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S1. Which of the following best describes your living situation?

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Own a house	883	421	462	229	319	335	69	306	306	203	883	-
	88%	87%	89%	83%	93%	88%	95%	88%	92%	82%	100%	-
				*	C		**	*	I		K	*
Own a condo/co-op	117	60	57	47	26	44	3	43	25	46	-	117
	12%	13%	11%	17%	7%	12%	5%	12%	8%	18%	-	100%
				D*			**	*		H		J*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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1. How often do you get a furnace maintenance tune-up?

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Once a year	370	176	194	54	116	201	20	130	126	95	348	22
	37%	37%	37%	19%	34%	53%	27%	37%	38%	38%	39%	19%
				*	C	CD	**	*			K	*
Once every 2-3 years	213	116	97	61	71	80	20	78	70	45	194	19
	21%	24%	19%	22%	21%	21%	28%	22%	21%	18%	22%	16%
				*			**	*				*
Once every 4-5 years	99	43	57	44	32	24	5	42	28	24	92	7
	10%	9%	11%	16%	9%	6%	7%	12%	8%	10%	10%	6%
				E*			**	*				*
Over 5 years	69	50	19	26	31	11	11	6	27	25	64	4
	7%	10%	4%	9%	9%	3%	15%	2%	8%	10%	7%	4%
		B		E*	E		**	*	G	G		*
Never	156	76	80	50	58	48	10	62	47	37	120	36
	16%	16%	16%	18%	17%	13%	14%	18%	14%	15%	14%	31%
				*			**	*				J*
I don't know	92	20	72	42	36	14	6	30	33	23	65	28
	9%	4%	14%	15%	11%	4%	9%	9%	10%	9%	7%	24%
			A	E*	E		**	*				J*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2\_1. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Labour Day weekend

		Gender		AGE			EDUCATION					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Own a house	Own a condo/co-op
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Rank 1	362	142	220	62	131	168	16	126	127	93	307	55
	36%	29%	42%	23%	38%	44%	22%	36%	39%	37%	35%	47%
Rank 2	201	98	103	62	60	80	25	42	74	61	174	27
	20%	20%	20%	22%	17%	21%	35%	12%	22%	24%	20%	23%
Rank 3	195	100	95	67	69	60	20	77	59	40	180	16
	20%	21%	18%	24%	20%	16%	28%	22%	18%	16%	20%	14%
Rank 4	135	82	54	41	54	40	3	55	42	35	127	8
	14%	17%	10%	15%	16%	10%	5%	16%	13%	14%	14%	7%
Rank 5	106	60	46	44	31	32	8	49	28	21	96	10
	11%	12%	9%	16%	9%	8%	11%	14%	9%	8%	11%	9%
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>												
Mean	2.4	2.6	2.2	2.8	2.4	2.2	2.5	2.6	2.3	2.3	2.5	2.1
		B		DE*			**	*				*
Std. Dev.	1.37	1.38	1.33	1.37	1.36	1.32	1.22	1.46	1.32	1.32	1.37	1.31
Std. Err.	0.04	0.06	0.06	0.08	0.07	0.07	0.14	0.08	0.07	0.08	0.05	0.12

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2\_2. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Leaves turning colour

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Rank 1	408 41%	202 42%	206 40%	117 43%	141 41%	149 39%	25 35%	141 41%	134 40%	108 43%	361 41%	47 40%
				*			**	*				*
Rank 2	361 36%	130 27%	231 45%	68 25%	134 39%	160 42%	21 29%	119 34%	125 38%	96 39%	323 37%	38 33%
			A	*	C	C	**	*				*
Rank 3	131 13%	75 15%	57 11%	35 13%	37 11%	59 16%	8 11%	54 16%	47 14%	22 9%	112 13%	20 17%
				*			**	*	I			*
Rank 4	52 5%	37 8%	14 3%	26 10%	18 5%	8 2%	15 21%	14 4%	13 4%	10 4%	49 6%	2 2%
		B		E*			**	*				*
Rank 5	48 5%	38 8%	10 2%	29 11%	14 4%	4 1%	3 5%	20 6%	12 4%	12 5%	38 4%	10 9%
		B		DE*	E		**	*				*
Sigma	1000 100%	482 100%	518 100%	276 100%	344 100%	380 100%	72 100%	348 100%	331 100%	249 100%	883 100%	117 100%
<b>Summary</b>												
Mean	2	2.1	1.8	2.2	1.9	1.8	2.3	2	1.9	1.9	2	2.1
		B		E*			**	*				*
Std. Dev.	1.08	1.26	0.87	1.36	1.05	0.83	1.28	1.11	1.01	1.06	1.07	1.2
Std. Err.	0.03	0.06	0.04	0.08	0.06	0.04	0.15	0.06	0.06	0.07	0.04	0.11

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2\_3. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Turning on your furnace for the first time

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Rank 1	113 11%	60 12%	54 10%	22 8%	44 13%	48 13%	- -	41 12%	42 13%	30 12%	105 12%	8 7%
				*			**	*				*
Rank 2	257 26%	133 28%	124 24%	75 27%	82 24%	100 26%	19 26%	103 29%	78 24%	57 23%	239 27%	18 15%
				*			**	*				*
Rank 3	380 38%	165 34%	214 41%	91 33%	133 39%	155 41%	38 53%	113 32%	134 40%	95 38%	342 39%	38 32%
				*			**	*				*
Rank 4	180 18%	88 18%	93 18%	51 19%	64 19%	65 17%	- -	64 18%	63 19%	53 21%	146 17%	34 29%
				*			**	*				J*
Rank 5	70 7%	36 7%	34 7%	36 13%	22 6%	12 3%	15 20%	28 8%	14 4%	13 5%	51 6%	19 16%
				E*			**	*				J*
Sigma	1000 100%	482 100%	518 100%	276 100%	344 100%	380 100%	72 100%	348 100%	331 100%	249 100%	883 100%	117 100%
<b>Summary</b>												
Mean	2.8	2.8	2.9	3	2.8	2.7	3.1	2.8	2.8	2.8	2.8	3.3
				E*			**	*				J*
Std. Dev.	1.07	1.1	1.04	1.14	1.07	0.99	1.03	1.11	1.03	1.06	1.04	1.13
Std. Err.	0.03	0.05	0.05	0.07	0.06	0.05	0.12	0.06	0.06	0.07	0.04	0.1

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2\_4. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - The start of hockey season

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Rank 1	44 4%	34 7%	10 2%	29 11%	11 3%	4 1%	11 15%	11 3%	12 4%	10 4%	41 5%	3 2%
		B		DE*			**	*				*
Rank 2	120 12%	80 17%	40 8%	41 15%	50 15%	29 8%	7 10%	56 16%	37 11%	20 8%	89 10%	31 26%
		B		*	E		**	I*				J*
Rank 3	182 18%	89 18%	93 18%	49 18%	61 18%	71 19%	6 9%	45 13%	68 20%	63 25%	159 18%	22 19%
				*			**	*		G		*
Rank 4	389 39%	179 37%	210 40%	91 33%	138 40%	160 42%	40 56%	153 44%	109 33%	86 34%	346 39%	42 36%
				*			**	*				*
Rank 5	266 27%	99 21%	167 32%	66 24%	84 24%	116 31%	7 10%	84 24%	104 32%	71 28%	247 28%	19 16%
			A	*			**	*				*
Sigma	1000 100%	482 100%	518 100%	276 100%	344 100%	380 100%	72 100%	348 100%	331 100%	249 100%	883 100%	117 100%
<b>Summary</b>												
Mean	3.7	3.5	3.9	3.5	3.7	3.9	3.4	3.7	3.8	3.8	3.8	3.4
			A	*		CD	**	*			K	*
Std. Dev.	1.11	1.19	0.99	1.29	1.09	0.94	1.25	1.1	1.12	1.07	1.11	1.11
Std. Err.	0.04	0.05	0.04	0.08	0.06	0.05	0.15	0.06	0.06	0.07	0.04	0.1

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2\_5. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - First snow fall

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Rank 1	73	44	29	45	17	11	21	29	16	8	68	5
	7%	9%	6%	16%	5%	3%	29%	8%	5%	3%	8%	4%
Rank 2	61	40	21	31	19	11	-	29	17	15	58	3
	6%	8%	4%	11%	6%	3%	-	8%	5%	6%	7%	3%
Rank 3	112	53	59	33	44	35	-	60	23	29	91	21
	11%	11%	11%	12%	13%	9%	-	17%	7%	12%	10%	18%
Rank 4	244	96	148	66	70	108	13	63	103	65	215	29
	24%	20%	29%	24%	20%	28%	18%	18%	31%	26%	24%	25%
Rank 5	510	249	261	101	194	216	38	168	172	132	451	59
	51%	52%	50%	36%	56%	57%	53%	48%	52%	53%	51%	50%
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>												
Mean	4.1	4	4.1	3.5	4.2	4.3	3.7	3.9	4.2	4.2	4	4.2
				*	C	C	**	*	G	G		*
Std. Dev.	1.23	1.34	1.12	1.48	1.16	0.96	1.75	1.32	1.08	1.06	1.25	1.06
Std. Err.	0.04	0.06	0.05	0.09	0.06	0.05	0.21	0.07	0.06	0.07	0.04	0.1

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Rank 1 Summary

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Labour Day weekend	362	142	220	62	131	168	16	126	127	93	307	55
	36%	29%	42%	23%	38%	44%	22%	36%	39%	37%	35%	47%
Leaves turning colour	408	202	206	117	141	149	25	141	134	108	361	47
	41%	42%	40%	43%	41%	39%	35%	41%	40%	43%	41%	40%
Turning on your furnace for the first time	113	60	54	22	44	48	-	41	42	30	105	8
	11%	12%	10%	8%	13%	13%	-	12%	13%	12%	12%	7%
The start of hockey season	44	34	10	29	11	4	11	11	12	10	41	3
	4%	7%	2%	11%	3%	1%	15%	3%	4%	4%	5%	2%
First snow fall	73	44	29	45	17	11	21	29	16	8	68	5
	7%	9%	6%	16%	5%	3%	29%	8%	5%	3%	8%	4%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Rank 2 Summary

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Labour Day weekend	201	98	103	62	60	80	25	42	74	61	174	27
	20%	20%	20%	22%	17%	21%	35%	12%	22%	24%	20%	23%
				*			**	*	G	G		*
Leaves turning colour	361	130	231	68	134	160	21	119	125	96	323	38
	36%	27%	45%	25%	39%	42%	29%	34%	38%	39%	37%	33%
			A	*	C	C	**	*				*
Turning on your furnace for the first time	257	133	124	75	82	100	19	103	78	57	239	18
	26%	28%	24%	27%	24%	26%	26%	29%	24%	23%	27%	15%
				*			**	*				*
The start of hockey season	120	80	40	41	50	29	7	56	37	20	89	31
	12%	17%	8%	15%	15%	8%	10%	16%	11%	8%	10%	26%
		B		*	E		**	I*				J*
First snow fall	61	40	21	31	19	11	-	29	17	15	58	3
	6%	8%	4%	11%	6%	3%	-	8%	5%	6%	7%	3%
				E*			**	*				*

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Rank 3 Summary

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Labour Day weekend	195	100	95	67	69	60	20	77	59	40	180	16
	20%	21%	18%	24%	20%	16%	28%	22%	18%	16%	20%	14%
				*			**	*				*
Leaves turning colour	131	75	57	35	37	59	8	54	47	22	112	20
	13%	15%	11%	13%	11%	16%	11%	16%	14%	9%	13%	17%
				*			**	*	I			*
Turning on your furnace for the first time	380	165	214	91	133	155	38	113	134	95	342	38
	38%	34%	41%	33%	39%	41%	53%	32%	40%	38%	39%	32%
				*			**	*				*
The start of hockey season	182	89	93	49	61	71	6	45	68	63	159	22
	18%	18%	18%	18%	18%	19%	9%	13%	20%	25%	18%	19%
				*			**	*		G		*
First snow fall	112	53	59	33	44	35	-	60	23	29	91	21
	11%	11%	11%	12%	13%	9%	-	17%	7%	12%	10%	18%
				*			**	H*		H		*

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Rank 4 Summary

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Labour Day weekend	135 14%	82 17%	54 10%	41 15%	54 16%	40 10%	3 5%	55 16%	42 13%	35 14%	127 14%	8 7%
		B		*			**	*				*
Leaves turning colour	52 5%	37 8%	14 3%	26 10%	18 5%	8 2%	15 21%	14 4%	13 4%	10 4%	49 6%	2 2%
		B		E*			**	*				*
Turning on your furnace for the first time	180 18%	88 18%	93 18%	51 19%	64 19%	65 17%	- -	64 18%	63 19%	53 21%	146 17%	34 29%
				*			**	*				J*
The start of hockey season	389 39%	179 37%	210 40%	91 33%	138 40%	160 42%	40 56%	153 44%	109 33%	86 34%	346 39%	42 36%
				*			**	*				*
First snow fall	244 24%	96 20%	148 29%	66 24%	70 20%	108 28%	13 18%	63 18%	103 31%	65 26%	215 24%	29 25%
			A	*			**	*	G			*

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Rank 5 Summary

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Labour Day weekend	106 11%	60 12%	46 9%	44 16% *	31 9%	32 8%	8 11% **	49 14% *	28 9%	21 8%	96 11%	10 9% *
Leaves turning colour	48 5%	38 8%	10 2%	29 11% DE*	14 4% E	4 1%	3 5% **	20 6% *	12 4%	12 5%	38 4%	10 9% *
Turning on your furnace for the first time	70 7%	36 7%	34 7%	36 13% E*	22 6%	12 3%	15 20% **	28 8% *	14 4%	13 5%	51 6%	19 16% J*
The start of hockey season	266 27%	99 21%	167 32% A	66 24% *	84 24%	116 31%	7 10% **	84 24% *	104 32%	71 28%	247 28%	19 16% *
First snow fall	510 51%	249 52%	261 50%	101 36% *	194 56% C	216 57% C	38 53% **	168 48% *	172 52%	132 53%	451 51%	59 50% *

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2. What signifies the first 'unofficial' sign of fall? Please rank in order of importance, where 1 is most important and 5 is least important. - Mean Summary

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Labour Day weekend	2.4	2.6	2.2	2.8	2.4	2.2	2.5	2.6	2.3	2.3	2.5	2.1
		B		DE*			**	*				*
Leaves turning colour	2	2.1	1.8	2.2	1.9	1.8	2.3	2	1.9	1.9	2	2.1
		B		E*			**	*				*
Turning on your furnace for the first time	2.8	2.8	2.9	3	2.8	2.7	3.1	2.8	2.8	2.8	2.8	3.3
				E*			**	*				J*
The start of hockey season	3.7	3.5	3.9	3.5	3.7	3.9	3.4	3.7	3.8	3.8	3.8	3.4
			A	*		CD	**	*			K	*
First snow fall	4.1	4	4.1	3.5	4.2	4.3	3.7	3.9	4.2	4.2	4	4.2
				*	C	C	**	*	G	G		*

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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3. When do you typically turn on your furnace for the first time?

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Before September	36	34	2	32	4	1	19	7	4	5	34	2
	4%	7%	*	11%	1%	*	26%	2%	1%	2%	4%	1%
September 1 - 15	69	31	38	27	24	19	4	19	25	21	67	3
	7%	6%	7%	10%	7%	5%	5%	6%	8%	8%	8%	2%
September 16 - 30	159	78	82	43	47	69	3	56	61	40	144	15
	16%	16%	16%	15%	14%	18%	5%	16%	18%	16%	16%	13%
October 1 - 15	371	176	194	88	125	157	27	132	117	95	304	67
	37%	37%	37%	32%	36%	41%	37%	38%	35%	38%	34%	57%
October 16 - 31	230	91	139	47	95	88	9	90	78	53	211	20
	23%	19%	27%	17%	28%	23%	13%	26%	24%	21%	24%	17%
After November 1	135	72	63	40	49	45	11	44	45	35	123	12
	13%	15%	12%	15%	14%	12%	15%	13%	14%	14%	14%	10%
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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4. What temperature do you set your thermostat to during the winter?

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
17 degrees or cooler	50	44	6	31	12	8	24	9	10	7	48	3
	5%	9%	1%	11%	3%	2%	34%	2%	3%	3%	5%	2%
		B		DE*			**	*				*
17.5	11	4	7	2	5	4	-	8	-	2	11	-
	1%	1%	1%	1%	1%	1%	-	2%	-	1%	1%	-
				*			**	*		H		*
18	53	20	34	19	18	16	-	16	20	17	52	1
	5%	4%	7%	7%	5%	4%	-	5%	6%	7%	6%	1%
				*			**	*				*
18.5	27	15	12	5	13	9	3	7	7	9	25	2
	3%	3%	2%	2%	4%	2%	4%	2%	2%	4%	3%	2%
				*			**	*				*
19	60	31	28	7	28	25	2	23	16	19	54	5
	6%	7%	5%	2%	8%	7%	2%	7%	5%	8%	6%	4%
				*	C		**	*				*
19.5	20	8	12	4	5	11	-	-	15	5	19	1
	2%	2%	2%	1%	1%	3%	-	-	5%	2%	2%	1%
				*			**	*	G			*
20	162	74	88	27	68	67	6	56	55	44	141	21
	16%	15%	17%	10%	20%	18%	9%	16%	17%	18%	16%	18%
				*	C		**	*				*
20.5	59	26	33	12	16	31	5	23	17	14	54	5
	6%	5%	6%	4%	5%	8%	7%	7%	5%	6%	6%	4%
				*			**	*				*
21	181	75	106	46	47	88	4	81	58	38	163	18
	18%	16%	20%	16%	14%	23%	5%	23%	18%	15%	18%	16%
				*		D	**	*				*
21.5	51	29	23	11	14	27	-	22	18	11	45	6
	5%	6%	4%	4%	4%	7%	-	6%	6%	5%	5%	6%
				*			**	*				*
22	136	67	69	50	37	49	13	38	48	37	117	20
	14%	14%	13%	18%	11%	13%	18%	11%	14%	15%	13%	17%
				*			**	*				*
22.5	35	16	19	10	17	8	-	9	18	7	30	5
	4%	3%	4%	4%	5%	2%	-	3%	5%	3%	3%	4%
				*			**	*				*
23	87	38	49	21	39	27	15	27	25	20	71	16
	9%	8%	9%	8%	11%	7%	20%	8%	8%	8%	8%	13%
				*			**	*				*
23.5	7	4	3	3	3	1	-	-	4	3	6	1
	1%	1%	1%	1%	1%	*	-	-	1%	1%	1%	1%
				*			**	*				*
24	30	11	19	15	8	6	-	16	5	8	19	11
	3%	2%	4%	6%	2%	2%	-	5%	2%	3%	2%	9%
				*			**	*				J*
24.5	18	11	7	5	11	2	-	7	7	3	17	1
	2%	2%	1%	2%	3%	1%	-	2%	2%	1%	2%	1%
				*			**	*				*
25 or warmer	14	8	6	11	2	1	-	5	5	3	13	1
	1%	2%	1%	4%	1%	*	-	2%	2%	1%	1%	1%
				E*			**	*				*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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GENDER

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Male	482	482	-	138	166	177	40	159	155	127	421	60
	48%	100%	-	50%	48%	47%	55%	46%	47%	51%	48%	52%
		B		*			**	*				*
Female	518	-	518	138	178	203	32	189	176	121	462	57
	52%	-	100%	50%	52%	53%	45%	54%	53%	49%	52%	48%
			A	*			**	*				*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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AGE

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
18-34 (Net)	276	138	138	276	-	-	33	96	72	75	229	47
	28%	29%	27%	100%	-	-	46%	27%	22%	30%	26%	40%
				DE*			**	*		H		*
18-24	114	59	56	114	-	-	24	62	16	12	88	26
	11%	12%	11%	41%	-	-	34%	18%	5%	5%	10%	22%
				DE*			**	HI*				J*
25-34	161	80	82	161	-	-	9	34	56	63	141	21
	16%	17%	16%	59%	-	-	12%	10%	17%	25%	16%	18%
				DE*			**	*		GH		*
35-54 (Net)	344	166	178	-	344	-	16	117	123	88	319	26
	34%	35%	34%	-	100%	-	23%	34%	37%	35%	36%	22%
				*	CE		**	*				*
35-44	159	76	83	-	159	-	9	55	55	41	147	12
	16%	16%	16%	-	46%	-	13%	16%	16%	16%	17%	11%
				*	CE		**	*				*
45-54	185	90	95	-	185	-	7	62	69	48	172	13
	19%	19%	18%	-	54%	-	10%	18%	21%	19%	19%	11%
				*	CE		**	*				*
55+ (Net)	380	177	203	-	-	380	23	136	136	85	335	44
	38%	37%	39%	-	-	100%	31%	39%	41%	34%	38%	38%
				*		CD	**	*	I			*
55-64	171	83	88	-	-	171	7	77	52	34	163	8
	17%	17%	17%	-	-	45%	10%	22%	16%	14%	18%	7%
				*		CD	**	*				*
65+	209	94	115	-	-	209	16	59	84	51	173	36
	21%	20%	22%	-	-	55%	22%	17%	25%	21%	20%	31%
				*		CD	**	*				*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>												
Mean	48.3	47.8	48.7	26.7	45.4	66.6	42.8	47.5	50.7	47.7	48.5	46.8
				*	C	CD	**	*	I			*
STD. DEV.	17.3	17.57	17.06	5.38	6.02	7.28	20.17	18.04	16.21	16.35	16.71	21.26
STD. ERR.	0.55	0.8	0.75	0.33	0.31	0.39	4.4	1.8	0.81	0.75	0.56	1.97
Median	49	49	49	28	46	66	42	50	51	47	50	44

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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EDUCATION

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Primary School or less	15 2%	11 2%	4 1%	11 4%	4 1%	- -	15 21%	- -	- -	- -	15 2%	- -
				E*			**	*				*
Some high school	57 6%	29 6%	28 5%	22 8%	12 4%	23 6%	57 79%	- -	- -	- -	54 6%	3 3%
				*			**	*				*
Graduated high school	348 35%	159 33%	189 37%	96 35%	117 34%	136 36%	- -	348 100%	- -	- -	306 35%	43 36%
				*			**	HI*				*
Some college / CEGEP / Trade School	72 7%	33 7%	38 7%	15 5%	24 7%	33 9%	- -	- -	72 22%	- -	65 7%	6 6%
				*			**	*	GI			*
Graduated from college / CEGEP / Trade School	201 20%	93 19%	108 21%	46 17%	85 25%	70 19%	- -	- -	201 61%	- -	187 21%	14 12%
				*			**	*	GI			*
Some university, but did not finish	58 6%	29 6%	29 6%	11 4%	14 4%	32 9%	- -	- -	58 17%	- -	53 6%	4 4%
				*			**	*	GI			*
University undergraduate degree	167 17%	85 18%	82 16%	49 18%	60 17%	58 15%	- -	- -	- -	167 67%	137 15%	31 26%
				*			**	*		GH		*
University graduate degree	81 8%	43 9%	39 7%	26 9%	28 8%	27 7%	- -	- -	- -	81 33%	66 8%	15 13%
				*			**	*		GH		*
Sigma	1000 100%	482 100%	518 100%	276 100%	344 100%	380 100%	72 100%	348 100%	331 100%	249 100%	883 100%	117 100%
<b>Summary</b>												
<HS	72 7%	40 8%	32 6%	33 12%	16 5%	23 6%	72 100%	- -	- -	- -	69 8%	3 3%
				D*			**	*				*
HS	348 35%	159 33%	189 37%	96 35%	117 34%	136 36%	- -	348 100%	- -	- -	306 35%	43 36%
				*			**	HI*				*
Post Sec	331 33%	155 32%	176 34%	72 26%	123 36%	136 36%	- -	- -	331 100%	- -	306 35%	25 21%
				*			**	*	GI			*
Univ Grad	249 25%	127 26%	121 23%	75 27%	88 26%	85 22%	- -	- -	- -	249 100%	203 23%	46 39%
				*			**	*		GH		J*

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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REGION

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co- on
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
GTA Total (Net)	475	259	216	160	164	151	38	150	136	151	388	87
	48%	54%	42%	58%	48%	40%	52%	43%	41%	61%	44%	74%
		B		E*			**	*		GH		J*
GTA 416	209	118	91	82	69	58	25	63	44	78	160	49
	21%	25%	18%	30%	20%	15%	35%	18%	13%	31%	18%	42%
				E*			**	*		GH		J*
GTA 905	266	141	125	78	95	93	12	88	92	74	228	38
	27%	29%	24%	28%	28%	24%	17%	25%	28%	30%	26%	33%
				*			**	*				*
Central ON	82	30	51	12	20	50	7	27	37	10	74	7
	8%	6%	10%	4%	6%	13%	10%	8%	11%	4%	8%	6%
				*		CD	**	*	I			*
East ON	120	58	62	35	40	45	4	38	45	33	114	5
	12%	12%	12%	13%	12%	12%	6%	11%	14%	13%	13%	5%
				*			**	*				*
SW ON	265	99	166	61	98	106	10	108	96	50	247	17
	26%	21%	32%	22%	28%	28%	14%	31%	29%	20%	28%	15%
			A	*			**	I*	I			*
North ON	59	35	24	8	22	29	13	25	17	4	59	-
	6%	7%	5%	3%	6%	8%	18%	7%	5%	2%	7%	-
				*			**	I*	I			*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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INCOME

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
<\$25K	80	24	56	45	18	16	13	44	16	7	60	20
	8%	5%	11%	16%	5%	4%	18%	13%	5%	3%	7%	17%
			A	DE*			**	HI*				J*
\$25K - <\$55K	154	84	70	47	49	58	18	52	63	22	137	17
	15%	17%	14%	17%	14%	15%	25%	15%	19%	9%	16%	14%
				*			**	*	I			*
\$55K - <\$100K	342	187	155	83	129	130	26	119	119	77	313	28
	34%	39%	30%	30%	37%	34%	37%	34%	36%	31%	35%	24%
		B		*			**	*				*
\$100K - <\$150K	193	98	95	41	79	73	-	51	72	70	172	21
	19%	20%	18%	15%	23%	19%	-	15%	22%	28%	19%	18%
				*			**	*		GH		*
\$150K+	100	48	52	26	49	25	10	17	26	47	94	6
	10%	10%	10%	9%	14%	7%	13%	5%	8%	19%	11%	5%
				*	E		**	*		GH		*
Prefer not to answer	131	41	90	34	20	77	5	65	34	27	107	24
	13%	9%	17%	12%	6%	20%	7%	19%	10%	11%	12%	21%
			A	*		D	**	*				*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>												
Under \$50K	201	86	115	87	49	65	31	79	70	21	167	34
	20%	18%	22%	31%	14%	17%	43%	23%	21%	8%	19%	29%
				DE*			**	I*	I			*
\$50K+	668	354	314	155	275	238	36	204	227	201	609	59
	67%	74%	61%	56%	80%	63%	50%	59%	69%	81%	69%	50%
		B		*	CE		**	*		GH	K	*
Under \$40K	128	52	77	56	30	43	15	57	41	15	101	27
	13%	11%	15%	20%	9%	11%	21%	16%	12%	6%	11%	23%
				D*			**	I*	I			J*
\$40K to less than \$60K	148	82	67	42	61	44	21	59	50	18	137	11
	15%	17%	13%	15%	18%	12%	30%	17%	15%	7%	16%	9%
				*			**	I*	I			*
\$60K to less than \$100K	299	162	138	77	105	117	21	99	107	72	272	28
	30%	34%	27%	28%	31%	31%	29%	28%	32%	29%	31%	24%
				*			**	*				*
\$100K or more	293	146	147	67	128	98	10	68	98	117	266	27
	29%	30%	28%	24%	37%	26%	13%	20%	30%	47%	30%	23%
				*	CE		**	*		GH		*
Mean (,000)	90	91.6	88.5	82	97.9	88.1	77.8	73.3	89.2	116.2	91.6	76.7
				*			**	*	G	GH		**
STD. DEV.	55.62	54.05	57.21	62.31	56.32	47.74	77.05	42.83	47.69	62.41	55.28	56.92
STD. ERR.	1.89	2.58	2.76	4.01	3.13	2.74	9.41	2.55	2.77	4.19	1.98	5.92

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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HOUSEHOLD COMPOSITION

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Kids	282	128	154	103	151	28	20	94	88	80	269	13
	28%	27%	30%	37%	44%	7%	27%	27%	27%	32%	30%	11%
				E*	E		**	*			K	*
No Kids	718	353	365	173	194	352	53	255	242	168	614	104
	72%	73%	70%	63%	56%	93%	73%	73%	73%	68%	70%	89%
				*		CD	**	*				J*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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USMAR2. What is your marital status?

	Total	Gender		AGE			EDUCATION				Own a house	Own a condo/co-op
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad		
		A	B	C	D	E	F	G	H	I		
<b>Base: All Respondents (unwtd)</b>	<b>1000</b>	<b>485</b>	<b>515</b>	<b>270</b>	<b>385</b>	<b>345</b>	<b>21</b>	<b>100</b>	<b>400</b>	<b>479</b>	<b>883</b>	<b>117</b>
<b>Base: All Respondents (wtd)</b>	<b>1000</b>	<b>482</b>	<b>518</b>	<b>276</b>	<b>344</b>	<b>380</b>	<b>72</b>	<b>348</b>	<b>331</b>	<b>249</b>	<b>883</b>	<b>117</b>
Single, never married	204	112	92	124	50	30	28	72	55	49	153	51
	20%	23%	18%	45%	14%	8%	39%	21%	17%	20%	17%	43%
				DE*	E		**	*				J*
Living with partner	111	54	57	52	45	14	11	42	40	19	106	6
	11%	11%	11%	19%	13%	4%	15%	12%	12%	8%	12%	5%
				E*	E		**	*	I			*
Married	565	267	298	82	211	273	28	180	196	161	520	45
	56%	56%	57%	30%	61%	72%	39%	52%	59%	65%	59%	38%
				*	C	CD	**	*		G	K	*
Widowed	39	8	32	2	1	36	6	15	14	4	32	7
	4%	2%	6%	1%	*	10%	8%	4%	4%	2%	4%	6%
			A	*		CD	**	*				*
Divorced or separated	80	40	40	17	38	26	-	39	26	16	72	9
	8%	8%	8%	6%	11%	7%	-	11%	8%	6%	8%	7%
				*			**	*				*
Sigma	1000	482	518	276	344	380	72	348	331	249	883	117
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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