Table of Contents

1. Have you purchased replacement tires and/or car in the last 24 months?

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Yes	265	127	138	74	101	90	18	74	85	88	17	77	84	87
	27%	26%	27%	27%	29%	24%	23%	22%	26%	36%	15%	32%	29%	24%
							*			GH	*	J	J	
No	735	355	380	202	243	290	60	269	246	160	94	164	201	276
	73%	74%	73%	73%	71%	76%	77%	78%	74%	64%	85%	68%	71%	76%
							*	I	I		KL*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

2_1. Please indicate whether you believe each of the following statements is true or false? - In Ontario, the Provincial Government runs the tire recycling program

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
True	272	156	116	73	98	100	19	77	108	68	28	66	83	96
	27%	32%	22%	27%	28%	26%	24%	22%	33%	28%	25%	27%	29%	26%
		B					*		G		*			
False	127	76	51	35	42	51	14	42	39	32	14	28	36	48
	13%	16%	10%	13%	12%	13%	18%	12%	12%	13%	13%	12%	13%	13%
		B					*				*			
I have no idea	601	249	352	168	205	228	44	224	184	148	68	147	166	220
	60%	52%	68%	61%	60%	60%	57%	65%	56%	60%	62%	61%	58%	60%
			A				*	H			*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

2_2. Please indicate whether you believe each of the following statements is true or false? - The best way to dispose of old tires is to burn them

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	1000	485	515	270	385	345	39	165	405	391	103	256	312	329
Base: All Respondents (wtd)	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	50	35	15	29	16	5	5	14	19	12	12	21	11	5
True	5%	7%	3%	10%	5%	1%	6%	4%	6%	5%	11%	9%	4%	1%
		B		DE	E		*				LM*	LM		
	729	358	371	154	255	320	59	234	256	180	54	151	218	306
False	73%	74%	72%	56%	74%	84%	76%	68%	77%	73%	49%	63%	77%	84%
				C	CD		*		G		*		JK	JKL
	221	89	132	93	73	55	14	95	55	56	44	69	56	53
I have no idea	22%	18%	26%	34%	21%	14%	19%	28%	17%	23%	40%	29%	20%	15%
			A	DE	E		*	H		H	LM*	LM		
	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Sigma	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 (*)

2_3. Please indicate whether you believe each of the following statements is true or false? - In Ontario tires are recycled and no longer end up in landfills

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
True	371	200	171	60	117	193	30	117	140	84	17	68	105	180
	37%	42%	33%	22%	34%	51%	39%	34%	42%	34%	15%	28%	37%	50%
		B			C	CD	*		I		*	J	J	JKL
False	143	82	61	38	49	56	9	51	49	34	19	30	39	54
	14%	17%	12%	14%	14%	15%	11%	15%	15%	14%	18%	12%	14%	15%
							*				*			
I have no idea	486	200	286	177	178	131	39	175	142	131	74	143	140	129
	49%	42%	55%	64%	52%	34%	50%	51%	43%	53%	67%	59%	49%	35%
			A	DE	E		*			H	LM*	LM	M	
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

2_4. Please indicate whether you believe each of the following statements is true or false? - Playground flooring can be made from recycled tires

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
	661	321	341	135	249	277	48	218	230	165	55	129	212	266
True	66%	67%	66%	49%	72%	73%	62%	64%	70%	66%	49%	54%	74%	73%
				C	C		*				*		JK	JK
False	58	36	21	32	14	12	4	14	25	14	19	17	10	11
	6%	8%	4%	12%	4%	3%	5%	4%	8%	6%	18%	7%	3%	3%
		B		DE			*				KLM*			
I have no idea	281	124	157	109	82	90	26	110	76	69	36	95	63	86
	28%	26%	30%	39%	24%	24%	33%	32%	23%	28%	33%	39%	22%	24%
				DE			*	H			*	LM		
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

2_5. Please indicate whether you believe each of the following statements is true or false? - Tires are made of too many materials to be recycled

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	1000	485	515	270	385	345	39	165	405	391	103	256	312	329
Base: All Respondents (wtd)	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	108	63	45	47	37	24	10	26	40	33	22	32	32	21
True	11%	13%	9%	17%	11%	6%	13%	7%	12%	13%	20%	13%	11%	6%
				E			*			G	M*	M	M	
False	446	251	196	72	158	216	32	141	163	110	29	73	135	209
	45%	52%	38%	26%	46%	57%	41%	41%	49%	44%	27%	30%	48%	57%
		B			C	CD	*				*		JK	JKL
I have no idea	445	168	278	157	149	139	36	176	128	106	59	136	117	133
	45%	35%	54%	57%	43%	37%	47%	51%	39%	42%	54%	56%	41%	37%
			A	DE			*	H			M*	LM		
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

2_6. Please indicate whether you believe each of the following statements is true or false? - Tire manufacturers and automakers are responsible for recycling every tire they sell in Ontario

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
True	318	159	159	76	118	124	19	102	116	81	27	66	109	115
	32%	33%	31%	28%	34%	33%	24%	30%	35%	33%	25%	28%	38%	32%
							*				*		JK	
False	188	113	75	38	56	95	24	56	61	48	14	41	40	93
	19%	23%	15%	14%	16%	25%	30%	16%	18%	19%	13%	17%	14%	26%
		B				CD	*				*			JKL
I have no idea	493	209	284	161	171	161	35	184	154	120	69	134	135	155
	49%	43%	55%	58%	50%	42%	45%	54%	47%	48%	62%	56%	48%	43%
			A	E			*				LM*	M		
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

3. Which of the following statements best describes what you think happens to old tires?

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
They end up in landfills / dumps / stockpiles	150	69	81	66	51	33	17	58	35	40	38	44	36	32
	15%	14%	16%	24%	15%	9%	22%	17%	11%	16%	35%	18%	12%	9%
				DE	E		*			H	KLM*	M		
They're recycled into new tires	92	52	40	49	24	19	7	38	24	23	21	34	21	16
	9%	11%	8%	18%	7%	5%	9%	11%	7%	9%	19%	14%	7%	4%
				DE			*				LM*	LM		
They're recycled into a wide range of new products	482	235	247	79	166	237	29	146	195	111	22	79	153	227
	48%	49%	48%	29%	48%	62%	38%	43%	59%	45%	20%	33%	54%	62%
				C	CD		*		FGI		*		JK	JK
I have no idea	277	126	151	82	104	91	24	101	77	75	29	85	75	89
	28%	26%	29%	30%	30%	24%	31%	30%	23%	30%	26%	35%	26%	24%
							*		H		*	M		
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

4_1. Do you agree or disagree with the following statements: - There are many products available for sale in Ontario that are made from recycled tires

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
	627	302	325	153	202	272	49	210	223	145	60	135	171	260
Top 2 Box (Net)	63%	63%	63%	55%	59%	72%	63%	61%	67%	58%	54%	56%	60%	72%
						CD	*		I		*			JKL
	89	44	45	22	35	32	7	34	27	20	6	22	35	26
Strongly agree	9%	9%	9%	8%	10%	8%	10%	10%	8%	8%	6%	9%	12%	7%
							*				*			
	538	258	279	131	167	240	41	176	195	125	54	113	136	234
Somewhat agree	54%	54%	54%	47%	48%	63%	53%	51%	59%	50%	49%	47%	48%	64%
						CD	*		I		*			JKL
	373	179	194	123	142	108	29	132	108	104	50	106	114	103
Bottom 2 Box (Net)	37%	37%	37%	45%	41%	28%	37%	39%	33%	42%	46%	44%	40%	28%
				E	E		*			H	M*	M	M	
	306	144	162	103	111	93	25	109	87	86	42	82	92	89
Somewhat disagree	31%	30%	31%	37%	32%	24%	32%	32%	26%	35%	38%	34%	32%	25%
				E	E		*			H	M*	M		
	67	35	32	21	31	15	4	24	21	18	8	23	21	14
Strongly disagree	7%	7%	6%	7%	9%	4%	5%	7%	6%	7%	7%	10%	8%	4%
					E		*				*	M		
	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Sigma	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 (*)

4_2. Do you agree or disagree with the following statements: - I believe products made from recycled tires are of high quality

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Top 2 Box (Net)	689	349	341	164	235	291	56	223	240	170	72	147	191	279
	69%	72%	66%	59%	68%	77%	72%	65%	73%	68%	66%	61%	67%	77%
						CD	*				*			KL
Strongly agree	119	57	62	27	35	57	5	45	41	28	5	31	26	56
	12%	12%	12%	10%	10%	15%	7%	13%	12%	11%	5%	13%	9%	15%
							*				*			JL
Somewhat agree	570	292	279	137	200	234	51	178	200	142	67	116	165	223
	57%	61%	54%	50%	58%	62%	65%	52%	60%	57%	61%	48%	58%	61%
						C	*				*		K	K
Bottom 2 Box (Net)	311	133	178	112	110	89	22	120	91	79	38	95	94	84
	31%	28%	34%	41%	32%	23%	28%	35%	27%	32%	34%	39%	33%	23%
				E	E		*				*	M	M	
Somewhat disagree	246	92	154	90	83	73	20	88	75	63	33	67	74	71
	25%	19%	30%	32%	24%	19%	26%	26%	23%	25%	30%	28%	26%	20%
			A	E			*				*	M		
Strongly disagree	65	41	24	23	27	16	2	32	16	16	4	28	20	14
	7%	9%	5%	8%	8%	4%	2%	9%	5%	6%	4%	11%	7%	4%
		B					*				*	M		
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

4_3. Do you agree or disagree with the following statements: - I have intentionally bought a product made from recycled tires

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Top 2 Box (Net)	279	160	118	102	93	84	19	94	98	68	47	76	72	83
	28%	33%	23%	37%	27%	22%	24%	27%	30%	27%	42%	32%	25%	23%
		B		DE			*				LM*	M		
Strongly agree	64	31	32	20	27	16	3	27	18	16	6	21	22	15
	6%	7%	6%	7%	8%	4%	3%	8%	5%	7%	5%	9%	8%	4%
							*				*			
Somewhat agree	215	129	86	82	65	68	16	67	80	51	41	55	51	68
	22%	27%	17%	30%	19%	18%	21%	20%	24%	21%	37%	23%	18%	19%
		B		DE			*				KLM*			
Bottom 2 Box (Net)	721	321	400	173	252	296	59	249	233	181	63	165	212	281
	72%	67%	77%	63%	73%	78%	76%	73%	70%	73%	58%	68%	75%	77%
			A		C	C	*				*		J	JK
Somewhat disagree	450	195	255	104	160	186	34	142	156	117	30	109	131	181
	45%	40%	49%	38%	46%	49%	44%	42%	47%	47%	27%	45%	46%	50%
			A			C	*				*	J	J	J
Strongly disagree	271	127	145	70	92	110	24	106	77	64	34	56	82	100
	27%	26%	28%	25%	27%	29%	31%	31%	23%	26%	31%	23%	29%	27%
							*				*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

4_4. Do you agree or disagree with the following statements: - I wouldn't buy a product made from recycled tires as I worry about the smell

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
	269	132	137	102	84	83	25	96	80	68	45	76	68	80
Top 2 Box (Net)	27%	27%	26%	37%	24%	22%	32%	28%	24%	27%	41%	31%	24%	22%
				DE			*				LM*	M		
	64	35	29	24	19	21	4	28	17	15	12	18	14	21
Strongly agree	6%	7%	6%	9%	5%	6%	5%	8%	5%	6%	10%	7%	5%	6%
							*				*			
	205	97	108	78	66	62	22	68	63	53	34	58	54	59
Somewhat agree	21%	20%	21%	28%	19%	16%	28%	20%	19%	21%	30%	24%	19%	16%
				DE			*				LM*	M		
	731	349	382	174	260	297	53	247	251	181	65	165	217	283
Bottom 2 Box (Net)	73%	73%	74%	63%	76%	78%	68%	72%	76%	73%	59%	69%	76%	78%
				C	C		*				*		J	JK
	480	231	249	106	163	210	40	161	160	119	31	107	139	203
Somewhat disagree	48%	48%	48%	39%	47%	55%	52%	47%	48%	48%	28%	44%	49%	56%
						C	*				*	J	J	JK
	251	119	133	68	97	86	12	86	91	62	35	59	78	80
Strongly disagree	25%	25%	26%	25%	28%	23%	16%	25%	28%	25%	31%	24%	27%	22%
							*				*			
	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Sigma	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 (*)

4. Do you agree or disagree with the following statements: - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
There are many products available for sale in Ontario that are made from recycled tires	627	302	325	153	202	272	49	210	223	145	60	135	171	260
	63%	63%	63%	55%	59%	72%	63%	61%	67%	58%	54%	56%	60%	72%
						CD	*		I		*			JKL
I believe products made from recycled tires are of high quality	689	349	341	164	235	291	56	223	240	170	72	147	191	279
	69%	72%	66%	59%	68%	77%	72%	65%	73%	68%	66%	61%	67%	77%
						CD	*				*			KL
I have intentionally bought a product made from recycled tires	279	160	118	102	93	84	19	94	98	68	47	76	72	83
	28%	33%	23%	37%	27%	22%	24%	27%	30%	27%	42%	32%	25%	23%
		B		DE			*				LM*	M		
I wouldn't buy a product made from recycled tires as I worry about the smell	269	132	137	102	84	83	25	96	80	68	45	76	68	80
	27%	27%	26%	37%	24%	22%	32%	28%	24%	27%	41%	31%	24%	22%
				DE			*				LM*	M		

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 (*)

4. Do you agree or disagree with the following statements: - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
There are many products available for sale in Ontario that are made from recycled tires	373	179	194	123	142	108	29	132	108	104	50	106	114	103
	37%	37%	37%	45%	41%	28%	37%	39%	33%	42%	46%	44%	40%	28%
				E	E		*			H	M*	M	M	
I believe products made from recycled tires are of high quality	311	133	178	112	110	89	22	120	91	79	38	95	94	84
	31%	28%	34%	41%	32%	23%	28%	35%	27%	32%	34%	39%	33%	23%
				E	E		*				*	M	M	
I have intentionally bought a product made from recycled tires	721	321	400	173	252	296	59	249	233	181	63	165	212	281
	72%	67%	77%	63%	73%	78%	76%	73%	70%	73%	58%	68%	75%	77%
			A		C	C	*				*		J	JK
I wouldn't buy a product made from recycled tires as I worry about the smell	731	349	382	174	260	297	53	247	251	181	65	165	217	283
	73%	73%	74%	63%	76%	78%	68%	72%	76%	73%	59%	69%	76%	78%
					C	C	*				*		J	JK

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 (*)

5. Which of the following can be made from scrap tires?

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Playgrounds and Sports fields	700	323	377	157	264	279	45	234	241	180	54	155	223	268
	70%	67%	73%	57%	77%	74%	58%	68%	73%	72%	49%	64%	78%	74%
					C	C	*				*	J	JK	JK
Livestock mats	487	237	250	91	175	221	39	154	174	119	37	91	151	208
	49%	49%	48%	33%	51%	58%	50%	45%	53%	48%	33%	38%	53%	57%
					C	C	*				*		JK	JK
Garden mulch	180	97	83	46	70	64	6	71	56	46	23	33	65	59
	18%	20%	16%	17%	20%	17%	8%	21%	17%	19%	21%	14%	23%	16%
							*				*		K	
Patio tiles	434	224	210	77	165	193	25	127	170	112	27	78	141	188
	43%	46%	41%	28%	48%	51%	33%	37%	51%	45%	24%	32%	50%	52%
					C	C	*		FG		*		JK	JK
Asphalt	502	266	237	97	175	230	31	180	170	121	39	93	151	219
	50%	55%	46%	35%	51%	61%	40%	53%	51%	48%	35%	39%	53%	60%
		B			C	CD	*				*		JK	JK
Clothing	107	52	56	39	45	24	2	36	35	34	25	18	41	23
	11%	11%	11%	14%	13%	6%	3%	10%	11%	14%	23%	7%	14%	6%
				E	E		*			F	KM*		KM	
Construction materials	528	265	262	122	179	226	41	173	180	134	44	105	162	217
	53%	55%	51%	44%	52%	60%	53%	51%	54%	54%	40%	44%	57%	60%
						C	*				*		JK	JK
None of the above	133	54	79	50	42	41	14	51	40	28	21	43	29	40
	13%	11%	15%	18%	12%	11%	17%	15%	12%	11%	19%	18%	10%	11%
				E			*				*	L		
Sigma	3071	1518	1553	679	1114	1278	204	1026	1066	775	270	615	964	1221
	307%	315%	300%	246%	324%	337%	263%	299%	322%	311%	245%	255%	339%	336%

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 (*)

6. Did you know there is approximately a $4 fee when purchasing car or light truck tires in Ontario?

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
	549	224	326	182	206	161	44	193	175	137	80	151	165	153
I did not know	55%	46%	63%	66%	60%	42%	57%	56%	53%	55%	73%	63%	58%	42%
			A	E	E		*				LM*	M	M	
	196	103	92	55	56	85	7	70	62	56	22	48	44	82
I did know, but I do not know why/what it is for	20%	21%	18%	20%	16%	22%	9%	21%	19%	22%	20%	20%	15%	23%
							*				*			
	255	154	101	39	82	134	26	79	94	56	8	42	76	129
I know about the fee, and I know why it exists	25%	32%	19%	14%	24%	35%	34%	23%	28%	22%	7%	17%	27%	35%
		B		C	CD		*				*	J	JK	JKL
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

7. Which of the following statements best describes how you view this fee?

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
It's a government tax	464	232	232	106	158	200	43	165	148	109	47	91	140	187
	46%	48%	45%	38%	46%	53%	55%	48%	45%	44%	42%	38%	49%	51%
						C	*				*		K	K
It's to pay for landfill fees	143	60	83	68	49	25	8	55	43	36	17	61	41	25
	14%	12%	16%	25%	14%	7%	10%	16%	13%	15%	15%	25%	14%	7%
				DE	E		*				M*	LM	M	
It is the sole funding for tire recycling	393	190	203	101	136	155	27	123	140	104	47	90	104	151
	39%	39%	39%	37%	40%	41%	35%	36%	42%	42%	43%	37%	37%	42%
							*				*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

8_1. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - A more circular economy is the way to make environmental improvements

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Top 2 Box (Net)	855	400	455	232	282	340	69	279	292	215	89	204	238	324
	85%	83%	88%	84%	82%	90%	89%	82%	88%	86%	81%	84%	83%	89%
						D	*				*			
Strongly agree	266	105	161	81	89	97	9	81	97	79	30	66	81	89
	27%	22%	31%	29%	26%	25%	11%	24%	29%	32%	27%	27%	29%	25%
			A				*		F	F	*			
Somewhat agree	588	294	294	152	193	243	60	198	195	136	59	138	156	235
	59%	61%	57%	55%	56%	64%	77%	58%	59%	55%	53%	57%	55%	65%
							GHI*				*			L
Bottom 2 Box (Net)	145	82	63	44	62	40	9	63	39	34	21	38	47	39
	15%	17%	12%	16%	18%	10%	11%	18%	12%	14%	19%	16%	17%	11%
					E		*				*			
Somewhat disagree	108	59	48	27	51	30	6	41	32	28	11	27	40	29
	11%	12%	9%	10%	15%	8%	8%	12%	10%	11%	10%	11%	14%	8%
					E		*				*		M	
Strongly disagree	38	23	15	16	11	10	2	23	7	6	10	10	7	10
	4%	5%	3%	6%	3%	3%	3%	7%	2%	2%	9%	4%	3%	3%
							*	HI			LM*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

8_2. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - A circular economy creates more pollution

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	1000	485	515	270	385	345	39	165	405	391	103	256	312	329
Base: All Respondents (wtd)	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Top 2 Box (Net)	244	120	124	101	90	53	30	82	79	52	45	82	68	50
	24%	25%	24%	36%	26%	14%	39%	24%	24%	21%	40%	34%	24%	14%
				DE	E		I*				LM*	LM	M	
Strongly agree	46	21	26	25	14	8	4	15	16	11	5	25	10	6
	5%	4%	5%	9%	4%	2%	5%	4%	5%	4%	5%	10%	4%	2%
				DE			*				*	LM		
Somewhat agree	198	99	98	76	76	45	26	67	64	41	39	57	58	44
	20%	21%	19%	28%	22%	12%	33%	20%	19%	16%	36%	24%	20%	12%
				E	E		I*				LM*	M	M	
Bottom 2 Box (Net)	756	362	395	175	255	326	48	260	252	197	66	160	217	314
	76%	75%	76%	64%	74%	86%	61%	76%	76%	79%	60%	66%	76%	86%
				C	CD		*			F	*		JK	JKL
Somewhat disagree	571	272	299	118	192	261	42	177	200	152	40	111	167	253
	57%	56%	58%	43%	56%	69%	55%	52%	61%	61%	37%	46%	59%	70%
					C	CD	*				*		JK	JKL
Strongly disagree	185	90	95	57	62	65	5	83	51	45	25	49	50	61
	18%	19%	18%	21%	18%	17%	7%	24%	15%	18%	23%	20%	17%	17%
							*	FH			*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

8_3. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Circular economy is synonymous with recycling

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	1000	485	515	270	385	345	39	165	405	391	103	256	312	329
Base: All Respondents (wtd)	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Top 2 Box (Net)	801	379	423	210	256	336	66	271	267	198	81	185	211	324
	80%	79%	82%	76%	74%	88%	84%	79%	81%	80%	74%	77%	74%	89%
						CD	*				*			JKL
Strongly agree	170	68	102	48	55	67	11	48	64	47	18	44	44	63
	17%	14%	20%	17%	16%	18%	15%	14%	19%	19%	17%	18%	15%	17%
			A				*				*			
Somewhat agree	631	311	321	162	201	269	54	223	203	151	63	141	167	261
	63%	65%	62%	59%	58%	71%	70%	65%	61%	61%	57%	58%	59%	72%
						CD	*				*			JKL
Bottom 2 Box (Net)	199	103	96	66	88	44	12	72	64	51	29	56	74	40
	20%	21%	18%	24%	26%	12%	16%	21%	19%	20%	26%	23%	26%	11%
				E	E		*				M*	M	M	
Somewhat disagree	166	80	87	51	75	40	12	56	55	44	20	46	65	36
	17%	17%	17%	19%	22%	10%	16%	16%	16%	17%	18%	19%	23%	10%
				E	E		*				*	M	M	
Strongly disagree	33	23	9	15	13	4	-	16	9	7	9	10	9	4
	3%	5%	2%	5%	4%	1%	-	5%	3%	3%	8%	4%	3%	1%
		B		E	E		*				M*	M		
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

8_4. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Recycled products are more expensive than new material

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	1000	485	515	270	385	345	39	165	405	391	103	256	312	329
Base: All Respondents (wtd)	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	422	204	218	139	153	129	31	142	142	108	62	116	127	117
Top 2 Box (Net)	42%	42%	42%	50%	44%	34%	39%	41%	43%	43%	57%	48%	44%	32%
				E	E		*				M*	M	M	
	60	30	30	27	23	11	2	18	24	16	7	28	16	8
Strongly agree	6%	6%	6%	10%	7%	3%	2%	5%	7%	7%	6%	12%	6%	2%
				E	E		*				*	LM		
	361	174	188	113	130	119	29	124	117	91	55	87	110	108
Somewhat agree	36%	36%	36%	41%	38%	31%	37%	36%	35%	37%	50%	36%	39%	30%
				E			*				KM*		M	
	578	278	300	137	191	250	47	201	189	141	48	126	158	247
Bottom 2 Box (Net)	58%	58%	58%	50%	56%	66%	61%	59%	57%	57%	43%	52%	56%	68%
						CD	*				*			JKL
	504	237	267	113	167	224	43	165	169	126	33	110	141	221
Somewhat disagree	50%	49%	52%	41%	49%	59%	56%	48%	51%	51%	30%	46%	49%	61%
						CD	*				*	J	J	JKL
	74	41	33	24	24	27	4	36	20	15	15	16	17	26
Strongly disagree	7%	9%	6%	9%	7%	7%	5%	10%	6%	6%	14%	6%	6%	7%
							*				L*			
	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Sigma	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 (*)

8_5. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Recycled products are not of high quality

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	1000	485	515	270	385	345	39	165	405	391	103	256	312	329
Base: All Respondents (wtd)	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Top 2 Box (Net)	273	147	127	105	90	79	40	99	80	54	39	86	77	71
	27%	30%	24%	38%	26%	21%	52%	29%	24%	22%	35%	36%	27%	20%
				DE			GHI*				M*	M		
Strongly agree	44	24	20	18	15	11	-	21	12	12	3	25	9	7
	4%	5%	4%	7%	4%	3%	-	6%	4%	5%	3%	10%	3%	2%
							*				*	JLM		
Somewhat agree	229	123	106	87	75	67	40	79	68	42	36	61	68	64
	23%	25%	21%	31%	22%	18%	52%	23%	21%	17%	33%	25%	24%	18%
				DE			GHI*				M*			
Bottom 2 Box (Net)	727	335	392	171	255	301	37	243	251	195	71	155	208	292
	73%	70%	76%	62%	74%	79%	48%	71%	76%	78%	65%	64%	73%	80%
					C	C	*	F	F	F	*			JK
Somewhat disagree	544	258	285	129	187	227	35	168	190	151	55	108	158	222
	54%	54%	55%	47%	54%	60%	45%	49%	57%	61%	50%	45%	56%	61%
						C	*			G	*		K	K
Strongly disagree	183	76	106	42	68	74	3	76	61	43	16	47	50	70
	18%	16%	21%	15%	20%	19%	3%	22%	19%	17%	15%	20%	17%	19%
							*	F	F	F	*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

8_6. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Purchasing recycled products helps combat climate change

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Top 2 Box (Net)	809	357	452	214	278	317	62	259	272	216	77	195	232	304
	81%	74%	87%	78%	81%	83%	80%	75%	82%	87%	70%	81%	82%	84%
			A				*			G	*		J	J
Strongly agree	267	91	175	84	86	96	16	90	87	75	35	68	72	91
	27%	19%	34%	31%	25%	25%	20%	26%	26%	30%	32%	28%	25%	25%
			A				*				*			
Somewhat agree	542	265	277	130	191	221	46	169	185	141	42	127	161	213
	54%	55%	53%	47%	56%	58%	60%	49%	56%	57%	38%	53%	56%	59%
						C	*				*	J	J	J
Bottom 2 Box (Net)	191	125	66	62	66	63	15	84	59	33	33	46	52	59
	19%	26%	13%	22%	19%	17%	20%	25%	18%	13%	30%	19%	18%	16%
		B					*	I			LM*			
Somewhat disagree	134	89	45	51	43	41	13	57	40	25	25	38	32	40
	13%	19%	9%	18%	12%	11%	16%	17%	12%	10%	23%	16%	11%	11%
		B		E			*				LM*			
Strongly disagree	57	36	21	11	24	22	3	27	19	8	8	9	21	19
	6%	7%	4%	4%	7%	6%	4%	8%	6%	3%	7%	4%	7%	5%
							*	I			*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

8. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
A more circular economy is the way to make environmental improvements	855	400	455	232	282	340	69	279	292	215	89	204	238	324
	85%	83%	88%	84%	82%	90%	89%	82%	88%	86%	81%	84%	83%	89%
						D	*				*			
A circular economy creates more pollution	244	120	124	101	90	53	30	82	79	52	45	82	68	50
	24%	25%	24%	36%	26%	14%	39%	24%	24%	21%	40%	34%	24%	14%
				DE	E		I*				LM*	LM	M	
Circular economy is synonymous with recycling	801	379	423	210	256	336	66	271	267	198	81	185	211	324
	80%	79%	82%	76%	74%	88%	84%	79%	81%	80%	74%	77%	74%	89%
						CD	*				*			JKL
Recycled products are more expensive than new material	422	204	218	139	153	129	31	142	142	108	62	116	127	117
	42%	42%	42%	50%	44%	34%	39%	41%	43%	43%	57%	48%	44%	32%
				E	E		*				M*	M	M	
Recycled products are not of high quality	273	147	127	105	90	79	40	99	80	54	39	86	77	71
	27%	30%	24%	38%	26%	21%	52%	29%	24%	22%	35%	36%	27%	20%
				DE			GHI*				M*	M		
Purchasing recycled products helps combat climate change	809	357	452	214	278	317	62	259	272	216	77	195	232	304
	81%	74%	87%	78%	81%	83%	80%	75%	82%	87%	70%	81%	82%	84%
			A				*			G	*		J	J

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 (*)

8. A circular economy is a way in which products are never discarded, but are reused and recycled into new products. This is currently the case in Ontario. Rather than solely relying on new materials, a circular economy means materials are recycled into new products instead of ending up in landfills. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
A more circular economy is the way to make environmental improvements	145	82	63	44	62	40	9	63	39	34	21	38	47	39
	15%	17%	12%	16%	18%	10%	11%	18%	12%	14%	19%	16%	17%	11%
				E			*				*			
A circular economy creates more pollution	756	362	395	175	255	326	48	260	252	197	66	160	217	314
	76%	75%	76%	64%	74%	86%	61%	76%	76%	79%	60%	66%	76%	86%
				C	CD		*			F	*		JK	JKL
Circular economy is synonymous with recycling	199	103	96	66	88	44	12	72	64	51	29	56	74	40
	20%	21%	18%	24%	26%	12%	16%	21%	19%	20%	26%	23%	26%	11%
				E	E		*				M*	M	M	
Recycled products are more expensive than new material	578	278	300	137	191	250	47	201	189	141	48	126	158	247
	58%	58%	58%	50%	56%	66%	61%	59%	57%	57%	43%	52%	56%	68%
					CD		*				*			JKL
Recycled products are not of high quality	727	335	392	171	255	301	37	243	251	195	71	155	208	292
	73%	70%	76%	62%	74%	79%	48%	71%	76%	78%	65%	64%	73%	80%
				C	C		*	F	F	F	*			JK
Purchasing recycled products helps combat climate change	191	125	66	62	66	63	15	84	59	33	33	46	52	59
	19%	26%	13%	22%	19%	17%	20%	25%	18%	13%	30%	19%	18%	16%
		B					*	I			LM*			

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 (*)

9_1. Do you agree or disagree with the following statements? - Recycling takes more energy and contributes to climate change more than it's worth

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Top 2 Box (Net)	297	154	143	125	102	70	19	116	91	71	51	92	93	62
	30%	32%	28%	45%	29%	19%	24%	34%	28%	29%	46%	38%	33%	17%
				DE	E		*				LM*	M	M	
Strongly agree	68	41	26	36	21	10	7	26	17	17	10	32	18	7
	7%	9%	5%	13%	6%	3%	9%	8%	5%	7%	9%	13%	6%	2%
				DE	E		*				M*	LM	M	
Somewhat agree	230	113	117	89	80	61	11	90	74	54	41	60	75	54
	23%	23%	23%	32%	23%	16%	15%	26%	22%	22%	37%	25%	26%	15%
				DE	E		*				M*	M	M	
Bottom 2 Box (Net)	703	327	375	151	243	309	59	227	240	178	59	149	192	302
	70%	68%	72%	55%	71%	81%	76%	66%	72%	71%	54%	62%	67%	83%
				C	CD		*				*		J	JKL
Somewhat disagree	552	254	298	112	196	244	56	163	188	146	38	117	159	238
	55%	53%	57%	41%	57%	64%	72%	47%	57%	59%	34%	49%	56%	65%
					C	C	G*			G	*	J	J	JKL
Strongly disagree	151	73	77	38	47	65	3	64	52	32	22	32	33	64
	15%	15%	15%	14%	14%	17%	4%	19%	16%	13%	20%	13%	12%	18%
							*	F	F		*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

9_2. Do you agree or disagree with the following statements? - Trucks that transport recycled tires create more pollution than it's worth

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	1000	485	515	270	385	345	39	165	405	391	103	256	312	329
Base: All Respondents (wtd)	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Top 2 Box (Net)	309	145	164	139	100	69	25	113	97	74	54	111	79	65
	31%	30%	32%	51%	29%	18%	32%	33%	29%	30%	49%	46%	28%	18%
				DE	E		*				LM*	LM	M	
Strongly agree	61	32	29	35	17	10	11	18	17	15	12	30	12	8
	6%	7%	6%	13%	5%	3%	14%	5%	5%	6%	10%	12%	4%	2%
				DE			H*				M*	LM		
Somewhat agree	248	113	135	105	83	59	14	95	80	58	43	81	67	57
	25%	23%	26%	38%	24%	16%	18%	28%	24%	23%	39%	33%	24%	16%
				DE	E		*				LM*	LM	M	
Bottom 2 Box (Net)	691	336	355	137	244	311	53	229	234	175	56	131	206	299
	69%	70%	68%	49%	71%	82%	68%	67%	71%	70%	51%	54%	72%	82%
				C	CD		*				*		JK	JKL
Somewhat disagree	558	261	296	109	194	254	49	171	190	147	42	107	165	244
	56%	54%	57%	40%	56%	67%	63%	50%	58%	59%	38%	44%	58%	67%
					C	CD	*				*		JK	JKL
Strongly disagree	134	75	59	27	50	56	4	58	44	28	15	24	41	55
	13%	16%	11%	10%	15%	15%	5%	17%	13%	11%	13%	10%	14%	15%
							*				*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

9_3. Do you agree or disagree with the following statements? - Recycling old tires into new products helps combat climate change

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	1000	485	515	270	385	345	39	165	405	391	103	256	312	329
Base: All Respondents (wtd)	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Top 2 Box (Net)	825	385	441	225	287	313	56	274	279	216	85	202	238	301
	83%	80%	85%	82%	83%	82%	72%	80%	84%	87%	77%	84%	83%	83%
							*			F	*			
Strongly agree	257	112	145	91	86	81	18	90	86	64	34	78	68	77
	26%	23%	28%	33%	25%	21%	23%	26%	26%	26%	31%	32%	24%	21%
				E			*				*	M		
Somewhat agree	568	272	296	134	202	232	38	185	193	152	50	125	170	223
	57%	57%	57%	49%	59%	61%	49%	54%	58%	61%	46%	52%	60%	61%
				C	C		*				*		J	JK
Bottom 2 Box (Net)	175	97	78	51	57	67	22	68	51	33	26	39	47	63
	17%	20%	15%	18%	17%	18%	28%	20%	16%	13%	23%	16%	17%	17%
							I*				*			
Somewhat disagree	136	74	63	39	45	52	22	49	38	27	18	30	36	51
	14%	15%	12%	14%	13%	14%	28%	14%	12%	11%	17%	13%	13%	14%
							GHI*				*			
Strongly disagree	39	23	15	12	12	15	-	19	13	6	7	8	11	12
	4%	5%	3%	4%	3%	4%	-	6%	4%	3%	7%	4%	4%	3%
							*				*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

9_4. Do you agree or disagree with the following statements? - It makes sense for tire producers to be responsible for recycling old tires

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Top 2 Box (Net)	866	399	467	233	295	339	65	287	293	222	89	209	245	324
	87%	83%	90%	84%	86%	89%	83%	84%	89%	89%	80%	87%	86%	89%
			A				*				*			
Strongly agree	266	125	141	95	88	83	10	78	92	86	38	78	69	81
	27%	26%	27%	34%	26%	22%	13%	23%	28%	34%	35%	32%	24%	22%
				DE			*		F	FG	M*	M		
Somewhat agree	600	274	326	138	206	256	55	209	201	136	50	131	176	243
	60%	57%	63%	50%	60%	67%	71%	61%	61%	55%	46%	54%	62%	67%
				C	C		*				*		J	JK
Bottom 2 Box (Net)	134	82	52	43	50	41	13	56	38	27	22	32	40	40
	13%	17%	10%	16%	14%	11%	17%	16%	11%	11%	20%	13%	14%	11%
		B					*				*			
Somewhat disagree	105	58	46	32	38	35	13	40	31	21	14	26	31	34
	10%	12%	9%	11%	11%	9%	17%	12%	9%	8%	12%	11%	11%	9%
							*				*			
Strongly disagree	29	24	5	12	11	6	-	16	7	6	8	6	8	6
	3%	5%	1%	4%	3%	2%	-	5%	2%	3%	7%	3%	3%	2%
		B					*				M*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

9_5. Do you agree or disagree with the following statements? - I'm happy to pay a small fee when I purchase tires if it helps the environment

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Top 2 Box (Net)	778	359	419	221	264	293	57	253	265	203	83	193	219	284
	78%	75%	81%	80%	77%	77%	73%	74%	80%	82%	75%	80%	77%	78%
			A				*				*			
Strongly agree	236	97	139	78	73	84	16	75	78	67	30	65	60	80
	24%	20%	27%	28%	21%	22%	20%	22%	23%	27%	27%	27%	21%	22%
			A				*				*			
Somewhat agree	542	262	280	143	191	209	41	178	187	137	53	127	158	203
	54%	55%	54%	52%	55%	55%	53%	52%	56%	55%	48%	53%	56%	56%
							*				*			
Bottom 2 Box (Net)	222	122	100	55	80	86	21	89	66	45	27	49	66	80
	22%	25%	19%	20%	23%	23%	27%	26%	20%	18%	25%	20%	23%	22%
		B					*				*			
Somewhat disagree	138	65	73	39	46	53	18	50	40	30	22	30	37	50
	14%	14%	14%	14%	13%	14%	23%	15%	12%	12%	20%	12%	13%	14%
							*				*			
Strongly disagree	84	57	27	16	34	33	3	39	26	15	5	19	29	30
	8%	12%	5%	6%	10%	9%	4%	11%	8%	6%	5%	8%	10%	8%
		B					*				*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

9_6. Do you agree or disagree with the following statements? - More investment in green technologies would help create jobs in Ontario

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Top 2 Box (Net)	845	371	474	232	292	321	70	276	282	218	89	208	240	308
	84%	77%	91%	84%	85%	85%	90%	80%	85%	87%	80%	86%	84%	85%
			A				*				*			
Strongly agree	296	147	150	92	103	101	15	91	103	88	33	85	82	96
	30%	30%	29%	33%	30%	27%	19%	26%	31%	35%	30%	35%	29%	26%
							*			FG	*			
Somewhat agree	548	224	324	140	189	220	55	185	179	130	56	123	158	212
	55%	47%	63%	51%	55%	58%	70%	54%	54%	52%	50%	51%	55%	58%
			A				I*				*			
Bottom 2 Box (Net)	155	111	44	44	53	59	8	67	49	31	22	33	45	56
	16%	23%	9%	16%	15%	15%	10%	20%	15%	13%	20%	14%	16%	15%
			B				*				*			
Somewhat disagree	120	86	34	37	39	44	8	49	37	26	18	27	32	43
	12%	18%	7%	14%	11%	12%	10%	14%	11%	10%	16%	11%	11%	12%
			B				*				*			
Strongly disagree	36	25	11	7	14	15	-	18	12	5	4	7	12	13
	4%	5%	2%	3%	4%	4%	-	5%	4%	2%	4%	3%	4%	3%
			B				*				*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

9. Do you agree or disagree with the following statements? - Top 2 Box Summary

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Recycling takes more energy and contributes to climate change more than it's worth	297	154	143	125	102	70	19	116	91	71	51	92	93	62
	30%	32%	28%	45%	29%	19%	24%	34%	28%	29%	46%	38%	33%	17%
				DE	E		*				LM*	M	M	
Trucks that transport recycled tires create more pollution than it's worth	309	145	164	139	100	69	25	113	97	74	54	111	79	65
	31%	30%	32%	51%	29%	18%	32%	33%	29%	30%	49%	46%	28%	18%
				DE	E		*				LM*	LM	M	
Recycling old tires into new products helps combat climate change	825	385	441	225	287	313	56	274	279	216	85	202	238	301
	83%	80%	85%	82%	83%	82%	72%	80%	84%	87%	77%	84%	83%	83%
							*			F	*			
It makes sense for tire producers to be responsible for recycling old tires	866	399	467	233	295	339	65	287	293	222	89	209	245	324
	87%	83%	90%	84%	86%	89%	83%	84%	89%	89%	80%	87%	86%	89%
			A				*				*			
I'm happy to pay a small fee when I purchase tires if it helps the environment	778	359	419	221	264	293	57	253	265	203	83	193	219	284
	78%	75%	81%	80%	77%	77%	73%	74%	80%	82%	75%	80%	77%	78%
			A				*				*			
More investment in green technologies would help create jobs in Ontario	845	371	474	232	292	321	70	276	282	218	89	208	240	308
	84%	77%	91%	84%	85%	85%	90%	80%	85%	87%	80%	86%	84%	85%
			A				*				*			

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 (*)

9. Do you agree or disagree with the following statements? - Bottom 2 Box Summary

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Recycling takes more energy and contributes to climate change more than it's worth	703	327	375	151	243	309	59	227	240	178	59	149	192	302
	70%	68%	72%	55%	71%	81%	76%	66%	72%	71%	54%	62%	67%	83%
				C		CD	*				*		J	JKL
Trucks that transport recycled tires create more pollution than it's worth	691	336	355	137	244	311	53	229	234	175	56	131	206	299
	69%	70%	68%	49%	71%	82%	68%	67%	71%	70%	51%	54%	72%	82%
				C	CD		*				*		JK	JKL
Recycling old tires into new products helps combat climate change	175	97	78	51	57	67	22	68	51	33	26	39	47	63
	17%	20%	15%	18%	17%	18%	28%	20%	16%	13%	23%	16%	17%	17%
							I*				*			
It makes sense for tire producers to be responsible for recycling old tires	134	82	52	43	50	41	13	56	38	27	22	32	40	40
	13%	17%	10%	16%	14%	11%	17%	16%	11%	11%	20%	13%	14%	11%
		B					*				*			
I'm happy to pay a small fee when I purchase tires if it helps the environment	222	122	100	55	80	86	21	89	66	45	27	49	66	80
	22%	25%	19%	20%	23%	23%	27%	26%	20%	18%	25%	20%	23%	22%
		B					*				*			
More investment in green technologies would help create jobs in Ontario	155	111	44	44	53	59	8	67	49	31	22	33	45	56
	16%	23%	9%	16%	15%	15%	10%	20%	15%	13%	20%	14%	16%	15%
		B					*				*			

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 (*)

GENERATED

GENDER

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Male	482	482	-	138	166	177	40	165	162	114	57	121	133	170
	48%	100%	-	50%	48%	47%	51%	48%	49%	46%	52%	50%	47%	47%
		B					*				*			
Female	518	-	518	138	178	203	38	177	169	134	53	120	152	193
	52%	-	100%	50%	52%	53%	49%	52%	51%	54%	48%	50%	53%	53%
			A				*				*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

AGE

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
	276	138	138	276	-	-	20	106	79	72	110	166	-	-
18-34 (Net)	28%	29%	27%	100%	-	-	26%	31%	24%	29%	100%	69%	-	-
				DE			*				KLM*	LM		
	114	59	56	114	-	-	14	59	28	14	110	4	-	-
18-24	11%	12%	11%	41%	-	-	18%	17%	8%	6%	100%	2%	-	-
				DE			I*	HI			KLM*	M		
	161	80	82	161	-	-	6	47	50	58	-	161	-	-
25-34	16%	17%	16%	59%	-	-	8%	14%	15%	23%	-	67%	-	-
				DE			*			FGH	*	JLM		
	344	166	178	-	344	-	21	96	116	111	-	76	269	-
35-54 (Net)	34%	35%	34%	-	100%	-	28%	28%	35%	44%	-	31%	94%	-
					CE		*			GH	*	JM	JKM	
	159	76	83	-	159	-	12	34	58	55	-	76	83	-
35-44	16%	16%	16%	-	46%	-	16%	10%	18%	22%	-	31%	29%	-
					CE		*		G	G	*	JM	JM	
	185	90	95	-	185	-	9	63	58	55	-	-	185	-
45-54	19%	19%	18%	-	54%	-	12%	18%	18%	22%	-	-	65%	-
					CE		*				*		JKM	
	380	177	203	-	-	380	36	141	136	67	-	-	16	364
55+ (Net)	38%	37%	39%	-	-	100%	46%	41%	41%	27%	-	-	6%	100%
						CD	I*	I	I		*		JK	JKL
	171	83	88	-	-	171	5	73	55	37	-	-	16	154
55-64	17%	17%	17%	-	-	45%	7%	21%	17%	15%	-	-	6%	42%
						CD	*	F			*		JK	JKL
	209	94	115	-	-	209	31	68	81	29	-	-	-	209
65+	21%	20%	22%	-	-	55%	40%	20%	24%	12%	-	-	-	58%
						CD	GI*	I	I		*			JKL
	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Sigma	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
	110	57	53	110	-	-	14	57	28	11	110	-	-	-
18-23	11%	12%	10%	40%	-	-	18%	17%	8%	4%	100%	-	-	-
				DE			I*	HI	I		KLM*			
	241	121	120	166	76	-	14	68	72	88	-	241	-	-
24-39	24%	25%	23%	60%	22%	-	18%	20%	22%	35%	-	100%	-	-
				DE	E		*			FGH	*	JLM		
	285	133	152	-	269	16	14	84	100	87	-	-	285	-
40-55	28%	28%	29%	-	78%	4%	18%	24%	30%	35%	-	-	100%	-
					CE	C	*			FG	*		JKM	
	364	170	193	-	-	364	36	134	131	63	-	-	-	364
56+	36%	35%	37%	-	-	96%	46%	39%	40%	25%	-	-	-	100%
						CD	I*	I	I		*			JKL
Mean	48	47.4	48.5	25.9	45.1	66.6	51.9	48	49.1	45.2	20.3	31.8	47.9	67.1
				C		CD	I*		I		*	J	JK	JKL
STD. DEV.	17.72	17.81	17.64	5.14	6.04	8.04	21.75	19.35	16.56	14.96	1.66	4.09	4.7	7.83
STD. ERR.	0.56	0.81	0.78	0.31	0.31	0.43	3.48	1.51	0.82	0.76	0.16	0.26	0.27	0.43
Median	49	47	49.22	27	45	65	53.32	51	49	44	20	32	48	65

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 (*)

EDUCATION

		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Primary School or less	7	4	3	1	-	6	7	-	-	-	1	-	-	6
	1%	1%	1%	*	-	1%	9%	-	-	-	1%	-	-	2%
							GHI*				*			
Some high school	71	36	35	19	21	30	71	-	-	-	13	14	14	30
	7%	7%	7%	7%	6%	8%	91%	-	-	-	11%	6%	5%	8%
							GHI*				*			
Graduated high school	343	165	177	106	96	141	-	343	-	-	57	68	84	134
	34%	34%	34%	38%	28%	37%	-	100%	-	-	52%	28%	29%	37%
				D		D	*	FHI			KLM*			
Some college / CEGEP / Trade School	73	30	42	20	27	25	-	-	73	-	9	16	24	25
	7%	6%	8%	7%	8%	7%	-	-	22%	-	8%	6%	8%	7%
							*		FGI		*			
Graduated from college / CEGEP / Trade School	204	107	98	47	72	86	-	-	204	-	11	51	61	83
	20%	22%	19%	17%	21%	23%	-	-	62%	-	10%	21%	21%	23%
							*		FGI		*	J	J	J
Some university, but did not finish	54	25	29	12	17	25	-	-	54	-	9	5	15	24
	5%	5%	6%	4%	5%	7%	-	-	16%	-	8%	2%	5%	7%
							*		FGI		K*			K
University undergraduate degree	164	74	90	45	73	46	-	-	-	164	6	58	57	43
	16%	15%	17%	16%	21%	12%	-	-	-	66%	5%	24%	20%	12%
				E			*			FGH	*	JM	JM	
University graduate degree	85	40	45	26	38	20	-	-	-	85	5	30	30	20
	8%	8%	9%	10%	11%	5%	-	-	-	34%	5%	12%	10%	5%
				E			*			FGH	*	M	M	
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
<HS	78	40	38	20	21	36	78	-	-	-	14	14	14	36
	8%	8%	7%	7%	6%	9%	100%	-	-	-	13%	6%	5%	10%
							GHI*				L*			L
HS	343	165	177	106	96	141	-	343	-	-	57	68	84	134
	34%	34%	34%	38%	28%	37%	-	100%	-	-	52%	28%	29%	37%
				D		D	*	FHI			KLM*			
Post Sec	331	162	169	79	116	136	-	-	331	-	28	72	100	131
	33%	34%	33%	28%	34%	36%	-	-	100%	-	25%	30%	35%	36%
							*		FGI		*			
Univ Grad	249	114	134	72	111	67	-	-	-	249	11	88	87	63
	25%	24%	26%	26%	32%	18%	-	-	-	100%	10%	36%	31%	17%
				E	E		*			FGH	*	JM	JM	

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 (*)

REGION

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
GTA Total (Net)	475	237	238	183	172	121	36	139	144	157	85	137	139	114
	47%	49%	46%	66%	50%	32%	46%	40%	43%	63%	77%	57%	49%	31%
				DE	E		*			FGH	KLM*	M	M	
GTA 416	209	111	98	104	75	30	15	62	56	76	47	80	52	30
	21%	23%	19%	38%	22%	8%	19%	18%	17%	31%	42%	33%	18%	8%
				DE	E		*			GH	LM*	LM	M	
GTA 905	266	126	140	79	97	90	21	77	87	81	38	56	87	84
	27%	26%	27%	29%	28%	24%	27%	22%	26%	33%	34%	23%	31%	23%
							*			G	*			
Central ON	82	45	37	10	24	49	15	25	29	13	4	11	20	46
	8%	9%	7%	4%	7%	13%	19%	7%	9%	5%	4%	4%	7%	13%
					CD		GI*				*			JKL
East ON	120	50	70	18	43	59	-	43	49	28	2	29	33	56
	12%	10%	13%	6%	12%	16%	-	13%	15%	11%	2%	12%	11%	15%
					C	C	*	F	F	F	*	J	J	J
SW ON	265	106	158	53	95	117	19	109	90	47	11	56	85	112
	26%	22%	31%	19%	28%	31%	25%	32%	27%	19%	10%	23%	30%	31%
			A		C	C	*	I	I		*	J	J	J
North ON	59	43	15	13	12	34	8	27	20	5	8	8	8	34
	6%	9%	3%	5%	3%	9%	10%	8%	6%	2%	8%	3%	3%	9%
		B				D	I*	I	I		*			KL
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

INCOME

		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
<$25K	159	69	90	68	32	59	23	85	38	13	38	37	27	57
	16%	14%	17%	25%	9%	15%	29%	25%	12%	5%	34%	15%	9%	16%
				DE		D	HI*	HI	I		KLM*			L
$25K - <$55K	224	118	106	59	71	93	23	72	96	34	19	54	60	91
	22%	24%	20%	21%	21%	25%	29%	21%	29%	13%	17%	22%	21%	25%
							I*	I	I		*			
$55K - <$100K	279	140	139	65	99	115	14	88	98	79	21	70	76	112
	28%	29%	27%	23%	29%	30%	18%	26%	29%	32%	19%	29%	27%	31%
							*				*			J
$100K - <$150K	123	70	53	23	64	37	3	37	34	48	8	27	56	33
	12%	15%	10%	8%	18%	10%	4%	11%	10%	19%	8%	11%	19%	9%
				CE			*			FGH	*		JKM	
$150K+	84	47	37	22	38	24	-	8	24	52	4	30	28	22
	8%	10%	7%	8%	11%	6%	-	2%	7%	21%	4%	12%	10%	6%
					E		*		G	FGH	*	JM		
Prefer not to answer	131	38	93	39	40	52	15	53	41	22	21	24	38	48
	13%	8%	18%	14%	12%	14%	20%	16%	12%	9%	19%	10%	13%	13%
			A				*	I			*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary														
Under $50K	337	157	180	117	80	141	37	144	120	37	50	82	68	137
	34%	33%	35%	42%	23%	37%	47%	42%	36%	15%	45%	34%	24%	38%
				D		D	I*	I	I		L*	L		L
$50K+	531	286	246	120	224	187	26	146	170	190	40	135	179	178
	53%	59%	47%	44%	65%	49%	33%	43%	51%	76%	36%	56%	63%	49%
		B			CE		*		F	FGH	*	J	JM	
Under $40K	259	118	141	97	53	109	33	117	83	27	48	60	44	107
	26%	25%	27%	35%	15%	29%	42%	34%	25%	11%	43%	25%	15%	30%
				D		D	HI*	HI	I		KLM*	L		L
$40K to less than $60K	152	77	75	36	58	58	13	49	61	29	9	36	51	56
	15%	16%	14%	13%	17%	15%	17%	14%	18%	12%	8%	15%	18%	15%
							*		I		*		J	
$60K to less than $100K	250	132	119	60	91	99	14	79	88	70	20	65	68	97
	25%	27%	23%	22%	27%	26%	18%	23%	27%	28%	18%	27%	24%	27%
							*				*			
$100K or more	207	117	91	44	102	61	3	45	59	101	13	56	84	54
	21%	24%	18%	16%	30%	16%	4%	13%	18%	40%	11%	23%	29%	15%
		B			CE		*		F	FGH	*	JM	JM	
Mean (,000)	75.3	79.4	71.2	66	89.2	69.2	43.7	59.6	73.7	106.3	56.1	78.6	89.1	67.8
					CE		**		G	GH	*	J	JM	
STD. DEV.	56.55	58.45	54.26	60.87	57.38	49.85	29.15	47.99	53.76	62.13	63.05	58.06	59.31	48.2
STD. ERR.	1.92	2.78	2.63	3.96	3.29	2.75	3.69	2.82	3.16	4.13	6.66	3.94	3.78	2.72

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 (*)

HOUSEHOLD COMPOSITION

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
	235	103	132	93	125	16	21	62	72	80	33	94	96	13
Kids	23%	21%	25%	34%	36%	4%	27%	18%	22%	32%	30%	39%	34%	3%
				E	E		*			GH	M*	M	M	
	765	379	387	182	219	363	56	281	259	169	78	147	189	351
No Kids	77%	79%	75%	66%	64%	96%	73%	82%	78%	68%	70%	61%	66%	97%
						CD	*	I	I		*			JKL
	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
Sigma	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 (*)

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

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
1	215	101	115	49	79	87	16	80	75	45	10	60	60	85
	22%	21%	22%	18%	23%	23%	21%	23%	23%	18%	10%	25%	21%	23%
							*				*	J	J	J
2	352	176	175	62	84	206	23	130	116	83	19	55	78	200
	35%	37%	34%	22%	24%	54%	29%	38%	35%	33%	18%	23%	27%	55%
						CD	*				*			JKL
3	182	87	95	58	72	52	16	51	66	49	21	58	56	47
	18%	18%	18%	21%	21%	14%	20%	15%	20%	20%	19%	24%	20%	13%
				E	E		*				*	M		
4	146	72	74	48	76	21	13	36	51	47	21	43	63	19
	15%	15%	14%	18%	22%	6%	16%	10%	15%	19%	19%	18%	22%	5%
				E	E		*			G	M*	M	M	
5	65	33	32	31	25	10	3	28	16	18	17	17	22	9
	7%	7%	6%	11%	7%	3%	4%	8%	5%	7%	15%	7%	8%	3%
				E	E		*				KM*	M	M	
6	12	5	7	8	3	2	-	4	2	6	5	3	2	2
	1%	1%	1%	3%	1%	*	-	1%	1%	2%	4%	1%	1%	*
				E			*				LM*			
7	17	8	9	12	4	2	4	9	4	1	10	3	3	2
	2%	2%	2%	4%	1%	*	5%	3%	1%	*	9%	1%	1%	*
				DE			I*				KLM*			
8	11	1	10	9	2	1	4	5	1	*	7	3	*	1
	1%	*	2%	3%	*	*	5%	2%	*	*	6%	1%	*	*
			A	DE			HI*				LM*			
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

EMPLOYMENT STATUS

		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Employed full-time	396	193	203	119	206	71	13	103	132	149	24	136	176	61
	40%	40%	39%	43%	60%	19%	16%	30%	40%	60%	22%	56%	62%	17%
				E	CE		*		FG	FGH	*	JM	JM	
Employed part-time	92	45	47	39	33	20	-	43	27	22	26	17	33	16
	9%	9%	9%	14%	10%	5%	-	13%	8%	9%	24%	7%	12%	5%
				E			*	F		F	KLM*		M	
Self employed	56	28	28	10	29	17	4	20	17	15	1	18	19	17
	6%	6%	5%	4%	8%	4%	5%	6%	5%	6%	1%	7%	7%	5%
					C		*				*	J		
Unemployed but looking for a job	57	29	28	32	15	10	9	20	19	9	10	26	11	10
	6%	6%	5%	11%	4%	3%	12%	6%	6%	4%	9%	11%	4%	3%
				DE			I*				M*	LM		
Unemployed and not looking for a job/Long-term sick or disabled	53	37	16	12	27	15	4	33	14	3	8	10	22	14
	5%	8%	3%	4%	8%	4%	5%	10%	4%	1%	7%	4%	8%	4%
		B					*	HI	I		*			
Full-time parent, homemaker	34	1	33	9	14	11	7	10	12	5	2	12	9	11
	3%	*	6%	3%	4%	3%	8%	3%	4%	2%	2%	5%	3%	3%
			A				*				*			
Retired	241	113	128	2	4	235	30	80	95	36	-	2	4	234
	24%	23%	25%	1%	1%	62%	39%	23%	29%	14%	-	1%	2%	64%
						CD	I*	I	I		*			JKL
Student/Pupil	47	28	19	43	4	-	8	24	10	6	36	7	4	-
	5%	6%	4%	16%	1%	-	10%	7%	3%	2%	33%	3%	1%	-
				DE			HI*	I			KLM*	M		
Military	2	1	1	*	2	-	-	-	2	*	*	1	1	-
	*	*	*	*	*	-	-	-	1%	*	*	*	*	-
							*				*			
Prefer not to answer	21	7	15	9	12	*	4	11	3	4	3	12	6	*
	2%	1%	3%	3%	3%	*	5%	3%	1%	2%	3%	5%	2%	*
				E	E		*				M*	M	M	
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

USMAR2. What is your marital status?

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
Single, never married	307	159	148	178	104	25	32	116	88	71	86	121	75	25
	31%	33%	29%	64%	30%	7%	41%	34%	27%	28%	78%	50%	26%	7%
				DE	E		*				KLM*	LM	M	
Living with partner	116	39	76	43	44	28	5	46	41	23	14	38	36	27
	12%	8%	15%	16%	13%	7%	7%	14%	12%	9%	13%	16%	13%	8%
			A	E	E		*				*	M		
Married	436	232	203	48	157	230	24	131	149	132	10	75	132	219
	44%	48%	39%	18%	46%	61%	31%	38%	45%	53%	9%	31%	46%	60%
		B			C	CD	*			FGH	*	J	JK	JKL
Widowed	53	16	37	2	5	46	10	25	14	4	-	2	5	46
	5%	3%	7%	1%	2%	12%	13%	7%	4%	2%	-	1%	2%	13%
			A			CD	HI*	I			*			JKL
Divorced or separated	88	35	53	5	33	50	6	24	40	18	-	6	36	47
	9%	7%	10%	2%	10%	13%	8%	7%	12%	7%	-	2%	13%	13%
					C	C	*		I		*		JK	JK
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

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

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
All of it	505	205	301	123	199	183	26	190	171	119	33	140	159	173
	51%	43%	58%	44%	58%	48%	34%	55%	52%	48%	30%	58%	56%	48%
			A		CE		*	F	F		*	JM	J	J
Almost all of it	211	109	102	56	71	84	17	61	69	64	20	43	65	82
	21%	23%	20%	20%	21%	22%	21%	18%	21%	26%	18%	18%	23%	23%
							*				*			
About half of it	154	80	74	45	48	60	16	40	52	45	20	39	38	57
	15%	17%	14%	16%	14%	16%	21%	12%	16%	18%	18%	16%	13%	16%
							*				*			
Less than half of it	74	46	27	29	17	28	7	24	29	14	20	10	18	26
	7%	10%	5%	10%	5%	7%	9%	7%	9%	6%	18%	4%	6%	7%
		B		D			*				KLM*			
None	56	42	15	24	9	24	12	28	10	7	17	10	5	24
	6%	9%	3%	9%	2%	6%	15%	8%	3%	3%	16%	4%	2%	7%
		B		D		D	HI*	HI			KLM*			L
Sigma	1000	482	518	276	344	380	78	343	331	249	110	241	285	364
	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 (*)

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

	Total	Gender		AGE			EDUCATION				AGE GROUP			
		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)	**1000**	**485**	**515**	**270**	**385**	**345**	**39**	**165**	**405**	**391**	**103**	**256**	**312**	**329**
Base: All Respondents (wtd)	**1000**	**482**	**518**	**276**	**344**	**380**	**78**	**343**	**331**	**249**	**110**	**241**	**285**	**364**
North American origins (Net)	359	180	180	108	113	138	31	145	119	65	41	93	97	128
	36%	37%	35%	39%	33%	36%	40%*	42% I	36% I	26%	37%*	39%	34%	35%
North American Aboriginal origins	29	15	13	10	8	10	5	11	8	4	5	8	5	10
	3%	3%	3%	4%	2%	3%	3%*	3%	3%	2%	5%*	3%	2%	3%
Canadian	337	169	168	100	105	133	26	134	114	64	36	88	91	123
	34%	35%	32%	36%	30%	35%	33%*	39% I	34% I	26%	32%*	36%	32%	34%
Other North American origins	9	7	2	4	1	4	-	6	2	1	2	2	1	4
	1%	1%	*	1%	*	1%	-*	2%	1%	*	2%*	1%	*	1%
British Isles origins (Net)	302	131	170	41	106	155	20	106	113	63	17	48	84	153
	30%	27%	33% A	15%	31% C	41% CD	26%*	31%	34% I	25%	15%*	20%	30% JK	42% JKL
English	202	84	118	26	77	99	14	63	82	43	7	37	62	96
	20%	17%	23% B	9%	22% C	26% C	19%*	18%	25% I	17%	7%*	15%	22% J	27% JK
Irish	132	64	68	19	46	68	6	58	43	26	11	14	40	66
	13%	13%	13%	7%	13% C	18% C	7%*	17%	13%	11%	10%*	6%	14% K	18% K
Scottish	134	61	73	18	55	60	7	51	46	31	6	25	44	59
	13%	13%	14%	7%	16% C	16% C	8%*	15%	14%	12%	6%*	10%	16% J	16% J
Other British Isles origins	19	8	10	2	9	8	1	5	10	4	-	4	8	8
	2%	2%	2%	1%	3%	2%	2%*	1%	3%	1%	-*	2%	3%	2%
Western European origins (Net)	121	57	63	24	43	54	10	39	43	29	9	27	31	54
	12%	12%	12%	9%	12%	14%	13%*	11%	13%	12%	8%*	11%	11%	15%
French origins	38	18	20	11	12	15	2	11	14	11	6	11	6	15
	4%	4%	4%	4%	3%	4%	3%*	3%	4%	4%	5%*	5%	2%	4%
Dutch	20	9	11	4	5	12	3	2	12	4	-	4	5	12
	2%	2%	2%	1%	1%	3%	3%*	*	4% G	2%	-*	2%	2%	3%
German	58	23	35	5	21	32	5	20	20	12	-	12	15	31
	6%	5%	7%	2%	6% C	8% C	7%*	6%	6%	5%	-*	5%	5% J	9% J
Other Western European origins	19	12	7	5	10	5	-	11	4	4	3	3	9	5
	2%	3%	1%	2%	3%	1%	-*	3%	1%	2%	3%*	1%	3%	1%
Eastern European origins (Net)	98	51	47	21	29	48	2	37	35	24	10	17	25	46
	10%	11%	9%	8%	8%	13%	2%*	11%	11%	10%	9%*	7%	9%	13%
Hungarian	10	4	6	4	3	3	-	3	4	3	1	2	3	3
	1%	1%	1%	1%	1%	1%	-*	1%	1%	1%	1%*	1%	1%	1%
Polish	40	16	25	9	8	24	2	18	11	10	5	8	5	22
	4%	3%	5%	3%	2%	6% D	2%*	5%	3%	4%	4%*	3%	2%	6% L
Russian	13	8	5	2	4	7	-	2	4	7	-	3	4	7
	1%	2%	1%	1%	1%	2%	-*	1%	1%	3%	-*	1%	1%	2%
Ukrainian	17	8	9	1	4	12	-	5	8	3	-	2	3	12
	2%	2%	2%	*	1%	3% C	-*	1%	3%	1%	-*	1%	1%	3%
Other Eastern European origins	30	18	12	5	15	10	-	11	11	7	4	3	13	10
	3%	4%	2%	2%	4%	3%	-*	3%	3%	3%	3%*	1%	5%	3%
Southern European origins (Net)	64	30	34	16	28	21	9	17	26	13	4	19	20	20
	6%	6%	7%	6%	8%	5%	11%*	5%	8%	5%	4%*	8%	7%	6%
Greek	9	4	5	2	4	2	-	-	7	2	*	3	4	2
	1%	1%	1%	1%	1%	1%	-*	-	2% G	1%	**	1%	1%	1%
Italian	34	14	21	6	14	15	1	10	15	8	1	10	9	15
	3%	3%	4%	2%	4%	4%	2%*	3%	4%	3%	1%*	4%	3%	4%
Portuguese	16	9	8	6	7	3	6	7	2	1	3	4	6	3
	2%	2%	1%	2%	2%	1%	7% HI*	2%	1%	1%	3%*	2%	2%	1%
Spanish	4	2	2	2	2	*	2	-	1	1	-	3	1	*
	*	*	*	1%	1%	*	2%*	-	*	1%	-*	1%	*	*
Other Southern European origins	4	2	2	-	2	2	-	-	3	1	-	-	2	2
	*	*	*	-	1%	*	-*	-	1%	*	-*	-	1%	*
Other European origins (Net)	17	10	7	3	5	9	2	7	5	4	*	2	5	9
	2%	2%	1%	1%	2%	2%	2%*	2%	1%	2%	**	1%	2%	3%
Other Northern European origins (excl. British Isles Origins)	14	7	7	3	4	8	-	7	4	3	*	2	4	8
	1%	2%	1%	1%	1%	2%	-*	2%	1%	1%	**	1%	1%	2%
Other European origins	5	5	*	2	1	2	2	2	*	1	-	2	1	2
	1%	1%	*	1%	*	*	2%*	*	*	1%	-*	1%	*	*
Caribbean origins (Net)	27	9	18	15	5	7	5	6	12	4	8	8	3	7
	3%	2%	4%	5% DE	1%	2%	6%*	2%	3%	2%	7% LM*	3%	1%	2%
Jamaican	17	6	11	11	3	3	3	6	5	3	8	4	2	3
	2%	1%	2%	4% DE	1%	1%	3%*	2%	2%	1%	7% KLM*	2%	1%	1%
Other Caribbean origins	11	4	7	5	2	4	2	2	6	1	-	6	2	4
	1%	1%	1%	2%	1%	1%	3%*	*	2%	1%	-*	2%	1%	1%
Latin, Central and South American origins (Net)	21	9	12	16	4	1	7	6	5	4	9	9	2	1
	2%	2%	2%	6% DE	1%	*	8% GHI*	2%	1%	1%	8% LM*	4% LM	1%	*
Latin, Central and South American origins	21	9	12	16	4	1	7	6	5	4	9	9	2	1
	2%	2%	2%	6% DE	1%	*	8% GHI*	2%	1%	1%	8% LM*	4% LM	1%	*
African origins (Net)	12	9	3	9	3	-	-	8	2	3	5	4	3	-
	1%	2%	1%	3% E	1%	-	-*	2%	*	1%	4% M*	2% M	1%	-
African origins	12	9	3	9	3	-	-	8	2	3	5	4	3	-
	1%	2%	1%	3% E	1%	-	-*	2%	*	1%	4% M*	2% M	1%	-
Asian origins (Net)	135	68	67	64	55	17	5	26	34	70	37	39	43	16
	14%	14%	13%	23% E	16% E	4%	7%*	8%	10%	28% FGH	33% KLM*	16% M	15% M	4%
West Central Asian and Middle Eastern origins	9	4	5	5	4	-	1	-	1	6	2	3	4	-
	1%	1%	1%	2% E	1%	-	2%*	-	*	3% GH	2% M*	1%	1%	-
East Indian	20	7	13	8	10	2	-	5	5	10	5	6	6	2
	2%	1%	2%	3%	3%	1%	-*	2%	1%	4% H	5% M*	2%	2%	1%
Other South Asian origins	20	10	11	12	6	2	3	3	5	10	5	10	3	2
	2%	2%	2%	4% E	2%	1%	3%*	1%	1%	4% GH	4% M*	4% M	1%	1%
Chinese	58	32	26	23	26	9	1	9	14	34	13	16	21	8
	6%	7%	5%	9% E	7% E	2%	2%*	3%	4%	14% FGH	11% M*	7% M	7% M	2%
Filipino	17	7	10	8	6	3	-	4	5	8	5	4	6	3
	2%	2%	2%	3%	2%	1%	-*	1%	1%	3%	4% M*	2%	2%	1%
Other East and Southeast Asian origins	13	9	4	9	4	-	-	5	5	3	8	2	3	-
	1%	2%	1%	3% E	1%	-	-*	2%	1%	1%	7% KLM*	1%	1%	-
Oceania origins (Net)	6	5	*	5	1	-	-	3	2	1	2	4	*	-
	1%	1%	*	2% E	*	-	-*	1%	*	*	1%	2% M	*	-
Oceania origins	6	5	*	5	1	-	-	3	2	1	2	4	*	-
	1%	1%	*	2% E	*	-	-*	1%	*	*	1%	2% M	*	-
Prefer not to answer	73	25	48	33	31	8	9	24	22	17	9	33	22	8
	7%	5%	9% A	12% E	9% E	2%	12%*	7%	7%	7%	8% M*	14% LM	8% M	2%
Sigma	1471	695	776	391	514	566	107	511	502	351	162	349	414	546
	147%	144%	150%	142%	149%	149%	137%	149%	152%	141%	147%	144%	145%	150%

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 (*)