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13_3. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In the near future, state and federal governments will pass laws requiring vehicles to be self-driving

13_4. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves

13. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - Likely Summary

13. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the following scenarios? - Unlikely Summary

14. How many road trips, where you drive a significant distance do you take In a typical year

15. If you had regular access to a self-driving car, rather than having to drive yourself, would you:

16. Electric cars are cars that need to be charged, and then run on electricity. What is your view of electric cars?

17. Do you currently own an electric car (not including hybrid cars, only fully electric ones)?

18. Do you know anyone that currently drives an electric car

19. And do you plan to buy another/an electric car the next time you purchase a vehicle?

19. And do you plan to buy another electric car the next time you purchase a vehicle?

19. And do you plan to buy an electric car the next time you purchase a vehicle?

20. The government currently provides a subsidy to people who own electric cars to encourage their use. Would you still plan to buy an electric car next time you purchase a vehicle if the government took away this subsidy?

21. How interested, if at all, are you in owning an electric car?

22_1. How appealing are each of the following features of electric cars to you personally? - Electric vehicles are half the cost of gas-powered vehicles to operate

22_2. How appealing are each of the following features of electric cars to you personally? - Electric vehicles can go 500 miles on a single charge

22_3. How appealing are each of the following features of electric cars to you personally? - Electric vehicles need service less often than gas-powered vehicles do

22_4. How appealing are each of the following features of electric cars to you personally? - Electric vehicle owners receive a large tax benefit from the government

22. How appealing are each of the following features of electric cars to you personally? - Appealing Summary

22. How appealing are each of the following features of electric cars to you personally? - Not Appealing Summary

23_1. How concerning, if at all, are each of the following to you about electric cars? - The ability to find a charging station when out in public

23_2. How concerning, if at all, are each of the following to you about electric cars? - The increased electricity bill at my home

23_3. How concerning, if at all, are each of the following to you about electric cars? - The reliability of electric vehicles

23_4. How concerning, if at all, are each of the following to you about electric cars? - The ability for an electric vehicle to reach highway speeds

23_5. How concerning, if at all, are each of the following to you about electric cars? - The safety features of electric vehicles

23_6. How concerning, if at all, are each of the following to you about electric cars? - The durability of electric vehicles

23_7. How concerning, if at all, are each of the following to you about electric cars? - Finding a mechanic who knows how to work on electric vehicles

23. How concerning, if at all, are each of the following to you about electric cars? - Top 2 Box Summary

23. How concerning, if at all, are each of the following to you about electric cars? - Bottom 2 Box Summary

GENDER

AGE

EDUCATION

REGION

INCOME

HOUSEHOLD COMPOSITION

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

USMAR2. What is your marital status?

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

CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

Auto_1. What is the make of the vehicle YOU currently drive most often?

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Toyota	117	22	9	6	42
	12%	16%	8%	9%	11%
		*	*	*	
Chevrolet	110	11	17	17	35
	11%	8%	15%	26%	9%
		*	*	ADE*	
Honda	89	22	7	5	25
	9%	16%	7%	7%	6%
		D*	*	*	
Ford	89	8	15	7	36
	9%	6%	13%	11%	9%
		*	*	*	
Dodge	69	9	14	7	26
	7%	7%	13%	11%	7%
		*	E*	E*	
Hyundai	56	8	4	1	23
	6%	6%	3%	2%	6%
		*	*	*	
Nissan	42	1	5	3	18
	4%	1%	5%	5%	5%
		*	*	F*	
Mazda	40	1	2	2	18
	4%	1%	2%	3%	5%
		*	*	*	
Kia	36	9	2	1	14
	4%	7%	2%	1%	4%
		*	*	*	
Jeep	25	3	6	2	11
	3%	2%	5%	2%	3%
		*	E*	*	
GMC	23	1	4	2	15
	2%	1%	3%	3%	4%
		*	*	E*	E
Subaru	22	5	2	*	9
	2%	3%	1%	*	2%
		*	*	*	

Volkswagen	16	2	3	-	7
	2%	1%	2%	-	2%
		*	*	*	
Audi	13	1	4	1	4
	1%	*	4%	2%	1%
		*	*	*	
Mercedes-Benz	12	1	1	*	4
	1%	1%	1%	*	1%
		*	*	*	
Chrysler	11	1	2	-	3
	1%	*	2%	-	1%
		*	*	*	
Buick	10	2	-	-	8
	1%	1%	-	-	2%
		*	*	*	
Mitsubishi	9	-	-	-	2
	1%	-	-	-	1%
		*	*	*	
Acura	6	1	2	-	4
	1%	*	1%	-	1%
		*	*	*	
Lincoln	6	3	-	-	2
	1%	2%	-	-	1%
		E*	*	*	
BMW	6	-	-	-	2
	1%	-	-	-	1%
		*	*	*	
Volvo	5	2	1	-	1
	1%	2%	*	-	*
		*	*	*	
Ram	4	1	-	1	2
	*	1%	-	2%	*
		*	*	*	
Cadillac	4	1	-	1	-
	*	*	-	1%	-
		*	*	*	
Lexus	2	-	*	1	1
	*	-	*	1%	*
		*	*	*	
Infiniti	2	-	1	-	-
	*	-	1%	-	-
		*	*	*	
Fiat	2	1	-	-	1
	*	*	-	-	*
		*	*	*	
Scion	1	-	-	-	1
	*	-	-	-	*

		*	*	*	
Porsche	*	-	-	*	-
	*	-	-	*	-
		*	*	*	
Other	26	6	4	2	3
	3%	5%	4%	2%	1%
		D*	*	*	
Do Not Drive	147	17	8	8	66
	15%	12%	7%	12%	17%
		*	*	*	B
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
32	5	19	24	39	19	29	87
14%	7%	7%	12%	14%	14%	12%	12%
	*			G	G		
17	14	32	23	28	15	26	85
7%	20%	11%	12%	10%	11%	10%	11%
	ADE*						
22	9	13	28	27	11	24	65
9%	13%	5%	14%	10%	8%	10%	9%
	*		G	G			
17	6	29	7	35	10	28	61
7%	9%	10%	4%	13%	7%	11%	8%
	*	H		H			
7	6	14	20	24	7	31	38
3%	8%	5%	10%	9%	5%	12%	5%
	*					L	
17	3	12	8	17	12	21	35
7%	4%	4%	4%	6%	9%	8%	5%
	*						
15	-	11	11	7	9	6	36
6%	-	4%	6%	3%	7%	2%	5%
AF	*				I		
13	4	12	8	10	4	11	29
6%	6%	4%	4%	4%	3%	4%	4%
	A*						
8	2	10	7	12	5	7	29
3%	3%	3%	3%	5%	4%	3%	4%
	*						
3	1	3	9	11	2	5	21
1%	1%	1%	5%	4%	2%	2%	3%
	*	G					
*	1	2	8	8	2	4	19
*	1%	1%	4%	3%	2%	2%	3%
	*	G					
7	-	4	2	8	5	1	22
3%	-	1%	1%	3%	4%	*	3%
	*						K

Col1	Col2	Col3	Col4	Col5	Col6	Col7	Col8
4	-	5	3	4	4	4	12
2%	-	2%	1%	1%	3%	2%	2%
	*						
2	*	-	4	5	2	5	8
1%	*	-	2%	2%	1%	2%	1%
	*		G				
5	-	-	1	3	7	1	11
2%	-	-	1%	1%	6%	*	1%
	*				GHI		
5	*	1	4	5	*	3	8
2%	*	*	2%	2%	*	1%	1%
	*						
-	1	4	5	1	1	-	10
-	1%	1%	2%	*	1%	-	1%
	*						
5	2	2	2	2	3	2	7
2%	3%	1%	1%	1%	2%	1%	1%
	D*						
-	-	2	-	3	2	1	5
-	-	1%	-	1%	1%	*	1%
	*						
-	*	*	-	5	1	1	5
-	*	*	-	2%	1%	*	1%
	*						
3	1	3	-	1	2	2	4
1%	1%	1%	-	*	2%	1%	*
	*						
1	1	3	-	1	1	3	3
*	1%	1%	-	*	1%	1%	*
	*						
-	1	-	-	1	3	1	3
-	1%	-	-	*	2%	*	*
	*				GHI		
3	1	1	1	2	1	2	2
1%	1%	*	*	1%	*	1%	*
	*						
1	-	-	-	2	*	1	1
*	-	-	-	1%	*	*	*
	*						
1	-	-	1	-	1	1	1
*	-	-	*	-	1%	*	*
	*						
-	-	-	-	-	1	1	1
-	-	-	-	-	*	*	*
	*						
-	-	-	-	1	-	-	1
-	-	-	-	*	-	-	*

	*						
-	-	-	-	-	*	*	-
-	-	-	-	-	*	*	-
	*						
9	2	12	7	3	*	7	18
4%	3%	4%	4%	1%	*	3%	2%
D	*	I					
38	10	91	13	11	2	25	121
16%	15%	32%	7%	4%	2%	10%	16%
	*	HIJ					K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

Auto_2. What is the model year of this vehicle?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Answering (unwtd)	**888**	**109**	**95**	**89**	**306**
Base: All Answering (wtd)	**853**	**119**	**104**	**57**	**317**
Earlier than 2013	497	79	68	39	167
	58%	66%	65%	67%	53%
		DF*	F*	DF*	
2013-2014	117	8	12	8	49
	14%	7%	12%	13%	16%
		*	*	*	
2015-2016	139	15	20	9	58
	16%	12%	19%	15%	18%
		*	*	*	
2017-2018	67	8	2	1	27
	8%	7%	2%	2%	8%
		*	*	*	
Don't Know	34	9	2	1	15
	4%	8%	2%	2%	5%
		E*	*	*	
Sigma	853	119	104	57	317
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
202	**87**	**172**	**175**	**286**	**172**	**261**	**627**
197	**58**	**193**	**182**	**263**	**132**	**227**	**627**
116	28	144	102	148	52	110	387
59%	48%	74%	56%	56%	39%	48%	62%
	*	HIJ	J	J			K
25	14	16	28	40	26	44	72
13%	24%	8%	15%	15%	20%	20%	12%
	AE*				G	L	
28	9	15	32	48	35	43	95
14%	15%	8%	18%	18%	27%	19%	15%
	*		G	G	G		
24	5	10	14	20	16	19	47
12%	8%	5%	8%	8%	12%	9%	8%
BC	*				G		
4	3	10	6	6	3	10	25
2%	5%	5%	3%	2%	2%	4%	4%
	*						
197	58	193	182	263	132	227	627
100%	100%	100%	100%	100%	100%	100%	100%

1. How much, if at all, do you feel that the car you drive reflects your personality or self?

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Total Reflects A Great Deal To A Little (Net)	768	101	98	53	276
	77%	74%	87%	81%	72%
		*	ADF*	*	
Reflects a great deal	198	19	24	6	83
	20%	14%	22%	9%	22%
		*	C*	*	C
Reflects somewhat	365	57	44	31	120
	36%	42%	39%	47%	31%
		*	*	DF*	
Reflects a little	205	25	30	16	73
	21%	19%	27%	25%	19%
		*	*	*	
Does not reflect at all	232	35	14	12	108
	23%	26%	13%	19%	28%
		B*	*	*	BE
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

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Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
191	49	189	149	241	115	200	568
81%	71%	67%	77%	88%	86%	79%	76%
D	*			GH	G		
58	8	45	32	68	33	44	154
25%	12%	16%	16%	25%	25%	17%	21%
ACF	*			G	G		
93	20	95	84	108	52	96	269
40%	29%	33%	43%	39%	39%	38%	36%
	*						
40	20	50	33	65	29	61	145
17%	30%	18%	17%	24%	22%	24%	19%
	DE*						
43	19	95	46	33	19	52	180
19%	29%	33%	23%	12%	14%	21%	24%
	B*	IJ	I				
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

2. Do you consider yourself a car person or someone who is passionate about cars, trucks, motorcycles, or other vehicle

	Total	BC	AB	SK/MB	Ontario
					REGION
		A	B	C	D
Base: All Respondents (unwtd)	1000	120	100	99	351
Base: All Respondents (wtd)	1000	136	112	65	384
Yes (Net)	589	83	67	41	247
	59%	61%	60%	63%	64%
		E*	*	E*	E
Yes, very much	129	16	16	12	54
	13%	12%	14%	18%	14%
		*	*	*	
Yes, somewhat	216	33	27	14	87
	22%	24%	24%	21%	23%
		*	*	*	
Yes, a little	245	34	24	15	107
	25%	25%	21%	23%	28%
		*	*	*	E
No, not at all	411	53	45	24	137
	41%	39%	40%	37%	36%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

es you drive yourself?

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
110	42	145	119	186	85	172	417
47%	61%	51%	61%	68%	64%	68%	56%
	E*			G	G	L	
23	8	27	30	39	22	38	91
10%	11%	10%	15%	14%	16%	15%	12%
	*						
42	14	58	40	67	35	55	160
18%	20%	21%	21%	25%	26%	22%	21%
	*						
45	20	60	49	80	29	79	166
19%	30%	21%	25%	29%	21%	31%	22%
	*					L	
125	26	139	76	88	49	80	331
53%	39%	49%	39%	32%	36%	32%	44%
ACDF	*	IJ					K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

3. Thinking about where you live, which of the following places/locations would it be easy for you to walk to?

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Public park	608	84	72	32	256
	61%	62%	64%	49%	67%
		F*	F*	*	CF
Grocery store	582	70	75	38	238
	58%	52%	67%	58%	62%
		*	E*	*	E
Public transportation (bus stop/rail station, etc.)	539	85	64	25	227
	54%	62%	57%	39%	59%
		CEF*	CF*	*	CEF
Restaurants	498	60	55	35	201
	50%	44%	49%	55%	52%
		*	*	*	
School	425	64	49	25	162
	42%	47%	44%	39%	42%
		*	*	*	
Retail shopping center	321	47	42	22	137
	32%	35%	37%	33%	36%
		*	E*	*	E
Sports fields/arenas	314	43	36	24	127
	31%	31%	32%	37%	33%
		*	*	*	
Place of worship	292	41	32	21	121
	29%	30%	29%	33%	32%
		*	*	*	E
A gym/fitness center	282	44	25	19	124
	28%	32%	22%	30%	32%
		E*	*	*	E
Entertainment centers (movie theaters, concert halls, etc.)	164	19	22	18	63
	16%	14%	20%	28%	17%
		*	*	ADE*	
Work / your job	153	22	22	15	44
	15%	16%	20%	23%	11%
		*	*	D*	
None of these	141	18	10	7	48
	14%	13%	9%	10%	12%

		*	*	*	
	4320	597	503	282	1749
Sigma	432%	439%	449%	433%	455%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
135	29	162	113	171	96	170	439
58%	42%	57%	58%	63%	71%	67%	59%
F	*				GH	L	
123	39	182	107	164	64	154	428
52%	57%	64%	55%	60%	48%	61%	57%
	*	J		J			
115	24	150	99	145	84	134	406
49%	35%	53%	51%	53%	63%	53%	54%
F	*				H		
115	32	158	91	142	60	122	376
49%	46%	56%	47%	52%	45%	48%	50%
	*						
100	25	114	72	123	69	135	290
43%	37%	40%	37%	45%	52%	54%	39%
	*				GH	L	
57	17	106	70	79	35	86	235
24%	25%	37%	36%	29%	26%	34%	31%
	*						
65	19	85	51	90	45	89	225
28%	27%	30%	26%	33%	34%	35%	30%
	*						
50	26	82	63	68	39	75	216
21%	38%	29%	32%	25%	29%	30%	29%
	E*						
49	21	94	48	80	33	75	207
21%	30%	33%	25%	29%	25%	30%	28%
	*						
28	13	50	32	43	22	48	115
12%	18%	18%	16%	16%	16%	19%	15%
	*						
35	16	42	30	40	18	49	104
15%	24%	15%	15%	15%	14%	19%	14%
	D*						
44	15	43	26	42	16	33	109
19%	22%	15%	13%	15%	12%	13%	15%

	BCD*						
915	273	1268	802	1188	581	1170	3150
390%	402%	447%	411%	433%	435%	464%	421%

4. And of this same list, which of the following places DO you currently actually walk to?

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Public park	400	64	43	24	165
	40%	47%	38%	37%	43%
		F*	*	*	F
Grocery store	356	46	38	28	144
	36%	34%	34%	43%	37%
		*	*	*	
Public transportation (bus stop/rail station, etc.)	264	45	21	7	115
	26%	33%	19%	11%	30%
		BCF*	*	*	CF
Restaurants	262	34	23	16	112
	26%	25%	20%	25%	29%
		*	*	*	
Retail shopping center	192	28	24	12	87
	19%	21%	21%	18%	23%
		*	*	*	E
Sports fields/arenas	126	24	13	7	48
	13%	17%	11%	10%	12%
		*	*	*	
School	109	24	10	3	50
	11%	17%	9%	4%	13%
		CEF*	*	*	C
Work / your job	99	13	10	8	36
	10%	10%	9%	12%	9%
		*	*	*	
A gym/fitness center	76	14	5	4	32
	8%	10%	5%	6%	8%
		*	*	*	
Place of worship	73	5	9	4	37
	7%	4%	8%	6%	10%
		*	*	*	
Entertainment centers (movie theaters, concert halls, etc.)	68	9	8	7	29
	7%	7%	7%	10%	7%
		*	*	*	
None of these	313	32	40	19	106
	31%	23%	35%	29%	28%

		*	*	*	
	2339	337	243	137	959
Sigma	234%	248%	217%	211%	250%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
85	20	98	76	118	64	126	275
36%	29%	34%	39%	43%	48%	50%	37%
	*				G	L	
78	22	139	56	90	30	88	268
33%	32%	49%	28%	33%	23%	35%	36%
	*	HIJ		J			
65	11	86	47	65	34	53	212
28%	17%	30%	24%	24%	25%	21%	28%
C	*						K
58	19	104	44	73	23	59	204
25%	28%	37%	22%	27%	17%	23%	27%
	*	HIJ		J			
32	10	73	35	47	16	53	139
14%	14%	26%	18%	17%	12%	21%	19%
	*	IJ					
30	5	34	20	37	21	41	85
13%	8%	12%	10%	14%	16%	16%	11%
	*						
19	3	31	23	25	15	48	61
8%	5%	11%	12%	9%	11%	19%	8%
	*					L	
23	9	38	19	24	10	31	68
10%	14%	13%	10%	9%	7%	12%	9%
	*						
17	4	25	11	26	11	19	58
7%	6%	9%	6%	9%	8%	7%	8%
	*						
12	7	24	14	16	10	15	58
5%	10%	8%	7%	6%	8%	6%	8%
	*						
9	6	27	12	20	6	18	50
4%	9%	10%	6%	7%	4%	7%	7%
	*						
86	31	77	71	87	40	68	245
37%	45%	27%	36%	32%	30%	27%	33%

A	ACD*						
515	148	754	428	627	280	618	1721
219%	217%	266%	219%	229%	209%	245%	230%

5. And again of this same list, which of the following places would you like to be able to walk to?

				REGION	
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Grocery store	448	79	51	28	162
	45%	58%	46%	44%	42%
		DE*	*	*	
Restaurants	410	68	48	28	154
	41%	50%	43%	43%	40%
		E*	*	*	
Public park	362	67	35	25	148
	36%	49%	32%	38%	38%
		BEF*	*	*	E
Retail shopping center	362	60	39	23	132
	36%	44%	35%	36%	34%
		*	*	*	
Work / your job	310	49	30	25	124
	31%	36%	27%	38%	32%
		E*	*	E*	E
Entertainment centers (movie theaters, concert halls, etc.)	304	43	33	25	122
	30%	31%	30%	38%	32%
		*	*	E*	
Public transportation (bus stop/rail station, etc.)	229	45	18	11	97
	23%	33%	16%	17%	25%
		BCE*	*	*	
A gym/fitness center	218	39	20	16	90
	22%	29%	18%	24%	23%
		E*	*	*	
Sports fields/arenas	187	27	28	15	70
	19%	20%	25%	23%	18%
		*	E*	*	
School	156	34	12	9	72
	16%	25%	10%	13%	19%
		BE*	*	*	E
Place of worship	126	21	10	12	47
	13%	16%	9%	19%	12%
		*	*	*	
None of these	175	17	19	11	69
	18%	13%	17%	16%	18%

		*	*	*	
	3287	550	343	227	1287
Sigma	329%	405%	306%	349%	335%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
97	30	126	100	101	71	104	344
41%	44%	44%	51%	37%	53%	41%	46%
	*		I		I		
82	30	116	85	103	67	118	292
35%	44%	41%	43%	37%	50%	47%	39%
	*				I		
66	21	106	80	90	51	99	264
28%	31%	37%	41%	33%	38%	39%	35%
	*						
77	30	109	72	92	46	91	271
33%	45%	38%	37%	33%	34%	36%	36%
	*						
48	33	71	61	90	56	108	202
21%	48%	25%	31%	33%	42%	43%	27%
	BDE*				G	L	
58	24	79	63	83	45	96	208
25%	35%	28%	32%	30%	34%	38%	28%
	*					L	
44	13	70	47	60	34	62	167
19%	20%	25%	24%	22%	25%	25%	22%
	*						
37	15	51	40	59	40	64	154
16%	22%	18%	20%	22%	30%	25%	21%
	*				G		
30	18	54	37	46	34	60	127
13%	26%	19%	19%	17%	26%	24%	17%
	E*				I	L	
19	10	41	38	39	23	69	87
8%	15%	14%	19%	14%	17%	27%	12%
	*					L	
26	10	41	24	25	19	34	91
11%	15%	14%	13%	9%	14%	14%	12%
	*						
48	12	41	26	56	22	41	135
20%	17%	14%	13%	20%	17%	16%	18%

	*						
634	246	903	672	844	509	946	2341
270%	361%	318%	344%	308%	380%	375%	313%

6. How necessary is it for you to have a car to get to work?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Answering (unwtd)	**619**	**76**	**71**	**73**	**209**
Base: All Answering (wtd)	**554**	**79**	**78**	**45**	**200**
Definitely/Probably Could (Net)	443	66	63	36	157
	80%	84%	81%	79%	79%
		*	*	*	
I definitely need to have a vehicle to get to work	309	40	51	26	112
	56%	51%	66%	57%	56%
		*	*	*	
I could probably get to work without a vehicle if I needed to	134	26	12	10	46
	24%	33%	16%	23%	23%
		B*	*	*	
I don't need a vehicle at all to get to work	111	13	15	9	42
	20%	16%	19%	21%	21%
		*	*	*	
Sigma	554	79	78	45	200
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
117	**73**	**108**	**121**	**209**	**140**	**213**	**406**
105	**48**	**119**	**115**	**181**	**103**	**177**	**377**
81	39	81	99	143	88	150	293
78%	82%	68%	86%	79%	85%	85%	78%
*	*	*	G*		G		
53	28	52	72	107	64	108	201
50%	58%	44%	63%	59%	62%	61%	53%
*	*	*	G*	G	G		
29	12	29	27	36	24	42	92
27%	24%	24%	23%	20%	23%	24%	24%
*	*	*	*				
23	9	39	16	38	15	27	84
22%	18%	32%	14%	21%	15%	15%	22%
*	*	HJ*	*				
105	48	119	115	181	103	177	377
100%	100%	100%	100%	100%	100%	100%	100%

7_1. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are appointments (such as doctor visits)

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Useful	669	99	66	48	265
	67%	73%	59%	74%	69%
		*	*	*	
Not useful	331	37	46	17	119
	33%	27%	41%	26%	31%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

driving around town, based on the places you are passing along your route - Reminders about

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
143	48	188	142	183	88	190	479
61%	70%	66%	73%	67%	66%	75%	64%
	*					L	
92	20	96	53	91	46	62	269
39%	30%	34%	27%	33%	34%	25%	36%
	*						K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

7_2. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are you're passing restaurants you've been to before

			REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Useful	296	37	29	20	119
	30%	27%	26%	31%	31%
		*	*	*	
Not useful	704	99	83	45	265
	70%	73%	74%	69%	69%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

driving around town, based on the places you are passing along your route - Notifications that

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
69	21	94	52	87	31	83	212
30%	30%	33%	26%	32%	24%	33%	28%
	*						
166	47	190	144	188	102	169	536
70%	70%	67%	74%	68%	76%	67%	72%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

7_3. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are you've shopped at before

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Useful	307	39	35	19	121
	31%	29%	32%	29%	32%
		*	*	*	
Not useful	693	97	77	46	263
	69%	71%	68%	71%	68%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

driving around town, based on the places you are passing along your route - Pointing out stores that

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
70	23	92	69	84	32	90	217
30%	34%	32%	35%	31%	24%	36%	29%
	*		J				
165	45	192	126	190	102	162	531
70%	66%	68%	65%	69%	76%	64%	71%
	*				H		
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

7_4. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are morning if you'd like to stop by a coffee shop you've been to before

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Useful	307	37	27	24	136
	31%	27%	24%	38%	35%
		*	*	E*	E
Not useful	693	99	85	41	248
	69%	73%	76%	62%	65%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

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driving around town, based on the places you are passing along your route - Asking you in the

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
57	25	96	68	85	30	91	215
24%	37%	34%	35%	31%	23%	36%	29%
	E*	J	J				
178	43	188	127	189	103	160	533
76%	63%	66%	65%	69%	77%	64%	71%
CDF	*				GH		
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

7_5. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are services that you do on a regular basis (like dry cleaning or haircuts)

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Useful	379	51	46	25	166
	38%	37%	41%	38%	43%
		*	*	*	E
Not useful	621	85	66	40	218
	62%	63%	59%	62%	57%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

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driving around town, based on the places you are passing along your route - Reminding you about

| | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
67	25	111	72	113	50	126	253
28%	37%	39%	37%	41%	37%	50%	34%
	*					L	
168	43	173	123	161	84	126	495
72%	63%	61%	63%	59%	63%	50%	66%
D	*						K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

7_6. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are specials or sales at stores you've shopped at

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Useful	510	72	50	37	212
	51%	53%	45%	57%	55%
		*	*	*	E
Not useful	490	64	62	28	172
	49%	47%	55%	43%	45%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

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driving around town, based on the places you are passing along your route - Telling you about

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
101	39	153	111	140	58	140	369
43%	57%	54%	57%	51%	43%	56%	49%
	E*		J				
134	29	131	84	134	76	112	379
57%	43%	46%	43%	49%	57%	44%	51%
DF	*				H		
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

7_7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are are nearing a gas or charging station if you are low on gas or battery

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Useful	810	111	86	54	326
	81%	81%	77%	83%	85%
		*	*	*	E
Not useful	190	25	26	11	58
	19%	19%	23%	17%	15%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

driving around town, based on the places you are passing along your route - Letting you know you

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
178	55	227	153	232	102	216	594
76%	81%	80%	78%	85%	76%	86%	79%
	*			J		L	
57	13	57	42	42	32	36	154
24%	19%	20%	22%	15%	24%	14%	21%
D	*				I		K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are dr
based on the places you are passing along your route - Grid Table

	Reminders about appointments (such as doctor visits)	Notifications that you're passing restaurants you've been to	Pointing out stores that you've shopped at before	Asking you in the morning if you'd like to stop by a coffee shop you've	Reminding you about services that you do on a regular basis (like
	A	B	C	D	E
Base: All Respondents (unwtd)	**1000**	**1000**	**1000**	**1000**	**1000**
Base: All Respondents (wtd)	**1000**	**1000**	**1000**	**1000**	**1000**
Useful	669	296	307	307	379
	67%	30%	31%	31%	38%
	BCDEF				BCD
Not useful	331	704	693	693	621
	33%	70%	69%	69%	62%
	G	AEFG	AEFG	AEFG	AFG
Sigma	1000	1000	1000	1000	1000
	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B/C/D/E/F/G

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

- Column Means:

  Columns Tested (5%): A/B/C/D/E/F/G

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

riving around town,

Telling you about specials or sales at stores you've shopped at	Letting you know you are nearing a gas or charging station if you are low
F	G
1000	**1000**
1000	**1000**
510	810
51%	81%
BCDE	ABCDEF
490	190
49%	19%
AG	
1000	1000
100%	100%

7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are dr

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Total useful mentions (Net)	885	118	95	57	348
	88%	87%	85%	87%	91%
		*	*	*	
Reminders about appointments (such as doctor visits)	669	99	66	48	265
	67%	73%	59%	74%	69%
		*	*	*	
Notifications that you're passing restaurants you've been to before	296	37	29	20	119
	30%	27%	26%	31%	31%
		*	*	*	
Pointing out stores that you've shopped at before	307	39	35	19	121
	31%	29%	32%	29%	32%
		*	*	*	
Asking you in the morning if you'd like to stop by a coffee shop you've been to before	307	37	27	24	136
	31%	27%	24%	38%	35%
		*	*	E*	E
Reminding you about services that you do on a regular basis (like dry cleaning or haircuts)	379	51	46	25	166
	38%	37%	41%	38%	43%
		*	*	*	E
Telling you about specials or sales at stores you've shopped at	510	72	50	37	212
	51%	53%	45%	57%	55%
		*	*	*	E
Letting you know you are nearing a gas or charging station if you are low on gas or battery	810	111	86	54	326
	81%	81%	77%	83%	85%
		*	*	*	E

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

riving around town, based on the places you are passing along your route - Useful Summary

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
206	61	249	176	246	113	228	656
88%	90%	88%	90%	90%	85%	91%	88%
	*						
143	48	188	142	183	88	190	479
61%	70%	66%	73%	67%	66%	75%	64%
	*					L	
69	21	94	52	87	31	83	212
30%	30%	33%	26%	32%	24%	33%	28%
	*						
70	23	92	69	84	32	90	217
30%	34%	32%	35%	31%	24%	36%	29%
	*		J				
57	25	96	68	85	30	91	215
24%	37%	34%	35%	31%	23%	36%	29%
	E*	J	J				
67	25	111	72	113	50	126	253
28%	37%	39%	37%	41%	37%	50%	34%
	*					L	
101	39	153	111	140	58	140	369
43%	57%	54%	57%	51%	43%	56%	49%
	E*		J				
178	55	227	153	232	102	216	594
76%	81%	80%	78%	85%	76%	86%	79%
	*			J		L	

7. Now please think about features of cars in the future. Imagine that your car could suggest things to you as you are dr

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Reminders about appointments (such as doctor visits)	331	37	46	17	119
	33%	27%	41%	26%	31%
		*	*	*	
Notifications that you're passing restaurants you've been to before	704	99	83	45	265
	70%	73%	74%	69%	69%
		*	*	*	
Pointing out stores that you've shopped at before	693	97	77	46	263
	69%	71%	68%	71%	68%
		*	*	*	
Asking you in the morning if you'd like to stop by a coffee shop you've been to before	693	99	85	41	248
	69%	73%	76%	62%	65%
		*	*	*	
Reminding you about services that you do on a regular basis (like dry cleaning or haircuts)	621	85	66	40	218
	62%	63%	59%	62%	57%
		*	*	*	
Telling you about specials or sales at stores you've shopped at	490	64	62	28	172
	49%	47%	55%	43%	45%
		*	*	*	
Letting you know you are nearing a gas or charging station if you are low on gas or battery	190	25	26	11	58
	19%	19%	23%	17%	15%
		*	*	*	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

| | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
92	20	96	53	91	46	62	269
39%	30%	34%	27%	33%	34%	25%	36%
	*						K
166	47	190	144	188	102	169	536
70%	70%	67%	74%	68%	76%	67%	72%
	*						
165	45	192	126	190	102	162	531
70%	66%	68%	65%	69%	76%	64%	71%
	*				H		
178	43	188	127	189	103	160	533
76%	63%	66%	65%	69%	77%	64%	71%
CDF	*				GH		
168	43	173	123	161	84	126	495
72%	63%	61%	63%	59%	63%	50%	66%
D	*						K
134	29	131	84	134	76	112	379
57%	43%	46%	43%	49%	57%	44%	51%
DF	*				H		
57	13	57	42	42	32	36	154
24%	19%	20%	22%	15%	24%	14%	21%
D	*				I		K

8. Again thinking about cars in the future, manufacturers are working now on self-driving cars. Have you seen, read, or

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Yes (Net)	825	119	100	54	333
	82%	88%	89%	83%	87%
		E*	EF*	*	EF
Yes, a great deal	202	29	26	13	88
	20%	21%	23%	20%	23%
		*	*	*	E
Yes, a little	623	91	74	41	244
	62%	67%	66%	63%	64%
		*	*	*	
No, nothing at all	175	17	12	11	51
	18%	12%	11%	17%	13%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

heard anything about self-driving cars in the news?

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
166	53	225	165	234	115	215	610
71%	77%	79%	84%	85%	86%	85%	82%
	*						
35	10	42	47	69	26	49	152
15%	15%	15%	24%	25%	20%	20%	20%
	*		G	G			
131	42	183	118	165	88	165	457
56%	62%	64%	60%	60%	66%	66%	61%
	*						
69	15	59	30	40	19	37	138
29%	23%	21%	16%	15%	14%	15%	18%
ABD	BD*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

9. And what is your view of self-driving cars?

	Total		REGION		
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Positive (Net)	546	72	59	35	208
	55%	53%	53%	54%	54%
		*	*	*	
Very positive	118	23	10	11	54
	12%	17%	9%	17%	14%
		EF*	*	EF*	E
Somewhat positive	428	49	50	24	154
	43%	36%	44%	37%	40%
		*	*	*	
Negative (Net)	454	64	53	30	176
	45%	47%	47%	46%	46%
		*	*	*	
Somewhat negative	315	40	38	20	111
	32%	30%	34%	31%	29%
		*	*	*	
Very negative	139	24	15	10	65
	14%	17%	13%	15%	17%
		E*	*	*	E
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
142	30	151	109	161	72	151	395
60%	44%	53%	56%	59%	54%	60%	53%
F	*						
16	4	25	21	36	19	36	82
7%	6%	9%	11%	13%	14%	14%	11%
	*						
125	26	126	88	124	53	115	313
53%	38%	44%	45%	45%	40%	46%	42%
ACDF	*						
93	38	133	86	113	62	101	353
40%	56%	47%	44%	41%	46%	40%	47%
	E*						
76	30	91	56	79	51	68	247
32%	44%	32%	29%	29%	38%	27%	33%
	D*						
17	8	42	30	34	11	33	106
7%	12%	15%	16%	12%	8%	13%	14%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

10. Assuming the cost of self-driving cars is comparable to what it costs to your own car now, which would be your pref

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: Total Who Drive (unwtd)	**888**	**109**	**95**	**89**	**306**
Base: Total Who Drive (wtd)	**853**	**119**	**104**	**57**	**317**
To switch to using a self-driving vehicle	267	39	27	15	100
	31%	33%	26%	27%	32%
		*	*	*	
To continue using a vehicle that you personally drive	586	80	77	42	217
	69%	67%	74%	73%	68%
		*	*	*	
Sigma	853	119	104	57	317
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
202	**87**	**172**	**175**	**286**	**172**	**261**	**627**
197	**58**	**193**	**182**	**263**	**132**	**227**	**627**
73	13	45	55	105	37	77	190
37%	22%	23%	30%	40%	28%	34%	30%
F	*			GJ			
125	45	148	127	158	94	150	436
63%	78%	77%	70%	60%	72%	66%	70%
	E*	I			I		
197	58	193	182	263	132	227	627
100%	100%	100%	100%	100%	100%	100%	100%

11. And if self-driving cars cost MUCH LESS to own an maintain than it costs to own and maintain a car today, what wou

				REGION	
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: Total Who Drive (unwtd)	**888**	**109**	**95**	**89**	**306**
Base: Total Who Drive (wtd)	**853**	**119**	**104**	**57**	**317**
To switch to using a self-driving vehicle	474	63	53	30	176
	56%	53%	51%	52%	55%
		*	*	*	
To continue using a vehicle that you personally drive	379	56	51	27	141
	44%	47%	49%	48%	45%
		*	*	*	
Sigma	853	119	104	57	317
	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

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

- Column Means:

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

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

uld be your preference?

| | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
202	**87**	**172**	**175**	**286**	**172**	**261**	**627**
197	**58**	**193**	**182**	**263**	**132**	**227**	**627**
119	33	97	99	158	76	132	342
60%	56%	50%	54%	60%	57%	58%	55%
	*						
78	25	97	83	104	56	95	284
40%	44%	50%	46%	40%	43%	42%	45%
	*						
197	58	193	182	263	132	227	627
100%	100%	100%	100%	100%	100%	100%	100%

12. Imagine for a moment that the self-driving cars are proven to be completely safe and that the cost is the same as to

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Favor (Net)	542	72	68	27	206
	54%	53%	60%	42%	54%
		*	C*	*	
Strongly favor	155	31	17	8	57
	16%	23%	15%	12%	15%
		*	*	*	
Somewhat favor	387	41	51	19	149
	39%	30%	45%	29%	39%
		*	AC*	*	
Oppose (Net)	458	64	44	38	178
	46%	47%	40%	58%	46%
		*	*	BE*	
Somewhat oppose	273	43	26	19	107
	27%	31%	23%	29%	28%
		*	*	*	
Strongly oppose	185	21	19	19	70
	19%	16%	17%	29%	18%
		*	*	A*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

day's cars. In this scenario, would you favor or oppose ONLY allowing self-driving cars on the road?

| | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
136	32	148	111	154	70	142	400
58%	47%	52%	57%	56%	52%	56%	53%
C	*						
34	8	40	28	52	19	42	113
15%	11%	14%	15%	19%	14%	17%	15%
	*						
102	25	107	82	102	51	100	287
43%	36%	38%	42%	37%	38%	40%	38%
AC	*						
99	36	136	85	120	64	110	348
42%	53%	48%	43%	44%	48%	44%	47%
	*						
53	25	85	49	70	42	66	207
23%	37%	30%	25%	25%	31%	26%	28%
	E*						
46	11	51	35	51	22	44	141
19%	16%	18%	18%	18%	17%	17%	19%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

13_1. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the follo
themselves, and only produce self-driving vehicles

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Likely (Net)	336	49	44	20	125
	34%	36%	40%	32%	33%
		*	*	*	
Very likely	60	12	9	8	17
	6%	9%	8%	12%	4%
		*	*	DE*	
Somewhat likely	276	37	35	13	108
	28%	27%	31%	20%	28%
		*	*	*	
Unlikely (Net)	664	87	68	45	259
	66%	64%	60%	68%	67%
		*	*	*	
Somewhat unlikely	415	54	36	26	171
	42%	40%	32%	40%	44%
		*	*	*	
Very unlikely	249	32	31	19	88
	25%	24%	28%	29%	23%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

wing scenarios? - In the near future, auto companies will stop producing vehicles people drive

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	100	236	189	297	176	278	722
235	68	284	195	274	134	252	748
75	22	97	82	89	33	103	233
32%	32%	34%	42%	33%	24%	41%	31%
	*		J			L	
10	3	15	17	15	10	22	37
4%	5%	5%	9%	6%	8%	9%	5%
	*						
64	19	83	65	74	23	80	196
27%	28%	29%	33%	27%	17%	32%	26%
	*	J	J	J			
160	46	186	114	185	101	149	515
68%	68%	66%	58%	67%	76%	59%	69%
	*				H		K
103	25	110	72	119	61	93	322
44%	36%	39%	37%	43%	46%	37%	43%
	*						
57	21	76	42	66	40	56	193
24%	31%	27%	22%	24%	30%	22%	26%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

13_2. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the follo
is cheaper if you own a self-driving vehicle

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Likely (Net)	545	87	71	34	200
	54%	64%	63%	53%	52%
		F*	F*	*	
Very likely	122	21	16	8	46
	12%	16%	14%	12%	12%
		*	*	*	
Somewhat likely	423	66	55	27	154
	42%	49%	49%	41%	40%
		*	*	*	
Unlikely (Net)	455	49	41	31	184
	46%	36%	37%	47%	48%
		*	*	*	
Somewhat unlikely	320	35	30	21	126
	32%	26%	27%	33%	33%
		*	*	*	
Very unlikely	135	13	11	9	57
	13%	10%	10%	15%	15%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
121	32	141	99	162	89	155	390
52%	46%	50%	51%	59%	66%	61%	52%
	*				GH	L	
23	8	35	22	41	19	45	77
10%	12%	12%	11%	15%	14%	18%	10%
	*					L	
98	23	106	78	121	70	110	313
42%	34%	37%	40%	44%	52%	44%	42%
	*				GH		
114	36	143	96	112	45	97	358
48%	54%	50%	49%	41%	34%	39%	48%
	AB*	J	J				K
84	23	93	70	82	33	71	249
36%	33%	33%	36%	30%	25%	28%	33%
	*		J				
30	14	50	26	30	12	26	109
13%	20%	18%	13%	11%	9%	10%	15%
	*	J					
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

13_3. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the follo
to be self-driving

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Likely (Net)	298	52	24	16	126
	30%	38%	22%	24%	33%
		B*	*	*	
Very likely	69	12	4	6	34
	7%	9%	4%	9%	9%
		*	*	*	E
Somewhat likely	229	40	20	10	93
	23%	29%	18%	15%	24%
		C*	*	*	
Unlikely (Net)	702	84	88	49	258
	70%	62%	78%	76%	67%
		*	A*	*	
Somewhat unlikely	440	45	58	31	154
	44%	33%	52%	47%	40%
		*	A*	*	
Very unlikely	261	39	29	19	103
	26%	29%	26%	28%	27%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
63	17	90	70	81	30	73	225
27%	25%	32%	36%	30%	22%	29%	30%
	*		J				
9	4	14	25	19	9	23	46
4%	7%	5%	13%	7%	7%	9%	6%
	*		G				
55	12	77	45	62	21	50	179
23%	18%	27%	23%	23%	15%	20%	24%
	*	J					
172	51	194	125	193	104	179	523
73%	75%	68%	64%	70%	78%	71%	70%
	*				H		
123	29	115	73	122	72	112	329
52%	43%	40%	37%	44%	54%	44%	44%
AD	*				GH		
49	22	79	52	71	32	67	194
21%	33%	28%	26%	26%	24%	27%	26%
	E*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

13_4. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the follo
as vehicles people drive themselves

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Likely (Net)	494	70	59	32	205
	49%	52%	53%	48%	53%
		*	*	*	EF
Very likely	97	14	14	12	41
	10%	10%	12%	18%	11%
		*	E*	E*	E
Somewhat likely	397	56	45	20	163
	40%	41%	41%	30%	42%
		*	*	*	
Unlikely (Net)	506	66	53	34	179
	51%	48%	47%	52%	47%
		*	*	*	
Somewhat unlikely	378	57	45	22	132
	38%	42%	41%	34%	34%
		*	*	*	
Very unlikely	128	8	7	12	48
	13%	6%	6%	18%	12%
		*	*	AB*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

| | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
101	27	142	105	143	56	134	360
43%	40%	50%	54%	52%	42%	53%	48%
	*		J				
10	6	29	22	24	16	27	70
4%	9%	10%	11%	9%	12%	11%	9%
	*						
91	22	113	83	119	40	107	290
39%	32%	40%	43%	43%	30%	43%	39%
	*		J	J			
134	41	142	90	131	78	118	388
57%	60%	50%	46%	48%	58%	47%	52%
D	D*				H		
96	26	105	67	96	61	92	286
41%	38%	37%	34%	35%	46%	37%	38%
	*				I		
39	15	37	23	35	17	26	102
16%	21%	13%	12%	13%	12%	10%	14%
AB	ABD*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

13. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the followi

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
In the near future, auto companies will stop producing vehicles people drive themselves, and only produce self-driving vehicles	336	49	44	20	125
	34%	36%	40%	32%	33%
		*	*	*	
In the near future, the safety of self-driving vehicles will mean that auto insurance is cheaper if you own a self-driving vehicle	545	87	71	34	200
	54%	64%	63%	53%	52%
		F*	F*	*	
In the near future, state and federal governments will pass laws requiring vehicles to be self-driving	298	52	24	16	126
	30%	38%	22%	24%	33%
		B*	*	*	
In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves	494	70	59	32	205
	49%	52%	53%	48%	53%
		*	*	*	EF

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

ing scenarios? - Likely Summary

| | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
75	22	97	82	89	33	103	233
32%	32%	34%	42%	33%	24%	41%	31%
	*		J			L	
121	32	141	99	162	89	155	390
52%	46%	50%	51%	59%	66%	61%	52%
	*				GH	L	
63	17	90	70	81	30	73	225
27%	25%	32%	36%	30%	22%	29%	30%
	*		J				
101	27	142	105	143	56	134	360
43%	40%	50%	54%	52%	42%	53%	48%
	*		J				

13. The next few questions ask more about self-driving cars. In your opinion, how likely or unlikely is each of the followi

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
In the near future, auto companies will stop producing vehicles people drive themselves, and only produce self-driving vehicles	664	87	68	45	259
	66%	64%	60%	68%	67%
		*	*	*	
In the near future, the safety of self-driving vehicles will mean that auto insurance is cheaper if you own a self-driving vehicle	455	49	41	31	184
	46%	36%	37%	47%	48%
		*	*	*	
In the near future, state and federal governments will pass laws requiring vehicles to be self-driving	702	84	88	49	258
	70%	62%	78%	76%	67%
		*	A*	*	
In 10 years time, there are the same number of self-driving vehicles on the streets as vehicles people drive themselves	506	66	53	34	179
	51%	48%	47%	52%	47%
		*	*	*	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
160	46	186	114	185	101	149	515
68%	68%	66%	58%	67%	76%	59%	69%
	*				H		K
114	36	143	96	112	45	97	358
48%	54%	50%	49%	41%	34%	39%	48%
	AB*	J	J				K
172	51	194	125	193	104	179	523
73%	75%	68%	64%	70%	78%	71%	70%
	*				H		
134	41	142	90	131	78	118	388
57%	60%	50%	46%	48%	58%	47%	52%
D	D*				H		

14. How many road trips, where you drive a significant distance do you take In a typical year

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
5 or more	331	41	41	22	126
	33%	30%	37%	33%	33%
		*	*	*	
4	83	7	16	8	35
	8%	5%	14%	12%	9%
		*	E*	E*	
3	101	9	13	4	41
	10%	7%	11%	7%	11%
		*	*	*	
2	195	39	19	12	75
	19%	28%	17%	19%	19%
		E*	*	*	
1	148	29	14	9	56
	15%	21%	13%	13%	15%
		*	*	*	
None	142	11	10	10	51
	14%	8%	9%	16%	13%
		*	*	*	
Sigma	1000	136	112	65	384
	100%	100%	100%	100%	100%
Summary					
Mean	5.4	5.3	4.7	4.8	5.4
		*	*	*	
Median	3	2	4	3	3

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
79	23	85	56	102	56	89	242
33%	33%	30%	29%	37%	42%	35%	32%
	*				GH		
10	7	15	12	35	8	31	52
4%	11%	5%	6%	13%	6%	12%	7%
	*			GJ		L	
24	10	25	26	29	15	30	70
10%	14%	9%	13%	11%	11%	12%	9%
	*						
37	14	47	46	52	32	46	149
16%	20%	17%	23%	19%	24%	18%	20%
	*						
32	8	35	35	39	16	38	110
14%	12%	12%	18%	14%	12%	15%	15%
	*						
53	6	76	21	17	8	18	124
23%	9%	27%	11%	6%	6%	7%	17%
ABDF	*	HIJ					K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%
6	4.9	4.5	4	6.1	7.4	5.9	5.2
	*			H	GH		
2	3	2	2	3.6	3	3	2

15. If you had regular access to a self-driving car, rather than having to drive yourself, would you:

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Take more road trips	354	48	47	15	152
	35%	35%	42%	23%	40%
		*	C*	*	CE
Travel longer distances by vehicle, instead of flying	311	36	36	20	128
	31%	26%	32%	31%	33%
		*	*	*	
Go to different places than if you had to drive yourself	303	50	26	14	131
	30%	37%	23%	22%	34%
		E*	*	*	E
Travel with different types of entertainment other than just the vehicle radio	299	51	37	27	115
	30%	37%	33%	41%	30%
		E*	*	EF*	
Take a different/more scenic route	286	42	27	15	114
	29%	31%	24%	22%	30%
		*	*	*	
Change what time of day you plan to travel	235	42	34	15	78
	24%	31%	30%	22%	20%
		D*	*	*	
Go to more events/destinations that you do now	225	32	23	10	102
	22%	24%	21%	15%	27%
		*	*	*	CE
Stop at more places along the way	163	29	8	11	72
	16%	21%	7%	17%	19%
		B*	*	*	B
Travel with more people in the vehicle	157	26	22	8	55
	16%	19%	20%	13%	14%
		*	*	*	
None of these	333	44	28	22	131
	33%	32%	25%	34%	34%
		*	*	*	
Sigma	2665	398	289	157	1077
	266%	293%	258%	242%	280%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
68	25	100	68	101	39	111	242
29%	36%	35%	35%	37%	29%	44%	32%
	*					L	
63	27	73	72	88	44	95	216
27%	40%	26%	37%	32%	33%	38%	29%
	E*		G			L	
58	23	76	65	80	39	92	211
25%	35%	27%	33%	29%	29%	37%	28%
	*					L	
52	18	77	54	96	49	94	205
22%	26%	27%	28%	35%	37%	37%	27%
	*					L	
65	23	63	59	89	40	88	198
28%	34%	22%	30%	33%	30%	35%	26%
	*			G		L	
53	14	62	42	77	32	88	147
23%	21%	22%	22%	28%	24%	35%	20%
	*					L	
36	21	68	39	64	25	71	153
15%	31%	24%	20%	23%	19%	28%	20%
	CE*					L	
30	12	47	32	51	15	56	107
13%	18%	16%	16%	18%	11%	22%	14%
	B*					L	
37	9	49	34	43	16	50	106
16%	13%	17%	17%	16%	12%	20%	14%
	*						
87	22	112	66	79	38	51	283
37%	32%	40%	34%	29%	29%	20%	38%
	*	I					K
549	194	728	531	767	338	797	1868
234%	286%	256%	272%	280%	253%	316%	250%

16. Electric cars are cars that need to be charged, and then run on electricity. What is your view of electric cars?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Positive (Net)	723	102	70	47	275
	72%	75%	63%	72%	72%
		*	*	*	
Very positive	249	42	18	14	102
	25%	31%	16%	21%	27%
		BF*	*	*	
Somewhat positive	474	60	52	33	173
	47%	44%	46%	51%	45%
		*	*	*	
Negative (Net)	277	34	42	18	109
	28%	25%	37%	28%	28%
		*	E*	*	
Somewhat negative	211	28	33	16	78
	21%	20%	29%	24%	20%
		*	E*	*	
Very negative	65	6	9	2	31
	7%	4%	8%	4%	8%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

| Quebec | Atlantic | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
183	46	198	143	211	100	188	535
78%	68%	70%	73%	77%	75%	75%	72%
B	*						
62	11	64	47	71	47	73	177
27%	16%	23%	24%	26%	35%	29%	24%
	*				G		
120	35	134	96	141	53	115	359
51%	52%	47%	49%	51%	40%	46%	48%
	*			J			
52	22	86	52	63	34	64	213
22%	32%	30%	27%	23%	25%	25%	28%
	*						
41	16	60	45	50	25	52	160
17%	24%	21%	23%	18%	19%	21%	21%
	*						
12	6	26	7	13	9	12	53
5%	8%	9%	4%	5%	7%	5%	7%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

17. Do you currently own an electric car (not including hybrid cars, only fully electric ones)?

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
	21	5	1	1	6
Yes, I own a fully electric vehicle	2%	4%	1%	2%	1%
		*	*	*	
	979	131	111	64	378
No	98%	96%	99%	98%	99%
		*	*	*	
	1000	136	112	65	384
Sigma	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
6	2	8	5	7	1	10	11
3%	3%	3%	2%	3%	1%	4%	1%
	*					L	
229	66	276	190	267	133	242	737
97%	97%	97%	98%	97%	99%	96%	99%
	*						K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

18. Do you know anyone that currently drives an electric car

	Total		REGION		
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Yes	188	26	19	6	63
	19%	19%	17%	9%	17%
		*	*	*	
No	812	110	93	59	321
	81%	81%	83%	91%	83%
		*	*	E*	E
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

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		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
67	7	41	48	62	27	49	139
29%	10%	14%	25%	23%	20%	19%	19%
CDF	*		G	G			
168	61	243	147	212	107	203	609
71%	90%	86%	75%	77%	80%	81%	81%
	E*	HI					
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

19. And do you plan to buy another/an electric car the next time you purchase a vehicle?

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Yes	45	14	2	1	18
	5%	10%	1%	2%	5%
		BCE*	*	*	
Maybe	282	45	29	17	99
	28%	33%	26%	26%	26%
		F*	*	*	
No	553	69	67	39	216
	55%	51%	60%	60%	56%
		*	*	*	
Don't know	120	8	14	8	51
	12%	6%	13%	12%	13%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
9	2	11	6	18	4	19	27
4%	3%	4%	3%	7%	3%	7%	4%
	*					L	
81	11	61	61	85	47	75	207
34%	16%	21%	31%	31%	35%	30%	28%
F	*			G	G		
116	46	171	106	144	71	133	419
49%	67%	60%	54%	53%	53%	53%	56%
	AE*						
29	10	41	22	26	11	26	95
12%	14%	14%	11%	9%	8%	10%	13%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

19. And do you plan to buy another electric car the next time you purchase a vehicle?

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents ("Yes" at Q17) (unwtd)	**29**	**5**	**2**	**3**	**7**
Base: All Respondents ("Yes" at Q17) (wtd)	**21**	**5**	**1**	**1**	**6**
Yes	9	1	-	1	3
	41%	24%	-	51%	63%
		**	**	**	**
Maybe	11	4	1	1	1
	51%	76%	100%	49%	26%
		**	**	**	**
No	2	-	-	-	1
	8%	-	-	-	11%
		**	**	**	**
Sigma	21	5	1	1	6
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
7	**5**	**8**	**7**	**12**	**2**	**15**	**14**
6	**2**	**8**	**5**	**7**	**1**	**10**	**11**
3	1	1	2	5	-	7	2
42%	36%	18%	41%	74%	-	69%	14%
**	**	**	**	**	**	**	**
3	1	6	3	2	-	3	8
51%	38%	75%	59%	26%	-	31%	71%
**	**	**	**	**	**	**	**
*	1	1	-	-	1	-	2
7%	26%	7%	-	-	100%	-	15%
**	**	**	**	**	**	**	**
6	2	8	5	7	1	10	11
100%	100%	100%	100%	100%	100%	100%	100%

19. And do you plan to buy an electric car the next time you purchase a vehicle?

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents ("No" at Q17) (unwtd)	**971**	**115**	**98**	**96**	**344**
Base: All Respondents ("No" at Q17) (wtd)	**979**	**131**	**111**	**64**	**378**
Yes	36	13	2	1	14
	4%	10%	1%	1%	4%
		BCDEF*	*	*	
Maybe	271	41	28	16	98
	28%	31%	25%	26%	26%
		F*	*	*	
No	551	69	67	39	215
	56%	53%	60%	61%	57%
		*	*	*	
Don't know	120	8	14	8	51
	12%	6%	13%	12%	14%
		*	*	*	
Sigma	979	131	111	64	378
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
223	**95**	**228**	**182**	**285**	**174**	**263**	**708**
229	**66**	**276**	**190**	**267**	**133**	**242**	**737**
7	1	9	4	13	4	11	25
3%	1%	3%	2%	5%	3%	5%	3%
	*						
78	10	55	58	84	47	71	200
34%	15%	20%	31%	31%	36%	30%	27%
F	*		G	G	G		
116	45	171	106	144	70	133	418
51%	69%	62%	56%	54%	53%	55%	57%
	AE*						
29	10	41	22	26	11	26	95
13%	15%	15%	12%	10%	8%	11%	13%
	*						
229	66	276	190	267	133	242	737
100%	100%	100%	100%	100%	100%	100%	100%

20. The government currently provides a subsidy to people who own electric cars to encourage their use. Would you sti
subsidy?

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Answering (unwtd)	**52**	**10**	**2**	**3**	**19**
Base: All Answering (wtd)	**45**	**14**	**2**	**1**	**18**
	34	10	2	1	15
Would Still Purchase (Net)	76%	71%	100%	100%	83%
		**	**	**	**
	17	4	2	1	7
Definitely would still purchase an electric vehicle even if there is no subsidy					
	37%	28%	100%	100%	39%
		**	**	**	**
	17	6	-	-	8
Probably would still purchase an electric vehicle even if there is no subsidy					
	39%	43%	-	-	44%
		**	**	**	**
	11	4	-	-	3
Would Not Still Purchase (Net)	24%	29%	-	-	17%
		**	**	**	**
	8	3	-	-	2
Probably would NOT still purchase an electric vehicle if there is no subsidy					
	17%	20%	-	-	11%
		**	**	**	**
	3	1	-	-	1
Definitely would NOT still purchase an electric vehicle if there is no subsidy					
	7%	9%	-	-	5%
		**	**	**	**
	45	14	2	1	18
Sigma	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

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

- Column Means:

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

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

ill plan to buy an electric car next time you purchase a vehicle if the government took away this

| | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
14	**4**	**8**	**8**	**26**	**7**	**23**	**29**
9	**2**	**11**	**6**	**18**	**4**	**19**	**27**
5	2	8	4	13	3	12	22
57%	100%	73%	72%	72%	77%	64%	84%
**	**	**	**	**	**	**	**
2	1	4	3	8	3	7	10
23%	72%	35%	47%	41%	64%	38%	37%
**	**	**	**	**	**	**	**
3	1	4	1	6	1	5	12
34%	28%	38%	25%	30%	13%	26%	47%
**	**	**	**	**	**	**	**
4	-	3	2	5	1	7	4
43%	-	27%	28%	28%	23%	36%	16%
**	**	**	**	**	**	**	**
3	-	2	1	4	1	4	4
33%	-	22%	13%	20%	23%	22%	14%
**	**	**	**	**	**	**	**
1	-	1	1	1	-	3	*
10%	-	6%	15%	8%	-	14%	2%
**	**	**	**	**	**	**	**
9	2	11	6	18	4	19	27
100%	100%	100%	100%	100%	100%	100%	100%

21. How interested, if at all, are you in owning an electric car?

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Answering (unwtd)	**793**	**92**	**88**	**87**	**284**
Base: All Answering (wtd)	**812**	**110**	**93**	**59**	**321**
Interested (Net)	351	53	35	23	146
	43%	48%	37%	38%	46%
		F*	*	*	F
Very interested	79	11	4	7	36
	10%	10%	4%	12%	11%
		*	*	*	
Somewhat interested	273	41	31	16	110
	34%	38%	33%	26%	34%
		*	*	*	
Not Interested (Net)	461	58	58	37	175
	57%	52%	63%	62%	54%
		*	*	*	
Not too interested	237	32	33	18	86
	29%	29%	35%	31%	27%
		*	*	*	
Not at all interested	224	25	26	18	88
	28%	23%	28%	31%	28%
		*	*	*	
Sigma	812	110	93	59	321
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
156	**86**	**199**	**141**	**220**	**142**	**212**	**581**
168	**61**	**243**	**147**	**212**	**107**	**203**	**609**
77	19	90	49	108	57	99	252
46%	31%	37%	33%	51%	53%	49%	41%
	*			GH	GH		
19	2	27	10	18	18	19	60
11%	4%	11%	7%	8%	16%	9%	10%
	*				HI		
58	16	63	38	91	40	80	193
35%	27%	26%	26%	43%	37%	39%	32%
	*			GH			
91	42	153	98	103	50	104	357
54%	69%	63%	67%	49%	47%	51%	59%
	AD*	IJ	IJ				
44	23	74	53	59	28	67	169
26%	37%	30%	36%	28%	26%	33%	28%
	*						
47	20	79	45	44	22	37	188
28%	32%	33%	31%	21%	21%	18%	31%
	*	IJ					K
168	61	243	147	212	107	203	609
100%	100%	100%	100%	100%	100%	100%	100%

22_1. How appealing are each of the following features of electric cars to you personally? - Electric vehicles are half the

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
	890	126	98	58	339
Appealing (Net)	89%	92%	88%	89%	88%
		*	*	*	
	493	67	40	29	198
Very appealing	49%	49%	36%	45%	52%
		*	*	*	B
	398	59	58	29	141
Somewhat appealing	40%	43%	52%	44%	37%
		*	DE*	*	
	110	10	14	7	45
Not Appealing (Net)	11%	8%	12%	11%	12%
		*	*	*	
	68	8	9	6	23
Not very appealing	7%	6%	8%	9%	6%
		*	*	*	
	42	3	5	1	21
Not at all appealing	4%	2%	4%	2%	6%
		*	*	*	
	1000	136	112	65	384
Sigma	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

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

- Column Means:

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

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

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
207	62	242	181	254	120	229	661
88%	91%	85%	93%	93%	90%	91%	88%
	*		G	G			
122	37	136	87	153	71	129	364
52%	54%	48%	44%	56%	53%	51%	49%
B	B*			H			
86	25	106	94	101	48	101	297
36%	37%	37%	48%	37%	36%	40%	40%
	*		IJ				
28	6	42	14	20	14	23	87
12%	9%	15%	7%	7%	10%	9%	12%
	*	HI					
19	3	26	11	11	6	14	54
8%	4%	9%	6%	4%	4%	6%	7%
	*	I					
8	3	16	3	10	8	8	33
4%	5%	6%	1%	4%	6%	3%	4%
	*				H		
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

22_2. How appealing are each of the following features of electric cars to you personally? - Electric vehicles can go 500

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Appealing (Net)	830	109	86	54	327
	83%	80%	77%	84%	85%
		*	*	*	
Very appealing	408	57	33	24	147
	41%	42%	29%	38%	38%
		*	*	*	
Somewhat appealing	422	52	53	30	180
	42%	38%	48%	46%	47%
		*	E*	*	E
Not Appealing (Net)	170	27	26	11	57
	17%	20%	23%	16%	15%
		*	*	*	
Not very appealing	115	22	17	8	31
	11%	16%	15%	13%	8%
		D*	*	*	
Not at all appealing	55	5	9	2	26
	6%	4%	8%	3%	7%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

miles on a single charge

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
198	56	225	166	241	109	213	617
84%	82%	79%	85%	88%	81%	84%	83%
	*			G			
119	28	113	80	119	56	109	299
51%	41%	40%	41%	43%	42%	43%	40%
BD	*						
79	28	113	86	123	53	104	319
34%	41%	40%	44%	45%	40%	41%	43%
	*						
37	12	59	29	33	25	39	131
16%	18%	21%	15%	12%	19%	16%	17%
	*	I					
28	8	41	21	22	16	26	89
12%	11%	15%	11%	8%	12%	10%	12%
	*	I					
9	5	18	8	11	9	13	42
4%	7%	6%	4%	4%	7%	5%	6%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

22_3. How appealing are each of the following features of electric cars to you personally? - Electric vehicles need servic

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Appealing (Net)	884	123	94	55	348
	88%	91%	84%	84%	91%
		*	*	*	
Very appealing	447	70	35	26	172
	45%	51%	32%	40%	45%
		B*	*	*	B
Somewhat appealing	437	54	59	28	177
	44%	39%	53%	44%	46%
		*	*	*	
Not Appealing (Net)	116	13	18	10	36
	12%	9%	16%	16%	9%
		*	*	*	
Not very appealing	78	11	11	9	18
	8%	8%	9%	13%	5%
		*	*	D*	
Not at all appealing	38	2	7	2	17
	4%	2%	6%	3%	5%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

e less often than gas-powered vehicles do

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
201	62	241	174	253	120	231	653
86%	91%	85%	89%	92%	90%	92%	87%
	*			G			
110	34	120	87	134	63	119	328
47%	50%	42%	44%	49%	47%	47%	44%
B	B*						
92	27	121	87	119	57	112	325
39%	40%	43%	45%	44%	42%	44%	43%
	*						
34	6	43	21	21	14	21	95
14%	9%	15%	11%	8%	10%	8%	13%
	*	I					
26	4	30	17	12	6	14	64
11%	6%	11%	9%	4%	5%	6%	9%
D	*	I					
7	3	13	4	9	8	7	31
3%	4%	4%	2%	3%	6%	3%	4%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

22_4. How appealing are each of the following features of electric cars to you personally? - Electric vehicle owners rece

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Appealing (Net)	880	127	100	58	340
	88%	93%	89%	89%	89%
		E*	*	*	
Very appealing	463	59	45	30	188
	46%	43%	40%	46%	49%
		*	*	*	
Somewhat appealing	417	68	55	28	152
	42%	50%	49%	43%	40%
		F*	*	*	
Not Appealing (Net)	120	9	12	7	44
	12%	7%	11%	11%	11%
		*	*	*	
Not very appealing	71	8	6	6	22
	7%	6%	5%	9%	6%
		*	*	*	
Not at all appealing	49	1	7	2	22
	5%	1%	6%	3%	6%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

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ive a large tax benefit from the government

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
194	61	241	184	245	118	235	646
83%	90%	85%	94%	89%	88%	93%	86%
	*		G			L	
104	38	122	87	135	77	131	332
44%	56%	43%	44%	49%	57%	52%	44%
	*				GH		
91	23	119	98	110	42	104	313
39%	34%	42%	50%	40%	31%	41%	42%
	*		J				
41	7	43	11	29	15	17	102
17%	10%	15%	6%	11%	12%	7%	14%
A	*	H					K
26	4	25	6	19	7	11	60
11%	6%	9%	3%	7%	6%	4%	8%
D	*	H					
15	3	18	5	10	8	6	42
6%	4%	6%	3%	4%	6%	3%	6%
A	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

22. How appealing are each of the following features of electric cars to you personally? - Appealing Summary

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Electric vehicles are half the cost of gas-powered vehicles to operate	890	126	98	58	339
	89%	92%	88%	89%	88%
		*	*	*	
Electric vehicles can go 500 miles on a single charge	830	109	86	54	327
	83%	80%	77%	84%	85%
		*	*	*	
Electric vehicles need service less often than gas-powered vehicles do	884	123	94	55	348
	88%	91%	84%	84%	91%
		*	*	*	
Electric vehicle owners receive a large tax benefit from the government	880	127	100	58	340
	88%	93%	89%	89%	89%
		E*	*	*	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
207	62	242	181	254	120	229	661
88%	91%	85%	93%	93%	90%	91%	88%
	*		G	G			
198	56	225	166	241	109	213	617
84%	82%	79%	85%	88%	81%	84%	83%
	*			G			
201	62	241	174	253	120	231	653
86%	91%	85%	89%	92%	90%	92%	87%
	*			G			
194	61	241	184	245	118	235	646
83%	90%	85%	94%	89%	88%	93%	86%
	*		G			L	

22. How appealing are each of the following features of electric cars to you personally? - Not Appealing Summary

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Electric vehicles are half the cost of gas-powered vehicles to operate	110	10	14	7	45
	11%	8%	12%	11%	12%
		*	*	*	
Electric vehicles can go 500 miles on a single charge	170	27	26	11	57
	17%	20%	23%	16%	15%
		*	*	*	
Electric vehicles need service less often than gas-powered vehicles do	116	13	18	10	36
	12%	9%	16%	16%	9%
		*	*	*	
Electric vehicle owners receive a large tax benefit from the government	120	9	12	7	44
	12%	7%	11%	11%	11%
		*	*	*	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
28	6	42	14	20	14	23	87
12%	9%	15%	7%	7%	10%	9%	12%
	*	HI					
37	12	59	29	33	25	39	131
16%	18%	21%	15%	12%	19%	16%	17%
	*	I					
34	6	43	21	21	14	21	95
14%	9%	15%	11%	8%	10%	8%	13%
	*	I					
41	7	43	11	29	15	17	102
17%	10%	15%	6%	11%	12%	7%	14%
A	*	H					K

23_1. How concerning, if at all, are each of the following to you about electric cars? - The ability to find a charging statio

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Top 2 Box (Net)	877	120	102	55	346
	88%	88%	91%	84%	90%
		*	E*	*	E
Very concerning	543	75	69	36	203
	54%	55%	62%	55%	53%
		*	*	*	
Somewhat concerning	334	45	33	19	143
	33%	33%	30%	29%	37%
		*	*	*	
Bottom 2 Box (Net)	123	16	10	10	38
	12%	12%	9%	16%	10%
		*	*	F*	
Not very concerning	91	15	7	8	20
	9%	11%	6%	12%	5%
		*	*	D*	
Not at all concerning	32	1	3	3	17
	3%	1%	3%	4%	5%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

on when out in public

	Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
			<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	E	F	G	H	I	J	K	L
	230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
	235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
	189	64	249	169	241	118	221	656
	81%	94%	88%	87%	88%	88%	88%	88%
		CE*						
	115	46	149	105	144	74	130	413
	49%	67%	53%	54%	52%	56%	52%	55%
		DE*						
	74	19	100	65	97	44	91	243
	32%	27%	35%	33%	36%	33%	36%	32%
		*						
	45	4	35	26	33	16	31	93
	19%	6%	12%	13%	12%	12%	12%	12%
	BDF	*						
	37	4	27	19	27	11	25	66
	16%	6%	9%	10%	10%	8%	10%	9%
	BDF	*						
	8	-	8	7	6	5	6	26
	3%	-	3%	4%	2%	4%	2%	4%
		*						
	235	68	284	195	274	134	252	748
	100%	100%	100%	100%	100%	100%	100%	100%

23_2. How concerning, if at all, are each of the following to you about electric cars? - The increased electricity bill at my

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Top 2 Box (Net)	813	111	100	52	327
	81%	82%	89%	80%	85%
		E*	E*	*	E
Very concerning	441	47	55	24	193
	44%	34%	49%	37%	50%
		*	*	*	ACE
Somewhat concerning	372	64	45	28	134
	37%	47%	40%	43%	35%
		DE*	*	*	
Bottom 2 Box (Net)	187	25	12	13	57
	19%	18%	11%	20%	15%
		*	*	*	
Not very concerning	140	18	8	11	41
	14%	14%	7%	18%	11%
		*	*	B*	
Not at all concerning	47	7	4	2	16
	5%	5%	4%	3%	4%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

home

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
164	59	232	171	226	104	208	605
70%	86%	82%	87%	83%	78%	82%	81%
	E*		J				
90	32	126	91	126	51	117	324
38%	47%	44%	47%	46%	38%	47%	43%
	*						
75	27	106	79	100	53	90	282
32%	39%	37%	41%	37%	39%	36%	38%
	*						
70	9	52	25	48	30	44	143
30%	14%	18%	13%	17%	22%	18%	19%
ABDF	*				H		
55	7	39	17	38	20	31	110
24%	10%	14%	9%	14%	15%	12%	15%
BDF	*						
15	3	12	7	9	10	14	33
6%	4%	4%	4%	3%	8%	5%	4%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

23_3. How concerning, if at all, are each of the following to you about electric cars? - The reliability of electric vehicles

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Top 2 Box (Net)	794	108	95	51	296
	79%	79%	85%	78%	77%
		*	*	*	
Very concerning	343	40	45	20	124
	34%	29%	40%	31%	32%
		*	*	*	
Somewhat concerning	451	68	50	31	172
	45%	50%	45%	47%	45%
		*	*	*	
Bottom 2 Box (Net)	206	28	17	14	88
	21%	21%	15%	22%	23%
		*	*	*	
Not very concerning	166	24	14	12	66
	17%	18%	13%	19%	17%
		*	*	*	
Not at all concerning	41	4	3	2	21
	4%	3%	2%	4%	6%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
189	55	219	160	224	100	210	584
80%	81%	77%	82%	82%	75%	83%	78%
	*						
85	29	88	68	95	43	99	244
36%	42%	31%	35%	35%	32%	39%	33%
	*						
103	27	130	93	129	57	111	340
44%	39%	46%	47%	47%	43%	44%	45%
	*						
46	13	65	35	51	34	42	164
20%	19%	23%	18%	18%	25%	17%	22%
	*						
38	11	56	29	39	26	32	134
16%	16%	20%	15%	14%	19%	13%	18%
	*						
8	2	9	6	11	8	10	31
4%	3%	3%	3%	4%	6%	4%	4%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

23_4. How concerning, if at all, are each of the following to you about electric cars? - The ability for an electric vehicle to

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Top 2 Box (Net)	723	95	82	42	285
	72%	70%	73%	65%	74%
		*	*	*	
Very concerning	288	39	33	16	113
	29%	28%	30%	24%	29%
		*	*	*	
Somewhat concerning	435	57	49	26	172
	44%	42%	44%	40%	45%
		*	*	*	
Bottom 2 Box (Net)	277	41	30	23	99
	28%	30%	27%	35%	26%
		*	*	*	
Not very concerning	212	33	24	18	70
	21%	24%	22%	28%	18%
		*	*	*	
Not at all concerning	66	8	6	5	29
	7%	6%	5%	7%	8%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

o reach highway speeds

| | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
168	50	197	148	208	92	199	524
71%	74%	69%	76%	76%	68%	79%	70%
	*					L	
64	23	67	51	84	45	90	198
27%	34%	24%	26%	31%	34%	36%	26%
	*					L	
104	28	130	97	124	47	109	326
44%	41%	46%	49%	45%	35%	43%	44%
	*		J				
67	18	87	48	66	42	53	224
29%	26%	31%	24%	24%	32%	21%	30%
	*						K
52	15	69	39	49	28	38	173
22%	21%	24%	20%	18%	21%	15%	23%
	*						K
15	3	18	9	17	14	15	51
7%	4%	6%	5%	6%	11%	6%	7%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

23_5. How concerning, if at all, are each of the following to you about electric cars? - The safety features of electric veh

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Top 2 Box (Net)	649	80	72	30	269
	65%	59%	64%	46%	70%
		*	C*	*	C
Very concerning	268	34	29	11	115
	27%	25%	26%	16%	30%
		*	*	*	C
Somewhat concerning	381	46	44	19	154
	38%	34%	39%	30%	40%
		*	*	*	
Bottom 2 Box (Net)	351	56	40	35	115
	35%	41%	36%	54%	30%
		*	*	BDEF*	
Not very concerning	274	47	30	30	85
	27%	35%	27%	46%	22%
		D*	*	BDEF*	
Not at all concerning	78	9	10	5	30
	8%	7%	9%	8%	8%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

icles

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
151	47	182	127	185	76	165	484
64%	69%	64%	65%	67%	57%	65%	65%
C	C*						
63	17	67	56	83	27	62	206
27%	24%	23%	29%	30%	20%	24%	28%
	*			J			
88	30	115	71	102	49	103	278
37%	44%	41%	36%	37%	37%	41%	37%
	*						
84	21	102	68	89	58	87	264
36%	31%	36%	35%	33%	43%	35%	35%
	*						
65	16	85	57	67	43	65	209
28%	24%	30%	29%	24%	32%	26%	28%
	*						
18	5	17	11	22	15	22	55
8%	7%	6%	6%	8%	11%	9%	7%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

23_6. How concerning, if at all, are each of the following to you about electric cars? - The durability of electric vehicles

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Top 2 Box (Net)	781	99	94	49	296
	78%	72%	84%	76%	77%
		*	*	*	
Very concerning	342	37	40	17	130
	34%	27%	36%	26%	34%
		*	*	*	
Somewhat concerning	439	61	54	32	166
	44%	45%	48%	49%	43%
		*	*	*	
Bottom 2 Box (Net)	219	37	18	16	88
	22%	28%	16%	24%	23%
		*	*	*	
Not very concerning	176	34	16	13	68
	18%	25%	14%	20%	18%
		E*	*	*	
Not at all concerning	43	3	2	3	19
	4%	2%	2%	4%	5%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
186	56	229	152	217	94	196	585
79%	83%	81%	78%	79%	71%	78%	78%
	*	J					
92	25	100	63	103	36	84	258
39%	36%	35%	32%	37%	27%	33%	34%
	*			J			
94	32	130	88	114	59	112	327
40%	47%	46%	45%	42%	44%	44%	44%
	*						
48	12	55	44	57	39	56	163
21%	17%	19%	22%	21%	29%	22%	22%
	*				G		
35	10	45	37	46	31	45	131
15%	15%	16%	19%	17%	23%	18%	17%
	*						
14	2	9	7	11	8	11	32
6%	3%	3%	3%	4%	6%	4%	4%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

23_7. How concerning, if at all, are each of the following to you about electric cars? - Finding a mechanic who knows ho

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Top 2 Box (Net)	840	115	98	49	330
	84%	85%	88%	76%	86%
		*	*	*	C
Very concerning	426	54	42	29	167
	43%	40%	38%	44%	43%
		*	*	*	
Somewhat concerning	414	62	56	20	164
	41%	45%	50%	31%	43%
		*	CE*	*	
Bottom 2 Box (Net)	160	20	14	16	54
	16%	15%	12%	24%	14%
		*	*	D*	
Not very concerning	122	14	7	13	40
	12%	10%	6%	21%	10%
		*	*	BD*	
Not at all concerning	38	7	7	2	14
	4%	5%	6%	4%	4%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

ow to work on electric vehicles

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
187	60	240	164	233	107	214	626
80%	88%	85%	84%	85%	80%	85%	84%
	*						
105	30	110	85	120	52	113	313
45%	44%	39%	44%	44%	39%	45%	42%
	*						
82	30	131	79	113	54	101	313
35%	44%	46%	41%	41%	41%	40%	42%
	*						
48	8	44	31	41	27	38	122
20%	12%	15%	16%	15%	20%	15%	16%
	*						
41	7	35	21	34	22	25	97
18%	10%	12%	11%	12%	16%	10%	13%
BD	*						
7	2	9	10	7	5	13	25
3%	2%	3%	5%	3%	4%	5%	3%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

23. How concerning, if at all, are each of the following to you about electric cars? - Top 2 Box Summary

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
The ability to find a charging station when out in public	877	120	102	55	346
	88%	88%	91%	84%	90%
		*	E*	*	E
The increased electricity bill at my home	813	111	100	52	327
	81%	82%	89%	80%	85%
		E*	E*	*	E
The reliability of electric vehicles	794	108	95	51	296
	79%	79%	85%	78%	77%
		*	*	*	
The ability for an electric vehicle to reach highway speeds	723	95	82	42	285
	72%	70%	73%	65%	74%
		*	*	*	
The safety features of electric vehicles	649	80	72	30	269
	65%	59%	64%	46%	70%
		*	C*	*	C
The durability of electric vehicles	781	99	94	49	296
	78%	72%	84%	76%	77%
		*	*	*	
Finding a mechanic who knows how to work on electric vehicles	840	115	98	49	330
	84%	85%	88%	76%	86%
		*	*	*	C

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
189	64	249	169	241	118	221	656
81%	94%	88%	87%	88%	88%	88%	88%
	CE*						
164	59	232	171	226	104	208	605
70%	86%	82%	87%	83%	78%	82%	81%
	E*		J				
189	55	219	160	224	100	210	584
80%	81%	77%	82%	82%	75%	83%	78%
	*						
168	50	197	148	208	92	199	524
71%	74%	69%	76%	76%	68%	79%	70%
	*					L	
151	47	182	127	185	76	165	484
64%	69%	64%	65%	67%	57%	65%	65%
C	C*						
186	56	229	152	217	94	196	585
79%	83%	81%	78%	79%	71%	78%	78%
	*		J				
187	60	240	164	233	107	214	626
80%	88%	85%	84%	85%	80%	85%	84%
	*						

23. How concerning, if at all, are each of the following to you about electric cars? - Bottom 2 Box Summary

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
The ability to find a charging station when out in public	123	16	10	10	38
	12%	12%	9%	16%	10%
		*	*	F*	
The increased electricity bill at my home	187	25	12	13	57
	19%	18%	11%	20%	15%
		*	*	*	
The reliability of electric vehicles	206	28	17	14	88
	21%	21%	15%	22%	23%
		*	*	*	
The ability for an electric vehicle to reach highway speeds	277	41	30	23	99
	28%	30%	27%	35%	26%
		*	*	*	
The safety features of electric vehicles	351	56	40	35	115
	35%	41%	36%	54%	30%
		*	*	BDEF*	
The durability of electric vehicles	219	37	18	16	88
	22%	28%	16%	24%	23%
		*	*	*	
Finding a mechanic who knows how to work on electric vehicles	160	20	14	16	54
	16%	15%	12%	24%	14%
		*	*	D*	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
45	4	35	26	33	16	31	93
19%	6%	12%	13%	12%	12%	12%	12%
BDF	*						
70	9	52	25	48	30	44	143
30%	14%	18%	13%	17%	22%	18%	19%
ABDF	*				H		
46	13	65	35	51	34	42	164
20%	19%	23%	18%	18%	25%	17%	22%
	*						
67	18	87	48	66	42	53	224
29%	26%	31%	24%	24%	32%	21%	30%
	*						K
84	21	102	68	89	58	87	264
36%	31%	36%	35%	33%	43%	35%	35%
	*						
48	12	55	44	57	39	56	163
21%	17%	19%	22%	21%	29%	22%	22%
	*				G		
48	8	44	31	41	27	38	122
20%	12%	15%	16%	15%	20%	15%	16%
	*						

GENDER

	Total	BC	AB	SK/MB	Ontario
				REGION	
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Male	486	62	58	52	166
	49%	45%	52%	80%	43%
		*	*	ABDEF*	
Female	514	74	54	13	218
	51%	55%	48%	20%	57%
		CF*	C*	*	CF
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
104	44	145	102	125	74	109	377
44%	64%	51%	52%	46%	55%	43%	50%
	ADE*						
131	24	139	93	149	60	143	371
56%	36%	49%	48%	54%	45%	57%	50%
CF	C*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

AGE

	Total	BC	AB	SK/MB	Ontario
				REGION	
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
18-34 (Net)	273	45	38	27	112
	27%	33%	34%	42%	29%
		E*	E*	DE*	E
18-24	108	19	17	14	44
	11%	14%	15%	22%	11%
		E*	E*	DEF*	E
25-34	165	26	21	13	68
	16%	19%	19%	20%	18%
		E*	E*	E*	E
35-54 (Net)	340	38	38	28	122
	34%	28%	34%	43%	32%
		*	*	A*	
35-44	154	25	17	12	48
	15%	18%	15%	18%	13%
		*	*	*	
45-54	186	13	21	16	74
	19%	9%	18%	25%	19%
		*	*	A*	A
55+ (Net)	387	53	37	9	150
	39%	39%	33%	15%	39%
		CF*	C*	*	CF
55-64	266	30	28	7	98
	27%	22%	25%	11%	25%
		*	C*	*	C
65+	121	23	9	2	52
	12%	17%	8%	4%	14%
		CF*	*	*	CF
Sigma	1000	136	112	65	384
	100%	100%	100%	100%	100%
Summary					
Mean	46.7	45.8	44.3	39.1	46.6
		C*	C*	*	C
STD. DEV.	15.88	17.39	16.08	14.94	16.21
STD. ERR.	0.5	1.59	1.61	1.5	0.87

STD. ERR.					
Median	48	43	45	37	48

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
30	21	64	59	82	36	98	175
13%	31%	23%	30%	30%	27%	39%	23%
	E*					L	
9	6	33	20	30	11	18	90
4%	8%	12%	10%	11%	8%	7%	12%
	*						
20	15	31	40	52	25	80	85
9%	23%	11%	20%	19%	18%	32%	11%
	E*		G	G		L	
82	33	104	59	93	55	137	203
35%	48%	36%	30%	34%	41%	54%	27%
	ADE*					L	
37	15	46	26	45	27	77	77
16%	22%	16%	13%	17%	20%	30%	10%
	D*					L	
45	18	58	33	48	28	60	126
19%	26%	20%	17%	18%	21%	24%	17%
A	A*					L	
124	14	116	77	99	43	17	370
53%	21%	41%	39%	36%	32%	7%	49%
ABCDF	*						K
90	12	78	50	77	32	10	256
39%	17%	27%	26%	28%	24%	4%	34%
ABCDF	*						K
33	2	38	27	22	11	7	114
14%	4%	14%	14%	8%	8%	3%	15%
CF	*						K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%
51.8	42.7	48.1	46.7	45.3	45.2	39.1	49.3
ABCDF	*						K
13.59	13.66	15.97	16.47	15.61	13.86	11.17	16.4
0.9	1.37	1.04	1.2	0.91	1.04	0.67	0.61

55.33	43.41	51	47	46	45.15	38	54

EDUCATION

				REGION	
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Primary School or less	10	-	-	-	3
	1%	-	-	-	1%
		*	*	*	
Some high school	77	13	5	4	34
	8%	9%	5%	6%	9%
		F*	*	F*	F
Graduated high school	368	46	47	28	125
	37%	34%	42%	44%	33%
		*	*	*	
Some college / CEGEP / Trade School	110	18	16	5	44
	11%	13%	14%	8%	11%
		*	*	*	
Graduated from college / CEGEP / Trade School	215	26	18	17	89
	22%	19%	16%	26%	23%
		*	*	*	
Some university, but did not finish	67	9	9	5	24
	7%	7%	8%	7%	6%
		*	*	*	
University undergraduate degree	112	18	13	4	47
	11%	13%	12%	6%	12%
		*	*	*	
University graduate degree	42	6	4	2	19
	4%	4%	3%	3%	5%
		*	*	*	
Sigma	1000	136	112	65	384
	100%	100%	100%	100%	100%
Summary					
<HS	86	13	5	4	36
	9%	9%	5%	6%	9%
		*	*	*	
HS	368	46	47	28	125
	37%	34%	42%	44%	33%
		*	*	*	
	392	53	44	27	157

Post Sec	39%	39%	39%	41%	41%
		*	*	*	
Univ Grad	154	24	16	6	65
	15%	18%	15%	9%	17%
		*	*	*	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

	Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
			<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	E	F	G	H	I	J	K	L
	230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
	235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
	4	2	10	-	-	-	-	10
	2%	4%	3%	-	-	-	-	1%
		AD*	HI					
	21	-	48	9	11	3	15	62
	9%	-	17%	5%	4%	2%	6%	8%
	F	*	HIJ					
	97	25	117	78	89	25	78	289
	41%	37%	41%	40%	32%	18%	31%	39%
		*	J	J	J			
	22	5	37	21	32	13	34	77
	9%	8%	13%	11%	12%	10%	13%	10%
		*						
	44	21	39	53	61	42	66	149
	19%	30%	14%	27%	22%	31%	26%	20%
		BE*		G	G	G		
	12	7	13	13	25	9	9	57
	5%	10%	5%	7%	9%	7%	4%	8%
		*						
	25	6	14	15	43	31	37	75
	10%	9%	5%	7%	16%	23%	15%	10%
		*			GH	GH		
	10	1	6	6	13	11	12	30
	4%	2%	2%	3%	5%	8%	5%	4%
		*				G		
	235	68	284	195	274	134	252	748
	100%	100%	100%	100%	100%	100%	100%	100%
	26	2	58	9	11	3	15	71
	11%	4%	20%	5%	4%	2%	6%	10%
		*	HIJ					
	97	25	117	78	89	25	78	289
	41%	37%	41%	40%	32%	18%	31%	39%
		*	J	J	J			
	78	33	89	88	118	64	109	283

33%	49%	31%	45%	43%	48%	43%	38%
	E*		G	G	G		
35	7	20	20	56	42	50	104
15%	11%	7%	10%	20%	32%	20%	14%
	*			GH	GHI		

REGION

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
BC	136	136	-	-	-
	14%	100%	-	-	-
		BCDEF*	*	*	
AB	112	-	112	-	-
	11%	-	100%	-	-
		*	ACDEF*	*	
SK/MB	65	-	-	65	-
	7%	-	-	100%	-
		*	*	ABDEF*	
Ontario	384	-	-	-	384
	38%	-	-	-	100%
		*	*	*	ABCEF
Quebec	235	-	-	-	-
	23%	-	-	-	-
		*	*	*	
Atlantic Canada	68	-	-	-	-
	7%	-	-	-	-
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
-	-	42	25	37	22	37	99
-	-	15%	13%	13%	16%	15%	13%
	*						
-	-	30	18	34	17	35	77
-	-	11%	9%	12%	13%	14%	10%
	*						
-	-	20	13	17	10	21	44
-	-	7%	7%	6%	8%	8%	6%
	*						
-	-	90	80	116	50	96	288
-	-	32%	41%	42%	37%	38%	38%
	*			G			
235	-	74	42	61	25	42	193
100%	-	26%	22%	22%	19%	17%	26%
ABCDF	*						K
-	68	27	17	10	9	21	47
-	100%	10%	9%	4%	7%	8%	6%
	ABCDE*	I	I				
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

INCOME

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
<$25K	154	20	16	11	54
	15%	15%	15%	17%	14%
		*	*	*	
$25K - <$55K	291	45	31	19	99
	29%	33%	28%	30%	26%
		*	*	*	
$55K - <$100K	308	39	35	19	134
	31%	29%	31%	29%	35%
		F*	F*	F*	F
$100K - <$150K	104	17	14	10	38
	10%	13%	12%	15%	10%
		*	*	*	
$150K+	29	4	4	*	12
	3%	3%	3%	*	3%
		*	*	*	
Prefer not to answer	113	10	13	5	48
	11%	8%	11%	8%	12%
		*	*	*	
Sigma	1000	136	112	65	384
	100%	100%	100%	100%	100%
Summary					
Under $50K	388	51	42	26	136
	39%	37%	38%	41%	35%
		*	*	*	
$50K+	499	75	57	33	200
	50%	55%	51%	51%	52%
		F*	F*	F*	F
Under $40K	284	42	30	20	90
	28%	31%	27%	30%	24%
		*	*	*	
$40K to less than $60K	195	25	18	13	80
	20%	18%	16%	21%	21%
		*	*	*	
$60K to less than $100K	274	37	34	17	116
	27%	27%	30%	26%	30%

		*	F*	*	F
	134	22	17	10	50
$100K or more	13%	16%	16%	15%	13%
		*	*	*	
Mean (,000)	63.2	64.6	67.7	61.2	65.4
		*	*	*	
STD. DEV.	42.58	42.23	46.09	37.43	43.49
STD. ERR.	1.43	3.77	4.62	4.85	2.37

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
40	13	154	-	-	-	18	136
17%	19%	54%	-	-	-	7%	18%
	*	HIJ					K
66	32	130	161	-	-	62	229
28%	47%	46%	82%	-	-	24%	31%
	BCDE*	IJ	GIJ				
71	10	-	34	274	-	103	205
30%	15%	-	18%	100%	-	41%	27%
F	*		GJ	GHJ		L	
21	5	-	-	-	104	37	68
9%	7%	-	-	-	78%	15%	9%
	*				GHI	L	
5	4	-	-	-	29	14	15
2%	6%	-	-	-	22%	5%	2%
	C*				GHI	L	
33	4	-	-	-	-	19	94
14%	6%	-	-	-	-	7%	13%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%
91	42	284	104	-	-	64	324
39%	61%	100%	53%	-	-	25%	43%
	ABCDE*	HIJ	IJ				K
112	22	-	91	274	134	169	330
48%	33%	-	47%	100%	100%	67%	44%
F	*		G	GH	GH	L	
74	27	284	-	-	-	47	237
32%	40%	100%	-	-	-	19%	32%
	D*	HIJ					K
42	17	-	195	-	-	41	155
18%	25%	-	100%	-	-	16%	21%
	*		GIJ				
61	10	-	-	274	-	95	179
26%	15%	-	-	100%	-	38%	24%

	*			GHJ		L	
25	9	-	-	-	134	51	83
11%	13%	-	-	-	100%	20%	11%
	*				GHI	L	
59.2	57.1	23.1	49.2	78	138.7	77.9	58
	*		G	GH	GHI	L	
40.5	43.56	9.78	5.47	12.06	40.5	46.46	39.88
2.85	5.45	0.58	0.39	0.73	3.5	3.04	1.56

HOUSEHOLD COMPOSITION

		REGION			
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Kids	252	37	35	21	96
	25%	27%	31%	32%	25%
		*	E*	E*	
No Kids	748	99	77	44	288
	75%	73%	69%	68%	75%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
42	21	47	41	95	51	252	-
18%	31%	17%	21%	35%	38%	100%	-
	E*			GH	GH	L	
193	47	237	155	179	83	-	748
82%	69%	83%	79%	65%	62%	-	100%
BCF	*	IJ	IJ				K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

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

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
1	228	25	31	17	80
	23%	18%	27%	26%	21%
		*	*	*	
2	393	52	36	23	147
	39%	38%	32%	35%	38%
		*	*	*	
3	182	36	18	10	72
	18%	27%	16%	15%	19%
		E*	*	*	
4	117	13	12	10	51
	12%	10%	11%	16%	13%
		*	*	*	
5	61	9	12	4	28
	6%	6%	11%	6%	7%
		E*	E*	E*	E
6	11	1	1	*	3
	1%	*	1%	*	1%
		*	*	*	
7	1	-	-	1	-
	*	-	-	2%	-
		*	*	DE*	
8	3	-	2	-	-
	*	-	2%	-	-
		*	D*	*	
9	2	-	-	-	2
	*	-	-	-	1%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

	Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
	E	F	G	H	I	J	K	L
	230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
	235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
	60	16	117	54	34	4	-	228
	25%	24%	41%	28%	12%	3%	-	31%
		*	HIJ	IJ	J			K
	110	26	96	82	112	51	12	382
	47%	37%	34%	42%	41%	38%	5%	51%
	B	*						K
	34	11	36	31	69	30	96	86
	15%	17%	13%	16%	25%	22%	38%	11%
		*			GH	G	L	
	23	8	21	17	30	37	80	37
	10%	12%	7%	9%	11%	27%	32%	5%
		*				GHI	L	
	3	5	12	8	22	10	46	15
	1%	8%	4%	4%	8%	7%	18%	2%
		E*					L	
	5	1	*	4	3	2	11	-
	2%	2%	*	2%	1%	2%	4%	-
		*					L	
	-	-	1	-	-	-	1	-
	-	-	*	-	-	-	1%	-
		*						
	-	1	-	-	2	-	3	-
	-	1%	-	-	1%	-	1%	-
		*					L	
	-	-	-	-	2	-	2	-
	-	-	-	-	1%	-	1%	-
		*					L	
	235	68	284	195	274	134	252	748
	100%	100%	100%	100%	100%	100%	100%	100%

EMPLOYMENT STATUS

	Total		REGION		
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Employed full-time	390	51	58	33	139
	39%	38%	52%	50%	36%
		*	DE*	DE*	
Employed part-time	107	24	11	7	37
	11%	18%	10%	11%	10%
		DE*	*	*	
Self employed	57	4	8	5	24
	6%	3%	8%	8%	6%
		*	*	*	
Unemployed but looking for a job	51	6	8	5	19
	5%	5%	7%	8%	5%
		*	*	*	
Unemployed and not looking for a job/Long-term sick or disabled	66	7	5	3	30
	7%	5%	5%	4%	8%
		*	*	*	
Full-time parent, homemaker	66	9	8	2	23
	7%	7%	7%	2%	6%
		*	*	*	
Retired	202	26	9	4	81
	20%	19%	8%	6%	21%
		C*	*	*	BC
Student/Pupil	51	8	4	5	27
	5%	6%	4%	7%	7%
		*	*	E*	E
Military	1	-	-	-	-
	*	-	-	-	-
		*	*	*	
Prefer not to answer	9	1	-	1	5
	1%	*	-	2%	1%
		*	*	*	
Sigma	1000	136	112	65	384
	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
  Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
  Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L
  Minimum Base: 30 (**), Small Base: 100 (*)

Quebec	Atlantic	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
80	29	63	90	127	85	133	258
34%	42%	22%	46%	46%	63%	53%	34%
	*		G	G	GHI	L	
14	14	38	21	31	10	32	75
6%	21%	13%	11%	11%	8%	13%	10%
	DE*						
11	5	19	4	22	8	13	44
5%	8%	7%	2%	8%	6%	5%	6%
	*			H			
9	4	22	9	7	2	9	42
4%	6%	8%	5%	3%	2%	4%	6%
	*	IJ					
18	3	51	2	5	-	11	54
8%	4%	18%	1%	2%	-	4%	7%
	*	HIJ					
23	2	23	12	17	6	31	35
10%	3%	8%	6%	6%	5%	12%	5%
	*					L	
74	8	54	47	51	13	9	193
32%	11%	19%	24%	19%	10%	4%	26%
ABCDF	*	J	J	J			K
5	2	13	9	13	7	12	39
2%	3%	4%	5%	5%	5%	5%	5%
	*						
-	1	-	-	-	1	1	-
-	1%	-	-	-	*	*	-
	*						
2	*	3	1	-	2	1	7
1%	*	1%	*	-	1%	1%	1%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

USMAR2. What is your marital status?

	Total	REGION			
		BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
Single, never married	301	38	35	28	118
	30%	28%	31%	43%	31%
		*	*	ADE*	
Living with partner	128	20	7	5	29
	13%	15%	6%	7%	8%
		*	*	*	
Married	440	61	61	26	179
	44%	45%	55%	39%	47%
		*	E*	*	E
Widowed	31	6	*	1	11
	3%	5%	*	1%	3%
		*	*	*	
Divorced or separated	101	11	8	6	46
	10%	8%	7%	9%	12%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
60	23	110	70	61	18	40	260
25%	33%	39%	36%	22%	14%	16%	35%
	*	IJ	IJ				K
55	12	45	14	40	19	33	95
23%	17%	16%	7%	15%	14%	13%	13%
BCD	BD*	H		H	H		
85	28	64	85	147	89	158	281
36%	41%	23%	44%	54%	66%	63%	38%
	*		G	G	GHI	L	
10	2	16	8	5	2	7	24
4%	4%	6%	4%	2%	1%	3%	3%
	*						
26	3	48	18	20	5	14	87
11%	5%	17%	9%	7%	4%	5%	12%
	*	IJ					K
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

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

				REGION	
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
All of it	499	53	62	30	180
	50%	39%	55%	46%	47%
		*	A*	*	
Almost all of it	208	33	16	13	81
	21%	24%	14%	19%	21%
		*	*	*	
About half of it	194	39	24	14	70
	19%	29%	22%	22%	18%
		DE*	*	*	
Less than half of it	76	9	8	5	43
	8%	7%	7%	8%	11%
		*	*	*	E
None	23	2	3	3	9
	2%	2%	2%	5%	2%
		*	*	*	
Sigma	1000	136	112	65	384
	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

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

- Column Means:

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

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

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
140	35	186	112	120	41	117	382
60%	51%	66%	57%	44%	31%	46%	51%
ACD	*	IJ	IJ	J			
51	14	45	38	63	45	65	143
22%	21%	16%	19%	23%	34%	26%	19%
	*				GHI		
30	16	31	34	70	29	48	146
13%	24%	11%	18%	25%	22%	19%	20%
	E*			G	G		
8	3	18	11	13	14	16	59
3%	4%	6%	5%	5%	11%	7%	8%
	*				I		
7	-	4	1	9	4	6	18
3%	-	2%	*	3%	3%	2%	2%
	*						
235	68	284	195	274	134	252	748
100%	100%	100%	100%	100%	100%	100%	100%

CAETHN4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandp

			REGION		
	Total	BC	AB	SK/MB	Ontario
		A	B	C	D
Base: All Respondents (unwtd)	**1000**	**120**	**100**	**99**	**351**
Base: All Respondents (wtd)	**1000**	**136**	**112**	**65**	**384**
North American origins (Net)	604	61	63	34	206
	60%	45%	57%	53%	54%
		*	*	*	
North American Aboriginal origins	40	5	6	4	14
	4%	4%	6%	6%	4%
		*	*	*	
Canadian	572	59	58	30	192
	57%	43%	52%	47%	50%
		*	*	*	
Other North American origins	12	2	-	-	6
	1%	2%	-	-	2%
		*	*	*	
British Isles origins (Net)	301	55	42	20	141
	30%	40%	38%	31%	37%
		E*	E*	E*	E
English	200	38	30	15	95
	20%	28%	27%	24%	25%
		E*	E*	E*	E
Irish	150	25	25	5	70
	15%	18%	23%	7%	18%
		CE*	CE*	*	CE
Scottish	144	27	12	11	73
	14%	20%	11%	17%	19%
		E*	E*	E*	E
Other British Isles origins	17	1	4	1	10
	2%	*	3%	2%	3%
		*	E*	*	
Western European origins (Net)	201	26	32	22	79
	20%	19%	29%	33%	21%
		*	EF*	ADEF*	
French origins	93	4	9	5	39
	9%	3%	8%	8%	10%
		*	*	*	A
Dutch	38	9	6	3	19
	4%	6%	6%	4%	5%
		E*	E*	E*	E

German	70	8	18	15	23
	7%	6%	16%	23%	6%
		E*	ADEF*	ADEF*	E
Other Western European origins	22	9	5	2	4
	2%	7%	4%	3%	1%
		DE*	E*	E*	
Eastern European origins (Net)	103	19	20	12	46
	10%	14%	18%	18%	12%
		EF*	EF*	EF*	E
Hungarian	15	6	2	-	7
	1%	4%	2%	-	2%
		E*	*	*	
Polish	34	5	3	4	18
	3%	4%	3%	7%	5%
		*	*	E*	E
Russian	24	5	8	3	7
	2%	4%	7%	4%	2%
		E*	DE*	E*	
Ukrainian	31	3	10	7	8
	3%	2%	9%	11%	2%
		*	DE*	ADEF*	
Other Eastern European origins	21	3	1	*	14
	2%	2%	1%	1%	4%
		*	*	*	
Southern European origins (Net)	60	2	*	-	40
	6%	2%	*	-	11%
		*	*	*	ABCF
Greek	6	-	-	-	5
	1%	-	-	-	1%
		*	*	*	
Italian	35	1	-	-	22
	4%	1%	-	-	6%
		*	*	*	BCF
Portuguese	15	-	*	-	13
	2%	-	*	-	3%
		*	*	*	
Spanish	6	1	-	-	3
	1%	1%	-	-	1%
		*	*	*	
Other Southern European origins	2	-	-	-	1
	*	-	-	-	*
		*	*	*	
Other European origins (Net)	22	4	2	2	11
	2%	3%	2%	2%	3%
		*	*	*	
	16	4	2	2	6

Other Northern European origins (excl. British Isles Origins)	2%	3%	2%	2%	1%
		*	*	*	
	6	-	-	-	5
Other European origins	1%	-	-	-	1%
		*	*	*	
	12	2	-	-	7
Caribbean origins (Net)	1%	2%	-	-	2%
		*	*	*	
	8	2	-	-	4
Jamaican	1%	2%	-	-	1%
		*	*	*	
	5	-	-	-	3
Other Caribbean origins	*	-	-	-	1%
		*	*	*	
	4	-	-	-	2
Latin, Central and South American origins (Net)	*	-	-	-	1%
		*	*	*	
	4	-	-	-	2
Latin, Central and South American origins	*	-	-	-	1%
		*	*	*	
	11	3	4	1	2
African origins (Net)	1%	2%	3%	1%	1%
		*	*	*	
	11	3	4	1	2
African origins	1%	2%	3%	1%	1%
		*	*	*	
	94	25	10	5	48
Asian origins (Net)	9%	19%	9%	8%	13%
		EF*	EF*	EF*	EF
	16	-	-	*	13
West Central Asian and Middle Eastern origins	2%	-	-	*	3%
		*	*	*	
	13	1	1	1	9
East Indian	1%	1%	1%	2%	2%
		*	*	*	
	7	3	-	1	3
Other South Asian origins	1%	2%	-	1%	1%
		*	*	*	
	48	17	7	2	21
Chinese	5%	13%	6%	2%	6%
		CDEF*	EF*	E*	EF
	11	2	3	1	5
Filipino	1%	2%	2%	2%	1%
		*	*	E*	

Other East and Southeast Asian origins	10	2	-	*	8
	1%	1%	-	*	2%
		*	*	*	
Oceania origins (Net)	2	1	-	-	-
	*	*	-	-	-
		*	*	*	
Oceania origins	2	1	-	-	-
	*	*	-	-	-
		*	*	*	
Prefer not to answer	14	1	-	1	6
	1%	1%	-	2%	2%
		*	*	*	
Sigma	1716	247	215	115	731
	172%	182%	192%	178%	191%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

parent.

		HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
E	F	G	H	I	J	K	L
230	**100**	**236**	**189**	**297**	**176**	**278**	**722**
235	**68**	**284**	**195**	**274**	**134**	**252**	**748**
184	55	187	121	152	71	147	457
78%	81%	66%	62%	55%	53%	58%	61%
ABCD	ABCD*	IJ					
6	5	18	7	6	7	7	34
3%	7%	6%	4%	2%	5%	3%	4%
	*	I					
182	51	172	119	149	65	140	432
77%	75%	61%	61%	54%	49%	56%	58%
ABCD	ABCD*	J	J				
2	1	3	1	*	3	2	10
1%	2%	1%	*	*	2%	1%	1%
	*				I		
16	26	93	49	85	48	80	220
7%	38%	33%	25%	31%	36%	32%	29%
	E*						
7	14	55	32	61	34	56	144
3%	21%	19%	16%	22%	25%	22%	19%
	E*						
11	14	48	20	38	25	37	114
5%	20%	17%	10%	14%	18%	15%	15%
	CE*				H		
6	15	47	27	40	19	37	106
2%	22%	16%	14%	15%	14%	15%	14%
	E*						
1	1	4	1	6	1	6	11
*	1%	1%	*	2%	*	2%	1%
	*						
33	8	51	42	61	27	47	154
14%	12%	18%	21%	22%	20%	19%	21%
	*						
30	6	33	24	18	12	20	73
13%	8%	11%	12%	7%	9%	8%	10%
A	*						
1	1	12	9	11	2	8	30
*	1%	4%	4%	4%	2%	3%	4%
	*						

3	3	7	12	31	10	14	56
1%	4%	2%	6%	11%	8%	6%	7%
	*			G	G		
*	2	6	2	4	8	13	10
*	3%	2%	1%	2%	6%	5%	1%
	E*				HI	L	
3	3	19	21	40	13	29	74
1%	4%	7%	11%	15%	9%	11%	10%
	*			G			
-	-	2	4	5	2	-	15
-	-	1%	2%	2%	2%	-	2%
	*						
1	1	9	8	12	4	10	24
1%	2%	3%	4%	4%	3%	4%	3%
	*						
*	1	3	6	8	3	11	13
*	1%	1%	3%	3%	2%	4%	2%
	*					L	
1	2	5	7	12	5	9	22
*	3%	2%	3%	5%	3%	4%	3%
	*						
2	*	4	3	9	2	8	14
1%	*	2%	2%	3%	2%	3%	2%
	*						
16	1	14	15	15	12	13	47
7%	1%	5%	8%	6%	9%	5%	6%
BC	*						
1	-	-	2	3	-	3	3
*	-	-	1%	1%	-	1%	*
	*						
13	-	8	9	10	7	7	28
5%	-	3%	5%	4%	6%	3%	4%
B	*						
2	*	4	3	5	2	2	13
1%	*	1%	2%	2%	2%	1%	2%
	*						
1	1	3	*	-	2	1	5
*	1%	1%	*	-	1%	*	1%
	*						
1	-	-	2	-	-	-	2
*	-	-	1%	-	-	-	*
	*						
1	2	6	5	6	1	6	16
1%	3%	2%	3%	2%	1%	3%	2%
	*						
1	2	3	5	4	1	6	10

1%	2%	1%	3%	1%	1%	3%	1%
	*						
-	*	3	-	2	-	-	6
-	*	1%	-	1%	-	-	1%
	*						
2	1	3	3	2	3	2	10
1%	1%	1%	2%	1%	2%	1%	1%
	*						
1	1	3	3	*	2	1	7
*	1%	1%	2%	*	1%	1%	1%
	*						
2	*	*	1	2	1	1	4
1%	*	*	*	1%	1%	*	*
	*						
1	1	1	2	-	1	2	2
*	1%	*	1%	-	1%	1%	*
	*						
1	1	1	2	-	1	2	2
*	1%	*	1%	-	1%	1%	*
	*						
1	1	4	2	3	*	7	3
*	1%	1%	1%	1%	*	3%	*
	*					L	
1	1	4	2	3	*	7	3
*	1%	1%	1%	1%	*	3%	*
	*					L	
5	*	18	21	32	15	29	65
2%	*	6%	11%	12%	11%	11%	9%
	*						
3	-	4	3	6	4	*	16
1%	-	1%	1%	2%	3%	*	2%
	*						
1	-	2	1	7	2	4	9
*	-	1%	*	3%	2%	1%	1%
	*						
-	*	4	1	3	-	2	5
-	*	1%	*	1%	-	1%	1%
	*						
*	-	4	13	15	9	20	28
*	-	1%	7%	6%	7%	8%	4%
	*		G	G	G	L	
-	-	3	4	2	1	2	9
-	-	1%	2%	1%	1%	1%	1%
	*						

*	-	1	5	2	-	2	8
*	-	1%	3%	1%	-	1%	1%
	*						
-	1	*	1	-	1	1	1
-	1%	*	*	-	*	*	*
	D*						
-	1	*	1	-	1	1	1
-	1%	*	*	-	*	*	*
	D*						
6	-	7	-	1	-	4	11
3%	-	3%	-	*	-	1%	1%
	*						
286	122	481	337	478	235	443	1274
122%	179%	169%	173%	174%	175%	176%	170%