	59%	69%	81%	66%	73%	71%	70%	60%	59%	78%	80%
Bottom 2 Box (Net)				C	CD		*				*		JK	JK
	76	36	39	19	28	29	18	21	27	10	4	32	12	27
	8%	7%	8%	7%	8%	8%	12%	8%	8%	4%	4%	10%	5%	8%
I consume a little less							I*		I		*			
	17	7	10	5	8	4	1	6	7	3	-	10	3	4
	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	-	3%	1%	1%
I consume much less than before legalization							*				*			
	58	29	29	13	20	25	16	15	20	7	4	22	9	23
	6%	6%	6%	5%	6%	7%	11%	5%	6%	3%	4%	7%	4%	7%
Sigma							I*		I		*			
	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

4. If you had more educational resources about Cannabis, how would it impact your consumption of Cannabis?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Top 2 Box (Net)	204	105	100	80	81	43	34	45	70	56	28	92	44	41
	20%	21%	19%	28%	24%	11%	23%	16%	21%	23%	27%	29%	18%	12%
Much more likely to consume				E	E		*				M*	LM		
	64	41	24	27	28	10	9	21	22	14	10	35	10	10
	6%	8%	5%	9%	8%	3%	6%	7%	6%	6%	9%	11%	4%	3%
More likely to consume		B		E	E		*				M*	LM		
	140	64	76	54	54	32	25	25	48	42	19	57	33	31
	14%	13%	15%	19%	16%	9%	17%	9%	14%	17%	18%	18%	14%	9%
No change				E	E		*			G	*	M		
	708	346	362	183	233	292	105	196	238	169	68	202	181	257
	71%	71%	71%	65%	67%	78%	72%	71%	71%	70%	65%	64%	74%	77%
Bottom 2 Box (Net)						CD	*				*		K	K
	89	39	50	18	32	38	8	36	28	18	8	24	20	36
	9%	8%	10%	6%	9%	10%	5%	13%	8%	7%	8%	8%	8%	11%
Less likely to consume							*				*			
	20	13	7	7	9	5	2	7	2	9	4	9	3	5
	2%	3%	1%	2%	2%	1%	2%	2%	1%	4%	3%	3%	1%	1%
Much less likely to consume							*			H	*			
	69	26	43	11	24	34	5	29	25	9	5	15	17	32
	7%	5%	8%	4%	7%	9%	4%	10%	8%	4%	4%	5%	7%	10%
Sigma						C	*	I	I		*			K
	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

5. 420 has been considered a global celebration day for cannabis consumers for many decades. Are you aware of this 420 holiday?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Yes	547	275	272	215	205	127	81	149	190	127	76	230	127	115
	55%	56%	53%	76%	59%	34%	55%	54%	57%	52%	72%	72%	52%	34%
				DE	E		*				LM*	LM	M	
No	454	215	239	66	142	246	65	128	145	116	29	88	117	219
	45%	44%	47%	24%	41%	66%	45%	46%	43%	48%	28%	28%	48%	66%
					C	CD	*				*		JK	JKL
Sigma	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

GENDER

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Male	489	489	-	129	159	202	69	132	162	126	36	164	111	178
	49%	100%	-	46%	46%	54%	47%	48%	48%	52%	34%	52%	45%	53%
		B					*				*	J		J
Female	512	-	512	153	187	171	77	144	173	117	69	154	133	156
	51%	-	100%	54%	54%	46%	53%	52%	52%	48%	66%	48%	55%	47%
			A				*				KM*			
Sigma	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

AGE

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
18-34 (Net)	281	129	153	281	-	-	46	66	89	80	105	176	-	-
	28%	26%	30%	100%	-	-	32%	24%	26%	33%	100%	56%	-	-
18-24				DE			*			G	KLM*	LM		
	103	36	67	103	-	-	26	23	36	19	103	-	-	-
	10%	7%	13%	37%	-	-	17%	8%	11%	8%	99%	-	-	-
25-34			A	DE			*				KLM*			
	178	93	85	178	-	-	21	43	53	61	1	176	-	-
	18%	19%	17%	63%	-	-	14%	16%	16%	25%	1%	56%	-	-
35-54 (Net)				DE			*			GH	*	JLM		
	346	159	187	-	346	-	45	86	126	89	-	141	205	-
	35%	32%	37%	-	100%	-	31%	31%	38%	37%	-	44%	84%	-
35-44				CE			*				*	JM	JKM	
	235	107	128	-	235	-	36	58	88	54	-	141	94	-
	23%	22%	25%	-	68%	-	25%	21%	26%	22%	-	44%	38%	-
45-54				CE			*				*	JM	JM	
	111	52	60	-	111	-	9	28	39	35	-	-	111	-
	11%	11%	12%	-	32%	-	6%	10%	12%	14%	-	-	45%	-
55+ (Net)				CE			*				*		JKM	
	373	202	171	-	-	373	55	124	120	74	-	-	39	334
	37%	41%	34%	-	-	100%	38%	45%	36%	30%	-	-	16%	100%
55-64		B				CD	*	HI			*		JK	JKL
	197	112	85	-	-	197	33	74	53	37	-	-	39	157
	20%	23%	17%	-	-	53%	23%	27%	16%	15%	-	-	16%	47%
65+		B				CD	*	HI			*		JK	JKL
	177	90	86	-	-	177	22	50	68	37	-	-	-	177
	18%	18%	17%	-	-	47%	15%	18%	20%	15%	-	-	-	53%
Sigma						CD	*				*			JKL
	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
18-23	84	23	61	84	-	-	22	17	29	17	84	-	-	-
	8%	5%	12%	30%	-	-	15%	6%	9%	7%	80%	-	-	-
			A	DE			*				KLM*			
24-39	314	165	149	197	116	-	43	85	100	85	21	293	-	-
	31%	34%	29%	70%	34%	-	29%	31%	30%	35%	20%	92%	-	-
				DE	E		*				LM*	JLM		
40-55	248	112	136	-	230	18	28	52	95	72	-	25	223	-
	25%	23%	27%	-	66%	5%	19%	19%	28%	30%	-	8%	91%	-
					CE	C	*		G	G	*	JM	JKM	
56+	355	189	166	-	-	355	53	122	111	69	-	-	22	334
	36%	39%	33%	-	-	95%	36%	44%	33%	29%	-	-	9%	100%
						CD	*	HI			*		JK	JKL
Mean	46.6	48	45.4	26.9	42.7	65.1	45.2	48.5	46.8	45.2	21.4	33.5	47.7	66.2
		B			C	CD	*	I			*	J	JK	JKL
STD. DEV.	16.61	16.26	16.86	4.98	5.37	6.84	18.18	16.49	16.3	16.06	1.86	4.48	5.16	6.36
STD. ERR.	0.53	0.79	0.7	0.31	0.29	0.34	2.5	1.23	0.79	0.87	0.2	0.26	0.32	0.34
Median	44	46.69	43	27	42	64	41	50	44	42	22	34	47	65

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

EDUCATION

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Primary School or less	18	7	10	5	10	2	18	-	-	-	5	5	5	2
	2%	1%	2%	2%	3%	1%	12%	-	-	-	5%	2%	2%	1%
Some high school					E		GHI*				M*			
	129	61	67	41	35	53	129	-	-	-	20	37	22	49
Graduated high school	13%	13%	13%	15%	10%	14%	88%	-	-	-	20%	12%	9%	15%
							GHI*				L*			
Some college / CEGEP / Trade School	276	132	144	66	86	124	-	276	-	-	23	84	57	112
	28%	27%	28%	24%	25%	33%	-	100%	-	-	22%	27%	23%	34%
Graduated from college / CEGEP / Trade School						CD	*	FHI			*			L
	97	52	45	33	34	30	-	-	97	-	17	31	22	27
Some university, but did not finish	10%	11%	9%	12%	10%	8%	-	-	29%	-	17%	10%	9%	8%
							*		FGI		M*			
University undergraduate degree	185	85	101	34	78	73	-	-	185	-	8	55	60	62
	19%	17%	20%	12%	22%	20%	-	-	55%	-	8%	17%	25%	19%
University graduate degree					C	C	*		FGI		*		J	J
	53	26	27	21	14	17	-	-	53	-	10	17	10	16
Sigma	5%	5%	5%	8%	4%	5%	-	-	16%	-	10%	5%	4%	5%
							*		FGI		*			
Summary	165	86	79	62	55	48	-	-	-	165	20	58	46	42
	17%	18%	15%	22%	16%	13%	-	-	-	68%	19%	18%	19%	13%
University graduate degree				E			*			FGH	*			
	78	40	38	18	34	26	-	-	-	78	*	30	23	24
Sigma	8%	8%	7%	6%	10%	7%	-	-	-	32%	*	10%	10%	7%
							*			FGH	*	J	J	J
Summary	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<HS	146	69	77	46	45	55	146	-	-	-	26	43	27	51
	15%	14%	15%	16%	13%	15%	100%	-	-	-	24%	13%	11%	15%
HS							GHI*				KL*			
	276	132	144	66	86	124	-	276	-	-	23	84	57	112
Post Sec	28%	27%	28%	24%	25%	33%	-	100%	-	-	22%	27%	23%	34%
						CD	*	FHI			*			L
Univ Grad	335	162	173	89	126	120	-	-	335	-	36	103	92	105
	34%	33%	34%	31%	36%	32%	-	-	100%	-	34%	32%	38%	31%
Summary							*		FGI		*			
	243	126	117	80	89	74	-	-	-	243	21	88	69	66
Univ Grad	24%	26%	23%	29%	26%	20%	-	-	-	100%	20%	28%	28%	20%
				E			*			FGH	*	M	M	

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

REGION

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
BC	134	63	71	38	34	62	10	35	47	42	11	41	24	58
	13%	13%	14%	14%	10%	17%	7%	13%	14%	17%	11%	13%	10%	17%
AB	113	49	64	35	43	34	16	37	34	26	14	45	24	30
	11%	10%	13%	13%	13%	9%	11%	13%	10%	11%	13%	14%	10%	9%
SK/MB	62	32	30	13	25	24	12	17	20	13	3	22	17	21
	6%	7%	6%	5%	7%	6%	8%	6%	6%	5%	3%	7%	7%	6%
Ontario	385	178	207	121	129	136	53	94	132	107	55	120	89	122
	38%	36%	40%	43%	37%	36%	37%	34%	39%	44%	52%	38%	36%	36%
	239	128	111	56	89	94	42	70	80	47	17	69	69	84
Quebec	24%	26%	22%	20%	26%	25%	29%	25%	24%	19%	16%	22%	28%	25%
Atlantic Canada	67	39	29	18	26	23	12	24	22	9	5	21	21	20
	7%	8%	6%	6%	8%	6%	8%	9%	7%	4%	5%	7%	9%	6%
	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

INCOME

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
<\$25K	162	63	99	63	53	45	50	57	38	17	33	58	34	37
	16%	13%	19%	22%	15%	12%	34%	21%	11%	7%	31%	18%	14%	11%
			A	E			HI*	HI			KLM*	M		
\$25K - <\$55K	327	172	155	91	97	139	68	95	112	52	35	92	70	131
	33%	35%	30%	32%	28%	37%	46%	35%	33%	21%	33%	29%	29%	39%
						D	I*	I	I		*			KL
\$55K - <\$100K	247	128	119	53	94	100	17	71	93	66	15	78	63	90
	25%	26%	23%	19%	27%	27%	12%	26%	28%	27%	15%	25%	26%	27%
							*	F	F	F	*			J
\$100K - <\$150K	131	74	56	32	61	38	2	23	47	60	4	51	42	34
	13%	15%	11%	11%	18%	10%	1%	8%	14%	25%	4%	16%	17%	10%
					E		*		F	FGH	*	J	JM	
\$150K+	51	29	22	16	19	16	-	3	20	28	5	16	17	13
	5%	6%	4%	6%	6%	4%	-	1%	6%	12%	5%	5%	7%	4%
							*		G	FGH	*			
Prefer not to answer	83	23	60	26	22	35	10	29	26	19	13	24	18	29
	8%	5%	12%	9%	6%	9%	7%	10%	8%	8%	12%	7%	7%	9%
			A				*				*			
Sigma	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
Under \$50K	414	190	224	118	131	165	109	131	119	54	56	122	86	149
	41%	39%	44%	42%	38%	44%	74%	48%	36%	22%	54%	38%	35%	45%
							GHI*	HI	I		KL*			L
\$50K+	504	277	227	137	193	174	27	116	190	170	36	172	140	156
	50%	56%	44%	49%	56%	47%	19%	42%	57%	70%	34%	54%	57%	47%
			B		E		*	F	FG	FGH	*	J	JM	
Under \$40K	310	136	175	99	92	120	81	106	84	38	48	94	63	105
	31%	28%	34%	35%	27%	32%	56%	39%	25%	16%	46%	30%	26%	31%
							GHI*	HI	I		KLM*			
\$40K to less than \$60K	212	115	97	65	70	77	36	64	75	38	23	68	49	72
	21%	24%	19%	23%	20%	21%	25%	23%	22%	15%	22%	21%	20%	22%
							*		I		*			
\$60K to less than \$100K	214	112	102	43	83	88	17	52	84	60	12	65	56	81
	21%	23%	20%	15%	24%	23%	12%	19%	25%	25%	12%	20%	23%	24%
					C	C	*		F	F	*			J
\$100K or more	182	104	78	48	80	54	2	25	67	88	9	67	59	47
	18%	21%	15%	17%	23%	14%	1%	9%	20%	36%	8%	21%	24%	14%
			B		E		*	F	FG	FGH	*	J	JM	
Mean (,000)	66.3	70.2	62.3	62.7	72.1	63.5	34.9	53.6	70.6	93.5	47.9	69.6	73.8	63.2
					E		*	F	FG	FGH	*	J	JM	J
STD. DEV.	49.34	49.33	49.07	55.68	50.22	42.58	23.14	35.21	47.56	60.19	49.94	53.98	50.38	41.67
STD. ERR.	1.63	2.28	2.31	3.49	2.79	2.31	1.98	2.24	2.7	4.02	5.21	3.15	3.35	2.39

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

HOUSEHOLD COMPOSITION

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Kids	234	100	134	81	143	10	23	55	83	73	21	122	84	7
	23%	20%	26%	29%	41%	3%	15%	20%	25%	30%	20%	38%	34%	2%
				E	CE		*			FG	M*	JM	JM	
No Kids	767	390	377	201	203	363	124	221	252	170	84	196	160	327
	77%	80%	74%	71%	59%	97%	85%	80%	75%	70%	80%	62%	66%	98%
				D		CD	I*	I			KL*			JKL
Sigma	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

HHCMP1. How many people are living or staying at your current address?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
1	252	134	118	65	81	106	40	65	77	70	17	84	57	94
	25%	27%	23%	23%	23%	28%	27%	23%	23%	29%	16%	26%	23%	28%
							*				*			
2	356	175	181	63	93	200	45	103	133	75	19	75	80	182
	36%	36%	35%	22%	27%	54%	31%	37%	40%	31%	18%	24%	33%	55%
3						CD	*		I		*		JK	JKL
	155	76	79	52	58	44	17	41	51	46	20	54	42	39
	15%	15%	15%	19%	17%	12%	12%	15%	15%	19%	19%	17%	17%	12%
4				E			*				*			
	145	71	74	58	73	14	27	40	39	38	32	57	47	10
	15%	14%	15%	21%	21%	4%	19%	15%	12%	16%	30%	18%	19%	3%
5				E	E		*				KM*	M	M	
	57	20	37	29	24	4	6	21	21	10	6	35	11	4
	6%	4%	7%	10%	7%	1%	4%	7%	6%	4%	6%	11%	5%	1%
6				E	E		*				*	LM	M	
	14	7	8	4	7	3	5	1	6	2	4	4	3	3
	1%	1%	2%	1%	2%	1%	4%	1%	2%	1%	4%	1%	1%	1%
7							*				*			
	15	5	10	6	9	-	3	4	6	1	5	5	5	-
	1%	1%	2%	2%	3%	-	2%	1%	2%	1%	4%	2%	2%	-
8				E	E		*				M*	M	M	
	3	-	3	1	1	1	-	1	2	-	1	1	-	1
	*	-	1%	*	*	*	-	1%	*	-	1%	*	-	*
10							*				*			
	2	1	1	1	-	*	-	-	*	1	-	1	-	*
	*	*	*	*	-	*	-	-	*	1%	-	*	-	*
12+							*				*			
	2	2	-	2	-	-	2	-	-	-	2	-	-	-
	*	*	-	1%	-	-	1%	-	-	-	2%	-	-	-
Sigma							*				M*			
	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

EMPLOYMENT STATUS

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Employed full-time	389	229	160	135	190	63	27	86	142	133	25	179	136	48
	39%	47%	31%	48%	55%	17%	19%	31%	42%	55%	24%	56%	56%	14%
Employed part-time		B		E	E		*		FG	FGH	*	JM	JM	
	107	46	60	45	19	44	12	41	33	21	23	31	15	38
Self employed	11%	9%	12%	16%	5%	12%	8%	15%	10%	9%	22%	10%	6%	11%
				D		D	*	I			KLM*			
Unemployed but looking for a job	53	26	27	4	32	16	17	11	15	10	1	23	15	14
	5%	5%	5%	2%	9%	4%	11%	4%	5%	4%	1%	7%	6%	4%
					CE		*				*	J		
	49	26	23	12	25	12	8	17	13	11	5	19	16	9
Unemployed and not looking for a job/Long-term sick or disabled	5%	5%	4%	4%	7%	3%	6%	6%	4%	5%	4%	6%	7%	3%
					E		*				*		M	
	84	39	46	24	35	25	32	29	20	3	10	27	28	19
	8%	8%	9%	8%	10%	7%	22%	10%	6%	1%	10%	8%	12%	6%
Full-time parent, homemaker							GHI*	I	I		*		M	
	61	8	53	18	31	11	9	23	16	14	3	28	22	8
	6%	2%	10%	6%	9%	3%	6%	8%	5%	6%	3%	9%	9%	2%
			A		E		*				*	M	M	
Retired	201	101	100	-	5	196	27	59	76	39	-	1	7	193
	20%	21%	20%	-	1%	53%	18%	21%	23%	16%	-	*	3%	58%
Student/Pupil						CD	*		I		*		K	JKL
	35	6	29	32	4	-	6	7	14	8	29	4	2	-
	4%	1%	6%	11%	1%	-	4%	3%	4%	3%	28%	1%	1%	-
			A	DE			*				KLM*			
Military	3	3	-	2	-	1	-	-	3	-	2	-	1	-
	*	1%	-	1%	-	*	-	-	1%	-	2%	-	*	-
							*				KM*			
	19	6	13	9	5	5	7	4	3	4	7	6	2	5
Prefer not to answer	2%	1%	3%	3%	2%	1%	5%	2%	1%	2%	6%	2%	1%	1%
							*				LM*			
Sigma	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

USMAR2. What is your marital status?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Single, never married	347	176	171	173	113	62	56	103	104	84	73	158	64	52
	35%	36%	33%	61%	33%	17%	38%	37%	31%	35%	70%	50%	26%	15%
Living with partner				DE	E		*				KLM*	LM	M	
	153	64	89	50	68	35	20	42	61	29	22	60	44	27
	15%	13%	17%	18%	20%	9%	14%	15%	18%	12%	21%	19%	18%	8%
Married				E	E		*		I		M*	M	M	
	377	202	175	50	137	190	45	95	130	107	7	91	103	176
	38%	41%	34%	18%	40%	51%	31%	34%	39%	44%	7%	28%	42%	53%
Widowed					C	CD	*			G	*	J	JK	JKL
	30	12	18	1	3	26	6	10	7	7	-	1	5	24
	3%	2%	3%	*	1%	7%	4%	4%	2%	3%	-	*	2%	7%
Divorced or separated						CD	*				*			JKL
	94	35	59	8	26	61	19	26	34	16	2	9	28	55
	9%	7%	12%	3%	7%	16%	13%	9%	10%	6%	2%	3%	11%	17%
Sigma			A		C	CD	*				*		JK	JK
	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

PGS01. How much of your household's grocery shopping do you, yourself, do?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
All of it	547	251	296	144	205	198	66	149	181	151	35	195	144	174
	55%	51%	58%	51%	59%	53%	45%	54%	54%	62%	33%	61%	59%	52%
Almost all of it	181	91	89	49	66	65	22	47	65	46	18	51	51	60
	18%	19%	17%	17%	19%	17%	15%	17%	19%	19%	17%	16%	21%	18%
About half of it	201	109	92	49	62	90	39	65	64	34	24	52	42	84
	20%	22%	18%	17%	18%	24%	26%	23%	19%	14%	23%	16%	17%	25%
Less than half of it	52	28	24	26	12	14	13	12	18	9	19	16	6	11
	5%	6%	5%	9%	3%	4%	9%	4%	5%	4%	18%	5%	2%	3%
None	19	9	10	12	1	6	6	3	7	3	9	3	2	5
	2%	2%	2%	4%	*	2%	4%	1%	2%	1%	9%	1%	1%	2%
Sigma	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

CAPOGRP. Are you

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Indigenous	62	31	31	26	27	9	18	23	11	10	15	23	19	6
	6%	6%	6%	9%	8%	2%	13%	8%	3%	4%	14%	7%	8%	2%
				E	E		HI*	H			M*	M	M	
White only	700	341	359	141	233	326	98	209	246	146	36	191	176	297
	70%	70%	70%	50%	67%	87%	67%	76%	73%	60%	34%	60%	72%	89%
Black only					C	CD	*	I	I		*	J	JK	JKL
	25	10	15	12	12	1	3	4	13	6	6	10	7	1
	2%	2%	3%	4%	3%	*	2%	1%	4%	2%	6%	3%	3%	*
Asian (single identity only)				E	E		*				M*	M	M	
	120	62	59	59	44	17	10	23	36	52	28	54	24	15
	12%	13%	11%	21%	13%	5%	7%	8%	11%	21%	26%	17%	10%	4%
Latin American only				DE	E		*			FGH	LM*	LM	M	
	6	4	2	3	3	-	-	-	2	4	1	4	2	-
	1%	1%	*	1%	1%	-	-	-	1%	2%	1%	1%	1%	-
Arab only							*			G	*			
	4	*	4	2	2	*	-	2	1	2	-	3	1	*
	*	*	1%	1%	1%	*	-	1%	*	1%	-	1%	*	*
Other only							*				*			
	6	2	4	1	4	1	-	1	2	2	-	4	1	1
	1%	*	1%	*	1%	*	-	1%	1%	1%	-	1%	1%	*
Multiple visible minorities							*				*			
	11	4	7	9	1	1	6	-	-	5	1	9	1	1
	1%	1%	1%	3%	*	*	4%	-	-	2%	1%	3%	*	*
White and visible minority(ies)				DE			GH*			GH	*	M		
	18	7	10	6	5	7	2	3	9	3	5	3	3	7
	2%	1%	2%	2%	1%	2%	1%	1%	3%	1%	5%	1%	1%	2%
Prefer not to answer							*				*			
	48	28	20	23	16	10	9	11	14	14	14	17	10	7
	5%	6%	4%	8%	4%	3%	6%	4%	4%	6%	13%	5%	4%	2%
Sigma				E			*				KLM*			
	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

CA01POPCONSENT. The next questions will be about how you identify as part of different population groups. A "Prefer not to answer" option is available for you to select, at your discretion. Collecting such information enables us to provide a more refined research analysis. Participation is always voluntary, and your responses are used for research purposes only, combined with the answers from all other participants. We will provide our client only anonymous, aggregated results. The data will be held for no longer than 12 months. Do you accept the collection of data related to how you identify as part of different population groups?

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
Yes, I accept	973	476	496	269	333	370	137	271	328	237	97	305	239	331
	97%	97%	97%	96%	96%	99%	94%	98%	98%	97%	93%	96%	98%	99%
						CD	*				*			JK
No, I don't accept	28	13	15	13	13	3	9	5	8	7	8	12	5	3
	3%	3%	3%	4%	4%	1%	6%	2%	2%	3%	7%	4%	2%	1%
				E	E		*				M*	M		
Sigma	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:
Overlap formulae used
- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M
Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

CA01IND. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? If "Yes", choose the option(s) that best describe(s) you. First Nations (North American Indian) includes both Status and Non-Status Indians.

		Gender		AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	421	580	250	353	398	53	180	431	337	86	304	259	352
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	105	318	245	334
No, not an Indigenous person	887	434	453	235	299	353	109	246	307	225	78	274	215	320
	89%	89%	89%	84%	86%	95%	75%	89%	92%	92%	74%	86%	88%	96%
						CD	*	F	F	F	*	J	J	JKL
Yes, First Nations (North American Indian)	32	12	20	15	17	*	11	10	4	7	8	14	9	-
	3%	3%	4%	5%	5%	*	7%	4%	1%	3%	8%	5%	4%	-
				E	E		H*				M*	M	M	
Yes, Métis	27	18	9	8	10	9	5	14	6	2	6	6	10	6
	3%	4%	2%	3%	3%	2%	3%	5%	2%	1%	6%	2%	4%	2%
							*	HI			*			
Yes, Inuk (Inuit)	5	2	3	5	-	-	3	-	1	1	3	2	-	-
	1%	1%	1%	2%	-	-	2%	-	*	1%	3%	1%	-	-
				DE			*				LM*			
Prefer not to answer	52	24	28	20	21	11	19	8	17	8	12	21	11	8
	5%	5%	5%	7%	6%	3%	13%	3%	5%	3%	12%	7%	4%	2%
				E			GI*				LM*	M		
Sigma	1004	492	512	284	346	373	146	278	335	244	108	318	245	334
	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	103%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)

CA02VISMIN. Are you: Mark more than one option or specify, if applicable.

	Gender			AGE			EDUCATION				Generation			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Answering (unwtd)	951	399	552	231	328	392	46	166	416	323	76	284	242	349
Base: All Answering (wtd)	939	458	480	255	320	364	128	254	324	233	90	295	225	328
White	718	348	370	147	238	333	100	213	256	150	40	195	179	304
	76%	76%	77%	58%	75%	91%	78%	84%	79%	64%	45%	66%	80%	92%
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	34	12	22	19	10	4	6	8	7	13	9	14	7	4
	4%	3%	5%	7%	3%	1%	5%	3%	2%	5%	10%	5%	3%	1%
Chinese	43	22	21	15	19	9	-	4	12	27	7	16	13	7
	5%	5%	4%	6%	6%	2%	-	2%	4%	11%	8%	6%	6%	2%
Black	35	13	21	18	14	3	8	4	13	10	7	16	9	2
	4%	3%	4%	7%	4%	1%	6%	1%	4%	4%	8%	5%	4%	1%
Filipino	24	8	16	15	5	3	10	1	7	6	7	12	1	3
	3%	2%	3%	6%	2%	1%	8%	*	2%	2%	8%	4%	1%	1%
Latin American	7	4	3	3	3	1	-	-	2	5	1	4	2	1
	1%	1%	1%	1%	1%	*	*	-	1%	2%	1%	1%	1%	*
Arab	4	*	4	2	2	*	-	2	1	2	-	3	1	*
	*	*	1%	1%	1%	*	-	1%	*	1%	-	1%	*	*
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	20	15	4	10	8	1	-	7	9	4	4	14	1	1
	2%	3%	1%	4%	3%	*	-	3%	3%	2%	4%	5%	*	*
West Asian (e.g., Iranian, Afghan, etc.)	3	1	2	3	-	-	-	-	2	1	1	2	-	-
	*	*	*	1%	-	-	-	-	1%	*	1%	1%	-	-
Korean	6	5	1	4	2	-	-	2	1	3	1	4	1	-
	1%	1%	*	2%	1%	-	-	1%	*	1%	1%	1%	*	-
Japanese	7	4	3	3	2	1	-	-	1	6	1	2	2	1
	1%	1%	1%	1%	1%	*	-	-	*	3%	1%	1%	1%	*
Other	21	9	12	8	7	6	3	5	9	5	4	8	3	6
	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	5%	3%	1%	2%
Prefer not to answer	48	28	20	23	16	10	9	11	14	14	14	17	10	7
	5%	6%	4%	9%	5%	3%	7%	4%	4%	6%	15%	6%	5%	2%
Sigma	969	470	499	270	327	372	135	257	333	243	96	308	229	336
	103%	102%	104%	106%	102%	102%	106%	101%	103%	104%	106%	104%	102%	102%

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M

Minimum Base: 30 (**), Small Base: 100 (*)

[Table of contents](#)