

To what extent do you agree or disagree with the following statements: - I trust my municipality to keep me informed about the quality of my drinking water

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Top 2 Box (Net)	761	375	386	207	271	283	114	221	245	181
	76%	77%	75%	74%	78%	76%	78%	80%	73%	74%
							*			
Strongly agree	281	127	154	74	105	103	32	89	99	61
	28%	26%	30%	26%	30%	27%	22%	32%	30%	25%
							*			
Somewhat agree	480	248	232	133	166	180	82	132	146	120
	48%	51%	45%	47%	48%	48%	56%	48%	43%	49%
							H*			
Bottom 2 Box (Net)	206	102	104	64	61	81	29	41	82	55
	21%	21%	20%	23%	18%	22%	20%	15%	24%	23%
							*		G	G
Somewhat disagree	129	62	67	46	38	45	21	28	45	35
	13%	13%	13%	16%	11%	12%	14%	10%	13%	14%
							*			
Strongly disagree	77	40	37	19	23	35	8	13	36	20
	8%	8%	7%	7%	7%	9%	5%	5%	11%	8%
							*		G	
Don't know	35	13	21	10	14	10	4	15	9	7
	3%	3%	4%	4%	4%	3%	2%	5%	3%	3%
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	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

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

- Column Means:

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

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

[Table of contents](#)

To what extent do you agree or disagree with the following statements: - I use a filter for the drinking water in my home

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Top 2 Box (Net)	482 48%	233 48%	250 49%	160 57%	159 46%	164 44%	67 46%	122 44%	169 50%	124 51%
Strongly agree	263 26%	116 24%	147 29%	92 33%	87 25%	84 22%	26 18%	72 26%	100 30%	65 27%
Somewhat agree	220 22%	117 24%	103 20%	68 24%	72 21%	80 21%	42 28%	50 18%	69 21%	59 24%
Bottom 2 Box (Net)	487 49%	240 49%	247 48%	109 39%	173 50%	206 55%	70 48%	140 51%	160 48%	117 48%
Somewhat disagree	176 18%	86 17%	90 18%	47 17%	58 17%	71 19%	37 25%	45 16%	59 18%	35 14%
Strongly disagree	311 31%	154 31%	157 31%	62 22%	114 33%	135 36%	33 23%	95 34%	101 30%	82 33%
Don't know	33 3%	17 4%	15 3%	13 5%	15 4%	4 1%	9 6%	14 5%	6 2%	3 1%
Sigma	1002 100%	490 100%	512 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

To what extent do you agree or disagree with the following statements: - I have tested the quality of drinking water in my home

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Top 2 Box (Net)	287 29%	147 30%	140 27%	121 43%	85 24%	81 22%	43 29%	94 34%	91 27%	59 24%
Strongly agree	117 12%	60 12%	57 11%	56 20%	35 10%	27 7%	16 11%	35 12%	37 11%	30 12%
Somewhat agree	169 17%	86 18%	83 16%	65 23%	50 14%	54 15%	27 18%	59 21%	54 16%	29 12%
Bottom 2 Box (Net)	628 63%	316 64%	313 61%	131 47%	233 67%	265 71%	91 62%	155 56%	209 62%	173 71%
Somewhat disagree	229 23%	106 22%	123 24%	50 18%	88 25%	91 24%	50 34%	61 22%	63 19%	55 23%
Strongly disagree	399 40%	210 43%	189 37%	81 29%	145 42%	173 46%	41 28%	94 34%	146 43%	118 48%
Don't know	87 9%	27 6%	60 12%	29 10%	29 8%	28 8%	12 8%	28 10%	35 11%	11 5%
Sigma	1002 100%	490 100%	512 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

To what extent do you agree or disagree with the following statements: - My community has access to safe, clean drinking water

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Top 2 Box (Net)	847 85%	407 83%	440 86%	248 88%	285 82%	314 84%	104 71%	244 88%	286 85%	213 88%
Strongly agree	410 41%	203 42%	207 40%	143 51%	134 39%	133 35%	45 31%	117 42%	148 44%	101 41%
Somewhat agree	437 44%	203 41%	234 46%	104 37%	151 44%	182 49%	59 40%	127 46%	138 41%	112 46%
Bottom 2 Box (Net)	97 10%	55 11%	41 8%	25 9%	37 11%	35 9%	25 17%	13 5%	36 11%	22 9%
Somewhat disagree	67 7%	37 8%	30 6%	16 6%	25 7%	25 7%	18 13%	8 3%	26 8%	15 6%
Strongly disagree	30 3%	18 4%	12 2%	8 3%	11 3%	10 3%	7 5%	6 2%	10 3%	7 3%
Don't know	58 6%	28 6%	30 6%	9 3%	25 7%	24 7%	17 12%	19 7%	14 4%	8 3%
Sigma	1002 100%	490 100%	512 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

To what extent do you agree or disagree with the following statements: - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
I trust my municipality to keep me informed about the quality of my drinking water	761	375	386	207	271	283	114	221	245	181
	76%	77%	75%	74%	78%	76%	78%	80%	73%	74%
							*			
I use a filter for the drinking water in my home	482	233	250	160	159	164	67	122	169	124
	48%	48%	49%	57%	46%	44%	46%	44%	50%	51%
				DE			*			
I have tested the quality of drinking water in my home	287	147	140	121	85	81	43	94	91	59
	29%	30%	27%	43%	24%	22%	29%	34%	27%	24%
				DE			*	I		
My community has access to safe, clean drinking water	847	407	440	248	285	314	104	244	286	213
	85%	83%	86%	88%	82%	84%	71%	88%	85%	88%
							*	F	F	F

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

To what extent do you agree or disagree with the following statements: - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
I trust my municipality to keep me informed about the quality of my drinking water	206	102	104	64	61	81	29	41	82	55
	21%	21%	20%	23%	18%	22%	20%	15%	24%	23%
							*		G	G
I use a filter for the drinking water in my home	487	240	247	109	173	206	70	140	160	117
	49%	49%	48%	39%	50%	55%	48%	51%	48%	48%
					C	C	*			
I have tested the quality of drinking water in my home	628	316	313	131	233	265	91	155	209	173
	63%	64%	61%	47%	67%	71%	62%	56%	62%	71%
					C	C	*			GH
My community has access to safe, clean drinking water	97	55	41	25	37	35	25	13	36	22
	10%	11%	8%	9%	11%	9%	17%	5%	11%	9%
							G*		G	

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

GENDER

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Male	490	490	-	137	165	188	84	112	162	132
	49%	100%	-	49%	48%	50%	57%	40%	48%	54%
		B					G*			G
Female	512	-	512	144	182	186	62	165	174	111
	51%	-	100%	51%	52%	50%	43%	60%	52%	46%
			A				*	FI		
Sigma	1002	490	512	282	347	374	146	277	336	243
	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  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

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

[Table of contents](#)

AGE

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
18-34 (Net)	282	137	144	282	-	-	48	98	82	54
	28%	28%	28%	100%	-	-	32%	35%	24%	22%
				DE			*	HI		
18-24	122	50	72	122	-	-	22	66	25	10
	12%	10%	14%	43%	-	-	15%	24%	7%	4%
				DE			I*	HI		
25-34	159	87	72	159	-	-	26	32	57	44
	16%	18%	14%	57%	-	-	18%	12%	17%	18%
				DE			*			G
35-54 (Net)	347	165	182	-	347	-	56	76	127	88
	35%	34%	35%	-	100%	-	38%	28%	38%	36%
					CE		*		G	G
35-44	166	85	81	-	166	-	37	29	51	49
	17%	17%	16%	-	48%	-	25%	10%	15%	20%
					CE		GH*			G
45-54	180	80	101	-	180	-	19	47	75	39
	18%	16%	20%	-	52%	-	13%	17%	22%	16%
					CE		*		I	
55+ (Net)	374	188	186	-	-	374	43	102	127	102
	37%	38%	36%	-	-	100%	29%	37%	38%	42%
						CD	*			
55-64	198	96	103	-	-	198	26	56	66	51
	20%	19%	20%	-	-	53%	18%	20%	20%	21%
						CD	*			
65+	175	92	83	-	-	175	17	46	61	51
	18%	19%	16%	-	-	47%	12%	17%	18%	21%
						CD	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>Summary</b>										
Mean	47	47.5	46.6	25.7	44.9	65.1	43.4	44.8	48.3	49.9
					C	CD	*		FG	FG
STD. DEV.	17.06	16.96	17.15	5.27	6.15	7.17	16.54	18.7	15.98	16.21
STD. ERR.	0.54	0.79	0.73	0.32	0.33	0.36	1.94	1.36	0.79	0.89
Median	49	49	49	26	45	64	39.48	49	50	50

Statistics:

Overlap formulae used

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

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

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

[Table of contents](#)

EDUCATION

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Primary School or less	7 1%	7 1%	- -	5 2%	2 1%	- -	7 5%	- -	- -	- -
		B		E			GHI*			
Some high school	139 14%	77 16%	62 12%	43 15%	54 15%	43 11%	139 95%	- -	- -	- -
							GHI*			
Graduated high school	277 28%	112 23%	165 32%	98 35%	76 22%	102 27%	- -	277 100%	- -	- -
			A	D			*	FHI		
Some college / CEGEP / Trade School	108 11%	51 10%	57 11%	36 13%	34 10%	38 10%	- -	- -	108 32%	- -
							*		FGI	
Graduated from college / CEGEP / Trade School	178 18%	75 15%	103 20%	35 13%	78 23%	64 17%	- -	- -	178 53%	- -
					C		*		FGI	
Some university, but did not finish	50 5%	36 7%	14 3%	11 4%	14 4%	25 7%	- -	- -	50 15%	- -
		B					*		FGI	
University undergraduate degree	166 17%	85 17%	81 16%	36 13%	63 18%	67 18%	- -	- -	- -	166 68%
							*			FGH
University graduate degree	77 8%	47 10%	30 6%	17 6%	25 7%	35 9%	- -	- -	- -	77 32%
		B					*			FGH
Sigma	1002 100%	490 100%	512 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%
<b>Summary</b>										
<HS	146 15%	84 17%	62 12%	48 17%	56 16%	43 11%	146 100%	- -	- -	- -
		B					GHI*			
HS	277 28%	112 23%	165 32%	98 35%	76 22%	102 27%	- -	277 100%	- -	- -
			A	D			*	FHI		
Post Sec	336 34%	162 33%	174 34%	82 29%	127 37%	127 34%	- -	- -	336 100%	- -
							*		FGI	
Univ Grad	243 24%	132 27%	111 22%	54 19%	88 25%	102 27%	- -	- -	- -	243 100%
						C	*			FGH

Statistics:

Overlap formulae used

- Column Proportions:

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

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

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

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

[Table of contents](#)

REGION

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
BC	134	69	65	41	46	47	19	40	40	36
	13%	14%	13%	15%	13%	12%	13%	14%	12%	15%
							*			
AB	113	62	52	31	48	35	24	36	35	18
	11%	13%	10%	11%	14%	9%	17%	13%	10%	7%
							I*	I		
SK/MB	62	38	24	30	16	17	15	13	19	15
	6%	8%	5%	11%	5%	5%	11%	5%	6%	6%
				DE			*			
Ontario	386	182	204	97	106	183	43	98	140	105
	39%	37%	40%	35%	30%	49%	29%	35%	42%	43%
						CD	*		F	F
Quebec	239	107	132	61	103	75	39	63	81	56
	24%	22%	26%	22%	30%	20%	26%	23%	24%	23%
				CE			*			
Atlantic Canada	67	33	35	21	28	18	7	26	21	14
	7%	7%	7%	8%	8%	5%	4%	9%	6%	6%
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	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

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

- Column Means:

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

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

[Table of contents](#)

INCOME

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
<\$25K	189 19%	76 16%	113 22%	83 29%	61 18%	45 12%	49 33%	71 26%	53 16%	17 7%
			A	DE	E		HI*	HI	I	
\$25K - <\$55K	250 25%	130 26%	120 24%	65 23%	79 23%	107 29%	50 34%	69 25%	86 26%	45 19%
							I*		I	
\$55K - <\$100K	295 29%	160 33%	135 26%	73 26%	115 33%	107 29%	23 16%	77 28%	114 34%	80 33%
		B					*	F	F	F
\$100K - <\$150K	107 11%	56 11%	51 10%	20 7%	48 14%	39 11%	6 4%	13 5%	34 10%	55 23%
					C		*		G	FGH
\$150K+	42 4%	27 5%	15 3%	12 4%	13 4%	18 5%	- -	7 2%	12 4%	23 10%
							*			FGH
Prefer not to answer	119 12%	41 8%	78 15%	29 10%	32 9%	57 15%	19 13%	40 14%	37 11%	23 9%
			A			D	*			
Sigma	1002 100%	490 100%	512 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%
<b>Summary</b>										
Under \$50K	384 38%	178 36%	206 40%	129 46%	125 36%	130 35%	89 61%	120 43%	124 37%	51 21%
				DE			GHI*	I	I	
\$50K+	499 50%	271 55%	229 45%	123 44%	190 55%	186 50%	39 26%	116 42%	175 52%	170 70%
		B			C		*	F	FG	FGH
Under \$40K	296 29%	128 26%	168 33%	110 39%	93 27%	93 25%	75 51%	98 35%	89 27%	34 14%
			A	DE			GHI*	HI	I	
\$40K to less than \$60K	184 18%	101 21%	83 16%	50 18%	64 19%	70 19%	28 19%	54 20%	65 19%	36 15%
							*			
\$60K to less than \$100K	255 25%	138 28%	117 23%	60 21%	97 28%	97 26%	18 13%	65 23%	99 30%	72 30%
							*		F	F
\$100K or more	149 15%	83 17%	66 13%	32 11%	60 17%	57 15%	6 4%	20 7%	45 14%	78 32%
							*		FG	FGH
Mean (,000)	63.8	68	59.6	55.1	67.4	67.3	39.1	52.5	64.1	89.8
		B			C	C	*	F	FG	FGH
STD. DEV.	45.56	46.79	43.89	49.08	43.58	43.73	29.11	42.74	39.67	50.87
STD. ERR.	1.53	2.21	2.11	3.09	2.46	2.46	2.58	2.78	2.3	3.42

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

HOUSEHOLD COMPOSITION

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Kids	210	88	121	80	114	16	40	52	70	48
	21%	18%	24%	28%	33%	4%	27%	19%	21%	20%
			A	E	E		*			
No Kids	792	402	391	201	233	358	107	224	265	196
	79%	82%	76%	72%	67%	96%	73%	81%	79%	80%
		B				CD	*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	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  
 Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

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

[Table of contents](#)

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

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
1	234	134	100	48	81	105	38	48	85	63
	23%	27%	20%	17%	23%	28%	26%	17%	25%	26%
		B				C	*		G	G
2	374	188	186	75	106	193	39	117	118	100
	37%	38%	36%	27%	31%	52%	27%	42%	35%	41%
						CD	*	F		F
3	166	79	88	49	63	54	33	34	57	42
	17%	16%	17%	17%	18%	15%	23%	12%	17%	17%
							G*			
4	144	52	91	60	70	14	14	49	55	25
	14%	11%	18%	21%	20%	4%	10%	18%	16%	10%
			A	E	E		*	I	I	
5	53	21	32	31	17	6	15	19	13	7
	5%	4%	6%	11%	5%	2%	10%	7%	4%	3%
				DE	E		HI*	I		
6	19	6	13	14	5	1	2	9	6	2
	2%	1%	3%	5%	1%	*	1%	3%	2%	1%
				DE			*			
7	4	3	1	1	1	1	-	1	1	2
	*	1%	*	*	*	*	-	*	*	1%
							*			
8	6	5	1	2	3	-	4	-	1	1
	1%	1%	*	1%	1%	-	3%	-	*	*
							G*			
10	2	2	-	2	-	-	-	-	1	1
	*	*	-	1%	-	-	-	-	*	*
							*			
Sigma	1002	490	512	282	347	374	146	277	336	243
	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

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

- Column Means:

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

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

[Table of contents](#)

EMPLOYMENT STATUS

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Employed full-time	392 39%	227 46%	165 32%	120 43%	200 58%	72 19%	36 25%	72 26%	160 48%	124 51%
Employed part-time	111 11%	38 8%	73 14%	46 16%	31 9%	34 9%	23 16%	39 14%	35 11%	14 6%
Self employed	62 6%	28 6%	35 7%	14 5%	28 8%	20 5%	9 6%	16 6%	16 5%	21 9%
Unemployed but looking for a job	53 5%	25 5%	28 5%	21 8%	18 5%	13 4%	9 6%	19 7%	15 5%	9 4%
Unemployed and not looking for a job/Long-term sick or disabled	57 6%	25 5%	31 6%	9 3%	34 10%	15 4%	19 13%	17 6%	18 5%	3 1%
Full-time parent, homemaker	44 4%	1 *	43 8%	13 4%	17 5%	14 4%	6 4%	22 8%	12 4%	3 1%
Retired	211 21%	108 22%	104 20%	- -	7 2%	204 55%	25 17%	62 22%	65 19%	60 25%
Student/Pupil	54 5%	23 5%	32 6%	53 19%	2 *	- -	8 6%	26 9%	13 4%	7 3%
Military	1 *	1 *	- -	- -	- -	1 *	- *	1 *	- -	- -
Prefer not to answer	17 2%	14 3%	3 1%	7 2%	10 3%	- -	11 7%	4 1%	1 *	2 1%
Sigma	1002 100%	490 100%	512 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

USMAR2. What is your marital status?

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
Single, never married	320 32%	176 36%	144 28%	169 60%	109 31%	42 11%	56 38%	104 38%	90 27%	69 29%
		B		DE	E		*	HI		
Living with partner	166 17%	59 12%	107 21%	67 24%	70 20%	29 8%	25 17%	45 16%	65 19%	30 12%
			A	E	E		*		I	
Married	377 38%	193 39%	184 36%	40 14%	124 36%	214 57%	40 27%	102 37%	121 36%	114 47%
					C	CD	*			FGH
Widowed	36 4%	14 3%	22 4%	1 *	1 *	34 9%	5 4%	11 4%	14 4%	6 2%
						CD	*			
Divorced or separated	103 10%	48 10%	55 11%	4 2%	43 12%	55 15%	20 13%	14 5%	45 13%	24 10%
					C	C	G*		G	G
Sigma	1002 100%	490 100%	512 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

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

	Total	Gender		AGE			EDUCATION			
		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>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>
All of it	517 52%	244 50%	273 53%	119 42%	204 59%	195 52%	76 52%	133 48%	176 53%	132 54%
					C	C	*			
Almost all of it	189 19%	75 15%	114 22%	53 19%	63 18%	73 19%	26 18%	40 14%	68 20%	54 22%
			A				*			G
About half of it	200 20%	113 23%	87 17%	60 21%	60 17%	81 22%	27 18%	65 24%	68 20%	39 16%
		B					*	I		
Less than half of it	81 8%	47 10%	33 7%	43 15%	17 5%	21 6%	16 11%	31 11%	20 6%	13 5%
				DE			*	HI		
None	15 1%	10 2%	5 1%	7 2%	3 1%	5 1%	- -	7 3%	3 1%	5 2%
							*			
Sigma	1002 100%	490 100%	512 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

[Table of contents](#)

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

	Total	Gender		AGE					EDUCATION					
		Male	Female	18-34		35-54		55+	<HS		HS	Post Sec.		Univ Grad
				A	B	C	D		E	F		G	H	
<b>Base: All Respondents (unwtd)</b>	<b>1002</b>	<b>457</b>	<b>545</b>	<b>264</b>	<b>352</b>	<b>386</b>	<b>73</b>	<b>188</b>	<b>409</b>	<b>332</b>				
<b>Base: All Respondents (wtd)</b>	<b>1002</b>	<b>490</b>	<b>512</b>	<b>282</b>	<b>347</b>	<b>374</b>	<b>146</b>	<b>277</b>	<b>336</b>	<b>243</b>				
North American origins (Net)	412	214	238	133	140	180	82	131	153	86				
	41%	44%	47%	47%	40%	48%	56%	47%	45%	35%				
North American Aboriginal origins	48	23	25	26	12	10	10	15	17	5				
	5%	5%	5%	9%	4%	3%	7%	6%	5%	2%				
Canadian	437	207	231	122	137	179	78	126	149	84				
	43%	43%	43%	43%	40%	48%	54%	43%	44%	35%				
Other North American origins	5	2	4	1	2	2	-	-	3	2				
	1%	1%	1%	1%	1%	1%	-	-	1%	1%				
British Isles origins (Net)	244	120	124	50	67	127	11	59	103	71				
	24%	24%	24%	18%	19%	34%	7%	21%	31%	27%				
English	159	73	86	33	40	87	7	39	65	48				
	16%	15%	17%	12%	11%	23%	5%	14%	19%	20%				
Irish	120	58	62	31	34	56	4	32	49	35				
	12%	12%	12%	11%	10%	15%	3%	12%	15%	14%				
Scottish	122	63	60	26	32	65	6	28	52	36				
	12%	13%	12%	9%	9%	17%	4%	10%	16%	15%				
Other British Isles origins	20	13	7	6	3	11	-	7	9	5				
	2%	3%	1%	2%	1%	3%	-	2%	3%	2%				
Western European origins (Net)	172	77	95	42	66	84	24	44	61	43				
	17%	16%	18%	15%	19%	17%	16%	16%	18%	18%				
French origins	80	32	48	21	31	29	4	20	32	23				
	8%	7%	9%	7%	9%	8%	3%	7%	10%	9%				
Dutch	28	10	17	4	9	15	2	10	7	8				
	3%	2%	3%	1%	3%	4%	1%	4%	2%	3%				
German	77	34	43	18	31	27	19	13	28	16				
	8%	7%	8%	6%	9%	7%	13%	5%	8%	7%				
Other Western European origins	17	9	8	6	4	6	6	5	7	4				
	2%	2%	2%	2%	1%	2%	-	2%	2%	2%				
Eastern European origins (Net)	99	55	43	22	31	46	3	21	38	36				
	10%	11%	8%	8%	9%	12%	2%	8%	11%	15%				
Hungarian	6	4	2	1	4	2	-	-	4	3				
	1%	1%	1%	1%	1%	1%	-	-	1%	1%				
Polish	32	21	11	10	6	15	2	9	8	12				
	3%	4%	2%	4%	2%	4%	1%	3%	3%	5%				
Russian	24	6	18	5	5	14	2	5	9	8				
	2%	1%	3%	2%	2%	4%	1%	2%	3%	3%				
Lithuanian	35	19	16	6	13	16	-	7	17	10				
	3%	4%	3%	2%	4%	4%	-	3%	5%	4%				
Other Eastern European origins	22	14	8	7	6	10	-	2	9	12				
	2%	3%	2%	2%	2%	3%	-	1%	3%	5%				
Southern European origins (Net)	48	22	27	11	16	30	9	8	10	14				
	5%	5%	5%	4%	5%	5%	6%	3%	6%	6%				
Greek	9	5	4	5	2	3	3	2	2	5				
	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%				
Italian	33	11	21	3	14	16	6	8	12	9				
	3%	2%	4%	1%	4%	4%	4%	3%	4%	3%				
Portuguese	4	2	2	1	2	1	-	-	3	1				
	1%	1%	1%	1%	1%	1%	-	-	1%	1%				
Spanish	2	2	-	1	1	-	-	-	2	-				
	1%	1%	-	1%	1%	-	-	-	1%	-				
Other Southern European origins	3	3	-	2	-	1	-	-	1	2				
	1%	1%	-	1%	-	1%	-	-	1%	1%				
Other European origins (Net)	19	12	7	11	2	7	2	7	7	4				
	2%	2%	1%	4%	1%	2%	1%	2%	2%	2%				
Other Northern European origins (incl. British Isles Origins)	14	9	5	6	1	7	2	3	7	3				
	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%				
Other European origins	6	4	2	4	1	1	-	3	1	2				
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%				
Caribbean origins (Net)	13	5	8	3	4	7	-	5	7	1				
	1%	1%	2%	1%	1%	2%	-	2%	2%	1%				
Jamaican	8	4	4	-	3	5	-	3	4	1				
	1%	1%	1%	-	1%	1%	-	1%	1%	1%				
Other Caribbean origins	5	1	4	3	1	2	-	2	3	1				
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%				
Latin, Central and South American origins (Net)	13	6	7	8	4	1	-	3	5	5				
	1%	1%	1%	3%	1%	1%	-	1%	1%	2%				
Latin, Central and South American origins	13	6	7	8	4	1	-	3	5	5				
	1%	1%	1%	3%	1%	1%	-	1%	1%	2%				
African origins (Net)	22	14	9	15	5	3	4	11	3	4				
	2%	3%	2%	5%	1%	1%	2%	4%	1%	2%				
African origins	22	14	9	15	5	3	4	11	3	4				
	2%	3%	2%	5%	1%	1%	2%	4%	1%	2%				
Asian origins (Net)	74	36	38	31	33	9	4	18	14	37				
	7%	7%	7%	11%	10%	3%	3%	7%	4%	15%				
West Central Asian and Middle Eastern origins	5	2	4	1	4	1	-	-	1	5				
	1%	1%	1%	1%	1%	1%	-	-	1%	2%				
East Indian	11	4	7	5	6	1	-	3	2	5				
	1%	1%	1%	2%	2%	1%	-	1%	1%	2%				
Other South Asian origins	5	-	5	4	1	-	-	3	2	-				
	1%	-	1%	1%	1%	-	-	1%	1%	-				
Chinese	29	18	12	9	14	6	-	7	6	16				
	3%	4%	2%	3%	4%	2%	-	3%	2%	7%				
Hipgn	13	8	6	8	5	-	2	3	4	4				
	1%	2%	1%	3%	2%	-	2%	1%	1%	1%				
Other East and Southeast Asian origins	11	4	7	6	3	2	2	1	-	8				
	1%	1%	1%	2%	1%	1%	1%	1%	-	3%				
Oceania origins (Net)	1	1	-	-	1	-	-	-	-	1				
	1%	1%	-	-	1%	-	-	-	-	1%				
Oceania origins	1	1	-	-	1	-	-	-	-	1				
	1%	1%	-	-	1%	-	-	-	-	1%				
Prefer not to answer	77	35	42	20	22	10	24	28	10	7				
	8%	7%	8%	11%	11%	3%	16%	10%	6%	3%				
Stigma	1505	719	786	411	473	612	276	309	543	287				
	150%	147%	154%	153%	136%	151%	121%	144%	162%	159%				

Statistics:  
 Overlap formulae used  
 - Column Proportions:  
 Columns Tested (N): A/B, C/D, E/F, G/H/I  
 Minimum Base: 30 (1%), Small Base: 100 (1%)  
 - Column Means:  
 Columns Tested (N): A/B, C/D, E/F, G/H/I  
 Minimum Base: 30 (1%), Small Base: 100 (1%)

Table of contents