

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       | 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          |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Top 2 Box (Net)                      | 761         | 96         | 84         | 49        | 287        | 195        | 49         | 227              | 132            | 206             | 113        | 169                   | 593        |
|                                      | 76%         | 72%        | 74%        | 80%       | 75%        | 81%        | 74%        | 77%              | 72%            | 81%             | 76%        | 80%                   | 75%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                | H               |            |                       |            |
| Strongly agree                       | 281         | 43         | 33         | 18        | 103        | 63         | 21         | 79               | 38             | 92              | 41         | 65                    | 216        |
|                                      | 28%         | 32%        | 29%        | 29%       | 27%        | 26%        | 31%        | 27%              | 21%            | 36%             | 28%        | 31%                   | 27%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                | GH              |            |                       |            |
| Somewhat agree                       | 480         | 53         | 51         | 31        | 185        | 132        | 29         | 148              | 93             | 114             | 72         | 103                   | 377        |
|                                      | 48%         | 40%        | 45%        | 50%       | 48%        | 55%        | 43%        | 50%              | 51%            | 45%             | 48%        | 49%                   | 48%        |
|                                      |             |            | *          | *         |            | A          | *          |                  |                |                 |            |                       |            |
| Bottom 2 Box (Net)                   | 206         | 37         | 25         | 11        | 82         | 39         | 12         | 54               | 44             | 44              | 33         | 38                    | 168        |
|                                      | 21%         | 28%        | 22%        | 18%       | 21%        | 16%        | 19%        | 18%              | 24%            | 17%             | 22%        | 18%                   | 21%        |
|                                      |             | E          | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Somewhat disagree                    | 129         | 20         | 16         | 5         | 53         | 28         | 7          | 36               | 29             | 29              | 20         | 25                    | 104        |
|                                      | 13%         | 15%        | 14%        | 9%        | 14%        | 12%        | 11%        | 12%              | 16%            | 11%             | 13%        | 12%                   | 13%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Strongly disagree                    | 77          | 17         | 9          | 6         | 29         | 10         | 5          | 17               | 15             | 15              | 13         | 13                    | 64         |
|                                      | 8%          | 13%        | 8%         | 9%        | 7%         | 4%         | 8%         | 6%               | 8%             | 6%              | 9%         | 6%                    | 8%         |
|                                      |             | E          | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Don't know                           | 35          | 1          | 5          | 2         | 17         | 6          | 5          | 15               | 8              | 5               | 4          | 3                     | 31         |
|                                      | 3%          | 1%         | 4%         | 3%        | 4%         | 2%         | 8%         | 5%               | 4%             | 2%              | 2%         | 2%                    | 4%         |
|                                      |             |            | *          | *         |            |            | AE*        |                  |                |                 |            |                       |            |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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

|                                      | 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                     |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Top 2 Box (Net)                      | 482         | 57         | 75         | 34        | 204        | 80         | 32         | 131              | 83             | 132             | 82         | 113                   | 369        |
|                                      | 48%         | 43%        | 66%        | 55%       | 53%        | 34%        | 48%        | 44%              | 45%            | 52%             | 55%        | 54%                   | 47%        |
|                                      |             |            | ADEF*      | E*        | E          |            | E*         |                  |                |                 | G          |                       |            |
| Strongly agree                       | 263         | 32         | 42         | 16        | 117        | 37         | 19         | 70               | 50             | 63              | 48         | 73                    | 189        |
|                                      | 26%         | 24%        | 37%        | 26%       | 30%        | 15%        | 28%        | 24%              | 27%            | 25%             | 32%        | 35%                   | 24%        |
|                                      |             |            | E*         | E*        | E          |            | E*         |                  |                |                 |            | L                     |            |
| Somewhat agree                       | 220         | 25         | 33         | 18        | 87         | 43         | 14         | 62               | 33             | 69              | 34         | 40                    | 180        |
|                                      | 22%         | 18%        | 29%        | 28%       | 23%        | 18%        | 21%        | 21%              | 18%            | 27%             | 23%        | 19%                   | 23%        |
|                                      |             |            | E*         | *         |            |            | *          |                  |                | H               |            |                       |            |
| Bottom 2 Box (Net)                   | 487         | 75         | 34         | 26        | 170        | 148        | 34         | 149              | 90             | 120             | 66         | 91                    | 396        |
|                                      | 49%         | 56%        | 30%        | 43%       | 44%        | 62%        | 50%        | 50%              | 49%            | 47%             | 45%        | 43%                   | 50%        |
|                                      |             | BD         | *          | *         | B          | BCD        | B*         |                  |                |                 |            |                       |            |
| Somewhat disagree                    | 176         | 32         | 9          | 9         | 58         | 55         | 14         | 59               | 34             | 40              | 24         | 46                    | 130        |
|                                      | 18%         | 24%        | 8%         | 14%       | 15%        | 23%        | 22%        | 20%              | 19%            | 16%             | 16%        | 22%                   | 16%        |
|                                      |             | BD         | *          | *         |            | BD         | B*         |                  |                |                 |            |                       |            |
| Strongly disagree                    | 311         | 43         | 25         | 18        | 112        | 94         | 19         | 90               | 56             | 80              | 42         | 45                    | 266        |
|                                      | 31%         | 32%        | 22%        | 29%       | 29%        | 39%        | 29%        | 30%              | 30%            | 31%             | 28%        | 21%                   | 34%        |
|                                      |             |            | *          | *         |            | BD         | *          |                  |                |                 |            |                       | K          |
| Don't know                           | 33          | 2          | 5          | 2         | 12         | 11         | 1          | 15               | 10             | 3               | *          | 6                     | 26         |
|                                      | 3%          | 2%         | 4%         | 3%        | 3%         | 5%         | 1%         | 5%               | 5%             | 1%              | *          | 3%                    | 3%         |
|                                      |             |            | *          | *         |            |            | *          | IJ               | IJ             |                 |            |                       |            |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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

|                                      | 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          |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Top 2 Box (Net)                      | 287         | 35         | 32         | 25        | 102        | 64         | 29         | 83               | 50             | 83              | 40         | 75                    | 212        |
|                                      | 29%         | 26%        | 28%        | 40%       | 26%        | 27%        | 43%        | 28%              | 27%            | 32%             | 27%        | 36%                   | 27%        |
|                                      |             |            | *          | DE*       |            |            | ABDE*      |                  |                |                 |            | L                     |            |
| Strongly agree                       | 117         | 19         | 8          | 14        | 38         | 29         | 10         | 36               | 19             | 32              | 19         | 35                    | 82         |
|                                      | 12%         | 14%        | 7%         | 22%       | 10%        | 12%        | 15%        | 12%              | 10%            | 13%             | 13%        | 17%                   | 10%        |
|                                      |             |            | *          | BDE*      |            |            | *          |                  |                |                 |            | L                     |            |
| Somewhat agree                       | 169         | 17         | 24         | 11        | 64         | 35         | 19         | 47               | 31             | 51              | 21         | 40                    | 130        |
|                                      | 17%         | 12%        | 21%        | 18%       | 16%        | 15%        | 28%        | 16%              | 17%            | 20%             | 14%        | 19%                   | 16%        |
|                                      |             |            | *          | *         |            |            | ADE*       |                  |                |                 |            |                       |            |
| Bottom 2 Box (Net)                   | 628         | 85         | 76         | 34        | 253        | 148        | 32         | 186              | 111            | 157             | 101        | 118                   | 510        |
|                                      | 63%         | 63%        | 67%        | 55%       | 66%        | 62%        | 48%        | 63%              | 61%            | 61%             | 68%        | 56%                   | 64%        |
|                                      |             | F          | F*         | *         | F          | F          | *          |                  |                |                 |            |                       |            |
| Somewhat disagree                    | 229         | 31         | 35         | 12        | 93         | 49         | 10         | 77               | 38             | 55              | 35         | 52                    | 178        |
|                                      | 23%         | 23%        | 31%        | 20%       | 24%        | 20%        | 15%        | 26%              | 21%            | 22%             | 24%        | 25%                   | 22%        |
|                                      |             |            | F*         | *         |            |            | *          |                  |                |                 |            |                       |            |
| Strongly disagree                    | 399         | 54         | 41         | 22        | 160        | 100        | 22         | 109              | 73             | 101             | 66         | 66                    | 333        |
|                                      | 40%         | 41%        | 36%        | 35%       | 42%        | 42%        | 33%        | 37%              | 40%            | 40%             | 44%        | 32%                   | 42%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       | K          |
| Don't know                           | 87          | 14         | 6          | 3         | 31         | 27         | 6          | 27               | 23             | 16              | 8          | 17                    | 70         |
|                                      | 9%          | 10%        | 5%         | 5%        | 8%         | 11%        | 9%         | 9%               | 12%            | 6%              | 5%         | 8%                    | 9%         |
|                                      |             |            | *          | *         |            |            | *          |                  | IJ             |                 |            |                       |            |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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

|                                      | 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          |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Top 2 Box (Net)                      | 847         | 107        | 94         | 59        | 321        | 205        | 60         | 247              | 152            | 230             | 131        | 183                   | 664        |
|                                      | 85%         | 80%        | 83%        | 96%       | 83%        | 86%        | 90%        | 84%              | 83%            | 90%             | 88%        | 87%                   | 84%        |
|                                      |             |            | *          | ABDE*     |            |            | *          |                  |                | GH              |            |                       |            |
| Strongly agree                       | 410         | 59         | 49         | 31        | 150        | 91         | 31         | 111              | 78             | 116             | 67         | 94                    | 316        |
|                                      | 41%         | 44%        | 43%        | 50%       | 39%        | 38%        | 47%        | 37%              | 42%            | 46%             | 45%        | 45%                   | 40%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Somewhat agree                       | 437         | 49         | 45         | 28        | 171        | 115        | 29         | 137              | 74             | 114             | 64         | 89                    | 348        |
|                                      | 44%         | 36%        | 40%        | 45%       | 44%        | 48%        | 43%        | 46%              | 40%            | 45%             | 43%        | 42%                   | 44%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Bottom 2 Box (Net)                   | 97          | 17         | 15         | 2         | 35         | 25         | 3          | 29               | 16             | 20              | 16         | 18                    | 78         |
|                                      | 10%         | 12%        | 13%        | 4%        | 9%         | 11%        | 5%         | 10%              | 9%             | 8%              | 11%        | 9%                    | 10%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Somewhat disagree                    | 67          | 12         | 10         | 2         | 25         | 16         | 2          | 20               | 14             | 13              | 13         | 14                    | 53         |
|                                      | 7%          | 9%         | 9%         | 3%        | 7%         | 7%         | 3%         | 7%               | 8%             | 5%              | 8%         | 6%                    | 7%         |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Strongly disagree                    | 30          | 5          | 4          | 1         | 9          | 9          | 2          | 9                | 2              | 7               | 3          | 5                     | 25         |
|                                      | 3%          | 4%         | 4%         | 1%        | 2%         | 4%         | 2%         | 3%               | 1%             | 3%              | 2%         | 2%                    | 3%         |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Don't know                           | 58          | 10         | 5          | 1         | 30         | 9          | 3          | 19               | 15             | 5               | 2          | 9                     | 49         |
|                                      | 6%          | 8%         | 4%         | 1%        | 8%         | 4%         | 5%         | 7%               | 8%             | 2%              | 1%         | 4%                    | 6%         |
|                                      |             |            | *          | *         | C          |            | *          | IJ               | IJ             |                 |            |                       |            |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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To what extent 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                     |            |
| <b>Base: All Respondents (unwtd)</b>   | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| I trust my municipality to keep me informed about the quality of my drinking water | 761         | 96         | 84         | 49        | 287        | 195        | 49         | 227              | 132            | 206             | 113        | 169                   | 593        |
|  | 76%         | 72%        | 74%        | 80%       | 75%        | 81%        | 74%        | 77%              | 72%            | 81%             | 76%        | 80%                   | 75%        |
|  |             |            | *          | *         |            |            | *          |                  |                | H               |            |                       |            |
| I use a filter for the drinking water in my home                                   | 482         | 57         | 75         | 34        | 204        | 80         | 32         | 131              | 83             | 132             | 82         | 113                   | 369        |
|  | 48%         | 43%        | 66%        | 55%       | 53%        | 34%        | 48%        | 44%              | 45%            | 52%             | 55%        | 54%                   | 47%        |
|  |             |            | ADEF*      | E*        | E          |            | E*         |                  |                |                 | G          |                       |            |
| I have tested the quality of drinking water in my home                             | 287         | 35         | 32         | 25        | 102        | 64         | 29         | 83               | 50             | 83              | 40         | 75                    | 212        |
|  | 29%         | 26%        | 28%        | 40%       | 26%        | 27%        | 43%        | 28%              | 27%            | 32%             | 27%        | 36%                   | 27%        |
|  |             |            | *          | DE*       |            |            | ABDE*      |                  |                |                 |            | L                     |            |
| My community has access to safe, clean drinking water                              | 847         | 107        | 94         | 59        | 321        | 205        | 60         | 247              | 152            | 230             | 131        | 183                   | 664        |
|  | 85%         | 80%        | 83%        | 96%       | 83%        | 86%        | 90%        | 84%              | 83%            | 90%             | 88%        | 87%                   | 84%        |
|  |             |            | *          | ABDE*     |            |            | *          |                  |                | GH              |            |                       |            |

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

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To what extent 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          |
| <b>Base: All Respondents (unwtd)</b>   | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| I trust my municipality to keep me informed about the quality of my drinking water | 206         | 37         | 25         | 11        | 82         | 39         | 12         | 54               | 44             | 44              | 33         | 38                    | 168        |
|  | 21%         | 28%        | 22%        | 18%       | 21%        | 16%        | 19%        | 18%              | 24%            | 17%             | 22%        | 18%                   | 21%        |
|  |             | E          | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| I use a filter for the drinking water in my home                                   | 487         | 75         | 34         | 26        | 170        | 148        | 34         | 149              | 90             | 120             | 66         | 91                    | 396        |
|  | 49%         | 56%        | 30%        | 43%       | 44%        | 62%        | 50%        | 50%              | 49%            | 47%             | 45%        | 43%                   | 50%        |
|  |             | BD         | *          | *         | B          | BCD        | B*         |                  |                |                 |            |                       |            |
| I have tested the quality of drinking water in my home                             | 628         | 85         | 76         | 34        | 253        | 148        | 32         | 186              | 111            | 157             | 101        | 118                   | 510        |
|  | 63%         | 63%        | 67%        | 55%       | 66%        | 62%        | 48%        | 63%              | 61%            | 61%             | 68%        | 56%                   | 64%        |
|  |             | F          | F*         | *         | F          | F          | *          |                  |                |                 |            |                       |            |
| My community has access to safe, clean drinking water                              | 97          | 17         | 15         | 2         | 35         | 25         | 3          | 29               | 16             | 20              | 16         | 18                    | 78         |
|  | 10%         | 12%        | 13%        | 4%        | 9%         | 11%        | 5%         | 10%              | 9%             | 8%              | 11%        | 9%                    | 10%        |
|  |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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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          |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Male                                 | 490         | 69         | 62         | 38        | 182        | 107        | 33         | 128              | 101            | 138             | 83         | 88                    | 402        |
|                                      | 49%         | 51%        | 54%        | 61%       | 47%        | 45%        | 49%        | 43%              | 55%            | 54%             | 55%        | 42%                   | 51%        |
|                                      |             |            | *          | DE*       |            |            | *          |                  | G              | G               | G          |                       | K          |
| Female                               | 512         | 65         | 52         | 24        | 204        | 132        | 35         | 168              | 83             | 117             | 66         | 121                   | 391        |
|                                      | 51%         | 49%        | 46%        | 39%       | 53%        | 55%        | 51%        | 57%              | 45%            | 46%             | 45%        | 58%                   | 49%        |
|                                      |             |            | *          | *         | C          | C          | *          | HIJ              |                |                 |            | L                     |            |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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AGE

|                                      | 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                     |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| 18-34 (Net)                          | 282         | 41         | 31         | 30        | 97         | 61         | 21         | 110              | 50             | 60              | 32         | 80                    | 201        |
|                                      | 28%         | 31%        | 27%        | 48%       | 25%        | 26%        | 32%        | 37%              | 27%            | 24%             | 21%        | 38%                   | 25%        |
|                                      |             |            | *          | ABDEF*    |            |            | *          | HIJ              |                |                 |            | L                     |            |
| 18-24                                | 122         | 20         | 14         | 13        | 42         | 26         | 7          | 64               | 13             | 20              | 5          | 26                    | 96         |
|                                      | 12%         | 15%        | 13%        | 21%       | 11%        | 11%        | 10%        | 22%              | 7%             | 8%              | 4%         | 13%                   | 12%        |
|                                      |             |            | *          | DE*       |            |            | *          | HIJ              |                |                 |            |                       |            |
| 25-34                                | 159         | 21         | 16         | 17        | 55         | 35         | 14         | 46               | 37             | 41              | 26         | 54                    | 105        |
|                                      | 16%         | 16%        | 14%        | 27%       | 14%        | 15%        | 21%        | 16%              | 20%            | 16%             | 18%        | 26%                   | 13%        |
|                                      |             |            | *          | DE*       |            |            | *          |                  |                |                 |            | L                     |            |
| 35-54 (Net)                          | 347         | 46         | 48         | 16        | 106        | 103        | 28         | 93               | 64             | 97              | 60         | 114                   | 233        |
|                                      | 35%         | 35%        | 42%        | 25%       | 27%        | 43%        | 42%        | 31%              | 35%            | 38%             | 40%        | 54%                   | 29%        |
|                                      |             |            | CD*        | *         |            | CD         | CD*        |                  |                |                 |            | L                     |            |
| 35-44                                | 166         | 30         | 23         | 8         | 46         | 45         | 14         | 46               | 34             | 45              | 33         | 68                    | 98         |
|                                      | 17%         | 23%        | 20%        | 13%       | 12%        | 19%        | 21%        | 16%              | 18%            | 18%             | 22%        | 32%                   | 12%        |
|                                      |             | D          | D*         | *         |            | D          | D*         |                  |                |                 |            | L                     |            |
| 45-54                                | 180         | 16         | 24         | 8         | 60         | 58         | 14         | 47               | 31             | 53              | 28         | 46                    | 134        |
|                                      | 18%         | 12%        | 22%        | 12%       | 16%        | 24%        | 21%        | 16%              | 17%            | 21%             | 18%        | 22%                   | 17%        |
|                                      |             |            | *          | *         |            | ACD        | *          |                  |                |                 |            |                       |            |
| 55+ (Net)                            | 374         | 47         | 35         | 17        | 183        | 75         | 18         | 93               | 70             | 97              | 57         | 16                    | 358        |
|                                      | 37%         | 35%        | 31%        | 27%       | 47%        | 31%        | 27%        | 31%              | 38%            | 38%             | 38%        | 7%                    | 45%        |
|                                      |             |            | *          | *         | ABCEF      |            | *          |                  |                |                 |            |                       | K          |
| 55-64                                | 198         | 28         | 17         | 8         | 85         | 49         | 12         | 43               | 37             | 53              | 37         | 10                    | 189        |
|                                      | 20%         | 21%        | 15%        | 12%       | 22%        | 20%        | 17%        | 15%              | 20%            | 21%             | 24%        | 5%                    | 24%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 | G          |                       | K          |
| 65+                                  | 175         | 19         | 18         | 9         | 97         | 26         | 6          | 49               | 32             | 44              | 21         | 6                     | 169        |
|                                      | 18%         | 14%        | 16%        | 15%       | 25%        | 11%        | 9%         | 17%              | 18%            | 17%             | 14%        | 3%                    | 21%        |
|                                      |             |            | *          | *         | AEF        |            | *          |                  |                |                 |            |                       | K          |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 100%        | 100%       | 100%       | 100%      | 100%       | 100%       | 100%       | 100%             | 100%           | 100%            | 100%       | 100%                  | 100%       |
| <b>Summary</b>                       |             |            |            |           |            |            |            |                  |                |                 |            |                       |            |
| Mean                                 | 47          | 45.4       | 45.4       | 41.6      | 50.1       | 46         | 44.2       | 43.8             | 47.7           | 48.2            | 48.4       | 38.3                  | 49.3       |
|                                      |             |            | *          | *         | ABCEF      |            | *          |                  | G              | G               | G          |                       | K          |
| STD. DEV.                            | 17.06       | 17.4       | 16.37      | 18.17     | 17.69      | 15.64      | 15.08      | 18.51            | 16.19          | 15.74           | 14.92      | 11.9                  | 17.47      |
| STD. ERR.                            | 0.54        | 1.56       | 1.63       | 2.01      | 0.92       | 1.06       | 1.47       | 1.14             | 1.21           | 0.96            | 1.12       | 0.83                  | 0.62       |
| Median                               | 49          | 43         | 46         | 37.36     | 53         | 47         | 43         | 41               | 48.41          | 50              | 49         | 37                    | 52         |

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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EDUCATION

|   | 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                     |            |
| <b>Base: All Respondents (unwtd)</b>          | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>            | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Primary School or less                        | 7           | -          | 2          | -         | 5          | -          | -          | 5                | -              | -               | -          | -                     | 7          |
|   | 1%          | -          | 2%         | -         | 1%         | -          | -          | 2%               | -              | -               | -          | -                     | 1%         |
| Some high school                              | 139         | 19         | 22         | 15        | 38         | 39         | 7          | 70               | 28             | 18              | 6          | 40                    | 100        |
|   | 14%         | 14%        | 20%        | 25%       | 10%        | 16%        | 10%        | 24%              | 16%            | 7%              | 4%         | 19%                   | 13%        |
| Graduated high school                         | 277         | 40         | 36         | 13        | 98         | 63         | 26         | 98               | 54             | 65              | 20         | 52                    | 224        |
|   | 28%         | 30%        | 32%        | 21%       | 25%        | 26%        | 39%        | 33%              | 30%            | 25%             | 13%        | 25%                   | 28%        |
| Some college / CEGEP / Trade School           | 108         | 19         | 9          | 6         | 43         | 27         | 5          | 31               | 20             | 32              | 9          | 20                    | 88         |
|   | 11%         | 14%        | 8%         | 9%        | 11%        | 11%        | 7%         | 11%              | 11%            | 12%             | 6%         | 9%                    | 11%        |
| Graduated from college / CEGEP / Trade School | 178         | 15         | 23         | 11        | 72         | 44         | 12         | 41               | 36             | 51              | 31         | 43                    | 134        |
|   | 18%         | 12%        | 20%        | 17%       | 19%        | 18%        | 18%        | 14%              | 19%            | 20%             | 21%        | 21%                   | 17%        |
| Some university, but did not finish           | 50          | 5          | 4          | 2         | 25         | 10         | 4          | 17               | 9              | 16              | 5          | 7                     | 42         |
|   | 5%          | 4%         | 3%         | 3%        | 6%         | 4%         | 5%         | 6%               | 5%             | 6%              | 3%         | 4%                    | 5%         |
| University undergraduate degree               | 166         | 27         | 12         | 10        | 68         | 37         | 11         | 23               | 23             | 52              | 55         | 33                    | 133        |
|   | 17%         | 20%        | 11%        | 17%       | 18%        | 16%        | 16%        | 8%               | 13%            | 20%             | 37%        | 16%                   | 17%        |
| University graduate degree                    | 77          | 9          | 5          | 4         | 37         | 19         | 3          | 11               | 13             | 21              | 24         | 15                    | 63         |
|   | 8%          | 6%         | 5%         | 7%        | 10%        | 8%         | 5%         | 4%               | 7%             | 8%              | 16%        | 7%                    | 8%         |
| Sigma   | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|   | 100%        | 100%       | 100%       | 100%      | 100%       | 100%       | 100%       | 100%             | 100%           | 100%            | 100%       | 100%                  | 100%       |
| <b>Summary</b>                                |             |            |            |           |            |            |            |                  |                |                 |            |                       |            |
| <HS   | 146         | 19         | 24         | 15        | 43         | 39         | 7          | 75               | 28             | 18              | 6          | 40                    | 107        |
|   | 15%         | 14%        | 22%        | 25%       | 11%        | 16%        | 10%        | 25%              | 16%            | 7%              | 4%         | 19%                   | 13%        |
| HS  | 277         | 40         | 36         | 13        | 98         | 63         | 26         | 98               | 54             | 65              | 20         | 52                    | 224        |
|   | 28%         | 30%        | 32%        | 21%       | 25%        | 26%        | 39%        | 33%              | 30%            | 25%             | 13%        | 25%                   | 28%        |
| Post Sec                                      | 336         | 40         | 35         | 19        | 140        | 81         | 21         | 89               | 65             | 99              | 45         | 70                    | 265        |
|   | 34%         | 30%        | 31%        | 30%       | 36%        | 34%        | 31%        | 30%              | 35%            | 39%             | 30%        | 33%                   | 34%        |
| Univ Grad                                     | 243         | 36         | 18         | 15        | 105        | 56         | 14         | 34               | 36             | 72              | 78         | 48                    | 196        |
|   | 24%         | 27%        | 16%        | 24%       | 27%        | 24%        | 20%        | 11%              | 20%            | 28%             | 53%        | 23%                   | 25%        |

Statistics:

Overlap formulae used

- Column Proportions:

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

- Column Means:

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

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REGION

|                                      | 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                     |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| BC                                   | 134         | 134        | -          | -         | -          | -          | -          | 33               | 33             | 31              | 22         | 37                    | 97         |
|                                      | 13%         | 100%       | -          | -         | -          | -          | -          | 11%              | 18%            | 12%             | 15%        | 18%                   | 12%        |
|                                      |             | BCDEF      | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| AB                                   | 113         | -          | 113        | -         | -          | -          | -          | 29               | 20             | 28              | 20         | 24                    | 89         |
|                                      | 11%         | -          | 100%       | -         | -          | -          | -          | 10%              | 11%            | 11%             | 14%        | 11%                   | 11%        |
|                                      |             |            | ACDEF*     | *         |            |            | *          |                  |                |                 |            |                       |            |
| SK/MB                                | 62          | -          | -          | 62        | -          | -          | -          | 21               | 16             | 14              | 10         | 17                    | 45         |
|                                      | 6%          | -          | -          | 100%      | -          | -          | -          | 7%               | 9%             | 5%              | 7%         | 8%                    | 6%         |
|                                      |             |            | *          | ABDEF*    |            |            | *          |                  |                |                 |            |                       |            |
| Ontario                              | 386         | -          | -          | -         | 386        | -          | -          | 116              | 60             | 92              | 56         | 55                    | 330        |
|                                      | 39%         | -          | -          | -         | 100%       | -          | -          | 39%              | 33%            | 36%             | 38%        | 26%                   | 42%        |
|                                      |             |            | *          | *         | ABCEF      |            | *          |                  |                |                 |            |                       | K          |
| Quebec                               | 239         | -          | -          | -         | -          | 239        | -          | 73               | 46             | 73              | 30         | 61                    | 178        |
|                                      | 24%         | -          | -          | -         | -          | 100%       | -          | 25%              | 25%            | 28%             | 20%        | 29%                   | 22%        |
|                                      |             |            | *          | *         | ABCDF      |            | *          |                  |                |                 |            |                       |            |
| Atlantic Canada                      | 67          | -          | -          | -         | -          | -          | 67         | 24               | 8              | 17              | 11         | 14                    | 53         |
|                                      | 7%          | -          | -          | -         | -          | -          | 100%       | 8%               | 5%             | 7%              | 7%         | 7%                    | 7%         |
|                                      |             |            | *          | *         | ABCDE*     |            |            |                  |                |                 |            |                       |            |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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INCOME

|                                      | 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                     |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| <\$25K                               | 189         | 25         | 14         | 15        | 74         | 47         | 14         | 189              | -              | -               | -          | 34                    | 155        |
|                                      | 19%         | 19%        | 12%        | 24%       | 19%        | 19%        | 22%        | 64%              | -              | -               | -          | 16%                   | 20%        |
|                                      |             |            | *          | *         |            |            | *          | HIJ              |                |                 |            |                       |            |
| \$25K - <\$55K                       | 250         | 37         | 28         | 17        | 87         | 65         | 16         | 106              | 144            | -               | -          | 45                    | 205        |
|                                      | 25%         | 28%        | 25%        | 28%       | 23%        | 27%        | 24%        | 36%              | 78%            | -               | -          | 21%                   | 26%        |
|                                      |             |            | *          | *         |            |            | *          | IJ               | GIJ            |                 |            |                       |            |
| \$55K - <\$100K                      | 295         | 35         | 35         | 18        | 107        | 80         | 20         | -                | 40             | 255             | -          | 65                    | 229        |
|                                      | 29%         | 26%        | 31%        | 29%       | 28%        | 33%        | 29%        | -                | 22%            | 100%            | -          | 31%                   | 29%        |
|                                      |             |            | *          | *         |            |            | *          |                  | GJ             | GHJ             |            |                       |            |
| \$100K - <\$150K                     | 107         | 14         | 17         | 9         | 39         | 20         | 9          | -                | -              | -               | 107        | 41                    | 66         |
|                                      | 11%         | 10%        | 15%        | 14%       | 10%        | 8%         | 13%        | -                | -              | -               | 72%        | 20%                   | 8%         |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 | GHI        | L                     |            |
| \$150K+                              | 42          | 8          | 3          | 1         | 17         | 10         | 2          | -                | -              | -               | 42         | 12                    | 30         |
|                                      | 4%          | 6%         | 3%         | 2%        | 4%         | 4%         | 3%         | -                | -              | -               | 28%        | 6%                    | 4%         |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 | GHI        |                       |            |
| Prefer not to answer                 | 119         | 14         | 17         | 2         | 61         | 18         | 6          | -                | -              | -               | -          | 13                    | 106        |
|                                      | 12%         | 11%        | 15%        | 3%        | 16%        | 8%         | 9%         | -                | -              | -               | -          | 6%                    | 13%        |
|                                      |             |            | C*         | *         | CE         |            | *          |                  |                |                 |            |                       | K          |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 100%        | 100%       | 100%       | 100%      | 100%       | 100%       | 100%       | 100%             | 100%           | 100%            | 100%       | 100%                  | 100%       |
| <b>Summary</b>                       |             |            |            |           |            |            |            |                  |                |                 |            |                       |            |
| Under \$50K                          | 384         | 53         | 34         | 27        | 148        | 95         | 27         | 296              | 88             | -               | -          | 70                    | 314        |
|                                      | 38%         | 39%        | 30%        | 43%       | 38%        | 40%        | 41%        | 100%             | 48%            | -               | -          | 33%                   | 40%        |
|                                      |             |            | *          | *         |            |            | *          | HIJ              | IJ             |                 |            |                       |            |
| \$50K+                               | 499         | 67         | 62         | 33        | 177        | 126        | 34         | -                | 95             | 255             | 149        | 127                   | 373        |
|                                      | 50%         | 50%        | 55%        | 53%       | 46%        | 53%        | 50%        | -                | 52%            | 100%            | 100%       | 60%                   | 47%        |
|                                      |             |            | *          | *         |            |            | *          |                  | G              | GH              | GH         | L                     |            |
| Under \$40K                          | 296         | 33         | 29         | 21        | 116        | 73         | 24         | 296              | -              | -               | -          | 49                    | 247        |
|                                      | 29%         | 24%        | 25%        | 33%       | 30%        | 31%        | 36%        | 100%             | -              | -               | -          | 23%                   | 31%        |
|                                      |             |            | *          | *         |            |            | *          | HIJ              |                |                 |            |                       | K          |
| \$40K to less than \$60K             | 184         | 33         | 20         | 16        | 60         | 46         | 8          | -                | 184            | -               | -          | 37                    | 147        |
|                                      | 18%         | 25%        | 18%        | 26%       | 16%        | 19%        | 13%        | -                | 100%           | -               | -          | 17%                   | 19%        |
|                                      |             | DF         | *          | DF*       |            |            | *          |                  | GIJ            |                 |            |                       |            |
| \$60K to less than \$100K            | 255         | 31         | 28         | 14        | 92         | 73         | 17         | -                | -              | 255             | -          | 58                    | 196        |
|                                      | 25%         | 23%        | 24%        | 22%       | 24%        | 30%        | 26%        | -                | -              | 100%            | -          | 28%                   | 25%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                | GHJ             |            |                       |            |
| \$100K or more                       | 149         | 22         | 20         | 10        | 56         | 30         | 11         | -                | -              | -               | 149        | 53                    | 96         |
|                                      | 15%         | 17%        | 18%        | 16%       | 15%        | 12%        | 16%        | -                | -              | -               | 100%       | 25%                   | 12%        |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 | GHI        | L                     |            |
| Mean (,000)                          | 63.8        | 66.4       | 68.9       | 57.4      | 63.9       | 62.7       | 60.5       | 20.5             | 49.8           | 78.6            | 141.6      | 74.7                  | 60.7       |
|                                      |             | *          | *          | *         |            |            | *          |                  | G              | GH              | GHI        | L                     |            |
| STD. DEV.                            | 45.56       | 51.7       | 42.46      | 40.24     | 46.78      | 43.57      | 43.28      | 10.85            | 5.57           | 11.35           | 37.56      | 47.15                 | 44.63      |
| STD. ERR.                            | 1.53        | 4.72       | 4.32       | 5.2       | 2.6        | 2.93       | 5.54       | 0.63             | 0.41           | 0.71            | 3.08       | 3.36                  | 1.7        |

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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HOUSEHOLD COMPOSITION

|                                      | 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                     |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Kids                                 | 210         | 37         | 24         | 17        | 55         | 61         | 14         | 49               | 37             | 58              | 53         | 210                   | -          |
|                                      | 21%         | 28%        | 21%        | 27%       | 14%        | 26%        | 22%        | 17%              | 20%            | 23%             | 36%        | 100%                  | -          |
|                                      |             | D          | *          | D*        |            | D          | *          |                  |                |                 | GHI        | L                     |            |
| No Kids                              | 792         | 97         | 89         | 45        | 330        | 178        | 53         | 247              | 147            | 196             | 96         | -                     | 792        |
|                                      | 79%         | 72%        | 79%        | 73%       | 86%        | 74%        | 78%        | 83%              | 80%            | 77%             | 64%        | -                     | 100%       |
|                                      |             |            | *          | *         | ACE        |            | *          | J                | J              | J               |            |                       | K          |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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

|                                      | 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           |             |                  |  |  |  |                       |  |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b>  | <b>101</b>  | <b>82</b>   | <b>372</b>  | <b>217</b>  | <b>105</b>  | <b>263</b>  | <b>179</b>     | <b>269</b>      | <b>179</b>  | <b>208</b>  | <b>794</b>  |                  |  |  |  |                       |  |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b>  | <b>113</b>  | <b>62</b>   | <b>386</b>  | <b>239</b>  | <b>67</b>   | <b>296</b>  | <b>184</b>     | <b>255</b>      | <b>149</b>  | <b>210</b>  | <b>792</b>  |                  |  |  |  |                       |  |
| 1                                    | 234         | 27          | 27          | 16          | 92          | 59          | 13          | 107         | 49             | 42              | 11          | -           | 234         |                  |  |  |  |                       |  |
|                                      | 23%         | 20%         | 24%         | 25%         | 24%         | 24%         | 20%         | 36%         | 27%            | 16%             | 7%          | -           | 30%         |                  |  |  |  |                       |  |
|                                      |             | *           | *           |             |             |             | *           | IJ          | IJ             | J               |             |             | K           |                  |  |  |  |                       |  |
| 2                                    | 374         | 49          | 46          | 20          | 141         | 91          | 26          | 106         | 66             | 108             | 58          | 19          | 355         |                  |  |  |  |                       |  |
|                                      | 37%         | 37%         | 40%         | 33%         | 37%         | 38%         | 39%         | 36%         | 36%            | 42%             | 39%         | 9%          | 45%         |                  |  |  |  |                       |  |
|                                      |             | *           | *           |             |             |             | *           |             |                |                 |             |             | K           |                  |  |  |  |                       |  |
| 3                                    | 166         | 28          | 13          | 7           | 72          | 35          | 13          | 33          | 32             | 46              | 34          | 63          | 103         |                  |  |  |  |                       |  |
|                                      | 17%         | 21%         | 11%         | 11%         | 19%         | 15%         | 19%         | 11%         | 17%            | 18%             | 23%         | 30%         | 13%         |                  |  |  |  |                       |  |
|                                      |             | *           | *           |             |             |             | *           |             |                | G               | G           | L           |             |                  |  |  |  |                       |  |
| 4                                    | 144         | 16          | 17          | 7           | 60          | 30          | 14          | 30          | 22             | 43              | 25          | 75          | 69          |                  |  |  |  |                       |  |
|                                      | 14%         | 12%         | 15%         | 12%         | 16%         | 13%         | 20%         | 10%         | 12%            | 17%             | 17%         | 36%         | 9%          |                  |  |  |  |                       |  |
|                                      |             | *           | *           |             |             |             | *           |             |                | G               |             | L           |             |                  |  |  |  |                       |  |
| 5                                    | 53          | 10          | 9           | 7           | 8           | 18          | 1           | 10          | 9              | 11              | 17          | 39          | 15          |                  |  |  |  |                       |  |
|                                      | 5%          | 7%          | 8%          | 12%         | 2%          | 7%          | 2%          | 3%          | 5%             | 5%              | 12%         | 18%         | 2%          |                  |  |  |  |                       |  |
|                                      |             | D           | D*          | DF*         |             | D           | *           |             |                |                 | GHI         | L           |             |                  |  |  |  |                       |  |
| 6                                    | 19          | 4           | 2           | 2           | 10          | 2           | -           | 6           | 4              | 1               | 4           | 5           | 14          |                  |  |  |  |                       |  |
|                                      | 2%          | 3%          | 2%          | 3%          | 3%          | 1%          | -           | 2%          | 2%             | *               | 3%          | 2%          | 2%          |                  |  |  |  |                       |  |
|                                      |             | *           | *           |             |             |             | *           |             |                |                 | I           |             |             |                  |  |  |  |                       |  |
| 7                                    | 4           | -           | -           | 1           | -           | 2           | 1           | 1           | 2              | 1               | *           | 3           | *           |                  |  |  |  |                       |  |
|                                      | *           | -           | -           | 2%          | -           | 1%          | 1%          | *           | 1%             | *               | *           | 2%          | *           |                  |  |  |  |                       |  |
|                                      |             | *           | D*          |             |             |             | D*          |             |                |                 |             | L           |             |                  |  |  |  |                       |  |
| 8                                    | 6           | -           | -           | 2           | 2           | 2           | -           | 2           | -              | 3               | -           | 5           | 1           |                  |  |  |  |                       |  |
|                                      | 1%          | -           | -           | 3%          | *           | 1%          | -           | 1%          | -              | 1%              | -           | 2%          | *           |                  |  |  |  |                       |  |
|                                      |             | *           | *           |             |             |             | *           |             |                |                 |             | L           |             |                  |  |  |  |                       |  |
| 10                                   | 2           | -           | -           | 1           | -           | 1           | -           | 1           | 1              | -               | -           | -           | 2           |                  |  |  |  |                       |  |
|                                      | *           | -           | -           | 1%          | -           | *           | -           | *           | *              | -               | -           | -           | *           |                  |  |  |  |                       |  |
|                                      |             | *           | D*          |             |             |             | *           |             |                |                 |             |             |             |                  |  |  |  |                       |  |
| <b>Sigma</b>                         | <b>1002</b> | <b>134</b>  | <b>113</b>  | <b>62</b>   | <b>386</b>  | <b>239</b>  | <b>67</b>   | <b>296</b>  | <b>184</b>     | <b>255</b>      | <b>149</b>  | <b>210</b>  | <b>792</b>  |                  |  |  |  |                       |  |
|                                      | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b> | <b>100%</b>    | <b>100%</b>     | <b>100%</b> | <b>100%</b> | <b>100%</b> |                  |  |  |  |                       |  |

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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EMPLOYMENT STATUS

|   | 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                     |            |
| <b>Base: All Respondents (unwtd)</b>                            | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>                              | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Employed full-time  | 392         | 54         | 46         | 27        | 129        | 105        | 31         | 50               | 85             | 131             | 97         | 121                   | 271        |
|   | 39%         | 41%        | 40%        | 43%       | 33%        | 44%        | 47%        | 17%              | 46%            | 51%             | 65%        | 58%                   | 34%        |
|   |             |            | *          | *         |            | D          | D*         |                  | G              | G               | GHI        | L                     |            |
| Employed part-time  | 111         | 17         | 10         | 9         | 46         | 26         | 4          | 40               | 22             | 26              | 8          | 30                    | 81         |
|   | 11%         | 12%        | 9%         | 14%       | 12%        | 11%        | 6%         | 14%              | 12%            | 10%             | 6%         | 14%                   | 10%        |
|   |             |            | *          | *         |            |            | *          | J                |                |                 |            |                       |            |
| Self employed   | 62          | 12         | 9          | 2         | 22         | 13         | 4          | 24               | 8              | 13              | 10         | 12                    | 50         |
|   | 6%          | 9%         | 8%         | 4%        | 6%         | 6%         | 6%         | 8%               | 4%             | 5%              | 7%         | 6%                    | 6%         |
|   |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Unemployed but looking for a job                                | 53          | 9          | 6          | 6         | 14         | 16         | 1          | 25               | 9              | 14              | 2          | 10                    | 43         |
|   | 5%          | 7%         | 5%         | 9%        | 4%         | 7%         | 2%         | 8%               | 5%             | 5%              | 2%         | 5%                    | 5%         |
|   |             |            | *          | D*        |            |            | *          | J                |                |                 |            |                       |            |
| Unemployed and not looking for a job/Long-term sick or disabled | 57          | 6          | 10         | 3         | 24         | 12         | 2          | 36               | 8              | 3               | 2          | 6                     | 51         |
|   | 6%          | 4%         | 9%         | 5%        | 6%         | 5%         | 3%         | 12%              | 4%             | 1%              | 2%         | 3%                    | 6%         |
|   |             |            | *          | *         |            |            | *          | HU               | I              |                 |            |                       |            |
| Full-time parent, homemaker                                     | 44          | 4          | 5          | 2         | 14         | 15         | 5          | 15               | 6              | 12              | 7          | 21                    | 23         |
|   | 4%          | 3%         | 4%         | 2%        | 4%         | 6%         | 7%         | 5%               | 3%             | 5%              | 4%         | 10%                   | 3%         |
|   |             |            | *          | *         |            |            | *          |                  |                |                 |            | L                     |            |
| Retired   | 211         | 26         | 22         | 9         | 103        | 38         | 14         | 65               | 40             | 50              | 21         | 3                     | 209        |
|   | 21%         | 19%        | 19%        | 14%       | 27%        | 16%        | 20%        | 22%              | 22%            | 19%             | 14%        | 1%                    | 26%        |
|   |             |            | *          | *         | CE         |            | *          |                  |                |                 |            |                       | K          |
| Student/Pupil   | 54          | 5          | 3          | 4         | 27         | 13         | 3          | 34               | 2              | 6               | 1          | 8                     | 47         |
|   | 5%          | 4%         | 3%         | 7%        | 7%         | 5%         | 4%         | 12%              | 1%             | 2%              | 1%         | 4%                    | 6%         |
|   |             |            | *          | *         |            |            | *          | HU               |                |                 |            |                       |            |
| Military  | 1           | -          | -          | -         | -          | -          | 1          | -                | -              | 1               | -          | -                     | 1          |
|   | *           | -          | -          | -         | -          | -          | 1%         | -                | -              | *               | -          | -                     | *          |
|   |             |            | *          | *         |            |            | DE*        |                  |                |                 |            |                       |            |
| Prefer not to answer  | 17          | 1          | 4          | 2         | 7          | 2          | 2          | 6                | 4              | -               | -          | -                     | 17         |
|   | 2%          | 1%         | 3%         | 3%        | 2%         | 1%         | 3%         | 2%               | 2%             | -               | -          | -                     | 2%         |
|   |             |            | *          | *         |            |            | *          | I                | I              |                 |            |                       |            |
| Sigma   | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|   | 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 (\*)

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USMAR2. What is your marital status?

|                                      | 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                     |            |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| Single, never married                | 320         | 34         | 40         | 18        | 123        | 85         | 19         | 147              | 58             | 59              | 19         | 39                    | 281        |
|                                      | 32%         | 25%        | 35%        | 29%       | 32%        | 36%        | 29%        | 50%              | 32%            | 23%             | 13%        | 19%                   | 35%        |
|                                      |             |            | *          | *         |            |            | *          | HIJ              | J              | J               |            |                       | K          |
| Living with partner                  | 166         | 18         | 18         | 12        | 45         | 61         | 13         | 49               | 29             | 53              | 24         | 49                    | 117        |
|                                      | 17%         | 13%        | 16%        | 20%       | 12%        | 25%        | 19%        | 17%              | 16%            | 21%             | 16%        | 23%                   | 15%        |
|                                      |             |            | *          | *         |            | AD         | *          |                  |                |                 |            |                       | L          |
| Married                              | 377         | 62         | 41         | 18        | 162        | 69         | 25         | 40               | 67             | 120             | 99         | 100                   | 277        |
|                                      | 38%         | 46%        | 36%        | 29%       | 42%        | 29%        | 37%        | 14%              | 37%            | 47%             | 66%        | 48%                   | 35%        |
|                                      |             | CE         | *          | *         | CE         |            | *          |                  | G              | GH              | GHI        |                       | L          |
| Widowed                              | 36          | 2          | 3          | 5         | 18         | 6          | 2          | 13               | 9              | 6               | 2          | 3                     | 33         |
|                                      | 4%          | 2%         | 3%         | 7%        | 5%         | 2%         | 3%         | 5%               | 5%             | 2%              | 1%         | 2%                    | 4%         |
|                                      |             |            | *          | *         |            |            | *          |                  |                |                 |            |                       |            |
| Divorced or separated                | 103         | 18         | 11         | 10        | 37         | 19         | 8          | 46               | 20             | 18              | 5          | 18                    | 85         |
|                                      | 10%         | 14%        | 10%        | 15%       | 10%        | 8%         | 12%        | 15%              | 11%            | 7%              | 3%         | 9%                    | 11%        |
|                                      |             |            | *          | *         |            |            | *          | IJ               | J              |                 |            |                       |            |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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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          |
| <b>Base: All Respondents (unwtd)</b> | <b>1002</b> | <b>125</b> | <b>101</b> | <b>82</b> | <b>372</b> | <b>217</b> | <b>105</b> | <b>263</b>       | <b>179</b>     | <b>269</b>      | <b>179</b> | <b>208</b>            | <b>794</b> |
| <b>Base: All Respondents (wtd)</b>   | <b>1002</b> | <b>134</b> | <b>113</b> | <b>62</b> | <b>386</b> | <b>239</b> | <b>67</b>  | <b>296</b>       | <b>184</b>     | <b>255</b>      | <b>149</b> | <b>210</b>            | <b>792</b> |
| All of it                            | 517         | 70         | 59         | 26        | 198        | 131        | 33         | 190              | 98             | 121             | 61         | 96                    | 422        |
|                                      | 52%         | 52%        | 52%        | 42%       | 51%        | 55%        | 50%        | 64%              | 53%            | 48%             | 41%        | 46%                   | 53%        |
|                                      |             | *          | *          |           |            | *          |            | HIJ              | J              |                 |            |                       |            |
| Almost all of it                     | 189         | 27         | 19         | 12        | 67         | 49         | 14         | 31               | 39             | 50              | 47         | 51                    | 137        |
|                                      | 19%         | 20%        | 17%        | 19%       | 17%        | 21%        | 21%        | 11%              | 21%            | 20%             | 32%        | 24%                   | 17%        |
|                                      |             | *          | *          |           |            | *          |            | G                | G              | GHI             | L          |                       |            |
| About half of it                     | 200         | 25         | 21         | 15        | 76         | 50         | 13         | 47               | 34             | 60              | 27         | 45                    | 155        |
|                                      | 20%         | 19%        | 19%        | 24%       | 20%        | 21%        | 19%        | 16%              | 18%            | 23%             | 18%        | 22%                   | 20%        |
|                                      |             | *          | *          |           |            | *          |            |                  |                | G               |            |                       |            |
| Less than half of it                 | 81          | 9          | 14         | 8         | 39         | 6          | 5          | 21               | 10             | 21              | 12         | 17                    | 64         |
|                                      | 8%          | 7%         | 12%        | 13%       | 10%        | 2%         | 8%         | 7%               | 6%             | 8%              | 8%         | 8%                    | 8%         |
|                                      |             | E          | E*         | E*        | E          | E*         |            |                  |                |                 |            |                       |            |
| None                                 | 15          | 2          | -          | 2         | 6          | 3          | 2          | 6                | 3              | 3               | 2          | 1                     | 14         |
|                                      | 1%          | 2%         | -          | 3%        | 2%         | 1%         | 2%         | 2%               | 1%             | 1%              | 1%         | *                     | 2%         |
|                                      |             | *          | *          |           |            | *          |            |                  |                |                 |            |                       |            |
| Sigma                                | 1002        | 134        | 113        | 62        | 386        | 239        | 67         | 296              | 184            | 255             | 149        | 210                   | 792        |
|                                      | 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 (\*)

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CAETH4. What were the ethnic or cultural origins of your ancestors? An ancestor is usually more distant than a grandparent.

|   | REGION |      |      |       |         |        |          |        |               |               | HOUSEHOLD INCOME |              |              |              | HOUSEHOLD EDUCATION |  |
|---|--------|------|------|-------|---------|--------|----------|--------|---------------|---------------|------------------|--------------|--------------|--------------|---------------------|--|
|   | Total  | BC   | AB   | SA/MA | Ontario | Quebec | Atlantic | <\$40K | \$40K - \$59K | \$60K - \$79K | \$80K+           | 12th or less | 13th or more | 14th or more | 15th or more        |  |
|   | A      | B    | C    | D     | E       | F      | G        | H      | I             | J             | K                | L            | M            | N            | O                   |  |
| <b>Base: All Respondents (unwtd)</b>                          | 1002   | 125  | 101  | 82    | 372     | 217    | 195      | 263    | 179           | 209           | 179              | 208          | 794          |              |                     |  |
| <b>Base: All Respondents (wtd)</b>                            | 1002   | 134  | 113  | 62    | 386     | 239    | 67       | 296    | 184           | 255           | 149              | 210          | 792          |              |                     |  |
| North American origins (Net)                                  | 412    | 42   | 46   | 27    | 141     | 160    | 36       | 130    | 82            | 134           | 60               | 105          | 347          |              |                     |  |
| 45%   | 31%    | 41%  | 44%  | 37%   | 67%     | 53%    | 44%      | 45%    | 53%           | 60%           | 50%              | 44%          |              |              |                     |  |
| North American Aboriginal origins                             | 48     | 12   | 5    | 6     | 14      | 8      | 2        | 17     | 8             | 15            | 4                | 15           | 33           |              |                     |  |
| 5% 9%   | 9%     | 5%   | 9%   | 4%    | 3%      | 3%     | 6%       | 4%     | 6%            | 3%            | 7%               | 4%           |              |              |                     |  |
| Canadian  | 437    | 38   | 46   | 25    | 135     | 158    | 35       | 123    | 79            | 130           | 60               | 100          | 337          |              |                     |  |
| 44%   | 28%    | 41%  | 40%  | 35%   | 68%     | 53%    | 42%      | 43%    | 51%           | 60%           | 48%              | 43%          |              |              |                     |  |
| Other North American origins                                  | 5      | 2    | 1    | 1     | 1       | 1      | 1        | 1      | 1             | 1             | 1                | 1            | 4            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| British Isles origins (Net)                                   | 344    | 46   | 31   | 13    | 126     | 16     | 23       | 63     | 41            | 62            | 44               | 38           | 206          |              |                     |  |
| 24%   | 34%    | 19%  | 21%  | 33%   | 7%      | 13%    | 23%      | 22%    | 24%           | 20%           | 18%              | 26%          |              |              |                     |  |
| English   | 159    | 28   | 19   | 7     | 88      | 4      | 13       | 41     | 21            | 36            | 31               | 23           | 117          |              |                     |  |
| 16%   | 21%    | 16%  | 12%  | 23%   | 2%      | 20%    | 14%      | 12%    | 14%           | 21%           | 11%              | 17%          |              |              |                     |  |
| Irish   | 130    | 21   | 13   | 5     | 63      | 9      | 13       | 33     | 18            | 33            | 21               | 22           | 99           |              |                     |  |
| 12%   | 15%    | 10%  | 7%   | 16%   | 4%      | 19%    | 11%      | 10%    | 13%           | 14%           | 10%              | 12%          |              |              |                     |  |
| Scottish  | 112    | 14   | 8    | 3     | 57      | 7      | 13       | 35     | 17            | 23            | 22               | 18           | 104          |              |                     |  |
| 12%   | 20%    | 8%   | 10%  | 16%   | 3%      | 16%    | 12%      | 9%     | 13%           | 14%           | 9%               | 13%          |              |              |                     |  |
| Other British Isles origins                                   | 20     | 3    | 2    | 1     | 3       | 1      | 2        | 4      | 3             | 4             | 3                | 2            | 16           |              |                     |  |
| 2%  | 3%     | 2%   | 1%   | 3%    | 1%      | 1%     | 2%       | 2%     | 1%            | 2%            | 1%               | 2%           |              |              |                     |  |
| Western European origins (Net)                                | 172    | 14   | 23   | 16    | 65      | 24     | 10       | 43     | 28            | 47            | 29               | 31           | 141          |              |                     |  |
| 12%   | 23%    | 20%  | 20%  | 17%   | 10%     | 15%    | 15%      | 15%    | 18%           | 16%           | 15%              | 18%          |              |              |                     |  |
| French origins  | 80     | 13   | 5    | 3     | 33      | 20     | 5        | 20     | 12            | 27            | 11               | 12           | 68           |              |                     |  |
| 8%  | 10%    | 5%   | 3%   | 9%    | 8%      | 8%     | 7%       | 7%     | 10%           | 7%            | 6%               | 9%           |              |              |                     |  |
| Dutch   | 28     | 8    | 3    | 1     | 11      | 1      | 4        | 3      | 1             | 9             | 8                | 3            | 24           |              |                     |  |
| 3%  | 6%     | 1%   | 1%   | 3%    | 1%      | 1%     | 1%       | 1%     | 4%            | 6%            | 2%               | 3%           |              |              |                     |  |
| German  | 77     | 16   | 18   | 12    | 25      | 4      | 3        | 22     | 15            | 17            | 12               | 14           | 62           |              |                     |  |
| 8%  | 13%    | 14%  | 10%  | 6%    | 1%      | 4%     | 7%       | 8%     | 7%            | 6%            | 7%               | 6%           |              |              |                     |  |
| Other Western European origins                                | 17     | 4    | 4    | 1     | 5       | 1      | 1        | 3      | 4             | 3             | 5                | 5            | 11           |              |                     |  |
| 2%  | 2%     | 2%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Eastern European origins (Net)                                | 99     | 14   | 16   | 12    | 45      | 10     | 1        | 26     | 30            | 22            | 12               | 15           | 84           |              |                     |  |
| 10%   | 11%    | 14%  | 10%  | 12%   | 4%      | 1%     | 9%       | 10%    | 9%            | 8%            | 7%               | 11%          |              |              |                     |  |
| Hungarian   | 6      | 1    | 1    | 1     | 4       | 2      | 1        | 2      | 2             | 2             | 1                | 1            | 6            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Polish  | 32     | 4    | 5    | 4     | 18      | 1      | 1        | 10     | 8             | 9             | 1                | 3            | 29           |              |                     |  |
| 3%  | 3%     | 4%   | 7%   | 3%    | 1%      | 1%     | 3%       | 4%     | 4%            | 5%            | 1%               | 4%           |              |              |                     |  |
| Russian   | 24     | 8    | 1    | 2     | 9       | 3      | 1        | 8      | 7             | 4             | 2                | 4            | 20           |              |                     |  |
| 2%  | 6%     | 1%   | 3%   | 2%    | 1%      | 1%     | 3%       | 4%     | 2%            | 1%            | 2%               | 3%           |              |              |                     |  |
| Ukrainian   | 35     | 3    | 10   | 6     | 14      | 1      | 1        | 7      | 12            | 6             | 7                | 8            | 27           |              |                     |  |
| 3%  | 3%     | 9%   | 10%  | 4%    | 1%      | 1%     | 2%       | 6%     | 2%            | 5%            | 4%               | 3%           |              |              |                     |  |
| Other Eastern European origins                                | 22     | 1    | 2    | 1     | 13      | 5      | 1        | 7      | 6             | 3             | 3                | 1            | 21           |              |                     |  |
| 2%  | 1%     | 2%   | 2%   | 3%    | 2%      | 1%     | 2%       | 3%     | 1%            | 2%            | 1%               | 3%           |              |              |                     |  |
| Southern European origins (Net)                               | 49     | 3    | 2    | 2     | 25      | 16     | 1        | 12     | 10            | 10            | 10               | 9            | 40           |              |                     |  |
| 5%  | 3%     | 2%   | 3%   | 7%    | 6%      | 1%     | 4%       | 5%     | 4%            | 7%            | 4%               | 5%           |              |              |                     |  |
| Greek   | 9      | 1    | 1    | 1     | 7       | 1      | 1        | 4      | 1             | 2             | 3                | 1            | 9            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 2%    | 1%      | 1%     | 1%       | 1%     | 1%            | 2%            | 1%               | 1%           |              |              |                     |  |
| Italian   | 33     | 2    | 2    | 1     | 15      | 12     | 1        | 5      | 9             | 6             | 8                | 7            | 25           |              |                     |  |
| 3%  | 2%     | 2%   | 2%   | 4%    | 3%      | 1%     | 2%       | 5%     | 2%            | 3%            | 3%               | 3%           |              |              |                     |  |
| Portuguese  | 4      | 1    | 1    | 1     | 4       | 1      | 1        | 1      | 1             | 1             | 1                | 1            | 3            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Spanish   | 2      | 1    | 1    | 1     | 1       | 1      | 1        | 1      | 1             | 1             | 1                | 1            | 2            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Other Southern European origins                               | 3      | 1    | 1    | 1     | 2       | 1      | 1        | 1      | 1             | 1             | 1                | 1            | 3            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Other European origins (Net)                                  | 19     | 2    | 4    | 2     | 6       | 5      | 1        | 9      | 4             | 5             | 1                | 7            | 12           |              |                     |  |
| 2%  | 1%     | 4%   | 4%   | 2%    | 2%      | 1%     | 3%       | 2%     | 2%            | 1%            | 3%               | 2%           |              |              |                     |  |
| Other Northern European origins (incl. British Isles Origins) | 14     | 2    | 2    | 2     | 6       | 2      | 1        | 7      | 2             | 4             | 1                | 6            | 9            |              |                     |  |
| 1%  | 1%     | 2%   | 4%   | 2%    | 1%      | 1%     | 2%       | 1%     | 2%            | 1%            | 3%               | 1%           |              |              |                     |  |
| Other European origins  | 6      | 1    | 2    | 1     | 1       | 3      | 1        | 3      | 2             | 1             | 1                | 1            | 4            |              |                     |  |
| 1%  | 1%     | 2%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Caribbean origins (Net)                                       | 13     | 1    | 1    | 1     | 9       | 4      | 1        | 6      | 3             | 3             | 1                | 1            | 12           |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 2%    | 1%      | 1%     | 2%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Jamaican  | 8      | 1    | 1    | 1     | 6       | 2      | 1        | 4      | 2             | 1             | 1                | 1            | 7            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Other Caribbean origins                                       | 5      | 1    | 1    | 1     | 3       | 2      | 1        | 2      | 1             | 2             | 1                | 1            | 5            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Latin, Central and South American origins (Net)               | 13     | 1    | 1    | 1     | 6       | 3      | 1        | 5      | 1             | 3             | 2                | 4            | 8            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 2%    | 1%      | 1%     | 2%       | 1%     | 1%            | 1%            | 2%               | 1%           |              |              |                     |  |
| Latin, Central and South American origins                     | 13     | 1    | 1    | 1     | 6       | 3      | 1        | 5      | 1             | 3             | 2                | 4            | 8            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 2%    | 1%      | 1%     | 2%       | 1%     | 1%            | 1%            | 2%               | 1%           |              |              |                     |  |
| African origins (Net)   | 22     | 2    | 1    | 3     | 10      | 6      | 1        | 8      | 4             | 7             | 2                | 11           | 12           |              |                     |  |
| 2%  | 1%     | 1%   | 1%   | 3%    | 3%      | 2%     | 3%       | 2%     | 3%            | 2%            | 1%               | 3%           |              |              |                     |  |
| African origins   | 22     | 2    | 1    | 3     | 10      | 6      | 1        | 8      | 4             | 7             | 2                | 11           | 12           |              |                     |  |
| 2%  | 1%     | 1%   | 1%   | 3%    | 3%      | 2%     | 3%       | 2%     | 3%            | 2%            | 1%               | 3%           |              |              |                     |  |
| Asian origins (Net)   | 74     | 19   | 7    | 3     | 37      | 7      | 1        | 18     | 15            | 14            | 19               | 15           | 59           |              |                     |  |
| 7%  | 14%    | 6%   | 3%   | 10%   | 3%      | 1%     | 6%       | 8%     | 6%            | 11%           | 7%               | 7%           |              |              |                     |  |
| West Central Asian and Middle Eastern origins                 | 5      | 1    | 1    | 1     | 3       | 1      | 1        | 1      | 1             | 2             | 2                | 2            | 4            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| East Indian   | 11     | 4    | 1    | 1     | 6       | 1      | 1        | 3      | 3             | 3             | 2                | 1            | 10           |              |                     |  |
| 1%  | 3%     | 1%   | 1%   | 2%    | 1%      | 1%     | 1%       | 2%     | 2%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Other South Asian origins                                     | 5      | 1    | 1    | 1     | 5       | 1      | 1        | 2      | 2             | 2             | 2                | 2            | 4            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Chinese   | 30     | 10   | 4    | 1     | 10      | 2      | 1        | 5      | 6             | 4             | 11               | 7            | 22           |              |                     |  |
| 3%  | 7%     | 5%   | 1%   | 3%    | 1%      | 1%     | 2%       | 3%     | 2%            | 3%            | 4%               | 3%           |              |              |                     |  |
| Filipino  | 13     | 1    | 1    | 1     | 8       | 2      | 1        | 2      | 3             | 1             | 3                | 1            | 10           |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 2%    | 1%      | 1%     | 2%       | 2%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Other East and Southeast Asian origins                        | 11     | 4    | 1    | 1     | 5       | 2      | 1        | 2      | 1             | 5             | 2                | 2            | 10           |              |                     |  |
| 1%  | 3%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 2%            | 2%            | 1%               | 1%           |              |              |                     |  |
| Oceania origins (Net)   | 1      | 1    | 1    | 1     | 1       | 1      | 1        | 1      | 1             | 1             | 1                | 1            | 1            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Oceania origins   | 1      | 1    | 1    | 1     | 1       | 1      | 1        | 1      | 1             | 1             | 1                | 1            | 1            |              |                     |  |
| 1%  | 1%     | 1%   | 1%   | 1%    | 1%      | 1%     | 1%       | 1%     | 1%            | 1%            | 1%               | 1%           |              |              |                     |  |
| Prefer not to answer  | 77     | 10   | 15   | 4     | 20      | 18     | 10       | 33     | 10            | 13            | 5                | 21           | 56           |              |                     |  |
| 8%  | 7%     | 13%  | 7%   | 5%    | 8%      | 8%     | 15%      | 5%     | 5%            | 4%            | 10%              | 7%           |              |              |                     |  |
| Signs   | 1505   | 226  | 174  | 95    | 622     | 286    | 101      | 428    | 260           | 393           | 233              | 300          | 1205         |              |                     |  |
| 150%  | 168%   | 153% | 153% | 161%  | 120%    | 151%   | 145%     | 142%   | 154%          | 157%          | 143%             | 152%         |              |              |                     |  |

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