

Would you be willing to have technology integrated into your vehicle to prevent you or others from driving your vehicle while impaired, at no cost to you?

		Gender		AGE			EDUCATION				AGE GROUP			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents (unwtd)	1001	457	544	280	355	366	42	209	459	291	87	270	291	353
Base: All Respondents (wtd)	1001	489	512	281	346	373	146	276	335	243	106	251	284	360
Top 2 Box (Net)	785	372	413	222	266	296	97	234	253	200	86	189	225	285
	78%	76%	81%	79%	77%	79%	66%	85%	76%	82%	81%	76%	79%	79%
Very willing	446	228	218	107	150	189	71	137	139	99	40	92	133	180
	45%	47%	43%	38%	43%	51%	48%	50%	41%	41%	38%	37%	47%	50%
Somewhat willing	339	144	195	116	117	107	26	97	115	101	46	98	91	105
	34%	29%	38%	41%	34%	29%	18%	35%	34%	42%	43%	39%	32%	29%
Bottom 2 Box (Net)	216	118	98	59	80	77	49	42	82	43	20	61	59	76
	22%	24%	19%	21%	23%	21%	34%	15%	24%	18%	19%	24%	21%	21%
Not very willing	129	66	63	45	49	35	34	23	49	23	19	39	38	34
	13%	13%	12%	16%	14%	9%	23%	8%	15%	10%	17%	16%	13%	9%
Not at all willing	87	52	35	14	31	42	15	20	33	19	2	22	21	42
	9%	11%	7%	5%	9%	11%	10%	7%	10%	8%	2%	9%	8%	12%
Sigma	1001	489	512	281	346	373	146	276	335	243	106	251	284	360
	100%	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/M

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

- Column Means:

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

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

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	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1001	126	106	79	369	220	101	299	168	217	197	205	796
Base: All Respondents (wtd)	1001	134	113	62	385	239	67	344	163	196	184	210	791
Top 2 Box (Net)	785	111	89	51	314	169	51	256	131	151	153	174	611
	78%	82%	79%	82%	81%	71%	76%	74%	81%	77%	83%	83%	77%
		E*	*	*	E		*				G		
Very willing	446	66	48	27	164	113	27	158	70	82	89	98	348
	45%	49%	43%	43%	43%	47%	41%	46%	43%	42%	48%	47%	44%
		*	*	*			*						
Somewhat willing	339	45	41	24	149	56	24	98	62	69	65	76	264
	34%	33%	36%	39%	39%	24%	35%	29%	38%	35%	35%	36%	33%
		*	E*	E*	E		*						
Bottom 2 Box (Net)	216	24	24	11	72	70	16	88	31	45	31	37	180
	22%	18%	21%	18%	19%	29%	24%	26%	19%	23%	17%	17%	23%
		*	*	*		AD	*	J					
Not very willing	129	14	15	4	40	45	10	57	16	25	19	27	102
	13%	11%	13%	7%	10%	19%	16%	16%	10%	13%	10%	13%	13%
		*	*	*		CD	*						
Not at all willing	87	9	9	7	32	25	5	31	15	20	12	10	77
	9%	7%	8%	11%	8%	10%	8%	9%	9%	10%	6%	5%	10%
		*	*	*			*						
Sigma	1001	134	113	62	385	239	67	344	163	196	184	210	791
	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 (*)