1_1. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - In the midst of the abundance of the holiday season, I think more about those less fortunate

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Top 2 Box (Net)	804	98	89	49	326	185	58	271	140	171	147	160	644
	80%	73%	78%	79%	84%	78%	86%	81%	78%	77%	81%	81%	80%
		*	*	*	A		*						
Strongly agree	220	33	15	10	94	48	20	93	30	49	32	60	160
	22%	25%	13%	16%	24%	20%	29%	28%	17%	22%	18%	30%	20%
		*	*	*			B*	HJ				L	
Somewhat agree	584	65	73	39	232	138	38	178	110	122	114	101	484
	58%	48%	65%	63%	60%	58%	57%	53%	61%	55%	64%	51%	60%
		*	A*	*			*						
Bottom 2 Box (Net)	197	36	24	13	60	54	9	62	40	50	33	37	160
	20%	27%	22%	21%	16%	22%	14%	19%	22%	23%	19%	19%	20%
		D*	*	*			*						
Somewhat disagree	170	30	24	12	45	50	9	48	40	44	29	25	145
	17%	22%	21%	20%	12%	21%	14%	14%	22%	20%	16%	13%	18%
		D*	D*	*		D	*						
Strongly disagree	27	7	1	1	15	4	-	14	-	6	5	12	15
	3%	5%	1%	1%	4%	2%	-	4%	-	3%	3%	6%	2%
		*	*	*			*	H				L	
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

   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 (*)

1_2. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - I would prefer to receive a meaningful gift that would help someone else, rather than other traditional gifts like clothes or electronics

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Top 2 Box (Net)	691	93	80	41	273	153	53	220	135	151	135	145	546
	69%	69%	71%	66%	71%	64%	79%	66%	75%	69%	75%	74%	68%
		*	*	*			E*						
Strongly agree	244	33	24	9	103	63	13	86	38	53	43	56	188
	24%	24%	21%	14%	27%	26%	20%	26%	21%	24%	24%	28%	23%
		*	*	*			*						
Somewhat agree	448	60	56	32	170	90	40	134	97	98	91	89	359
	45%	45%	50%	52%	44%	38%	59%	40%	54%	45%	51%	45%	45%
		*	*	*			DE*		G				
Bottom 2 Box (Net)	310	42	33	21	113	87	14	114	45	69	45	52	258
	31%	31%	29%	34%	29%	36%	21%	34%	25%	31%	25%	26%	32%
		*	*	*		F	*						
Somewhat disagree	272	35	30	16	94	83	13	96	39	63	39	40	232
	27%	26%	26%	26%	24%	35%	19%	29%	22%	29%	22%	20%	29%
		*	*	*		DF	*						K
Strongly disagree	38	6	3	5	19	3	1	18	6	6	7	12	26
	4%	5%	3%	8%	5%	1%	2%	5%	3%	3%	4%	6%	3%
		*	*	E*			*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

  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 (*)

1_3. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - We need to spend more time at Christmas focusing on those who need help

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Top 2 Box (Net)	888	106	100	53	351	214	64	298	162	190	159	170	717
	89%	79%	88%	86%	91%	89%	95%	89%	90%	86%	89%	87%	89%
		*	*	*	A	A	A*						
Strongly agree	307	31	28	13	128	83	24	127	54	55	51	74	233
	31%	23%	25%	21%	33%	35%	36%	38%	30%	25%	28%	37%	29%
		*	*	*			*	I					
Somewhat agree	581	74	72	40	223	131	40	171	108	135	109	97	484
	58%	55%	63%	65%	58%	55%	60%	51%	60%	61%	60%	49%	60%
		*	*	*			*						K
Bottom 2 Box (Net)	113	29	13	9	34	25	3	36	19	30	21	27	87
	11%	21%	12%	14%	9%	11%	5%	11%	10%	14%	11%	13%	11%
		DEF*	*	*			*						
Somewhat disagree	98	22	11	7	31	24	3	29	18	27	16	22	75
	10%	16%	10%	11%	8%	10%	5%	9%	10%	12%	9%	11%	9%
		DF*	*	*			*						
Strongly disagree	16	7	2	2	3	2	-	7	1	3	4	4	12
	2%	5%	2%	4%	1%	1%	-	2%	*	1%	2%	2%	1%
		DE*	*	*			*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

1_4. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - Christmas is becoming too commercial

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
	857	118	97	50	328	202	62	289	160	184	155	173	684
Top 2 Box (Net)	86%	88%	86%	81%	85%	84%	93%	87%	88%	84%	86%	88%	85%
		*	*	*			C*						
	484	73	54	28	188	114	27	170	85	106	82	88	396
Strongly agree	48%	54%	47%	45%	49%	48%	41%	51%	47%	48%	46%	45%	49%
		*	*	*			*						
	373	45	44	22	140	87	35	119	75	79	73	85	289
Somewhat agree	37%	34%	39%	36%	36%	37%	52%	36%	41%	36%	41%	43%	36%
		*	*	*			ADE*						
Bottom 2 Box (Net)	144	16	16	12	58	37	5	45	21	36	25	24	120
	14%	12%	14%	19%	15%	16%	7%	13%	12%	16%	14%	12%	15%
		*	*	F*			*						
	118	13	14	11	48	27	5	33	17	33	22	22	96
Somewhat disagree	12%	10%	12%	18%	13%	11%	7%	10%	9%	15%	12%	11%	12%
		*	*	*			*						
	26	3	2	1	9	11	-	11	4	3	3	2	23
Strongly disagree	3%	2%	2%	1%	2%	5%	-	3%	2%	2%	2%	1%	3%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

   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 (*)

1_5. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - I want the gifts that I give to people to have a positive, lasting impact

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Top 2 Box (Net)	951	122	111	58	369	229	61	319	171	212	166	189	763
	95%	91%	98%	94%	96%	96%	92%	96%	95%	96%	92%	96%	95%
		*	AF*	*			*						
Strongly agree	370	42	47	20	159	76	26	155	57	79	57	88	282
	37%	31%	41%	32%	41%	32%	39%	47%	32%	36%	32%	45%	35%
		*	*	*			*	HIJ				L	
Somewhat agree	582	81	65	38	210	153	35	163	114	133	109	101	480
	58%	60%	57%	62%	54%	64%	52%	49%	63%	60%	61%	51%	60%
		*	*	*			*		G	G	G		
Bottom 2 Box (Net)	50	12	2	4	16	10	6	15	9	9	14	8	42
	5%	9%	2%	6%	4%	4%	8%	4%	5%	4%	8%	4%	5%
		B*	*	*			B*						
Somewhat disagree	43	9	1	4	15	9	6	14	7	7	13	6	37
	4%	6%	1%	6%	4%	4%	8%	4%	4%	3%	7%	3%	5%
		*	*	*			B*						
Strongly disagree	7	3	1	-	1	1	-	1	2	2	1	2	5
	1%	2%	1%	-	*	1%	-	*	1%	1%	*	1%	1%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

1_6. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - I consider climate change when choosing the gifts I give to others

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K -<$60K	$60K -<$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Top 2 Box (Net)	435	58	39	17	171	121	29	170	71	94	68	97	338
	43%	43%	35%	28%	44%	51%	43%	51%	40%	42%	38%	49%	42%
		*	*	*	C	BC	*	J					
Strongly agree	91	8	7	4	41	27	4	33	17	20	14	27	64
	9%	6%	6%	6%	11%	11%	6%	10%	10%	9%	8%	14%	8%
		*	*	*			*					L	
Somewhat agree	344	50	32	13	130	94	25	137	54	74	54	70	274
	34%	37%	29%	21%	34%	39%	37%	41%	30%	33%	30%	36%	34%
		C*	*	*		C	*	J					
Bottom 2 Box (Net)	566	76	74	45	214	118	38	164	109	127	112	100	467
	57%	57%	65%	72%	56%	49%	57%	49%	60%	58%	62%	51%	58%
		*	E*	DE*			*				G		
Somewhat disagree	347	44	40	23	134	82	23	94	73	77	72	58	289
	35%	33%	35%	38%	35%	34%	35%	28%	40%	35%	40%	30%	36%
		*	*	*			*		G		G		
Strongly disagree	219	32	34	22	80	36	15	70	36	50	40	41	177
	22%	24%	30%	35%	21%	15%	22%	21%	20%	23%	22%	21%	22%
		*	E*	DE*			*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

1. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - Top 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
In the midst of the abundance of the holiday season, I think more about those less fortunate	804	98	89	49	326	185	58	271	140	171	147	160	644
	80%	73%	78%	79%	84%	78%	86%	81%	78%	77%	81%	81%	80%
		*	*	*	A		*						
I would prefer to receive a meaningful gift that would help someone else, rather than other traditional gifts like clothes or electronics	691	93	80	41	273	153	53	220	135	151	135	145	546
	69%	69%	71%	66%	71%	64%	79%	66%	75%	69%	75%	74%	68%
		*	*	*			E*						
We need to spend more time at Christmas focusing on those who need help	888	106	100	53	351	214	64	298	162	190	159	170	717
	89%	79%	88%	86%	91%	89%	95%	89%	90%	86%	89%	87%	89%
		*	*	*	A	A	A*						
Christmas is becoming too commercial	857	118	97	50	328	202	62	289	160	184	155	173	684
	86%	88%	86%	81%	85%	84%	93%	87%	88%	84%	86%	88%	85%
		*	*	*			C*						
I want the gifts that I give to people to have a positive, lasting impact	951	122	111	58	369	229	61	319	171	212	166	189	763
	95%	91%	98%	94%	96%	96%	92%	96%	95%	96%	92%	96%	95%
		*	AF*	*			*						
I consider climate change when choosing the gifts I give to others	435	58	39	17	171	121	29	170	71	94	68	97	338
	43%	43%	35%	28%	44%	51%	43%	51%	40%	42%	38%	49%	42%
		*	*	*	C	BC	*	J					

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 (*)

1. Thinking about giving gifts around the holiday season, how much do you agree or disagree with the following statements: - Bottom 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
In the midst of the abundance of the holiday season, I think more about those less fortunate	197	36	24	13	60	54	9	62	40	50	33	37	160
	20%	27%	22%	21%	16%	22%	14%	19%	22%	23%	19%	19%	20%
		D*	*	*			*						
I would prefer to receive a meaningful gift that would help someone else, rather than other traditional gifts like clothes or electronics	310	42	33	21	113	87	14	114	45	69	45	52	258
	31%	31%	29%	34%	29%	36%	21%	34%	25%	31%	25%	26%	32%
		*	*	*		F	*						
We need to spend more time at Christmas focusing on those who need help	113	29	13	9	34	25	3	36	19	30	21	27	87
	11%	21%	12%	14%	9%	11%	5%	11%	10%	14%	11%	13%	11%
		DEF*	*	*			*						
Christmas is becoming too commercial	144	16	16	12	58	37	5	45	21	36	25	24	120
	14%	12%	14%	19%	15%	16%	7%	13%	12%	16%	14%	12%	15%
		*	*	F*			*						
I want the gifts that I give to people to have a positive, lasting impact	50	12	2	4	16	10	6	15	9	9	14	8	42
	5%	9%	2%	6%	4%	4%	8%	4%	5%	4%	8%	4%	5%
		B*	*	*			B*						
I consider climate change when choosing the gifts I give to others	566	76	74	45	214	118	38	164	109	127	112	100	467
	57%	57%	65%	72%	56%	49%	57%	49%	60%	58%	62%	51%	58%
		*	E*	DE*			*				G		

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 (*)

2_1. How likely would you be to do one of the following this holiday season? - Donate to charity

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
	755	98	89	49	299	162	58	230	139	181	148	157	598
Top 2 Box (Net)	75%	73%	78%	79%	78%	68%	87%	69%	77%	82%	82%	80%	74%
		*	*	*	E		AE*			G	G		
	288	51	26	16	124	51	20	103	43	74	54	74	215
Very likely	29%	38%	23%	26%	32%	21%	30%	31%	24%	33%	30%	38%	27%
		BE*	*	*	E		*					L	
	466	47	63	33	174	111	38	127	96	107	93	83	383
Somewhat likely	47%	35%	55%	53%	45%	47%	57%	38%	53%	48%	52%	42%	48%
		*	A*	A*			A*		G		G		
	246	36	24	13	86	77	9	103	41	40	32	40	206
Bottom 2 Box (Net)	25%	27%	22%	21%	22%	32%	13%	31%	23%	18%	18%	20%	26%
		F*	*	*		DF	*	IJ					
	184	23	21	11	64	58	6	77	31	32	20	27	157
Not very likely	18%	17%	19%	18%	17%	24%	9%	23%	17%	15%	11%	14%	20%
		*	*	*		F	*	J					
	63	14	3	2	23	19	3	26	10	8	13	14	49
Not at all likely	6%	10%	3%	3%	6%	8%	5%	8%	6%	4%	7%	7%	6%
		*	*	*			*						
	1001	134	113	62	385	239	67	333	181	221	180	197	804
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

  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 (*)

2_2. How likely would you be to do one of the following this holiday season? - Volunteer for a charitable organization

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
	449	57	54	31	181	93	33	139	85	101	95	109	340
Top 2 Box (Net)	45%	42%	48%	51%	47%	39%	49%	42%	47%	46%	53%	56%	42%
		*	*	*			*				G	L	
	134	14	10	7	59	31	13	59	14	29	22	51	83
Very likely	13%	11%	9%	11%	15%	13%	19%	18%	8%	13%	12%	26%	10%
		*	*	*			*	H				L	
	316	43	44	25	122	62	20	80	70	72	74	58	257
Somewhat likely	32%	32%	39%	40%	32%	26%	30%	24%	39%	33%	41%	30%	32%
		*	E*	E*			*		G		G		
	552	77	59	31	205	146	34	194	96	120	85	87	464
Bottom 2 Box (Net)	55%	58%	52%	49%	53%	61%	51%	58%	53%	54%	47%	44%	58%
		*	*	*			*	J					K
	398	60	48	27	152	87	24	129	65	90	68	67	331
Not very likely	40%	45%	42%	43%	39%	36%	36%	39%	36%	41%	38%	34%	41%
		*	*	*			*						
	154	17	11	4	53	59	10	65	31	30	17	21	133
Not at all likely	15%	13%	10%	6%	14%	25%	15%	19%	17%	14%	9%	11%	17%
		*	*	*		ABCD	*	J					
	1001	134	113	62	385	239	67	333	181	221	180	197	804
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

 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 (*)

2_3. How likely would you be to do one of the following this holiday season? - Give a charitable gift in someone else's name

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Top 2 Box (Net)	441	53	44	29	189	86	40	155	76	110	76	113	328
	44%	40%	39%	47%	49%	36%	60%	46%	42%	50%	42%	57%	41%
		*	*	*	E		ABE*					L	
Very likely	114	19	5	7	58	16	8	47	19	28	18	46	68
	11%	14%	4%	12%	15%	7%	12%	14%	10%	13%	10%	23%	8%
		B*	*	*	BE		*					L	
Somewhat likely	327	34	39	22	131	70	32	108	57	81	58	67	260
	33%	26%	34%	35%	34%	29%	47%	32%	32%	37%	32%	34%	32%
		*	*	*			ADE*						
Bottom 2 Box (Net)	560	81	69	33	197	153	27	179	104	111	104	84	476
	56%	60%	61%	53%	51%	64%	40%	54%	58%	50%	58%	43%	59%
		F*	F*	*		DF	*						K
Not very likely	424	63	54	27	154	104	22	123	83	87	79	64	360
	42%	47%	48%	44%	40%	43%	33%	37%	46%	40%	44%	33%	45%
		*	*	*			*						K
Not at all likely	136	18	16	6	43	49	5	55	21	24	25	20	116
	14%	13%	14%	9%	11%	21%	7%	17%	12%	11%	14%	10%	14%
		*	*	*		DF	*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

  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 (*)

2. How likely would you be to do one of the following this holiday season? - Top 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Donate to charity	755	98	89	49	299	162	58	230	139	181	148	157	598
	75%	73%	78%	79%	78%	68%	87%	69%	77%	82%	82%	80%	74%
		*	*	*	E		AE*			G	G		
Volunteer for a charitable organization	449	57	54	31	181	93	33	139	85	101	95	109	340
	45%	42%	48%	51%	47%	39%	49%	42%	47%	46%	53%	56%	42%
		*	*	*			*				G	L	
Give a charitable gift in someone else's name	441	53	44	29	189	86	40	155	76	110	76	113	328
	44%	40%	39%	47%	49%	36%	60%	46%	42%	50%	42%	57%	41%
		*	*	*	E		ABE*					L	

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 (*)

2. How likely would you be to do one of the following this holiday season? - Bottom 2 Box Summary

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	124	111	71	377	224	94	267	182	249	220	211	790
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	333	181	221	180	197	804
Donate to charity	246	36	24	13	86	77	9	103	41	40	32	40	206
	25%	27%	22%	21%	22%	32%	13%	31%	23%	18%	18%	20%	26%
		F*	*	*		DF	*	IJ					
Volunteer for a charitable organization	552	77	59	31	205	146	34	194	96	120	85	87	464
	55%	58%	52%	49%	53%	61%	51%	58%	53%	54%	47%	44%	58%
		*	*	*			*	J					K
Give a charitable gift in someone else's name	560	81	69	33	197	153	27	179	104	111	104	84	476
	56%	60%	61%	53%	51%	64%	40%	54%	58%	50%	58%	43%	59%
		F*	F*	*		DF	*						K

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 (*)

3. When buying gifts for people, which of the following are your priorities?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
That the gift positively impacts someone's life	577	67	67	38	232	138	35	173	106	129	121	105	472
	58%	50%	59%	61%	60%	58%	52%	52%	59%	58%	67%	53%	59%
		*	*	*			*				G		
That the gift helps to minimize the impact on the environment	119	14	10	6	54	27	9	51	17	27	18	27	92
	12%	11%	9%	9%	14%	11%	13%	15%	9%	12%	10%	14%	11%
		*	*	*			*						
That the gift is educational	121	16	10	8	51	31	6	36	25	29	24	33	88
	12%	12%	9%	14%	13%	13%	8%	11%	14%	13%	14%	17%	11%
		*	*	*			*						
That the gift is convenient to purchase	247	27	23	12	77	90	19	101	35	55	37	45	203
	25%	20%	20%	20%	20%	37%	28%	30%	20%	25%	21%	23%	25%
		*	*	*		ABCD	*	H					
That the gift will be well liked	790	104	91	49	294	199	53	253	141	176	148	148	642
	79%	78%	80%	79%	76%	83%	79%	76%	78%	80%	82%	75%	80%
		*	*	*			*						
That the gift is meaningful	782	120	92	54	306	154	56	240	152	173	140	160	621
	78%	89%	82%	86%	79%	64%	84%	72%	84%	79%	78%	82%	77%
		DE*	E*	E*	E		E*		G				
That the gift is not expensive	245	31	29	11	101	59	15	101	45	41	35	52	193
	25%	23%	26%	18%	26%	25%	22%	30%	25%	19%	19%	27%	24%
		*	*	*			*	IJ					
That the gift appears expensive	36	3	1	2	17	11	3	15	7	9	5	13	23
	4%	2%	1%	4%	4%	4%	4%	5%	4%	4%	3%	7%	3%
		*	*	*			*					L	
Some other priority	85	21	16	6	26	10	6	30	12	23	12	7	78
	9%	15%	15%	9%	7%	4%	10%	9%	7%	10%	7%	3%	10%
		DE*	DE*	*			*						K
Sigma	3003	402	339	186	1156	718	201	1000	542	662	540	590	2413
	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%	300%

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 (*)

4. Have you ever received a gift from someone that had a positive, lasting impact on you?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Yes (Net)	751	98	91	55	298	166	43	222	138	176	143	156	595
	75%	73%	80%	89%	77%	69%	64%	67%	76%	80%	80%	79%	74%
		*	F*	AEF*	F		*			G	G		
Yes - It inspired a hobby or passion of mine	248	40	29	16	102	46	16	71	44	66	50	62	186
	25%	30%	25%	26%	26%	19%	23%	21%	24%	30%	28%	31%	23%
		*	*	*			*					L	
Yes - It provided me with an experience I would have never done	174	22	24	9	67	43	9	37	37	44	39	39	135
	17%	16%	21%	14%	17%	18%	13%	11%	21%	20%	22%	20%	17%
		*	*	*			*		G	G	G		
Yes - It taught me something about myself that I didn't already know	68	9	12	5	24	14	5	16	14	16	20	24	44
	7%	6%	11%	8%	6%	6%	8%	5%	8%	7%	11%	12%	6%
		*	*	*			*				G	L	
Yes - It gave me an opportunity that wouldn't have been available to me otherwise	142	20	22	12	43	41	4	47	24	37	24	41	101
	14%	15%	19%	19%	11%	17%	6%	14%	13%	17%	13%	21%	13%
		*	F*	F*		F	*					L	
Yes - in some other way	250	40	33	21	102	41	13	78	46	50	38	35	215
	25%	30%	30%	34%	27%	17%	19%	23%	26%	23%	21%	18%	27%
		E*	E*	E*	E		*						K
No	250	37	22	7	87	73	24	111	43	44	37	41	209
	25%	27%	20%	11%	23%	31%	36%	33%	24%	20%	20%	21%	26%
		C*	*	*		C	BCD*	IJ					
Sigma	1132	167	142	69	425	258	71	361	208	257	208	241	891
	113%	124%	126%	111%	110%	108%	106%	108%	115%	117%	115%	123%	111%

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 (*)

5. Have you ever given a gift to someone that you felt would have a positive, lasting impact on them?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Yes	563	72	73	36	218	131	34	160	107	135	118	135	429
	56%	53%	65%	58%	56%	55%	51%	48%	59%	61%	66%	69%	53%
		*	*	*			*			G	G	L	
No	95	10	6	6	32	30	11	42	13	21	14	12	82
	9%	7%	5%	9%	8%	13%	17%	13%	7%	10%	8%	6%	10%
		*	*	*			BD*						
I don't know	343	53	34	20	136	78	22	132	60	64	48	49	293
	34%	39%	30%	33%	35%	33%	33%	40%	33%	29%	27%	25%	36%
		*	*	*			*	IJ					K
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

   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 (*)

6. What is the most meaningful gift you remember receiving? Please be as specific as possible.

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K -<$60K	$60K -<$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Money/ check/ gift card	44	8	8	4	15	8	1	16	8	10	8	5	39
	4%	6%	7%	7%	4%	3%	2%	5%	5%	4%	4%	3%	5%
		*	*	*			*						
Book	43	3	6	1	17	13	3	12	8	15	6	7	37
	4%	2%	6%	1%	5%	6%	4%	4%	4%	7%	3%	3%	5%
		*	*	*			*						
Card	17	2	-	2	8	3	1	9	4	1	2	4	13
	2%	2%	-	4%	2%	1%	2%	3%	2%	*	1%	2%	2%
		*	*	*			*						
Vehicle	6	-	-	-	4	2	1	3	-	3	1	3	3
	1%	-	-	-	1%	1%	1%	1%	-	1%	*	1%	*
		*	*	*			*						
Vacation/ trip	45	5	6	1	19	11	3	9	5	12	16	8	36
	4%	4%	5%	1%	5%	4%	5%	3%	3%	5%	9%	4%	5%
		*	*	*			*				GH		
Musical instrument	29	6	1	2	11	5	3	11	6	7	3	2	26
	3%	5%	1%	3%	3%	2%	5%	3%	3%	3%	2%	1%	3%
		*	*	*			*						
Bike	11	4	2	-	2	2	1	5	1	5	1	5	6
	1%	3%	2%	-	1%	1%	1%	1%	*	2%	*	3%	1%
		*	*	*			*						
Jewelry	70	17	5	1	22	19	7	20	20	16	7	18	52
	7%	13%	4%	1%	6%	8%	10%	6%	11%	7%	4%	9%	6%
		CD*	*	*			C*		J				
Watch	14	1	1	2	2	7	1	3	4	2	5	3	11
	1%	1%	1%	3%	1%	3%	1%	1%	2%	1%	3%	1%	1%
		*	*	*			*						
Donation to a charity/ people less fortunate	18	3	1	3	8	1	1	5	2	5	5	3	15
	2%	2%	1%	4%	2%	*	1%	1%	1%	2%	3%	2%	2%
		*	*	E*			*						
Photo album/ scrapbook/ pictures	53	3	5	3	36	3	4	16	15	9	9	8	45
	5%	2%	4%	4%	9%	1%	6%	5%	8%	4%	5%	4%	6%
		*	*	*	AE		E*						
Homemade gift	61	5	13	6	23	8	6	14	6	15	15	11	50
	6%	4%	11%	10%	6%	3%	8%	4%	3%	7%	9%	6%	6%
		*	E*	E*			*						
Pet	11	3	2	-	6	1	-	4	-	3	3	3	8
	1%	2%	2%	-	1%	*	-	1%	-	1%	2%	1%	1%
		*	*	*			*						
Tickets for an event	18	4	3	-	4	7	-	3	4	4	6	3	15
	2%	3%	3%	-	1%	3%	-	1%	2%	2%	3%	2%	2%
		*	*	*			*						
Article of clothing	21	2	3	-	5	8	2	10	3	2	3	1	20
	2%	2%	3%	-	1%	3%	3%	3%	2%	1%	2%	*	2%
		*	*	*			*						
Sports equipment/ items	27	2	2	2	13	7	1	7	6	4	8	6	20
	3%	2%	2%	3%	3%	3%	1%	2%	3%	2%	4%	3%	3%
		*	*	*			*						
Spa treatment	8	-	1	-	3	5	-	2	1	3	1	1	7
	1%	-	1%	-	1%	2%	-	1%	1%	2%	1%	1%	1%
		*	*	*			*						
Camera	11	-	3	1	7	-	-	1	4	4	1	2	8
	1%	-	2%	1%	2%	-	-	*	2%	2%	*	1%	1%
		*	*	*			*						
Video games/ console	15	-	2	-	4	9	-	9	4	-	1	1	14
	1%	-	2%	-	1%	4%	-	3%	2%	-	1%	*	2%
		*	*	*			*	I	I				
Computer/ laptop/ mobile device	11	2	1	1	4	3	1	4	1	4	3	1	11
	1%	1%	1%	2%	1%	1%	2%	1%	*	2%	2%	*	1%
		*	*	*			*						
Electronic devices	14	3	2	-	8	2	-	5	3	-	4	-	14
	1%	2%	2%	-	2%	1%	-	1%	2%	-	2%	-	2%
		*	*	*			*				I		
Tools	10	1	1	1	1	7	1	4	1	1	5	4	7
	1%	1%	1%	1%	*	3%	1%	1%	*	1%	3%	2%	1%
		*	*	*		D	*						
The gift of love/ life	37	3	8	1	13	6	6	15	7	7	8	8	29
	4%	2%	7%	2%	3%	3%	9%	5%	4%	3%	4%	4%	4%
		*	*	*			ADE*						
Food	15	2	1	-	1	10	-	11	-	2	1	9	6
	1%	1%	1%	-	*	4%	-	3%	-	1%	*	4%	1%
		*	*	*		D	*					L	
Home appliance / kitchen products	20	3	1	3	7	6	-	7	4	1	1	2	18
	2%	2%	1%	5%	2%	2%	-	2%	2%	1%	1%	1%	2%
		*	*	*			*						
Art supplies/ artwork	13	1	2	4	3	1	1	3	5	2	1	1	12
	1%	1%	2%	7%	1%	1%	2%	1%	3%	1%	1%	*	2%
		*	*	ADE*			*						
Plant/ flowers/ tree	6	2	-	2	2	1	-	2	1	1	2	1	5
	1%	1%	-	3%	*	1%	-	1%	1%	*	1%	1%	1%
		*	*	*			*						
Education	7	1	2	-	3	1	-	3	1	1	1	1	6
	1%	1%	2%	-	1%	*	-	1%	*	*	1%	*	1%
		*	*	*			*						
Other	143	19	26	11	50	30	7	50	23	39	20	35	108
	14%	14%	23%	18%	13%	13%	11%	15%	13%	18%	11%	18%	13%
		*	D*	*			*						
Nothing	28	4	-	1	12	7	4	9	3	6	6	4	24
	3%	3%	-	2%	3%	3%	6%	3%	2%	3%	3%	2%	3%
		*	*	*			B*						
Dk/ns	177	28	7	11	72	46	13	64	31	37	27	38	139
	18%	21%	6%	18%	19%	19%	20%	19%	17%	17%	15%	19%	17%
		B*	*	B*	B	B	B*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

GENDER

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Male	489	57	49	25	191	133	35	163	90	110	99	109	380
	49%	43%	43%	40%	50%	55%	52%	49%	50%	50%	55%	55%	47%
		*	*	*			*						
Female	512	77	64	37	194	107	32	171	91	111	81	88	424
	51%	57%	57%	60%	50%	45%	48%	51%	50%	50%	45%	45%	53%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

  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 (*)

AGE

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
	281	26	32	18	116	73	16	112	45	57	43	64	217
18-34 (Net)	28%	19%	28%	29%	30%	31%	25%	34%	25%	26%	24%	33%	27%
			*	*	*			*					
	79	8	6	5	34	23	4	39	16	9	8	14	65
18-24	8%	6%	5%	8%	9%	10%	6%	12%	9%	4%	4%	7%	8%
			*	*	*			*	IJ				
	203	18	26	13	82	50	13	74	29	48	35	51	152
25-34	20%	14%	23%	21%	21%	21%	19%	22%	16%	22%	19%	26%	19%
			*	*	*			*					
	346	43	39	20	125	92	28	92	55	83	92	119	228
35-54 (Net)	35%	32%	34%	32%	32%	38%	42%	28%	31%	38%	51%	60%	28%
			*	*	*			*		G	GHI	L	
	136	16	18	11	49	34	8	30	19	40	41	73	64
35-44	14%	12%	16%	17%	13%	14%	12%	9%	11%	18%	23%	37%	8%
			*	*	*			*		G	GH	L	
	210	26	21	9	76	58	20	62	36	43	51	46	164
45-54	21%	20%	18%	15%	20%	24%	30%	19%	20%	19%	28%	23%	20%
			*	*	*			C*			GI		
	373	65	43	24	144	74	22	129	81	81	45	14	359
55+ (Net)	37%	49%	38%	39%	37%	31%	33%	39%	45%	37%	25%	7%	45%
		E*	*	*			*	J	J	J			K
	215	39	25	12	86	44	10	65	51	48	30	10	205
55-64	21%	29%	22%	19%	22%	18%	15%	19%	28%	22%	17%	5%	26%
		F*	*	*			*	J					K
	158	26	18	12	59	31	12	64	29	33	15	4	154
65+	16%	20%	16%	20%	15%	13%	18%	19%	16%	15%	8%	2%	19%
			*	*			*	J	J				K
	1001	134	113	62	385	239	67	333	181	221	180	197	804
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	47.6	51.9	47.3	47.4	47.1	45.8	48.6	47	49.4	47.3	46.1	39.6	49.5
		DE*	*	*			*						K
STD. DEV.	15.87	15.58	15.81	16.23	16.16	15.45	15	17.25	15.87	15.04	13.71	10.61	16.34
STD. ERR.	0.5	1.4	1.5	1.93	0.83	1.03	1.55	1.06	1.18	0.95	0.92	0.73	0.58
Median	50	54	49.85	49	48.55	48.08	48.56	50	53	49	47	39	53

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 (*)

EDUCATION

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
	4	-	-	-	4	-	-	-	-	-	-	-	4
Primary School or less	*	-	-	-	1%	-	-	-	-	-	-	-	1%
		*	*	*			*						
	142	13	13	3	66	43	3	90	18	13	8	20	122
Some high school	14%	10%	12%	5%	17%	18%	5%	27%	10%	6%	5%	10%	15%
		*	*	*	CF	CF	*	HIJ					
	276	47	28	18	91	66	26	112	59	50	30	46	231
Graduated high school	28%	35%	25%	29%	24%	28%	39%	34%	33%	23%	17%	23%	29%
		D*	*	*			D*	IJ	IJ				
	76	13	13	7	23	18	2	27	16	17	10	12	64
Some college / CEGEP / Trade School	8%	10%	11%	11%	6%	8%	3%	8%	9%	8%	6%	6%	8%
		*	*	*			*						
	193	19	22	18	76	42	16	46	37	57	38	44	149
Graduated from college / CEGEP / Trade School	19%	14%	20%	28%	20%	17%	24%	14%	21%	26%	21%	22%	18%
		*	*	A*			*			G			
	67	15	6	4	22	17	3	25	11	17	7	10	56
Some university, but did not finish	7%	11%	6%	6%	6%	7%	5%	7%	6%	8%	4%	5%	7%
		*	*	*			*						
	170	20	24	8	67	37	15	26	28	45	59	37	134
University undergraduate degree	17%	15%	21%	13%	17%	15%	22%	8%	16%	20%	33%	19%	17%
		*	*	*			*		G	G	GHI		
	73	7	6	5	36	16	2	7	11	22	28	28	45
University graduate degree	7%	5%	6%	8%	9%	7%	3%	2%	6%	10%	15%	14%	6%
		*	*	*			*			G	GH	L	
	1001	134	113	62	385	239	67	333	181	221	180	197	804
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	146	13	13	3	70	43	3	90	18	13	8	20	126
<HS	15%	10%	12%	5%	18%	18%	5%	27%	10%	6%	5%	10%	16%
		*	*	*	CF	CF	*	HIJ					
	276	47	28	18	91	66	26	112	59	50	30	46	231
HS	28%	35%	25%	29%	24%	28%	39%	34%	33%	23%	17%	23%	29%
		D*	*	*			D*	IJ	IJ				
	335	47	42	28	121	77	21	98	64	91	55	66	269
Post Sec	34%	35%	37%	45%	31%	32%	31%	29%	35%	41%	31%	34%	33%
		*	*	*			*			GJ			
	243	27	30	13	103	53	17	33	39	67	86	65	178
Univ Grad	24%	20%	27%	21%	27%	22%	25%	10%	22%	30%	48%	33%	22%
		*	*	*			*		G	G	GHI	L	

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 (*)

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
BC	134	134	-	-	-	-	-	46	33	26	20	22	113
	13%	100%	-	-	-	-	-	14%	18%	12%	11%	11%	14%
		BCDEF*	*	*			*						
AB	113	-	113	-	-	-	-	34	20	29	25	19	95
	11%	-	100%	-	-	-	-	10%	11%	13%	14%	9%	12%
		*	ACDEF*	*			*						
SK/MB	62	-	-	62	-	-	-	12	11	14	17	8	54
	6%	-	-	100%	-	-	-	4%	6%	6%	9%	4%	7%
		*	*	ABDEF*			*				G		
Ontario	385	-	-	-	385	-	-	116	74	93	63	88	298
	38%	-	-	-	100%	-	-	35%	41%	42%	35%	45%	37%
		*	*	*	ABCEF		*						
Quebec	239	-	-	-	-	239	-	98	34	47	41	46	193
	24%	-	-	-	-	100%	-	29%	19%	21%	23%	24%	24%
		*	*	*		ABCDF	*	H					
Atlantic Canada	67	-	-	-	-	-	67	28	10	12	14	14	53
	7%	-	-	-	-	-	100%	8%	5%	5%	8%	7%	7%
		*	*	*			ABCDE*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

  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 (*)

Table of contents

INCOME

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K -<$60K	$60K -<$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
	186	20	13	2	75	63	13	186	-	-	-	39	148
<$25K	19%	15%	12%	3%	20%	26%	19%	56%	-	-	-	20%	18%
		C*	*	*	C	BC	C*	HIJ					
	297	56	38	17	97	66	23	147	150	-	-	42	255
$25K - <$55K	30%	42%	34%	27%	25%	28%	34%	44%	83%	-	-	22%	32%
		DE*	*	*			*	IJ	GIJ				K
	251	29	31	18	110	50	14	-	30	221	-	52	199
$55K - <$100K	25%	21%	27%	28%	28%	21%	21%	-	17%	100%	-	26%	25%
		*	*	*			*		GJ	GHJ			
	142	15	21	14	51	33	9	-	-	-	142	41	101
$100K - <$150K	14%	11%	18%	22%	13%	14%	14%	-	-	-	79%	21%	13%
		*	*	*			*				GHI	L	
	38	5	5	3	12	8	5	-	-	-	38	18	20
$150K+	4%	4%	4%	4%	3%	3%	7%	-	-	-	21%	9%	3%
		*	*	*			*				GHI	L	
	86	9	6	9	40	19	3	-	-	-	-	6	81
Prefer not to answer	9%	7%	5%	15%	10%	8%	5%	-	-	-	-	3%	10%
		*	*	B*			*						K
	1001	134	113	62	385	239	67	333	181	221	180	197	804
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
	429	67	43	15	155	115	34	333	96	-	-	72	358
Under $50K	43%	50%	38%	24%	40%	48%	51%	100%	53%	-	-	36%	44%
		C*	*	*	C	C	C*	HIJ	IJ				
	485	58	65	38	190	105	30	-	84	221	180	120	366
$50K+	48%	43%	57%	61%	49%	44%	44%	-	47%	100%	100%	61%	45%
		*	*	AE*			*		G	GH	GH	L	
	333	46	34	12	116	98	28	333	-	-	-	58	275
Under $40K	33%	34%	30%	19%	30%	41%	42%	100%	-	-	-	30%	34%
		*	*	*		CD	C*	HIJ					
	181	33	20	11	74	34	10	-	181	-	-	28	153
$40K to less than $60K	18%	25%	18%	17%	19%	14%	15%	-	100%	-	-	14%	19%
		E*	*	*			*		GIJ				
	221	26	29	14	93	47	12	-	-	221	-	47	174
$60K to less than $100K	22%	20%	25%	22%	24%	20%	18%	-	-	100%	-	24%	22%
		*	*	*			*			GHJ			
	180	20	25	17	63	41	14	-	-	-	180	58	122
$100K or more	18%	15%	22%	27%	16%	17%	21%	-	-	-	100%	30%	15%
		*	*	*			*				GHI	L	
Mean (,000)	65.1	61.3	72	81.8	64	59.8	70.9	22.3	49.5	79.6	142	80.4	61
		*	*	ADE*			*		G	GH	GHI	L	
STD. DEV.	49.34	43.26	50.28	51.62	44.78	49.59	71.91	10.06	5.09	11.96	46.64	62.64	44.36
STD. ERR.	1.63	3.87	4.85	7.1	2.41	3.34	9	0.55	0.38	0.81	3.48	4.53	1.65

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 COMPOSITION

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
	197	22	19	8	88	46	14	58	28	47	58	197	-
Kids	20%	16%	16%	13%	23%	19%	22%	17%	15%	21%	32%	100%	-
		*	*	*			*				GHI	L	
	804	113	95	54	298	193	53	275	153	174	122	-	804
No Kids	80%	84%	84%	87%	77%	81%	78%	83%	85%	79%	68%	-	100%
		*	*	*			*	J	J	J			K
	1001	134	113	62	385	239	67	333	181	221	180	197	804
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

  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 (*)

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
1	251	41	32	13	90	64	12	152	44	26	10	-	251
	25%	31%	28%	20%	23%	27%	18%	46%	24%	12%	6%	-	31%
		*	*	*			*	HIJ	IJ	J			K
2	421	54	51	29	156	94	37	107	80	117	71	19	401
	42%	40%	45%	47%	40%	39%	56%	32%	44%	53%	40%	10%	50%
		*	*	*			ADE*		G	GJ			K
3	170	26	18	11	64	45	7	39	37	38	46	81	90
	17%	19%	16%	18%	17%	19%	10%	12%	20%	17%	26%	41%	11%
		*	*	*			*		G		G	L	
4	118	11	11	7	55	26	9	18	16	30	43	69	49
	12%	8%	9%	11%	14%	11%	13%	5%	9%	14%	24%	35%	6%
		*	*	*			*			G	GHI	L	
5	32	2	2	3	16	7	1	13	-	8	9	23	8
	3%	1%	2%	4%	4%	3%	2%	4%	-	4%	5%	12%	1%
		*	*	*			*	H		H	H	L	
6	7	1	-	-	3	3	*	2	4	-	1	4	4
	1%	1%	-	-	1%	1%	1%	1%	2%	-	1%	2%	*
		*	*	*			*						
7	2	-	-	-	2	-	-	1	-	1	-	1	1
	*	-	-	-	*	-	-	*	-	*	-	*	*
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

  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 (*)

EMPLOYMENT STATUS

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
Employed full-time	414	48	58	29	148	103	28	71	74	126	122	117	297
	41%	36%	51%	46%	38%	43%	41%	21%	41%	57%	68%	60%	37%
		*	*	*			*		G	GH	GHI	L	
Employed part-time	98	13	10	11	37	20	8	35	29	22	7	17	81
	10%	10%	8%	17%	10%	8%	12%	11%	16%	10%	4%	9%	10%
		*	*	*			*	J	J	J			
Self employed	63	13	6	1	29	10	4	18	9	15	13	16	46
	6%	10%	5%	1%	7%	4%	6%	5%	5%	7%	7%	8%	6%
		C*	*	*			*						
Unemployed but looking for a job	54	2	10	3	18	17	4	34	4	5	3	3	51
	5%	2%	9%	5%	5%	7%	5%	10%	2%	2%	2%	1%	6%
		*	A*	*			*	HIJ					K
Unemployed and not looking for a job/Long-term sick or disabled	49	8	2	1	26	9	5	31	14	2	-	7	42
	5%	6%	1%	1%	7%	4%	7%	9%	8%	1%	-	3%	5%
		*	*	*			*	IJ	IJ				
Full-time parent, homemaker	48	9	2	5	17	13	2	25	10	6	4	22	26
	5%	7%	2%	8%	4%	6%	3%	7%	5%	3%	2%	11%	3%
		*	*	*			*	J				L	
Retired	211	35	24	12	78	47	15	89	37	38	24	3	208
	21%	26%	21%	20%	20%	20%	22%	27%	20%	17%	13%	2%	26%
		*	*	*			*	IJ					K
Student/Pupil	34	5	1	-	13	13	1	15	4	5	4	5	29
	3%	4%	1%	-	3%	6%	1%	5%	2%	2%	2%	3%	4%
		*	*	*			*						
Military	3	-	-	-	1	1	1	-	-	-	3	1	2
	*	-	-	-	*	1%	2%	-	-	-	2%	1%	*
		*	*	*			*				G		
Prefer not to answer	26	-	1	1	18	6	-	15	1	3	-	5	21
	3%	-	1%	2%	5%	2%	-	4%	*	1%	-	2%	3%
		*	*	*	A		*	J					
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

  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 (*)

USMAR2. What is your marital status?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	124	111	71	377	224	94	267	182	249	220	211	790
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	333	181	221	180	197	804
Single, never married	303	40	29	13	115	93	13	148	52	46	27	26	277
	30%	30%	25%	21%	30%	39%	20%	44%	29%	21%	15%	13%	34%
		*	*	*		CF	*	HIJ	J				K
Living with partner	129	7	19	6	36	49	12	31	20	33	37	31	99
	13%	5%	17%	10%	9%	20%	18%	9%	11%	15%	21%	16%	12%
		*	A*	*		AD	AD*				GH		
Married	432	64	40	38	182	74	34	78	78	126	108	126	306
	43%	48%	36%	61%	47%	31%	50%	23%	43%	57%	60%	64%	38%
		E*	*	BE*	E		E*		G	GH	GH	L	
Widowed	44	7	11	2	14	10	1	30	7	1	4	3	42
	4%	5%	10%	3%	4%	4%	2%	9%	4%	*	2%	1%	5%
		*	D*	*			*	IJ					
Divorced or separated	92	16	14	3	39	14	6	46	24	15	3	12	81
	9%	12%	13%	5%	10%	6%	10%	14%	13%	7%	2%	6%	10%
		*	*	*			*	IJ	J	J			
Sigma	1001	134	113	62	385	239	67	333	181	221	180	197	804
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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 (*)

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K - <$60K	$60K - <$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
	560	75	62	35	213	142	34	231	100	109	79	106	454
All of it	56%	56%	54%	56%	55%	59%	51%	69%	55%	49%	44%	54%	56%
		*	*	*			*	HIJ					
	195	21	17	10	84	44	19	42	30	55	48	52	143
Almost all of it	19%	16%	15%	16%	22%	18%	28%	12%	17%	25%	27%	26%	18%
		*	*	*			A*			G	GH	L	
	194	33	28	12	65	47	10	44	38	50	43	31	164
About half of it	19%	25%	25%	19%	17%	19%	15%	13%	21%	23%	24%	16%	20%
		*	*	*			*			G	G		
	37	5	4	4	14	5	3	13	7	6	7	8	28
Less than half of it	4%	4%	4%	7%	4%	2%	4%	4%	4%	3%	4%	4%	4%
		*	*	*			*						
	15	-	2	1	9	2	1	4	7	1	2	-	15
None	2%	-	2%	1%	2%	1%	2%	1%	4%	*	1%	-	2%
		*	*	*			*		I				
	1001	134	113	62	385	239	67	333	181	221	180	197	804
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

   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 (*)

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$40K	$40K-<$60K	$60K-<$100K	$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	**1001**	**124**	**111**	**71**	**377**	**224**	**94**	**267**	**182**	**249**	**220**	**211**	**790**
Base: All Respondents (wtd)	**1001**	**134**	**113**	**62**	**385**	**239**	**67**	**333**	**181**	**221**	**180**	**197**	**804**
North American origins (Net)	466 / 47%	39 / 29% / *	40 / 36% / *	32 / 52% / AD*	141 / 37%	169 / 71% / ABCD	44 / 66% / ABD*	171 / 51%	86 / 47%	100 / 46%	80 / 44%	99 / 51%	366 / 46%
North American Aboriginal origins	29 / 3%	5 / 4% / *	4 / 3% / *	7 / 11% / DE*	8 / 2%	4 / 2%	2 / 3% / *	12 / 4%	6 / 3%	8 / 3%	3 / 2%	3 / 1%	27 / 3%
Canadian	454 / 45%	36 / 27% / *	40 / 35% / *	31 / 50% / A*	137 / 36%	166 / 69% / ABCD	44 / 66% / ABD*	168 / 50%	83 / 46%	97 / 44%	76 / 42%	99 / 50%	355 / 44%
Other North American origins	7 / 1%	1 / * / *	1 / 1% / *	- / - / *	3 / 1%	3 / 1%	- / - / *	3 / 1%	- / -	3 / 1%	1 / 1%	3 / 1%	5 / 1%
British Isles origins (Net)	261 / 26%	58 / 44% / CDE*	42 / 37% / E*	13 / 21% / E*	114 / 30% / E	11 / 5%	22 / 33% / E*	85 / 26%	50 / 27%	56 / 25%	53 / 30%	36 / 18%	225 / 28% / K
English	174 / 17%	40 / 30% / DE*	31 / 27% / E*	11 / 17% / E*	71 / 19% / E	4 / 2%	17 / 26% / E*	65 / 19%	27 / 15%	36 / 16%	37 / 21%	26 / 13%	148 / 18%
Irish	119 / 12%	28 / 21% / CE*	22 / 19% / CE*	2 / 4% / *	53 / 14% / CE	6 / 3%	8 / 12% / E*	39 / 12%	25 / 14%	26 / 12%	17 / 10%	19 / 10%	100 / 12%
Scottish	140 / 14%	34 / 26% / CDEF*	27 / 24% / E*	7 / 12% / E*	56 / 15% / E	6 / 3%	8 / 12% / E*	47 / 14%	26 / 14%	37 / 17%	24 / 14%	17 / 8%	123 / 15% / K
Other British Isles origins	14 / 1%	6 / 4% / *	1 / 1% / *	- / - / *	5 / 1%	1 / 1%	1 / 1% / *	3 / 1%	6 / 3%	2 / 1%	2 / 1%	4 / 2%	10 / 1%
Western European origins (Net)	185 / 18%	37 / 27% / DEF*	24 / 21% / *	16 / 25% / F*	67 / 17%	35 / 15%	6 / 10% / *	56 / 17%	28 / 16%	47 / 22%	38 / 21%	21 / 11%	163 / 20% / K
French origins	74 / 7%	9 / 6% / *	4 / 4% / *	5 / 9% / *	24 / 6%	28 / 12%	4 / 5% / *	29 / 9%	11 / 6%	18 / 8%	9 / 5%	12 / 6%	63 / 8%
Dutch	27 / 3%	4 / 3% / E*	5 / 4% / E*	2 / 3% / E*	14 / 4% / E	- / -	1 / 2% / E*	3 / 1%	4 / 2%	11 / 5% / G	5 / 3%	3 / 1%	24 / 3%
German	80 / 8%	22 / 16% / DEF*	15 / 13% / EF*	10 / 17% / DEF*	28 / 7% / E	3 / 1%	2 / 3% / *	20 / 6%	11 / 6%	14 / 6%	25 / 14% / GHI	7 / 4%	73 / 9% / K
Other Western European origins	23 / 2%	5 / 3% / *	5 / 4% / *	- / - / *	9 / 2%	4 / 2%	* / 1% / *	10 / 3%	3 / 2%	6 / 3%	3 / 2%	2 / 1%	21 / 3%
Eastern European origins (Net)	95 / 9%	11 / 8% / F*	23 / 21% / ADEF*	10 / 17% / EF*	42 / 11% / EF	8 / 3%	* / 1% / *	31 / 9%	16 / 9%	18 / 8%	22 / 12%	20 / 10%	75 / 9%
Hungarian	2 / *	- / - / *	- / - / *	1 / 1% / *	2 / 1%	- / -	- / - / *	- / -	1 / * / *	- / -	- / -	- / -	2 / *
Polish	29 / 3%	2 / 2% / *	6 / 6% / EF*	3 / 5% / *	15 / 4%	2 / 1%	* / 1% / *	7 / 2%	5 / 3%	6 / 3%	9 / 5%	5 / 2%	25 / 3%
Russian	14 / 1%	2 / 2% / *	3 / 3% / *	2 / 3% / *	5 / 1%	1 / *	- / - / *	2 / 1%	1 / *	4 / 2%	3 / 1%	4 / 2%	9 / 1%
Ukrainian	50 / 5%	9 / 7% / EF*	14 / 12% / DEF*	8 / 13% / DEF*	18 / 5% / E	2 / 1%	- / - / *	21 / 6%	8 / 5%	9 / 4%	11 / 6%	9 / 4%	42 / 5%
Other Eastern European origins	20 / 2%	1 / 1% / *	3 / 3% / *	1 / 1% / *	11 / 3%	5 / 2%	- / - / *	4 / 1%	4 / 2%	6 / 2%	4 / 2%	7 / 4%	13 / 2%
Southern European origins (Net)	53 / 5%	5 / 3% / *	7 / 6% / *	1 / 2% / *	23 / 6%	16 / 7%	2 / 2% / *	9 / 3%	13 / 7%	10 / 4%	14 / 8% / G	4 / 2%	49 / 6%
Greek	12 / 1%	1 / 1% / *	- / - / *	1 / 1% / *	4 / 1%	7 / 3%	- / - / *	4 / 1%	1 / *	3 / 1%	2 / 1%	- / -	12 / 2%
Italian	27 / 3%	4 / 3% / *	5 / 5% / *	1 / 1% / *	9 / 2%	7 / 3%	1 / 2% / *	4 / 1%	3 / 2%	6 / 3%	8 / 5% / G	4 / 2%	23 / 3%
Portuguese	12 / 1%	- / - / *	2 / 1% / *	- / - / *	9 / 2%	1 / *	- / - / *	- / -	9 / 5% / GI	1 / *	2 / 1%	- / -	12 / 1%
Spanish	5 / *	- / - / *	- / - / *	- / - / *	1 / *	3 / 1%	* / 1% / *	* / *	1 / *	2 / 1%	1 / 1%	1 / 1%	4 / 1%
Other Southern European origins	6 / 1%	- / - / *	5 / 5% / ADE*	- / - / *	1 / *	- / -	- / - / *	- / -	- / -	- / -	6 / 3% / GHI	- / -	6 / 1%
Other European origins (Net)	19 / 2%	9 / 7% / DEF*	1 / 1% / *	4 / 6% / DEF*	4 / 1%	- / -	1 / 1% / *	5 / 2%	5 / 3%	8 / 4% / J	- / -	1 / 1%	17 / 2%
Other Northern European origins (excl. British Isles Origins)	14 / 1%	7 / 5% / DE*	1 / 1% / *	4 / 6% / DEF*	3 / 1%	- / -	- / - / *	5 / 1%	3 / 1%	6 / 3% / J	- / -	1 / 1%	13 / 2%
Other European origins	5 / *	2 / 2% / *	1 / 1% / *	- / - / *	1 / *	- / -	1 / 1% / *	1 / *	2 / 1%	2 / 1%	- / -	1 / 1%	4 / *
Caribbean origins (Net)	20 / 2%	- / - / *	3 / 3% / *	- / - / *	13 / 3%	4 / 2%	- / - / *	10 / 3%	- / -	4 / 2%	4 / 2%	9 / 4% / L	12 / 1%
Jamaican	7 / 1%	- / - / *	3 / 2% / *	- / - / *	3 / 1%	2 / 1%	- / - / *	3 / 1%	- / -	1 / *	1 / 1%	1 / *	7 / 1%
Other Caribbean origins	14 / 1%	- / - / *	1 / 1% / *	- / - / *	11 / 3%	3 / 1%	- / - / *	8 / 2%	- / -	3 / 1%	4 / 2%	8 / 4% / L	6 / 1%
Latin, Central and South American origins (Net)	16 / 2%	- / - / *	- / - / *	- / - / *	10 / 3%	5 / 2%	1 / 1% / *	3 / 1%	7 / 4% / J	4 / 2%	* / *	3 / 2%	12 / 2%
Latin, Central and South American origins	16 / 2%	- / - / *	- / - / *	- / - / *	10 / 3%	5 / 2%	1 / 1% / *	3 / 1%	7 / 4% / J	4 / 2%	* / *	3 / 2%	12 / 2%
African origins (Net)	13 / 1%	1 / 1% / *	- / - / *	2 / 3% / *	6 / 2%	3 / 1%	2 / 2% / *	6 / 2%	1 / *	2 / 1%	3 / 1%	5 / 3%	8 / 1%
African origins	13 / 1%	1 / 1% / *	- / - / *	2 / 3% / *	6 / 2%	3 / 1%	2 / 2% / *	6 / 2%	1 / *	2 / 1%	3 / 1%	5 / 3%	8 / 1%
Asian origins (Net)	79 / 8%	17 / 13% / EF*	10 / 8% / *	4 / 6% / *	41 / 11% / EF	7 / 3%	1 / 1% / *	17 / 5%	19 / 10%	20 / 9%	18 / 10%	25 / 12% / L	55 / 7%
West Central Asian and Middle Eastern origins	7 / 1%	- / - / *	1 / 1% / *	- / - / *	6 / 2%	1 / *	- / - / *	* / *	1 / 1%	2 / 1%	2 / 1%	4 / 2% / L	3 / *
East Indian	12 / 1%	3 / 2% / *	- / - / *	- / - / *	8 / 2%	2 / 1%	- / - / *	3 / 1%	1 / 1%	5 / 2%	3 / 2%	4 / 2%	8 / 1%
Other South Asian origins	2 / *	- / - / *	- / - / *	2 / 3% / DE*	1 / *	- / -	- / - / *	2 / 1%	1 / *	- / -	- / -	2 / 1%	1 / *
Chinese	45 / 4%	10 / 8% / E*	9 / 8% / E*	1 / 2% / *	20 / 5%	3 / 1%	1 / 1% / *	8 / 2%	11 / 6%	10 / 5%	12 / 7% / G	10 / 5%	34 / 4%
Filipino	3 / *	1 / 1% / *	- / - / *	- / - / *	1 / *	1 / *	- / - / *	- / -	1 / 1%	1 / 1%	- / -	2 / 1%	1 / *
Other East and Southeast Asian origins	11 / 1%	4 / 3% / *	- / - / *	1 / 2% / *	5 / 1%	1 / *	- / - / *	5 / 1%	2 / 1%	2 / 1%	1 / 1%	2 / 1%	9 / 1%
Oceania origins (Net)	2 / *	- / - / *	- / - / *	- / - / *	2 / 1%	- / -	- / - / *	- / -	- / -	- / -	2 / 1%	2 / 1% / L	- / -
Oceania origins	2 / *	- / - / *	- / - / *	- / - / *	2 / 1%	- / -	- / - / *	- / -	- / -	- / -	2 / 1%	2 / 1% / L	- / -
Prefer not to answer	53 / 5%	6 / 4% / *	1 / 1% / *	4 / 6% / *	35 / 9% / BE	6 / 2%	2 / 3% / *	20 / 6%	5 / 3%	6 / 3%	2 / 1% / J	12 / 6%	41 / 5%
Sigma	1521 / 152%	241 / 179%	209 / 184%	104 / 167%	594 / 154%	278 / 116%	96 / 142%	505 / 151%	270 / 149%	338 / 153%	282 / 157%	279 / 142%	1242 / 154%

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 (*)