

1. What do your kidneys do?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Cleanse/ filter toxins from blood	353 35%	214 44%	133 26%	6 62%	105 37%	114 33%	133 36%	42 28%	83 30%	127 38%	101 41%	40 37%	108 35%	88 32%	117 37%
Produce/ transform waste into urine	112 11%	43 9%	68 13%	1 16%	34 12%	39 11%	39 10%	10 7%	22 8%	47 14%	33 14%	14 13%	40 13%	26 10%	33 10%
Filter waste/ toxins/ fluids from body	362 36%	163 33%	199 39%	* 5%	95 34%	128 37%	140 37%	53 36%	102 37%	121 36%	87 36%	35 32%	115 37%	94 35%	119 37%
Filter toxins from urine	81 8%	19 4%	61 12%	1 9%	18 7%	26 8%	37 10%	21 14%	17 6%	29 9%	14 6%	2 2%	22 7%	26 9%	31 10%
Cleanse/ filter (unspecified)	118 12%	53 11%	64 13%	2 17%	41 14%	41 12%	37 10%	24 16%	35 13%	36 11%	23 10%	19 18%	32 10%	37 13%	30 10%
Absorb nutrients	1 *	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	1 *	1 1%	- -	1 *	- -
Help body function/ keep you healthy	18 2%	3 1%	15 3%	- -	7 3%	7 2%	4 1%	- -	8 3%	5 1%	5 2%	3 2%	8 3%	4 2%	3 1%
Control fluid balance	21 2%	12 3%	9 2%	- -	14 5%	3 1%	4 1%	8 5%	6 2%	4 1%	3 1%	5 4%	12 4%	3 1%	2 1%
Regulate/ maintain blood pressure	9 1%	2 *	7 1%	- -	1 *	* *	8 2%	4 3%	- -	4 1%	1 *	1 1%	* *	- -	8 2%
Relates to the digestive system/ filter waste from stomach	20 2%	15 3%	5 1%	- -	4 1%	8 2%	7 2%	11 8%	3 1%	4 1%	2 1%	3 3%	8 2%	3 1%	6 2%
Other	19 2%	10 2%	10 2%	- -	7 3%	8 2%	4 1%	- -	4 1%	9 3%	7 3%	1 1%	11 4%	6 2%	2 1%
Nothing	3 *	1 *	2 *	- -	1 *	1 *	1 *	- -	1 *	* *	2 1%	- -	2 1%	1 *	- -
Don't know/ Not stated	43 4%	24 5%	20 4%	- -	14 5%	19 6%	10 3%	- -	25 9%	6 2%	12 5%	4 3%	17 5%	15 6%	8 2%
Sigma	1162 116%	558 115%	595 117%	10 109%	342 122%	397 115%	423 113%	172 118%	306 111%	393 117%	290 119%	127 118%	374 122%	304 112%	358 113%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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2A. What do you know about kidney disease?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N	
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Causes (Net)	39 4%	20 4%	18 4%	- **	9 3%	11 3%	18 5%	2 1%	11 4%	11 3%	15 6%	3 3%	12 4%	12 4%	12 4%
Genetic	2 *	1 *	1 *	- **	1 *	1 *	* *	- *	- *	- *	2 1%	- *	1 *	* *	* *
Caused by Diabetes	15 1%	6 1%	9 2%	- **	2 1%	4 1%	9 2%	2 1%	1 1%	5 2%	6 2%	- *	2 1%	6 2%	6 2%
Caused by high blood pressure	7 1%	4 1%	3 1%	- **	2 1%	1 *	4 1%	- *	- *	3 1%	3 1%	- *	2 1%	2 1%	2 1%
Caused by drinking/ alcoholism	15 2%	12 3%	3 1%	- **	4 2%	6 2%	5 1%	- *	7 2%	4 1%	5 2%	3 3%	5 2%	3 1%	3 1%
Caused by poor diet	5 *	3 1%	2 *	- **	- *	3 1%	2 1%	- *	2 1%	1 *	1 1%	- *	3 1%	1 *	1 *
Caused by unhealthy lifestyle	5 1%	2 *	3 1%	- **	4 1%	* *	1 *	- *	3 1%	- *	3 1%	- *	4 1%	- *	1 *
Symptoms (Net)	158 16%	62 13%	92 18%	4 42%	69 25%	47 14%	42 11%	15 10%	35 12%	53 16%	55 23%	23 21%	64 21%	38 14%	33 10%
Kidneys are damaged/ don't function properly	103 10%	34 7%	66 13%	3 36%	47 17%	30 9%	26 7%	5 4%	28 10%	35 10%	34 14%	20 19%	38 13%	24 9%	20 6%
Can lead to kidney failure	29 3%	11 2%	19 4%	- **	5 2%	16 5%	9 2%	3 2%	6 2%	9 3%	12 5%	12 *	11 3%	10 4%	8 3%
Can lead to kidney stones	31 3%	17 4%	13 3%	- **	16 6%	9 3%	6 2%	13 9%	- H*	8 H	9 H	- *	17 N	8 3%	5 2%
Can lead to cancer	5 *	2 1%	2 *	- **	- *	2 1%	2 1%	- *	- *	2 1%	2 1%	- *	1 *	2 1%	2 1%
Painful	7 1%	2 *	5 1%	- **	3 1%	3 1%	1 *	2 1%	- *	2 1%	3 1%	- *	5 2%	2 1%	- *
Inflammation	1 *	1 *	* *	- **	- *	1 *	* *	- *	- *	1 *	1 *	- *	- *	1 *	* *
Infection	15 1%	10 2%	5 1%	- **	9 3%	3 1%	3 1%	11 8%	- HII*	2 *	2 1%	- *	9 3%	4 2%	2 1%
Jaundice	3 *	- *	2 *	1 16%	2 1%	1 *	- *	- *	2 1%	1 *	1 *	2 2%	1 *	1 *	- *
Treatments (Net)	119 12%	44 9%	74 15%	2 18%	31 11%	44 13%	44 12%	18 12%	22 8%	48 14%	31 13%	11 10%	38 13%	31 12%	38 12%
Treatable (unspecified)	4 *	4 1%	- *	- **	- *	1 *	2 1%	- *	- *	3 1%	1 *	- *	1 *	1 *	2 1%
May require dialysis	98 10%	31 6%	65 13%	2 18%	26 9%	34 10%	37 10%	18 12%	17 6%	36 11%	26 11%	6 5%	34 11%	25 9%	33 10%
May require kidney transplant	42 4%	18 4%	23 5%	1 9%	9 3%	18 5%	16 4%	2 1%	11 4%	21 6%	9 4%	6 6%	8 3%	14 5%	13 4%
No cure/ difficult to treat	5 *	2 *	2 *	- **	- *	1 *	4 1%	2 1%	- *	1 *	2 1%	- *	1 *	1 *	3 1%
Miscellaneous (Net)	152 15%	79 16%	73 14%	- **	37 13%	59 17%	56 15%	15 10%	40 14%	57 17%	40 17%	12 12%	46 15%	49 18%	44 14%
It's bad/ not good (unspecified)	38 4%	26 5%	11 2%	- **	6 2%	16 5%	15 4%	5 3%	9 3%	13 4%	11 4%	5 4%	7 2%	14 5%	11 4%
It's serious/ dangerous/ can be fatal	74 7%	36 7%	39 8%	- **	17 6%	27 8%	30 8%	4 2%	20 7%	31 9%	20 8%	8 7%	20 7%	21 8%	26 8%
You can live with only one kidney	23 2%	9 2%	14 3%	- **	8 3%	5 2%	10 3%	- *	12 4%	6 2%	5 2%	3 3%	7 2%	7 2%	7 2%
Common/ prevalent	14 1%	8 2%	6 1%	- **	4 1%	7 2%	3 1%	- *	2 1%	6 2%	7 3%	- *	6 2%	6 2%	1 *
Different types	2 *	2 *	- *	- **	1 1%	1 *	- *	- *	- *	1 *	1 *	- *	2 1%	- *	- *
Personal experience/ know someone with kidney disease	8 1%	4 1%	4 1%	- **	- *	4 1%	4 1%	- *	5 2%	2 *	1 *	- *	1 *	5 2%	3 1%
Kidneys are important/ needed to live	11 1%	1 *	10 2%	- **	6 2%	2 1%	2 1%	6 4%	- *	3 1%	2 1%	- *	8 3%	1 1%	1 *
Other	43 4%	31 6%	12 2%	- **	13 4%	16 5%	14 4%	9 6%	7 3%	13 4%	14 6%	6 5%	9 3%	19 7%	9 3%
Nothing	550 55%	277 57%	269 53%	4 49%	131 47%	185 53%	234 63%	99 68%	173 62%	174 52%	105 43%	58 54%	145 47%	143 53%	205 65%
Don't know/ Not stated	51 5%	25 5%	26 5%	- **	21 8%	19 5%	11 3%	- *	13 5%	18 5%	20 8%	7 6%	22 7%	13 5%	10 3%
Sigma	1205 120%	577 119%	616 121%	11 127%	336 119%	417 120%	452 121%	182 124%	318 115%	400 119%	305 125%	124 116%	369 121%	335 123%	377 119%

Statistics:
 Overlap formulae used
 - Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N
 Minimum Base: 30 (**), Small Base: 100 (*)
 - Column Means:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N
 Minimum Base: 30 (**), Small Base: 100 (*)

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3A. From what you know, is there a cure for kidney disease?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Yes	151	81	70	-	54	53	45	24	47	35	46	15	61	37	38
	15%	17%	14%	-	19%	15%	12%	16%	17%	10%	19%	14%	20%	14%	12%
No				**				*			I	*	N		
	432	212	218	2	100	158	173	53	115	155	110	40	121	123	148
	43%	44%	43%	27%	36%	46%	46%	36%	41%	46%	45%	37%	39%	45%	47%
I don't know				**			D	*				*			
	419	193	219	7	128	136	156	69	115	147	88	52	125	112	131
	42%	40%	43%	73%	45%	39%	42%	47%	42%	44%	36%	48%	41%	41%	41%
Sigma				**				*		J		*			
	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	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/N

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

- Column Means:

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

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

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3B. Are you at risk for kidney disease?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Yes	109	62	46	2	24	36	50	22	19	48	21	14	22	26	47
	11%	13%	9%	18%	8%	10%	13%	15%	7%	14%	8%	13%	7%	10%	15%
			**					*		HJ		*			L
No	368	164	201	3	113	123	132	37	120	106	105	48	115	93	112
	37%	34%	40%	30%	40%	35%	35%	25%	43%	32%	43%	45%	38%	34%	35%
			**					*	I		GI	*			
I have kidney disease	*	-	*	-	-	-	*	-	-	-	*	-	-	-	*
	*	-	*	-	-	-	*	-	-	-	*	-	-	-	*
			**					*				*			
I don't know	524	260	260	5	145	188	191	88	138	182	117	45	169	153	158
	52%	54%	51%	52%	51%	54%	51%	60%	50%	54%	48%	42%	55%	56%	50%
			**					*				*			
Sigma	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	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/N

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

- Column Means:

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

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

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3C. Do you personally know anyone who has kidney disease?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Yes	215	107	107	1	58	71	86	30	58	60	67	12	78	52	73
	21%	22%	21%	14%	21%	20%	23%	20%	21%	18%	27%	11%	25%	19%	23%
				**				*			I	*	K		
No	706	335	363	7	191	238	277	95	196	254	161	81	196	192	235
	70%	69%	72%	77%	68%	69%	74%	65%	71%	76%	66%	76%	64%	71%	74%
				**				*		J		*			L
I don't know	82	44	37	1	33	38	11	21	22	22	16	14	32	27	8
	8%	9%	7%	9%	12%	11%	3%	15%	8%	7%	7%	13%	10%	10%	3%
				**	F	F		*				N*	N	N	
Sigma	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	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/N

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

- Column Means:

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

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

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GENDER

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Male	486	486	-	-	93	195	198	87	127	158	114	34	125	155	171
	48%	100%	-	-	33%	56%	53%	59%	46%	47%	47%	32%	41%	57%	54%
		B		**		D	D	*				*		KL	KL
Female	507	-	507	-	186	146	175	60	146	175	127	73	176	113	145
	51%	-	100%	-	66%	42%	47%	41%	53%	52%	52%	68%	57%	42%	46%
		A		**	EF			*				MN*	MN		
Another gender	5	-	-	5	3	1	1	-	3	1	1	-	3	1	1
	*	-	-	52%	1%	*	*	-	1%	*	1%	-	1%	*	*
				**				*				*			
Prefer not to answer	4	-	-	4	-	4	-	-	2	2	1	-	2	2	-
	*	-	-	48%	-	1%	-	-	1%	*	*	-	1%	1%	-
				**				*				*			
Sigma	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	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/N

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

- Column Means:

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

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

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AGE

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
18-34 (Net)	282	93	186	3	282	-	-	35	89	80	78	107	174	-	-
	28%	19%	37%	28%	100%	-	-	24%	32%	24%	32%	100%	57%	-	-
			A	**	EF			*			I	LMN*	MN		
18-24	69	28	41	-	69	-	-	8	34	19	8	69	-	-	-
	7%	6%	8%	-	24%	-	-	5%	12%	6%	3%	64%	-	-	-
				**	EF			*	IJ			LMN*			
25-34	213	64	146	3	213	-	-	27	55	61	70	38	174	-	-
	21%	13%	29%	28%	76%	-	-	18%	20%	18%	29%	36%	57%	-	-
			A	**	EF			*			HI	MN*	KMN		
35-54 (Net)	347	195	146	6	-	347	-	65	70	118	94	-	132	215	-
	35%	40%	29%	64%	-	100%	-	44%	25%	35%	38%	-	43%	79%	-
			B	**	DF			H*		H	H	*	KN	KLN	
35-44	158	82	72	3	-	158	-	25	35	50	47	-	132	26	-
	16%	17%	14%	30%	-	45%	-	17%	13%	15%	19%	-	43%	9%	-
				**	DF			*				*	KMN	KN	
45-54	189	112	74	3	-	189	-	39	35	68	46	-	-	189	-
	19%	23%	15%	34%	-	55%	-	27%	13%	20%	19%	-	-	70%	-
			B	**	DF			*		H		*		KLN	
55+ (Net)	374	198	175	1	-	-	374	47	118	137	72	-	-	57	317
	37%	41%	34%	8%	-	-	100%	32%	42%	41%	30%	-	-	21%	100%
				**			DE	*	J	J		*		KL	KLM
55-64	130	59	70	-	-	-	130	10	39	52	29	-	-	57	73
	13%	12%	14%	-	-	-	35%	7%	14%	16%	12%	-	-	21%	23%
				**			DE	*				*		KL	KL
65+	244	139	104	1	-	-	244	37	79	85	43	-	-	-	244
	24%	29%	21%	8%	-	-	65%	25%	28%	25%	18%	-	-	-	77%
			B	**			DE	*	J	J		*			KLM
Sigma	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
18-23	58	27	31	-	58	-	-	8	29	16	5	58	-	-	-
	6%	6%	6%	-	21%	-	-	5%	11%	5%	2%	54%	-	-	-
				**	EF			*	IJ			LMN*			
24-39	286	98	186	3	223	63	-	38	70	83	95	49	237	-	-
	29%	20%	37%	28%	79%	18%	-	26%	25%	25%	39%	46%	77%	-	-
			A	**	EF	F		*			HI	MN*	KMN		
40-55	294	168	119	6	-	284	10	54	64	102	74	-	69	225	-
	29%	35%	24%	64%	-	82%	3%	37%	23%	31%	30%	-	23%	83%	-
			B	**	DF			*				*	KN	KLN	
56+	364	192	171	1	-	-	364	47	113	135	69	-	-	47	317
	36%	40%	34%	8%	-	-	97%	32%	41%	40%	28%	-	-	17%	100%
				**			DE	*	J	J		*		KL	KLM
Mean	49	52.1	46	43.8	28.1	45.2	68.1	50.6	48.6	50.4	46.3	23.3	34.5	50.6	70.2
			B	**		D	DE	*		J		*	K	KL	KLM
STD. DEV.	17.47	17.41	17.11	11.71	4.25	5.65	8.1	18.82	18.41	17.02	15.82	2.27	4.64	4.48	7.08
STD. ERR.	0.55	0.83	0.73	3.9	0.3	0.28	0.41	3.14	1.52	0.83	0.79	0.28	0.27	0.25	0.39
Median	48	51	44	43	29	45	68	49	50	50	43.96	23	33	50	69

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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EDUCATION

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Primary School or less	17	14	4	-	-	12	5	17	-	-	-	-	4	8	5
	2%	3%	1%	-	-	4%	1%	12%	-	-	-	-	1%	3%	2%
Some high school	129	73	56	-	35	52	42	129	-	-	-	14	33	43	38
	13%	15%	11%	-	12%	15%	11%	88%	-	-	-	13%	11%	16%	12%
Graduated high school	277	127	146	4	89	70	118	-	277	-	-	48	68	61	99
	28%	26%	29%	50%	32%	20%	31%	-	100%	-	-	45%	22%	23%	31%
Some college / CEGEP / Trade School	99	47	50	2	32	33	35	-	-	99	-	12	30	26	31
	10%	10%	10%	18%	11%	9%	9%	-	-	30%	-	12%	10%	9%	10%
Graduated from college / CEGEP / Trade School	185	84	100	1	33	75	77	-	-	185	-	11	50	60	64
	18%	17%	20%	9%	12%	22%	21%	-	-	55%	-	11%	16%	22%	20%
Some university, but did not finish	52	27	25	-	15	11	26	-	-	52	-	5	16	9	22
	5%	5%	5%	-	5%	3%	7%	-	-	15%	-	4%	5%	3%	7%
University undergraduate degree	149	66	81	2	45	57	47	-	-	-	149	10	63	40	36
	15%	14%	16%	20%	16%	16%	13%	-	-	-	61%	10%	20%	15%	11%
University graduate degree	94	49	46	*	33	37	25	-	-	-	94	6	42	25	21
	9%	10%	9%	3%	12%	11%	7%	-	-	-	39%	6%	14%	9%	7%
Sigma	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary															
<HS	146	87	60	-	35	65	47	146	-	-	-	14	38	51	43
	15%	18%	12%	-	12%	19%	13%	100%	-	-	-	13%	12%	19%	14%
HS	277	127	146	4	89	70	118	-	277	-	-	48	68	61	99
	28%	26%	29%	50%	32%	20%	31%	-	100%	-	-	45%	22%	23%	31%
Post Sec	336	158	175	2	80	118	137	-	-	336	-	28	96	94	117
	34%	33%	35%	27%	29%	34%	37%	-	-	100%	-	27%	31%	35%	37%
Univ Grad	243	114	127	2	78	94	72	-	-	-	243	17	104	65	57
	24%	24%	25%	23%	28%	27%	19%	-	-	-	100%	16%	34%	24%	18%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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REGION

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
BC	134	63	71	-	24	42	68	16	46	44	28	15	24	35	61
	13%	13%	14%	-	9%	12%	18%	11%	17%	13%	12%	14%	8%	13%	19%
AB	113	63	49	2	41	45	28	16	26	41	30	15	46	28	24
	11%	13%	10%	18%	14%	13%	7%	11%	9%	12%	12%	14%	15%	10%	8%
SK/MB	62	32	30	*	7	16	38	17	15	16	14	1	14	11	37
	6%	7%	6%	3%	3%	5%	10%	12%	6%	5%	6%	1%	4%	4%	12%
Ontario	386	182	202	2	95	147	144	44	92	146	104	38	103	127	118
	38%	37%	40%	24%	34%	43%	38%	30%	33%	44%	43%	36%	34%	47%	37%
Quebec	239	119	118	2	95	70	75	47	74	69	50	29	102	48	61
	24%	25%	23%	21%	34%	20%	20%	32%	27%	21%	20%	27%	33%	18%	19%
Atlantic Canada	67	27	37	3	19	27	21	7	23	20	18	9	18	24	16
	7%	5%	7%	34%	7%	8%	6%	4%	8%	6%	7%	8%	6%	9%	5%
Sigma	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	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/N

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

- Column Means:

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

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

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INCOME

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
<\$25K	114 11%	59 12%	56 11%	- **	30 11%	55 16%	30 8%	34 23%	37 13%	30 9%	14 6%	17 16%	33 11%	40 15%	24 8%
\$25K - <\$55K	297 30%	132 27%	162 32%	3 36%	84 30%	74 21%	139 37%	74 50%	100 36%	86 26%	37 15%	31 29%	86 28%	59 22%	121 38%
\$55K - <\$100K	302 30%	151 31%	146 29%	4 46%	91 32%	96 28%	115 31%	30 21%	89 32%	110 33%	72 30%	31 29%	89 29%	84 31%	97 31%
\$100K - <\$150K	147 15%	88 18%	59 12%	* 3%	35 13%	71 21%	41 11%	9 6%	16 6%	58 17%	64 26%	8 7%	56 18%	52 19%	31 10%
\$150K+	79 8%	42 9%	36 7%	- **	22 8%	35 10%	22 6%	- *	16 6%	27 8%	36 15%	9 8%	27 9%	25 9%	18 6%
Prefer not to answer	63 6%	14 3%	48 9%	1 14%	19 7%	17 5%	27 7%	- -	18 6%	25 7%	20 8%	11 11%	15 5%	12 4%	26 8%
Sigma	1002 100%	486 100%	507 100%	9 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%	107 100%	306 100%	272 100%	317 100%
Summary															
Under \$50K	345 34%	160 33%	182 36%	3 36%	95 34%	111 32%	139 37%	92 63%	113 41%	102 30%	39 16%	36 34%	105 34%	84 31%	120 38%
\$50K+	594 59%	312 64%	277 55%	4 50%	167 59%	219 63%	208 56%	208 37%	146 53%	209 62%	184 76%	60 56%	186 61%	177 65%	171 54%
Under \$40K	268 27%	122 25%	143 28%	3 36%	70 25%	89 26%	109 29%	77 53%	87 31%	77 23%	28 11%	35 33%	73 24%	67 25%	93 29%
\$40K to less than \$60K	172 17%	82 17%	88 17%	2 21%	48 17%	50 15%	74 20%	31 21%	63 23%	48 14%	31 13%	14 13%	53 17%	43 16%	63 20%
\$60K to less than \$100K	272 27%	137 28%	133 26%	2 25%	88 31%	84 24%	101 27%	30 21%	76 27%	101 30%	66 27%	30 28%	82 27%	74 27%	86 27%
\$100K or more	226 23%	130 27%	95 19%	* 3%	57 20%	106 31%	63 17%	9 6%	32 12%	85 25%	99 41%	17 16%	84 27%	76 28%	49 16%
Mean (,000)	76.1	79.1	73.4	54.2	76.3	82.5	69.8	47.8	64.1	80.3	102.7	70.4	80.8	80.9	68.9
STD. DEV.	54.77	53.82	55.93	26.4	57.46	59.92	46.33	31.01	48.6	53.11	62.71	59.43	58.41	56.93	46.07
STD. ERR.	1.79	2.48	2.61	9.49	3.55	3.3	2.49	2.56	3.02	3.01	4.2	6.07	3.42	3.53	2.7

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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HOUSEHOLD COMPOSITION

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Kids	240	110	126	5	80	144	16	39	46	80	75	18	125	93	4
	24%	23%	25%	51%	29%	42%	4%	27%	17%	24%	31%	17%	41%	34%	1%
No Kids				**	F	DF		*			HI	N*	KN	KN	
	762	375	382	4	201	202	358	107	231	255	168	89	181	179	312
	76%	77%	75%	49%	71%	58%	96%	73%	83%	76%	69%	83%	59%	66%	99%
Sigma				**	E		DE	*	J	J		LM*			KLM
	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	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/N

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

- Column Means:

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

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

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

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
1	207 21%	107 22%	100 20%	1 8%	29 10%	76 22%	102 27%	29 20%	55 20%	77 23%	47 19%	4 3%	52 17%	62 23%	90 28%
				**		D	D	*				*	K	K	KL
2	416 42%	203 42%	211 42%	3 28%	104 37%	87 25%	225 60%	64 44%	132 48%	132 39%	89 36%	32 30%	102 33%	89 33%	193 61%
				**	E		DE	*	J			*			KLM
3	166 17%	78 16%	86 17%	3 30%	50 18%	81 23%	35 9%	16 11%	43 16%	58 17%	49 20%	27 25%	60 20%	54 20%	25 8%
				**	F	F		*				N*	N	N	
4	139 14%	66 13%	71 14%	2 19%	63 23%	68 20%	7 2%	22 15%	28 10%	47 14%	41 17%	18 17%	67 22%	48 18%	6 2%
				**	F	F		*				N*	N	N	
5	48 5%	21 4%	26 5%	* 5%	26 9%	18 5%	3 1%	11 8%	9 3%	16 5%	12 5%	19 18%	15 5%	11 4%	2 1%
				**	F	F		*				LMN*	N	N	
6	21 2%	10 2%	11 2%	- -	7 2%	13 4%	1 *	4 3%	10 4%	3 1%	4 2%	5 5%	9 3%	6 2%	1 *
				**		F		*				N*	N		
7	4 *	2 *	1 *	1 9%	1 *	3 1%	- -	- -	- -	2 1%	2 1%	1 1%	1 *	1 1%	- -
				**				*				*			
8	* *	- -	* *	- -	- -	* *	- -	- -	- -	- -	* *	- -	* *	- -	- -
				**				*				*			
12+	1 *	- -	1 *	- *	1 *	- -	- -	- -	- -	- -	1 *	1 1%	- -	- -	- -
				**				*				*			
Sigma	1002 100%	486 100%	507 100%	9 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%	107 100%	306 100%	272 100%	317 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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EMPLOYMENT STATUS

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Employed full-time	405 40%	210 43%	193 38%	2 19%	149 53%	199 57%	57 15%	48 33%	81 29%	134 40%	141 58%	31 29%	199 65%	144 53%	30 10%
				**	F	F		*		H	GHI	N*	KMN	KN	
Employed part-time	72 7%	36 7%	35 7%	* 5%	26 9%	29 8%	17 4%	6 4%	23 8%	24 7%	18 8%	18 17%	21 7%	16 6%	16 5%
				**				*				LMN*			
Self employed	56 6%	26 5%	30 6%	- -	13 5%	23 7%	20 5%	4 3%	18 6%	20 6%	15 6%	3 2%	16 5%	26 9%	13 4%
				**				*				*		N	
Unemployed but looking for a job	54 5%	19 4%	35 7%	- -	26 9%	24 7%	4 1%	14 10%	6 2%	22 7%	12 5%	14 13%	21 7%	18 7%	2 1%
				**	F	F		*		H		N*	N	N	
Unemployed and not looking for a job/Long-term sick or disabled	56 6%	23 5%	31 6%	3 28%	15 5%	31 9%	11 3%	14 10%	23 8%	16 5%	2 1%	6 5%	20 7%	21 8%	9 3%
				**		F		J*	J	J		*		N	
Full-time parent, homemaker	51 5%	6 1%	44 9%	1 9%	15 5%	21 6%	16 4%	20 13%	17 6%	11 3%	4 2%	4 4%	17 5%	23 8%	8 2%
			A	**				IJ*	J			*		N	
Retired	260 26%	152 31%	105 21%	3 38%	1 1%	11 3%	247 66%	40 27%	83 30%	93 28%	44 18%	- -	4 1%	18 7%	237 75%
			B	**			DE	*	J	J		*		L	KLM
Student/Pupil	38 4%	11 2%	27 5%	- -	34 12%	4 1%	1 *	- -	22 8%	12 4%	4 1%	31 29%	5 2%	3 1%	- -
			A	**	EF			*	IJ			LMN*			
Prefer not to answer	10 1%	4 1%	7 1%	- -	3 1%	5 2%	2 1%	- -	3 1%	5 1%	3 1%	1 1%	4 1%	4 2%	1 *
				**				*				*			
Sigma	1002 100%	486 100%	507 100%	9 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%	107 100%	306 100%	272 100%	317 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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USMAR2. What is your marital status?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Single, never married	294	135	156	3	140	108	47	49	97	84	64	74	116	71	33
	29%	28%	31%	38%	50%	31%	13%	34%	35%	25%	26%	69%	38%	26%	11%
Living with partner	167	72	95	-	89	47	31	36	38	56	36	20	86	36	24
	17%	15%	19%	-	32%	13%	8%	25%	14%	17%	15%	19%	28%	13%	8%
Married	407	220	183	5	46	148	213	43	109	139	117	12	89	119	188
	41%	45%	36%	55%	17%	43%	57%	30%	39%	41%	48%	11%	29%	44%	59%
Widowed	41	24	18	-	1	8	32	8	11	17	5	-	4	10	27
	4%	5%	4%	-	1%	2%	9%	6%	4%	5%	2%	-	1%	4%	9%
Divorced or separated	92	35	56	1	5	36	51	9	21	39	22	1	11	36	44
	9%	7%	11%	8%	2%	10%	14%	6%	8%	12%	9%	1%	4%	13%	14%
Sigma	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	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/N

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

- Column Means:

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

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

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

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
All of it	512 51%	223 46%	287 57%	2 27%	123 44%	193 56%	196 52%	72 49%	143 52%	167 50%	130 53%	34 32%	167 55%	152 56%	159 50%
			A	**		D		*				*	K	K	K
Almost all of it	189 19%	95 20%	90 18%	4 50%	52 18%	66 19%	72 19%	32 22%	42 15%	65 19%	50 21%	4 4%	75 24%	48 18%	63 20%
				**				*				*	K	K	K
About half of it	207 21%	113 23%	93 18%	1 9%	71 25%	57 16%	79 21%	31 21%	63 23%	68 20%	45 18%	43 40%	48 16%	47 17%	69 22%
				**				*				LMN*			
Less than half of it	70 7%	43 9%	25 5%	1 14%	22 8%	26 8%	21 6%	8 6%	16 6%	29 9%	16 7%	14 13%	16 5%	19 7%	21 7%
				**				*				*			
None	24 2%	12 2%	12 2%	- -	14 5%	5 1%	6 1%	2 2%	12 4%	8 2%	2 1%	13 12%	1 *	5 2%	6 2%
				**				*	J			LMN*			
Sigma	1002 100%	486 100%	507 100%	9 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%	107 100%	306 100%	272 100%	317 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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CAPOGRP. Are you

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Indigenous	32 3%	14 3%	17 3%	- - **	14 5%	9 3%	9 2%	2 1%	5 2%	19 6%	5 2%	5 5%	13 4%	8 3%	5 2%
White only	804 80%	386 79%	410 81%	7 82% **	214 76%	254 73%	336 90%	138 95%	240 87%	265 79%	159 65%	78 73%	229 75%	206 76%	290 92%
Black only	26 3%	16 3%	10 2%	- - **	13 5%	12 4%	- -	- -	5 2%	9 3%	12 5%	6 5%	16 5%	4 2%	- -
Asian (single identity only)	77 8%	33 7%	44 9%	- - **	25 9%	40 11%	11 3%	3 2%	13 5%	19 6%	41 17%	10 10%	30 10%	29 11%	7 2%
Latin American only	11 1%	8 2%	3 1%	- - **	4 2%	7 2%	- -	- -	2 1%	4 1%	6 2%	2 2%	6 2%	4 1%	- -
Arab only	4 *	2 *	2 *	- - **	- -	4 1%	- -	- -	- -	1 *	2 1%	- -	2 1%	1 1%	- -
Other only	11 1%	5 1%	6 1%	- - **	2 1%	5 1%	5 1%	- -	2 1%	5 1%	4 2%	- -	3 1%	4 1%	4 1%
Multiple visible minorities	4 *	3 1%	1 *	- - **	1 *	2 1%	1 *	- -	- -	1 *	3 1%	- -	1 *	3 1%	- -
White and visible minority(ies)	15 2%	9 2%	6 1%	- - **	7 3%	6 2%	2 1%	- -	7 3%	4 1%	4 2%	5 5%	3 1%	4 2%	2 1%
Prefer not to answer	19 2%	8 2%	9 2%	2 18% **	1 *	8 2%	10 3%	2 2%	2 1%	8 2%	6 3%	- -	3 1%	8 3%	8 2%
Sigma	1002 100%	486 100%	507 100%	9 100%	282 100%	347 100%	374 100%	146 100%	277 100%	336 100%	243 100%	107 100%	306 100%	272 100%	317 100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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CA01POPCONSENT. The next questions will be about how you identify as part of different population groups. A "Prefer not to answer" option is available for you to select, at your discretion. Collecting such information enables us to provide a more refined research analysis. Participation is always voluntary, and your responses are used for research purposes only, combined with the answers from all other participants. We will provide our client only anonymous, aggregated results. The data will be held for no longer than 12 months. Do you accept the collection of data related to how you identify as part of different population groups?

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
Yes, I accept	993	480	504	9	282	343	369	144	275	332	242	107	306	267	313
	99%	99%	99%	100%	100%	99%	99%	98%	99%	99%	99%	100%	100%	98%	99%
				**				*				*			
No, I don't accept	9	5	4	-	-	4	5	2	2	3	2	-	-	5	4
	1%	1%	1%	-	-	1%	1%	2%	1%	1%	1%	-	-	2%	1%
				**				*				*			
Sigma	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
	100%	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/N

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

- Column Means:

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

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

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CA01IND. Are you an Indigenous person, that is, First Nations (North American Indian), Métis or Inuk (Inuit)? If "Yes", choose the option(s) that best describe(s) you. First Nations (North American Indian) includes both Status and Non-Status Indians.

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Respondents (unwtd)	1002	440	553	9	195	420	387	36	146	420	400	64	302	311	325
Base: All Respondents (wtd)	1002	486	507	9	282	347	374	146	277	336	243	107	306	272	317
No, not an Indigenous person	950	459	484	7	266	326	357	142	268	306	234	102	291	252	305
	95%	94%	95%	82%	95%	94%	96%	97%	97%	91%	96%	95%	95%	93%	96%
				**				*	I		I	*			
Yes, First Nations (North American Indian)	16	7	10	-	8	6	2	-	1	11	4	5	8	2	2
	2%	1%	2%	-	3%	2%	*	-	1%	3%	2%	5%	3%	1%	*
				**				*				N*			
Yes, Métis	18	10	9	-	5	5	8	2	5	10	2	1	6	6	5
	2%	2%	2%	-	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	1%
				**				*		J		*			
Yes, Inuk (Inuit)	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-
	*	-	*	-	*	-	-	-	-	-	*	-	*	-	-
				**				*				*			
Prefer not to answer	21	12	7	2	1	11	8	2	3	11	4	-	3	12	6
	2%	3%	1%	18%	1%	3%	2%	2%	1%	3%	2%	-	1%	4%	2%
				**				*				*		L	
Sigma	1006	487	510	9	282	349	375	146	278	337	245	108	308	272	318
	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	101%	101%	101%	100%	100%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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CA02VISMIN. Are you: Mark more than one option or specify, if applicable.

	Total	Gender			AGE			EDUCATION				Generation			
		Male	Female	Other/Pref er not to answer	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	N
Base: All Answering (unwtd)	966	425	532	9	181	406	379	35	143	396	392	58	288	300	320
Base: All Answering (wtd)	970	471	490	9	268	337	365	144	272	316	238	102	293	264	311
White	819 84%	395 84%	416 85%	7 82%	221 83%	260 77%	338 93%	138 96%	248 91%	270 85%	163 68%	84 82%	232 79%	211 80%	292 94%
				**			DE	J*	J	J		*			KLM
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	33 3%	16 3%	17 3%	- -	14 5%	15 5%	3 1%	3 2%	4 2%	6 2%	19 8%	1 1%	18 6%	11 4%	3 1%
				**	F	F		*			HI	*	N	N	
Chinese	30 3%	14 3%	16 3%	- -	11 4%	13 4%	6 2%	- -	6 2%	6 2%	18 8%	9 9%	6 2%	11 4%	5 1%
				**				*			HI	N*			
Black	28 3%	18 4%	10 2%	- -	13 5%	14 4%	1 *	- -	5 2%	10 3%	12 5%	6 6%	17 6%	5 2%	1 *
				**	F	F		*				N*	N		
Filipino	11 1%	3 1%	8 2%	- -	5 2%	5 2%	1 *	- -	6 2%	2 1%	2 1%	5 5%	4 2%	2 1%	- -
				**				*				N*			
Latin American	14 1%	9 2%	5 1%	- -	5 2%	8 2%	1 *	- -	2 1%	4 1%	8 3%	2 2%	7 2%	5 2%	1 *
				**				*				*			
Arab	5 1%	3 1%	2 *	- -	- -	5 1%	- -	- -	- -	1 *	3 1%	- -	3 1%	2 1%	- -
				**				*				*			
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	7 1%	5 1%	2 *	- -	2 1%	4 1%	1 *	- -	2 1%	3 1%	2 1%	1 1%	1 *	5 2%	- -
				**				*				*		N	
West Asian (e.g., Iranian, Afghan, etc.)	3 *	2 *	1 *	- -	1 *	3 1%	- -	- -	- -	1 *	2 1%	1 1%	1 *	1 1%	- -
				**				*				*			
Korean	1 *	1 *	* *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -
				**				*				*			
Japanese	6 1%	3 1%	3 1%	- -	1 *	3 1%	2 *	- -	2 1%	2 1%	2 1%	- -	1 *	5 2%	- -
				**				*				*			
Other	15 2%	7 2%	7 2%	- -	3 1%	6 2%	6 2%	- -	2 1%	8 2%	5 2%	- -	5 2%	5 2%	5 2%
				**				*				*			
Prefer not to answer	18 2%	8 2%	8 2%	2 18%	1 *	7 2%	10 3%	2 2%	2 1%	7 2%	6 3%	- -	2 1%	8 3%	8 2%
				**				*				*			
Sigma	989 102%	484 103%	497 101%	9 100%	276 103%	344 102%	369 101%	144 100%	279 103%	321 101%	245 103%	107 105%	297 101%	271 103%	314 101%

Statistics:

Overlap formulae used

- Column Proportions:

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

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

- Column Means:

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

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

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