

Q1. How comfortable are you learning, using and adapting to new technology in your day-to-day life?

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	2178	1095	1060	23	651	763	764	352	658	576	561	593	288	237	138	852	522	141
	87%	90%	84%	93%	95%	93%	77%	96%	95%	90%	75%	74%	84%	85%	89%	88%	90%	84%
		E		**	I	I		LMN	LMN	MN							O	
Very comfortable (4)	979	560	407	11	383	357	238	214	348	249	161	168	113	116	46	378	264	60
	39%	46%	32%	45%	56%	44%	24%	58%	50%	39%	22%	21%	33%	42%	30%	39%	45%	36%
		E		**	HI	I		KLMN	LMN	MN				Q		Q	OQRT	
Somewhat comfortable (3)	1200	535	653	12	268	406	526	138	310	327	400	425	175	121	92	473	257	81
	48%	44%	52%	48%	39%	50%	53%	38%	45%	51%	54%	53%	51%	43%	59%	49%	44%	48%
			D	**		G	G			JK	JK	JK			PRS			
Bottom 2 Box (Net)	322	120	200	2	32	57	233	15	37	66	186	204	57	43	17	118	61	26
	13%	10%	16%	7%	5%	7%	23%	4%	5%	10%	25%	26%	17%	15%	11%	12%	10%	16%
			D	**			GH			JK	JKL	JKL	S					
Not very comfortable (2)	261	101	159	1	26	47	188	11	31	57	147	162	44	36	12	97	50	22
	10%	8%	13%	3%	4%	6%	19%	3%	5%	9%	20%	20%	13%	13%	8%	10%	9%	13%
			D	**			GH			JK	JKL	JKL						
Not at all comfortable (1)	61	19	41	1	6	10	45	4	6	9	40	42	13	7	5	21	10	4
	2%	2%	3%	4%	1%	1%	5%	1%	1%	2%	5%	5%	4%	3%	4%	2%	2%	3%
			D	**			GH				JKL	JKL						
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.24	3.35	3.13	3.34	3.51	3.35	2.96	3.53	3.44	3.27	2.91	2.9	3.12	3.24	3.15	3.25	3.33	3.18
		E		**	HI	I		LMN	LMN	MN						O	OQRT	
Std. Dev.	0.73	0.7	0.75	0.74	0.61	0.65	0.78	0.61	0.62	0.68	0.79	0.78	0.77	0.77	0.7	0.72	0.71	0.75
Std. Err.	0.01	0.02	0.02	0.15	0.02	0.02	0.02	0.03	0.02	0.03	0.03	0.03	0.04	0.05	0.06	0.02	0.03	0.06

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q2. How familiar are you with artificial intelligence (AI), its uses and applications in your day-to-day life?

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	1487	820	649	18	542	526	419	306	492	391	285	298	191	176	77	668	271	103
	60%	68%	52%	74%	79%	64%	42%	83%	71%	61%	38%	37%	56%	63%	50%	69%	47%	61%
		E		**	HI	I		KLMN	LMN	MN			S	QS		OQS		S
Very familiar (4)	352	220	125	8	192	117	44	121	134	71	24	26	41	49	17	171	58	17
	14%	18%	10%	30%	28%	14%	4%	33%	19%	11%	3%	3%	12%	18%	11%	18%	10%	10%
		E		**	HI	I		KLMN	LMN	MN				S		OQST		
Somewhat familiar (3)	1135	600	524	11	350	410	375	185	358	320	261	272	151	127	61	497	213	86
	45%	49%	42%	43%	51%	50%	38%	51%	52%	50%	35%	34%	44%	46%	39%	51%	37%	51%
		E		**	I	I		MN	MN	MN				S		OQS		QS
Bottom 2 Box (Net)	1013	395	611	7	141	294	579	61	202	251	462	499	154	104	78	302	312	65
	41%	33%	49%	26%	21%	36%	58%	17%	29%	39%	62%	63%	45%	37%	50%	31%	54%	39%
			D	**		G	GH		J	JK	JKL	JKL	R		PR		OPRT	
Not very familiar (2)	831	335	489	7	125	246	460	54	177	208	362	392	114	83	63	244	277	48
	33%	28%	39%	26%	18%	30%	46%	15%	25%	32%	49%	49%	33%	30%	41%	25%	48%	29%
			D	**		G	GH		J	JK	JKL	JKL	R		PRT		OPRT	
Not at all familiar (1)	183	60	123	-	16	48	119	7	26	43	100	107	40	21	14	57	34	16
	7%	5%	10%	-	2%	6%	12%	2%	4%	7%	13%	14%	12%	7%	9%	6%	6%	10%
			D	**		G	GH			JK	JKL	JKL	RS					
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.66	2.81	2.52	3.04	3.05	2.73	2.34	3.14	2.87	2.65	2.28	2.27	2.56	2.73	2.51	2.81	2.5	2.62
		E		**	HI	I		KLMN	LMN	MN				OQS		OQST		
Std. Dev.	0.81	0.79	0.8	0.77	0.75	0.78	0.74	0.73	0.76	0.76	0.73	0.73	0.85	0.83	0.81	0.79	0.75	0.8
Std. Err.	0.02	0.02	0.02	0.15	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.03	0.05	0.05	0.06	0.03	0.03	0.06

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Base: Total Answering																		
True	1396	764	617	14	422	481	492	219	432	378	347	366	203	167	77	592	270	87
	56%	63%	49%	57%	62%	59%	49%	60%	62%	59%	47%	46%	59%	60%	50%	61%	46%	52%
		E		**	I	I		MN	MN	MN			S	S		QST		
False	263	141	122	1	95	83	86	58	75	63	63	68	27	27	12	98	79	20
	11%	12%	10%	3%	14%	10%	9%	16%	11%	10%	9%	9%	8%	10%	8%	10%	14%	12%
				**	HI			KLMN									O	
No idea - I can't even guess	841	310	521	10	165	256	419	89	187	200	337	364	115	86	66	280	234	60
	34%	26%	41%	39%	24%	31%	42%	24%	27%	31%	45%	46%	33%	31%	42%	29%	40%	36%
			D	**		G	GH			J	JKL	JKL			PR		PR	
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
True	1016	600	409	7	267	349	400	141	295	266	289	314	154	122	61	407	202	70
	41%	49%	32%	28%	39%	43%	40%	38%	42%	42%	39%	39%	45%	44%	39%	42%	35%	42%
		E		**									S	S		S		
False	670	308	350	12	232	221	217	135	193	170	168	173	77	74	40	262	171	47
	27%	25%	28%	47%	34%	27%	22%	37%	28%	27%	23%	22%	22%	26%	26%	27%	29%	28%
				**	HI	I		KLMN	MN		N						O	
No idea - I can't even guess	814	307	501	6	183	250	380	91	207	205	291	311	114	84	55	301	209	51
	33%	25%	40%	25%	27%	31%	38%	25%	30%	32%	39%	39%	33%	30%	35%	31%	36%	30%
			D	**			GH			J	JKL	JKL						
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
True	300	176	124	-	117	118	66	64	108	80	48	49	30	41	11	112	87	19
	12%	15%	10%	-	17%	14%	7%	17%	16%	12%	6%	6%	9%	15%	7%	12%	15%	11%
		E		**	I	I		MN	MN	MN				Q			OQ	
False	1469	818	634	18	395	481	593	215	409	381	432	464	218	169	82	596	315	91
	59%	67%	50%	72%	58%	59%	59%	59%	59%	60%	58%	58%	63%	60%	53%	61%	54%	54%
		E		**									QS			S		
No idea - I can't even guess	731	222	502	7	171	221	339	89	178	180	267	284	97	71	62	263	180	58
	29%	18%	40%	28%	25%	27%	34%	24%	26%	28%	36%	36%	28%	25%	40%	27%	31%	35%
			D	**			GH				JKL	JKL			OPRS			
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Base: Total Answering																		
True	1831	943	873	15	476	597	758	251	502	477	566	601	261	207	109	709	424	122
	73%	78%	69%	59%	70%	73%	76%	68%	72%	74%	76%	75%	76%	74%	70%	73%	73%	73%
		E		**			G				J	J						
False	304	148	149	7	126	104	73	72	104	71	54	56	38	30	23	134	60	19
	12%	12%	12%	28%	19%	13%	7%	20%	15%	11%	7%	7%	11%	11%	15%	14%	10%	11%
				**	HI	I		LMN	MN	MN								
No idea - I can't even guess	365	124	237	4	80	119	166	44	88	94	127	140	46	43	23	127	98	27
	15%	10%	19%	14%	12%	15%	17%	12%	13%	15%	17%	18%	13%	15%	15%	13%	17%	16%
			D	**			G				K	JK						
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
True	1655	830	806	19	469	558	628	251	475	435	469	493	217	196	104	672	351	114
	66%	68%	64%	75%	69%	68%	63%	68%	68%	68%	63%	62%	63%	70%	67%	69%	60%	68%
		E		**	I	I			MN	N				S		S		
False	235	132	102	1	82	80	73	47	79	58	47	50	29	23	16	90	67	10
	9%	11%	8%	4%	12%	10%	7%	13%	11%	9%	6%	6%	8%	8%	10%	9%	12%	6%
		E		**	I			MN	MN									
No idea - I can't even guess	610	253	351	5	132	182	297	69	140	148	231	253	99	61	35	208	164	43
	24%	21%	28%	22%	19%	22%	30%	19%	20%	23%	31%	32%	29%	22%	22%	21%	28%	26%
			D	**			GH				JKL	JKL	R				R	
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
True	1779	920	841	18	470	580	728	252	487	465	541	575	235	210	112	717	388	117
	71%	76%	67%	71%	69%	71%	73%	69%	70%	73%	72%	72%	68%	75%	72%	74%	67%	70%
		E		**										S		S		
False	221	119	102	1	95	84	43	59	78	55	26	29	31	20	9	87	61	12
	9%	10%	8%	4%	14%	10%	4%	16%	11%	9%	4%	4%	9%	7%	6%	9%	11%	7%
				**	I	I		LMN	MN	MN								
No idea - I can't even guess	500	176	318	6	117	156	226	56	129	121	181	193	79	50	33	165	134	39
	20%	15%	25%	25%	17%	19%	23%	15%	19%	19%	24%	24%	23%	18%	22%	17%	23%	23%
			D	**			G				JKL	JKL	R				R	
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
True	490	253	234	3	165	168	156	90	153	125	118	122	56	54	25	209	118	29
	20%	21%	19%	11%	24%	21%	16%	24%	22%	19%	16%	15%	16%	19%	16%	22%	20%	17%
				**	I	I		MN	MN									
False	1547	777	749	20	399	515	633	214	422	409	472	501	213	171	103	600	361	99
	62%	64%	60%	80%	59%	63%	63%	58%	61%	64%	63%	63%	62%	61%	66%	62%	62%	59%
		E		**														
No idea - I can't even guess	463	185	276	2	118	137	209	63	119	107	158	174	76	56	27	162	103	39
	19%	15%	22%	9%	17%	17%	21%	17%	17%	17%	21%	22%	22%	20%	18%	17%	18%	23%
			D	**			H					KL						
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:
- Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
- Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
- Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
- Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
True	2015	995	1000	20	554	669	792	299	569	517	593	630	293	216	121	790	459	137
	81%	82%	79%	80%	81%	82%	79%	81%	82%	81%	79%	79%	85%	77%	78%	82%	79%	82%
				**									PS					
False	112	73	38	1	53	37	22	31	43	22	15	15	10	11	6	52	28	3
	5%	6%	3%	3%	8%	5%	2%	9%	6%	4%	2%	2%	3%	4%	4%	5%	5%	2%
		E		**	HI	I		LMN	LMN									
No idea - I can't even guess	373	147	222	4	76	114	184	37	83	102	140	151	42	53	28	127	96	27
	15%	12%	18%	17%	11%	14%	18%	10%	12%	16%	19%	19%	12%	19%	18%	13%	16%	16%
			D	**			GH			J	JK	JK		R				
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Base: Total Answering																		
True	523	307	216	-	182	177	164	99	171	125	120	128	65	55	37	227	109	29
	21%	25%	17%	-	27%	22%	16%	27%	25%	20%	16%	16%	19%	20%	24%	23%	19%	17%
		E		**	HI	I		LMN	LMN							S		
False	1456	716	720	20	399	490	568	222	400	387	420	447	201	166	84	576	335	94
	58%	59%	57%	80%	58%	60%	57%	61%	58%	60%	56%	56%	58%	60%	54%	59%	58%	56%
				**														
No idea - I can't even guess	521	192	323	5	102	154	265	46	124	129	207	222	80	58	34	167	138	45
	21%	16%	26%	20%	15%	19%	27%	13%	18%	20%	28%	28%	23%	21%	22%	17%	24%	27%
			D	**			GH			J	JKL	JKL	R				R	R
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
True	2042	1016	1003	23	549	675	818	288	569	537	609	648	287	223	122	802	471	137
	82%	84%	80%	92%	80%	82%	82%	79%	82%	84%	82%	81%	83%	80%	79%	83%	81%	82%
		E		**														
False	121	71	50	-	51	54	15	40	48	23	10	10	13	11	6	54	32	4
	5%	6%	4%	-	8%	7%	2%	11%	7%	4%	1%	1%	4%	4%	4%	6%	5%	2%
		E		**	I	I		LMN	LMN	MN								
No idea - I can't even guess	337	127	208	2	83	91	164	39	78	81	129	139	44	46	27	114	80	27
	14%	11%	17%	8%	12%	11%	16%	11%	11%	13%	17%	17%	13%	16%	17%	12%	14%	16%
			D	**			GH				JKL	JKL						
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:
- Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
- Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
- Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
- Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2392	1142	1225	25	600	809	983	320	653	641	730	778	274	246	154	982	573	163
Base: Total Answering	2375	1182	1168	25	652	776	947	355	653	612	710	755	328	266	144	936	546	156
AI is used in detecting fraudulent transactions in banking	1396	764	617	14	422	481	492	219	432	378	347	366	203	167	77	592	270	87
	59%	65%	53%	57%	65%	62%	52%	62%	66%	62%	49%	48%	62%	63%	54%	63%	49%	56%
		E		**	I	I		MN	MN	MN			S	S		QS		
AI can help in diagnosing diseases faster and more accurately than human doctors	1016	600	409	7	267	349	400	141	295	266	289	314	154	122	61	407	202	70
	43%	51%	35%	28%	41%	45%	42%	40%	45%	44%	41%	42%	47%	46%	42%	44%	37%	45%
		E		**									S	S		S		
AI can predict future stock market trends with 100% accuracy	1469	818	634	18	395	481	593	215	409	381	432	464	218	169	82	596	315	91
	62%	69%	54%	72%	61%	62%	63%	61%	63%	62%	61%	62%	66%	64%	57%	64%	58%	58%
		E		**									S			S		
AI can create realistic art and music	1831	943	873	15	476	597	758	251	502	477	566	601	261	207	109	709	424	122
	77%	80%	75%	59%	73%	77%	80%	71%	77%	78%	80%	80%	80%	78%	76%	76%	78%	78%
		E		**			G			J	J	J						
AI is responsible for curating personalized news feeds and advertisements online	1655	830	806	19	469	558	628	251	475	435	469	493	217	196	104	672	351	114
	70%	70%	69%	75%	72%	72%	66%	71%	73%	71%	66%	65%	66%	74%	72%	72%	64%	73%
				**	I	I			MN	N				S		S		
AI is used in autonomous vehicles to navigate and make driving decisions	1779	920	841	18	470	580	728	252	487	465	541	575	235	210	112	717	388	117
	75%	78%	72%	71%	72%	75%	77%	71%	75%	76%	76%	76%	72%	79%	78%	77%	71%	75%
		E		**										S		S		
AI can replace all human jobs in the next decade	1547	777	749	20	399	515	633	214	422	409	472	501	213	171	103	600	361	99
	65%	66%	64%	80%	61%	66%	67%	60%	65%	67%	67%	66%	65%	64%	71%	64%	66%	64%
				**			G											
AI is used in translating languages in real-time	2015	995	1000	20	554	669	792	299	569	517	593	630	293	216	121	790	459	137
	85%	84%	86%	80%	85%	86%	84%	84%	87%	85%	84%	84%	89%	81%	84%	84%	84%	88%
				**									P					
AI can solve any problem without human intervention	1456	716	720	20	399	490	568	222	400	387	420	447	201	166	84	576	335	94
	61%	61%	62%	80%	61%	63%	60%	63%	61%	63%	59%	59%	61%	63%	58%	62%	61%	60%
				**														
AI is used in facial-recognition technology	2042	1016	1003	23	549	675	818	288	569	537	609	648	287	223	122	802	471	137
	86%	86%	86%	92%	84%	87%	86%	81%	87%	88%	86%	86%	88%	84%	85%	86%	86%	88%
				**					J	J								
Sigma	16206	8379	7653	173	4399	5396	6411	2353	4560	4253	4738	5040	2281	1846	974	6461	3576	1068
	682%	709%	655%	694%	675%	695%	677%	663%	698%	695%	668%	668%	696%	695%	677%	690%	655%	686%
Avg of mentions	6.82	7.09	6.55	6.94	6.75	6.95	6.77	6.63	6.98	6.95	6.68	6.67	6.95	6.95	6.77	6.9	6.55	6.86

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q4. Number of correct statements

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
0	125	33	92	-	31	44	50	12	41	29	38	42	17	14	11	34	36	12
	5%	3%	7%	-	5%	5%	5%	3%	6%	5%	5%	5%	5%	5%	7%	4%	6%	7%
			D	**											R		R	R
1	38	21	17	-	7	13	18	3	10	9	15	15	3	3	1	13	16	3
	2%	2%	1%	-	1%	2%	2%	1%	2%	2%	2%	2%	1%	1%	1%	1%	3%	2%
				**														
2	61	26	33	2	17	19	25	7	15	16	17	23	11	4	3	22	18	3
	2%	2%	3%	8%	3%	2%	3%	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	2%
				**								M						
3	115	48	67	1	32	37	45	22	28	27	35	38	20	14	7	49	20	4
	5%	4%	5%	3%	5%	5%	5%	6%	4%	4%	5%	5%	6%	5%	5%	5%	4%	3%
				**														
4	174	79	94	1	53	47	74	27	43	45	57	58	23	18	11	65	41	16
	7%	7%	7%	4%	8%	6%	8%	7%	6%	7%	8%	7%	7%	6%	7%	7%	7%	10%
				**														
5	198	67	128	2	43	69	85	28	46	50	70	73	14	20	8	79	62	16
	8%	6%	10%	10%	6%	8%	9%	8%	7%	8%	9%	9%	4%	7%	5%	8%	11%	10%
			D	**												O	OQ	O
6	325	145	179	1	97	92	136	51	92	77	97	104	41	40	24	120	84	17
	13%	12%	14%	4%	14%	11%	14%	14%	13%	12%	13%	13%	12%	14%	15%	12%	14%	10%
				**														
7	479	237	240	3	163	143	173	98	129	102	147	150	70	53	38	175	109	34
	19%	20%	19%	11%	24%	18%	17%	27%	19%	16%	20%	19%	20%	19%	24%	18%	19%	21%
				**	HI			KLMN			N							
8	386	197	178	11	94	142	149	55	103	107	115	120	60	43	24	160	80	18
	15%	16%	14%	44%	14%	17%	15%	15%	15%	17%	15%	15%	17%	15%	16%	17%	14%	11%
				**														
9	371	216	151	4	98	128	145	39	118	111	91	104	50	42	18	156	78	28
	15%	18%	12%	18%	14%	16%	15%	11%	17%	17%	12%	13%	14%	15%	11%	16%	13%	17%
		E		**					JM	JMN		M						
10	229	146	83	-	48	85	95	24	70	66	65	69	38	29	11	97	38	17
	9%	12%	7%	-	7%	10%	10%	6%	10%	10%	9%	9%	11%	10%	7%	10%	7%	10%
		E		**		G							S			S		
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	1072	587	479	6	378	356	338	217	342	258	239	255	126	116	54	445	261	69
	43%	48%	38%	24%	55%	44%	34%	59%	49%	40%	32%	32%	37%	42%	35%	46%	45%	41%
		E		**	HI	I		KLMN	LMN	MN						OQ	OQ	
Trust a great deal (4)	119	76	43	-	58	42	19	38	42	22	16	16	11	13	1	48	39	6
	5%	6%	3%	-	9%	5%	2%	10%	6%	4%	2%	2%	3%	5%	1%	5%	7%	4%
		E		**	HI	I		KLMN	LMN							Q	Q	
Trust somewhat (3)	954	511	436	6	320	314	319	179	301	236	223	238	116	103	52	397	223	63
	38%	42%	35%	24%	47%	38%	32%	49%	43%	37%	30%	30%	34%	37%	34%	41%	38%	38%
		E		**	HI	I		LMN	LMN	MN						O		
Bottom 2 Box (Net)	1428	628	781	19	304	464	660	150	352	383	508	543	219	164	101	525	321	98
	57%	52%	62%	76%	45%	57%	66%	41%	51%	60%	68%	68%	63%	58%	65%	54%	55%	59%
			D	**		G	GH		J	JK	JKL	JKL	RS		RS			
Not very much (2)	957	436	507	13	219	323	415	112	251	257	316	338	157	111	63	359	199	67
	38%	36%	40%	54%	32%	39%	42%	30%	36%	40%	42%	42%	46%	40%	41%	37%	34%	40%
			D	**		G	G			J	JK	JK	RS					
Don't trust at all (1)	471	191	274	5	86	140	245	38	102	127	192	204	61	53	38	165	122	31
	19%	16%	22%	22%	13%	17%	25%	10%	15%	20%	26%	26%	18%	19%	25%	17%	21%	19%
			D	**		G	GH			JK	JKL	JKL			R			
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.29	2.39	2.2	2.02	2.51	2.31	2.11	2.59	2.41	2.24	2.09	2.08	2.22	2.28	2.11	2.34	2.3	2.26
		E		**	HI	I		KLMN	LMN	MN						OQ	Q	
Std. Dev.	0.82	0.82	0.81	0.69	0.82	0.81	0.79	0.81	0.81	0.81	0.8	0.79	0.77	0.82	0.78	0.82	0.87	0.8
Std. Err.	0.02	0.02	0.02	0.14	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.05	0.06	0.03	0.04	0.06

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	2035	970	1046	18	556	629	850	306	549	486	649	694	283	229	132	767	491	134
	81%	80%	83%	74%	82%	77%	85%	83%	79%	76%	87%	87%	82%	82%	85%	79%	84%	80%
				**	H		H	L			KL	KL					R	
Trust a great deal (4)	625	309	311	5	161	158	306	100	138	127	244	260	82	76	40	206	182	40
	25%	25%	25%	20%	24%	19%	31%	27%	20%	20%	33%	33%	24%	27%	26%	21%	31%	24%
				**			GH	KL			KL	KL					OR	
Trust somewhat (3)	1410	661	735	14	395	471	544	206	411	359	405	435	202	153	92	561	309	94
	56%	54%	58%	54%	58%	57%	55%	56%	59%	56%	54%	55%	58%	55%	59%	58%	53%	56%
				**														
Bottom 2 Box (Net)	465	245	214	7	126	191	148	61	146	155	98	103	62	51	23	203	92	34
	19%	20%	17%	26%	19%	23%	15%	17%	21%	24%	13%	13%	18%	18%	15%	21%	16%	20%
				**		GI			MN	JMN						S		
Not very much (2)	372	201	165	6	101	150	121	50	115	123	81	84	51	40	17	168	73	23
	15%	17%	13%	24%	15%	18%	12%	14%	17%	19%	11%	11%	15%	14%	11%	17%	13%	14%
		E		**		I			MN	MN						S		
Don't trust at all (1)	93	43	49	1	25	41	27	11	31	32	17	19	10	11	7	35	19	11
	4%	4%	4%	3%	4%	5%	3%	3%	5%	5%	2%	2%	3%	4%	4%	4%	3%	7%
				**		I			MN	MN								
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.03	3.02	3.04	2.91	3.01	2.91	3.13	3.08	2.94	2.91	3.17	3.17	3.03	3.05	3.06	2.97	3.12	2.97
				**	H		GH	KL			KL	KL					RT	
Std. Dev.	0.74	0.75	0.73	0.74	0.73	0.75	0.72	0.72	0.74	0.76	0.7	0.7	0.71	0.76	0.73	0.73	0.74	0.8
Std. Err.	0.01	0.02	0.02	0.15	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.02	0.04	0.05	0.06	0.02	0.03	0.06

Overlap formula used

- Column Means:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Proportions:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	991	544	439	8	384	356	251	220	338	254	170	179	111	114	46	417	248	56
	40%	45%	35%	33%	56%	43%	25%	60%	49%	40%	23%	23%	32%	41%	30%	43%	43%	33%
		E		**	HI	I		KLMN	LMN	MN				Q		OQT	OQT	
Trust a great deal (4)	143	94	49	-	83	44	17	56	47	26	14	14	15	16	4	64	38	6
	6%	8%	4%	-	12%	5%	2%	15%	7%	4%	2%	2%	4%	6%	3%	7%	6%	4%
		E		**	HI	I		KLMN	LMN	MN								
Trust somewhat (3)	848	450	390	8	302	312	235	164	291	229	155	165	97	97	41	353	210	50
	34%	37%	31%	33%	44%	38%	24%	45%	42%	36%	21%	21%	28%	35%	27%	36%	36%	30%
		E		**	HI	I		LMN	LMN	MN						OQ	OQ	
Bottom 2 Box (Net)	1509	671	821	17	298	464	746	147	357	387	577	618	234	166	109	552	335	112
	60%	55%	65%	67%	44%	57%	75%	40%	51%	60%	77%	78%	68%	60%	71%	57%	58%	67%
			D	**		G	GH		J	JK	JKL	JKL	RS			PRS		RS
Not very much (2)	951	425	515	11	213	313	424	107	248	252	326	344	160	94	60	356	213	68
	38%	35%	41%	44%	31%	38%	43%	29%	36%	39%	44%	43%	46%	34%	38%	37%	37%	41%
			D	**		G	G			J	JK	JK	PRS					
Don't trust at all (1)	558	246	306	6	85	151	322	40	109	135	252	274	74	72	50	196	122	43
	22%	20%	24%	23%	12%	18%	32%	11%	16%	21%	34%	34%	21%	26%	32%	20%	21%	26%
			D	**		G	GH			JK	JKL	JKL			ORS			
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.23	2.32	2.14	2.11	2.56	2.3	1.95	2.64	2.4	2.23	1.91	1.9	2.15	2.21	2	2.29	2.28	2.11
		E		**	HI	I		KLMN	LMN	MN				Q		OQT	QT	
Std. Dev.	0.86	0.88	0.83	0.75	0.86	0.83	0.79	0.87	0.83	0.82	0.78	0.78	0.8	0.89	0.84	0.86	0.87	0.83
Std. Err.	0.02	0.03	0.02	0.15	0.03	0.03	0.02	0.05	0.03	0.03	0.03	0.03	0.04	0.05	0.07	0.03	0.04	0.06

Overlap formula used

- Column Means:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Proportions:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	2234	1068	1143	23	588	724	921	310	617	559	700	748	304	246	142	849	539	153
	89%	88%	91%	90%	86%	88%	92%	85%	89%	87%	94%	94%	88%	88%	92%	88%	93%	92%
			D	**			GH				JKL	JKL					PR	
Trust a great deal (4)	1172	566	594	11	272	371	529	146	300	293	406	434	142	129	76	391	346	87
	47%	47%	47%	45%	40%	45%	53%	40%	43%	46%	54%	54%	41%	46%	49%	40%	59%	52%
				**			GH				JKL	JKL					OPQR	OR
Trust somewhat (3)	1062	502	549	11	316	353	393	165	317	266	294	314	162	117	66	458	193	66
	43%	41%	44%	45%	46%	43%	39%	45%	46%	42%	39%	39%	47%	42%	43%	47%	33%	40%
				**	I				MN				S	S	S	S		
Bottom 2 Box (Net)	266	147	117	2	94	96	76	57	78	82	47	49	41	34	13	121	44	14
	11%	12%	9%	10%	14%	12%	8%	15%	11%	13%	6%	6%	12%	12%	8%	13%	8%	8%
		E		**	I	I		MN	MN	MN				S		S		
Not very much (2)	208	116	89	2	69	75	64	44	56	69	38	39	31	28	9	100	30	10
	8%	10%	7%	10%	10%	9%	6%	12%	8%	11%	5%	5%	9%	10%	6%	10%	5%	6%
		E		**	I	I		MN	MN	MN				S		S		
Don't trust at all (1)	59	31	28	-	25	21	12	12	22	14	10	10	10	5	4	21	14	4
	2%	3%	2%	-	4%	3%	1%	3%	3%	2%	1%	1%	3%	2%	3%	2%	2%	3%
				**	I	I		MN	MN									
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.34	3.32	3.36	3.36	3.22	3.31	3.44	3.21	3.29	3.31	3.47	3.47	3.26	3.32	3.38	3.26	3.5	3.41
				**			GH				JKL	JKL					OPR	R
Std. Dev.	0.73	0.75	0.71	0.67	0.77	0.74	0.67	0.78	0.75	0.75	0.65	0.65	0.74	0.73	0.72	0.73	0.7	0.72
Std. Err.	0.01	0.02	0.02	0.13	0.03	0.03	0.02	0.04	0.03	0.03	0.02	0.02	0.04	0.04	0.06	0.02	0.03	0.06

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	2239	1078	1140	21	615	728	897	326	627	568	673	719	304	254	138	868	527	149
	90%	89%	90%	86%	90%	89%	90%	89%	90%	89%	90%	90%	88%	91%	89%	90%	91%	89%
				**														
Trust a great deal (4)	1007	477	521	9	296	326	386	163	276	254	297	314	132	98	57	375	274	71
	40%	39%	41%	37%	43%	40%	39%	44%	40%	40%	40%	39%	38%	35%	37%	39%	47%	43%
				**													OPQR	
Trust somewhat (3)	1232	601	619	12	319	402	511	163	351	313	376	404	172	156	81	492	253	77
	49%	50%	49%	48%	47%	49%	51%	45%	51%	49%	50%	51%	50%	56%	52%	51%	44%	46%
				**										S		S		
Bottom 2 Box (Net)	261	137	120	4	68	92	101	41	67	74	74	78	41	26	17	102	56	19
	10%	11%	10%	14%	10%	11%	10%	11%	10%	12%	10%	10%	12%	9%	11%	11%	10%	11%
				**														
Not very much (2)	227	116	107	4	63	79	85	40	57	65	62	65	37	24	14	93	43	14
	9%	10%	9%	14%	9%	10%	9%	11%	8%	10%	8%	8%	11%	9%	9%	10%	8%	9%
				**														
Don't trust at all (1)	34	20	14	-	5	14	15	1	10	9	12	13	4	1	3	9	12	4
	1%	2%	1%	-	1%	2%	2%	0%	2%	1%	2%	2%	1%	1%	2%	1%	2%	3%
				**														
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.28	3.26	3.31	3.23	3.33	3.27	3.27	3.33	3.29	3.27	3.28	3.28	3.25	3.25	3.24	3.27	3.35	3.29
				**													R	
Std. Dev.	0.68	0.7	0.67	0.69	0.67	0.7	0.68	0.68	0.68	0.7	0.68	0.68	0.69	0.63	0.7	0.67	0.71	0.73
Std. Err.	0.01	0.02	0.02	0.14	0.03	0.02	0.02	0.04	0.03	0.03	0.03	0.02	0.04	0.04	0.06	0.02	0.03	0.06

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	1543	758	771	14	398	486	658	227	383	382	515	549	210	156	94	589	382	112
	62%	62%	61%	56%	58%	59%	66%	62%	55%	60%	69%	69%	61%	56%	61%	61%	66%	67%
				**			GH				JKL	JKL					P	P
Trust a great deal (4)	252	148	104	-	68	78	107	39	67	65	76	81	31	32	10	64	93	22
	10%	12%	8%	-	10%	10%	11%	11%	10%	10%	10%	10%	9%	11%	7%	7%	16%	13%
		E		**										R			OQR	R
Trust somewhat (3)	1290	609	667	14	330	408	552	188	316	317	439	468	180	124	84	524	288	90
	52%	50%	53%	56%	48%	50%	55%	51%	46%	50%	59%	59%	52%	44%	54%	54%	50%	54%
				**			GH				JKL	JKL				P		
Bottom 2 Box (Net)	957	457	489	11	284	334	339	140	311	259	233	248	135	124	61	381	201	56
	38%	38%	39%	45%	42%	41%	34%	38%	45%	40%	31%	31%	39%	44%	40%	39%	35%	33%
				**	I	I		MN	MN	MN				ST				
Not very much (2)	663	309	345	9	198	224	241	97	216	163	175	187	88	83	50	272	130	40
	27%	25%	27%	38%	29%	27%	24%	27%	31%	25%	23%	23%	26%	30%	32%	28%	22%	24%
				**	I				LMN					S	S	S		
Don't trust at all (1)	295	149	144	2	87	110	98	42	95	96	58	61	46	41	11	110	70	16
	12%	12%	11%	7%	13%	13%	10%	12%	14%	15%	8%	8%	14%	15%	7%	11%	12%	9%
				**		I			MN	MN				Q				
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.6	2.62	2.58	2.49	2.56	2.55	2.67	2.61	2.51	2.55	2.71	2.71	2.56	2.53	2.6	2.56	2.69	2.7
				**			GH				KL	KL					PR	R
Std. Dev.	0.82	0.85	0.8	0.63	0.84	0.84	0.8	0.83	0.85	0.87	0.75	0.75	0.83	0.88	0.72	0.78	0.88	0.81
Std. Err.	0.02	0.02	0.02	0.13	0.03	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.04	0.05	0.06	0.02	0.04	0.06

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	483	264	213	6	221	159	102	134	172	107	70	70	47	54	32	207	107	37
	19%	22%	17%	22%	32%	19%	10%	36%	25%	17%	9%	9%	14%	19%	20%	21%	18%	22%
		E		**	HI	I		KLMN	LMN	MN	N					O		O
Trust a great deal (4)	72	51	20	1	42	22	9	29	23	14	7	7	8	12	3	36	9	4
	3%	4%	2%	3%	6%	3%	1%	8%	3%	2%	1%	1%	2%	4%	2%	4%	2%	2%
		E		**	HI	I		KLMN	MN					S		S		
Trust somewhat (3)	410	213	192	5	179	138	93	105	149	93	63	63	39	42	29	171	97	33
	16%	18%	15%	19%	26%	17%	9%	29%	22%	15%	8%	8%	11%	15%	19%	18%	17%	20%
				**	HI	I		KLMN	LMN	MN						O		O
Bottom 2 Box (Net)	2017	951	1047	19	462	661	895	233	522	535	677	727	298	226	123	763	476	130
	81%	78%	83%	78%	68%	81%	90%	64%	75%	83%	91%	91%	86%	81%	80%	79%	82%	78%
			D	**		G	GH		J	JK	JKL	JKLM	RT					
Not very much (2)	1062	454	593	14	294	382	385	151	328	269	293	314	153	105	62	425	245	71
	43%	37%	47%	55%	43%	47%	39%	41%	47%	42%	39%	39%	44%	38%	40%	44%	42%	42%
			D	**		I			MN									
Don't trust at all (1)	956	496	454	6	167	279	510	83	195	266	384	413	145	121	61	338	231	59
	38%	41%	36%	23%	25%	34%	51%	23%	28%	41%	51%	52%	42%	43%	40%	35%	40%	36%
		E		**		G	GH			JK	JKL	JKL	R	R				
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	1.84	1.85	1.82	2.02	2.14	1.88	1.6	2.22	2	1.77	1.59	1.58	1.74	1.8	1.83	1.9	1.8	1.89
				**	HI	I		KLMN	LMN	MN						OS		
Std. Dev.	0.8	0.86	0.74	0.75	0.86	0.77	0.69	0.88	0.79	0.77	0.69	0.68	0.75	0.85	0.79	0.82	0.77	0.8
Std. Err.	0.02	0.02	0.02	0.15	0.03	0.03	0.02	0.05	0.03	0.03	0.03	0.02	0.04	0.05	0.06	0.03	0.03	0.06

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q7. [Car salesmen] - To what extent do you trust the following entities to provide information that is honest, reliable and competent

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	657	333	321	4	235	203	219	142	202	136	170	177	64	66	39	253	182	53
	26%	27%	26%	15%	34%	25%	22%	39%	29%	21%	23%	22%	19%	24%	25%	26%	31%	32%
				**	HI			KLMN	LMN							O	OPR	O
Trust a great deal (4)	77	58	18	1	49	24	4	32	29	13	4	4	13	7	5	41	11	1
	3%	5%	1%	5%	7%	3%	0%	9%	4%	2%	1%	1%	4%	2%	3%	4%	2%	1%
		E		**	HI	I		KLMN	LMN	MN						ST		
Trust somewhat (3)	580	274	304	2	185	179	216	110	174	124	166	173	51	60	34	212	171	52
	23%	23%	24%	10%	27%	22%	22%	30%	25%	19%	22%	22%	15%	21%	22%	22%	29%	31%
				**	HI			LMN	L							O	OPR	OPR
Bottom 2 Box (Net)	1843	882	939	21	448	617	778	225	492	505	578	620	281	214	116	717	401	114
	74%	73%	75%	85%	66%	75%	78%	61%	71%	79%	77%	78%	81%	76%	75%	74%	69%	68%
				**		G	G		J	JK	JK	JK	RST	S		S		
Not very much (2)	1256	595	647	15	326	430	500	174	342	341	366	400	198	133	80	503	260	84
	50%	49%	51%	60%	48%	52%	50%	47%	49%	53%	49%	50%	57%	48%	52%	52%	45%	50%
				**								M	PS			S		
Don't trust at all (1)	586	288	292	6	121	187	278	51	150	164	212	220	83	81	36	215	141	31
	23%	24%	23%	25%	18%	23%	28%	14%	22%	26%	28%	28%	24%	29%	23%	22%	24%	19%
				**		G	GH		J	J	JK	JK		RT				
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.06	2.08	2.04	1.95	2.24	2.05	1.95	2.33	2.12	1.98	1.95	1.95	1.98	1.97	2.05	2.08	2.09	2.14
				**	HI	I		KLMN	LMN									OP
Std. Dev.	0.77	0.8	0.73	0.76	0.83	0.75	0.71	0.82	0.79	0.73	0.72	0.71	0.74	0.77	0.76	0.78	0.78	0.71
Std. Err.	0.02	0.02	0.02	0.15	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.03	0.04	0.05	0.06	0.02	0.03	0.05

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Artificial Intelligence	1072	587	479	6	378	356	338	217	342	258	239	255	126	116	54	445	261	69
	43%	48%	38%	24%	55%	44%	34%	59%	49%	40%	32%	32%	37%	42%	35%	46%	45%	41%
		E		**	HI	I		KLMN	LMN	MN						OQ	OQ	
Your bank	2035	970	1046	18	556	629	850	306	549	486	649	694	283	229	132	767	491	134
	81%	80%	83%	74%	82%	77%	85%	83%	79%	76%	87%	87%	82%	82%	85%	79%	84%	80%
				**	H		H	L			KL	KL					R	
Chat GPT	991	544	439	8	384	356	251	220	338	254	170	179	111	114	46	417	248	56
	40%	45%	35%	33%	56%	43%	25%	60%	49%	40%	23%	23%	32%	41%	30%	43%	43%	33%
		E		**	HI	I		KLMN	LMN	MN				Q		OQT	OQT	
Your pharmacist	2234	1068	1143	23	588	724	921	310	617	559	700	748	304	246	142	849	539	153
	89%	88%	91%	90%	86%	88%	92%	85%	89%	87%	94%	94%	88%	88%	92%	88%	93%	92%
			D	**			GH				JKL	JKL					PR	
Your friends and family	2239	1078	1140	21	615	728	897	326	627	568	673	719	304	254	138	868	527	149
	90%	89%	90%	86%	90%	89%	90%	89%	90%	89%	90%	90%	88%	91%	89%	90%	91%	89%
				**														
The news	1543	758	771	14	398	486	658	227	383	382	515	549	210	156	94	589	382	112
	62%	62%	61%	56%	58%	59%	66%	62%	55%	60%	69%	69%	61%	56%	61%	61%	66%	67%
				**			GH				JKL	JKL					P	P
Social Media Influencers	483	264	213	6	221	159	102	134	172	107	70	70	47	54	32	207	107	37
	19%	22%	17%	22%	32%	19%	10%	36%	25%	17%	9%	9%	14%	19%	20%	21%	18%	22%
		E		**	HI	I		KLMN	LMN	MN	N					O		O
Car salesmen	657	333	321	4	235	203	219	142	202	136	170	177	64	66	39	253	182	53
	26%	27%	26%	15%	34%	25%	22%	39%	29%	21%	23%	22%	19%	24%	25%	26%	31%	32%
				**	HI			KLMN	LMN							O	OPR	O

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Artificial Intelligence	2.29	2.39	2.2	2.02	2.51	2.31	2.11	2.59	2.41	2.24	2.09	2.08	2.22	2.28	2.11	2.34	2.3	2.26
		E		**	HI	I		KLMN	LMN	MN						OQ	Q	
Your bank	3.03	3.02	3.04	2.91	3.01	2.91	3.13	3.08	2.94	2.91	3.17	3.17	3.03	3.05	3.06	2.97	3.12	2.97
				**	H		GH	KL			KL	KL					RT	
Chat GPT	2.23	2.32	2.14	2.11	2.56	2.3	1.95	2.64	2.4	2.23	1.91	1.9	2.15	2.21	2	2.29	2.28	2.11
		E		**	HI	I		KLMN	LMN	MN				Q		OQT	QT	
Your pharmacist	3.34	3.32	3.36	3.36	3.22	3.31	3.44	3.21	3.29	3.31	3.47	3.47	3.26	3.32	3.38	3.26	3.5	3.41
				**			GH				JKL	JKL					OPR	R
Your friends and family	3.28	3.26	3.31	3.23	3.33	3.27	3.27	3.33	3.29	3.27	3.28	3.28	3.25	3.25	3.24	3.27	3.35	3.29
				**													R	
The news	2.6	2.62	2.58	2.49	2.56	2.55	2.67	2.61	2.51	2.55	2.71	2.71	2.56	2.53	2.6	2.56	2.69	2.7
				**			GH				KL	KL					PR	R
Social Media Influencers	1.84	1.85	1.82	2.02	2.14	1.88	1.6	2.22	2	1.77	1.59	1.58	1.74	1.8	1.83	1.9	1.8	1.89
				**	HI	I		KLMN	LMN	MN						OS		
Car salesmen	2.06	2.08	2.04	1.95	2.24	2.05	1.95	2.33	2.12	1.98	1.95	1.95	1.98	1.97	2.05	2.08	2.09	2.14
				**	HI	I		KLMN	LMN									OP

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q22. How would you rate your skills in using AI efficiently and effectively?

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Base: Total Answering																		
Top 2 Box (Net)	528	311	210	7	271	184	74	160	208	116	43	44	71	70	20	241	97	29
	21%	26%	17%	27%	40%	22%	7%	44%	30%	18%	6%	6%	21%	25%	13%	25%	17%	17%
		E		**	HI	I		KLMN	LMN	MN				QS		QST		
A - top marks (5)	85	59	26	-	52	24	9	33	33	16	3	3	8	13	5	42	13	5
	3%	5%	2%		8%	3%	1%	9%	5%	3%	0%	0%	2%	5%	3%	4%	2%	3%
		E		**	HI	I		KLMN	LMN	MN						S		
B (4)	443	252	184	7	219	159	65	127	176	100	40	41	63	58	15	199	85	24
	18%	21%	15%	27%	32%	19%	7%	35%	25%	16%	5%	5%	18%	21%	10%	21%	15%	14%
		E		**	HI	I		KLMN	LMN	MN			Q	Q		QS		
C (3)	998	481	503	14	289	375	334	152	302	301	230	243	119	104	54	421	229	72
	40%	40%	40%	57%	42%	46%	34%	41%	44%	47%	31%	31%	35%	37%	35%	43%	39%	43%
				**	I	I		MN	MN	MN						O		
Bottom 2 Box (Net)	974	423	547	4	123	261	590	55	184	225	475	510	155	106	82	309	256	67
	39%	35%	43%	15%	18%	32%	59%	15%	27%	35%	64%	64%	45%	38%	53%	32%	44%	40%
			D	**		G	GH		J	JK	JKL	JKL	R		PRT		R	
D (2)	459	223	235	1	78	134	247	34	101	126	188	198	66	40	43	161	118	31
	18%	18%	19%	3%	11%	16%	25%	9%	15%	20%	25%	25%	19%	14%	28%	17%	20%	18%
				**		G	GH		J	JK	JKL	JKL			PR			
F - A failing grade (1)	515	200	312	3	45	127	343	20	84	99	286	312	89	66	39	148	138	36
	21%	17%	25%	12%	7%	16%	34%	6%	12%	15%	38%	39%	26%	24%	25%	15%	24%	21%
			D	**		G	GH		J	J	JKL	JKL	R	R	R		R	
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.65	2.79	2.51	3	3.23	2.78	2.15	3.32	2.96	2.7	2.04	2.03	2.52	2.69	2.38	2.82	2.51	2.59
		E		**	HI	I		KLMN	LMN	MN				Q		OQST		
Std. Dev.	1.09	1.1	1.08	0.91	0.97	1.02	1	0.96	1.03	0.99	0.97	0.97	1.13	1.17	1.06	1.06	1.07	1.06
Std. Err.	0.02	0.03	0.03	0.18	0.04	0.04	0.03	0.05	0.04	0.04	0.04	0.03	0.06	0.07	0.09	0.03	0.04	0.08

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	1574	730	827	17	435	499	640	239	412	419	476	504	202	168	112	607	378	106
	63%	60%	66%	66%	64%	61%	64%	65%	59%	65%	64%	63%	59%	60%	72%	63%	65%	63%
			D	**						K					OPR			
1	1099	502	584	12	257	352	490	128	278	299	371	394	130	122	80	398	286	82
	44%	41%	46%	50%	38%	43%	49%	35%	40%	47%	50%	50%	38%	44%	51%	41%	49%	49%
			D	**			GH			JK	JK	JK			OR		OR	O
2	475	228	243	4	178	147	150	111	135	120	105	109	72	46	32	209	91	24
	19%	19%	19%	17%	26%	18%	15%	30%	19%	19%	14%	14%	21%	16%	21%	22%	16%	14%
				**	HI			KLMN	MN	MN						S		
3	426	233	189	4	146	147	133	71	171	76	102	109	65	54	18	174	89	25
	17%	19%	15%	17%	21%	18%	13%	19%	25%	12%	14%	14%	19%	19%	12%	18%	15%	15%
		E		**	I	I		LMN	LMN									
Bottom 2 Box (Net)	501	252	244	4	102	174	225	58	111	147	169	185	78	58	24	189	116	36
	20%	21%	19%	17%	15%	21%	23%	16%	16%	23%	23%	23%	23%	21%	16%	19%	20%	22%
				**		G	G			JK	JK	JK						
4	253	119	131	4	52	106	95	28	58	93	68	75	38	25	16	99	56	20
	10%	10%	10%	14%	8%	13%	10%	8%	8%	14%	9%	9%	11%	9%	10%	10%	10%	12%
				**		GI				JKMN								
5	247	133	113	1	50	68	130	30	53	54	101	110	40	33	9	90	60	16
	10%	11%	9%	3%	7%	8%	13%	8%	8%	9%	14%	14%	12%	12%	6%	9%	10%	10%
				**			GH				JKL	JKL						
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.23	2.3	2.16	2.04	2.21	2.26	2.22	2.24	2.24	2.19	2.23	2.24	2.38	2.29	1.98	2.25	2.16	2.19
		E		**									Q	Q		Q		
Std. Dev.	1.36	1.38	1.35	1.25	1.23	1.34	1.46	1.23	1.27	1.37	1.47	1.48	1.38	1.4	1.25	1.33	1.39	1.4
Std. Err.	0.03	0.04	0.04	0.25	0.05	0.05	0.05	0.07	0.05	0.05	0.05	0.05	0.08	0.09	0.1	0.04	0.06	0.11
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q23. [Gen Z (1996-2012)] - Which generation do you feel knows the most about AI, and which generation the least? Rank each generation with 1 knowing the most about AI and 5 knowing the least

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	2204	1061	1120	23	606	719	879	327	619	556	659	702	310	250	139	850	512	144
	88%	87%	89%	93%	89%	88%	88%	89%	89%	87%	88%	88%	90%	89%	90%	88%	88%	86%
				**														
1	961	486	467	8	314	311	336	195	270	234	246	262	148	114	52	402	187	58
	38%	40%	37%	31%	46%	38%	34%	53%	39%	37%	33%	33%	43%	41%	33%	41%	32%	35%
				**	HI			KLMN	MN				S	S		S		
2	1243	575	653	15	292	408	543	132	349	323	413	440	161	136	88	448	325	85
	50%	47%	52%	62%	43%	50%	55%	36%	50%	50%	55%	55%	47%	49%	57%	46%	56%	51%
			D	**		G	G		J	J	J	J			R		OR	
3	154	76	76	2	36	56	62	15	39	53	42	46	21	10	11	68	31	13
	6%	6%	6%	7%	5%	7%	6%	4%	6%	8%	6%	6%	6%	4%	7%	7%	5%	8%
				**						J								
Bottom 2 Box (Net)	142	78	64	-	41	45	56	25	36	32	46	49	14	20	5	53	40	10
	6%	6%	5%	-	6%	6%	6%	7%	5%	5%	6%	6%	4%	7%	3%	5%	7%	6%
				**														
4	111	60	51	-	26	36	49	13	29	25	42	44	12	16	4	38	33	9
	4%	5%	4%	-	4%	4%	5%	4%	4%	4%	6%	6%	4%	6%	2%	4%	6%	5%
				**														
5	31	18	13	-	15	9	7	12	8	7	5	5	2	4	1	15	7	2
	1%	2%	1%	-	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
				**	I			KLMN										
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	1.8	1.81	1.8	1.76	1.73	1.81	1.85	1.68	1.78	1.83	1.86	1.86	1.72	1.79	1.8	1.78	1.88	1.87
				**			G			J	J	J					OR	
Std. Dev.	0.83	0.87	0.8	0.58	0.89	0.83	0.8	0.95	0.81	0.82	0.8	0.8	0.78	0.87	0.72	0.85	0.84	0.85
Std. Err.	0.02	0.03	0.02	0.12	0.04	0.03	0.02	0.05	0.03	0.03	0.03	0.03	0.05	0.05	0.06	0.03	0.03	0.06
Median	2	2	2	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q23. [Millennials (1980-1995)] - Which generation do you feel knows the most about AI, and which knows the least? Rank each generation with 1 knowing the most about AI and 5 knowing the least

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	886	458	421	8	232	316	338	115	292	203	253	276	131	106	46	354	191	58
	35%	38%	33%	30%	34%	39%	34%	31%	42%	32%	34%	35%	38%	38%	30%	37%	33%	35%
		E		**					JLMN									
1	316	159	153	4	75	120	121	20	126	70	89	100	48	32	20	125	75	17
	13%	13%	12%	16%	11%	15%	12%	6%	18%	11%	12%	13%	14%	11%	13%	13%	13%	10%
				**					JLMN	J	J	J						
2	570	299	267	4	157	196	216	95	166	133	164	176	83	74	26	229	116	41
	23%	25%	21%	14%	23%	24%	22%	26%	24%	21%	22%	22%	24%	27%	17%	24%	20%	25%
				**										Q				
3	1517	699	801	17	417	479	620	236	378	416	464	487	200	157	104	578	375	102
	61%	58%	64%	70%	61%	59%	62%	64%	55%	65%	62%	61%	58%	56%	67%	60%	64%	61%
			D	**				K		K	KN	K			P		P	
Bottom 2 Box (Net)	97	59	39	-	34	24	39	16	24	23	30	34	14	17	6	38	16	7
	4%	5%	3%	-	5%	3%	4%	4%	4%	4%	4%	4%	4%	6%	4%	4%	3%	4%
		E		**										S				
4	79	47	31	-	25	22	32	11	18	21	24	28	13	15	5	26	13	7
	3%	4%	3%	-	4%	3%	3%	3%	3%	3%	3%	4%	4%	5%	3%	3%	2%	4%
				**										S				
5	19	11	7	-	9	2	7	5	6	2	6	6	1	2	1	12	3	1
	1%	1%	1%	-	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%
				**	H													
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.57	2.55	2.58	2.54	2.61	2.5	2.59	2.69	2.44	2.61	2.59	2.58	2.52	2.57	2.62	2.56	2.58	2.6
				**	H		H	KN		K	K	K						
Std. Dev.	0.78	0.8	0.76	0.77	0.78	0.78	0.77	0.68	0.84	0.74	0.77	0.78	0.79	0.78	0.76	0.79	0.76	0.74
Std. Err.	0.02	0.02	0.02	0.15	0.03	0.03	0.02	0.04	0.03	0.03	0.03	0.03	0.05	0.05	0.06	0.02	0.03	0.06
Median	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q23. [Gen X (1966-1979)] - Which generation do you feel knows the most about AI, and which knows the least? Rank each generation with 1 knowing the most about AI and 5 knowing the least

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	230	124	104	2	56	81	92	33	45	79	68	74	34	22	8	92	60	13
	9%	10%	8%	7%	8%	10%	9%	9%	6%	12%	9%	9%	10%	8%	5%	10%	10%	8%
				**						K								
1	50	28	23	-	11	23	16	9	9	20	12	12	9	3	1	19	15	2
	2%	2%	2%	-	2%	3%	2%	2%	1%	3%	2%	2%	3%	1%	1%	2%	3%	1%
				**						K								
2	179	97	81	2	45	58	76	24	36	59	55	61	25	18	7	73	45	11
	7%	8%	6%	7%	7%	7%	8%	6%	5%	9%	7%	8%	7%	7%	5%	8%	8%	7%
				**						K								
3	351	179	170	2	72	121	157	37	91	89	119	133	52	51	19	127	75	26
	14%	15%	14%	7%	11%	15%	16%	10%	13%	14%	16%	17%	15%	18%	13%	13%	13%	16%
				**		G	G			J	JM			R				
Bottom 2 Box (Net)	1920	911	987	21	554	618	748	298	559	473	561	590	259	207	127	752	447	128
	77%	75%	78%	86%	81%	75%	75%	81%	80%	74%	75%	74%	75%	74%	82%	78%	77%	76%
				**	HI			LN	LMN		N							
4	1865	873	972	20	528	601	736	282	538	466	550	579	253	201	122	727	439	122
	75%	72%	77%	79%	77%	73%	74%	77%	78%	73%	74%	73%	73%	72%	79%	75%	75%	73%
			D	**							N							
5	54	38	14	2	26	16	12	15	21	7	11	11	6	6	5	24	7	6
	2%	3%	1%	7%	4%	2%	1%	4%	3%	1%	2%	1%	2%	2%	3%	3%	1%	3%
		E		**	I			LMN	L									
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.68	3.66	3.69	3.85	3.75	3.65	3.65	3.74	3.76	3.59	3.66	3.65	3.64	3.67	3.79	3.69	3.65	3.71
				**	HI			L	LMN						S			
Std. Dev.	0.73	0.76	0.69	0.65	0.7	0.76	0.71	0.74	0.65	0.8	0.71	0.71	0.76	0.68	0.62	0.73	0.75	0.7
Std. Err.	0.01	0.02	0.02	0.13	0.03	0.03	0.02	0.04	0.02	0.03	0.03	0.02	0.04	0.04	0.05	0.02	0.03	0.05
Median	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q23. [Baby Boomers (1945-1965)] - Which generation do you feel knows the most about AI, and which knows the least? Rank each generation with 1 knowing the most about AI and 5 knowing the least

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Top 2 Box (Net)	106	57	48	1	36	24	46	21	21	26	39	39	12	14	4	37	24	14
	4%	5%	4%	3%	5%	3%	5%	6%	3%	4%	5%	5%	4%	5%	3%	4%	4%	8%
				**														OQRS
1	74	40	33	1	25	14	34	16	12	18	28	28	9	9	3	26	19	8
	3%	3%	3%	3%	4%	2%	3%	4%	2%	3%	4%	4%	3%	3%	2%	3%	3%	5%
				**	H		H	K			K	K						
2	33	17	15	-	11	10	12	5	9	8	10	10	4	5	2	11	5	6
	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	4%
				**														RS
3	53	28	25	-	12	16	25	9	15	7	20	22	7	7	2	23	12	1
	2%	2%	2%	-	2%	2%	3%	2%	2%	1%	3%	3%	2%	3%	2%	2%	2%	1%
				**								L						
Bottom 2 Box (Net)	2341	1130	1186	24	634	780	926	338	659	608	688	736	325	259	148	909	546	153
	94%	93%	94%	97%	93%	95%	93%	92%	95%	95%	92%	92%	94%	92%	96%	94%	94%	91%
				**														
4	192	116	75	2	52	55	85	33	51	37	63	70	29	22	9	80	41	10
	8%	10%	6%	7%	8%	7%	9%	9%	7%	6%	9%	9%	8%	8%	6%	8%	7%	6%
		E		**								L						
5	2149	1014	1112	23	582	725	842	305	607	571	625	666	296	236	139	829	505	143
	86%	84%	88%	90%	85%	88%	84%	83%	87%	89%	84%	84%	86%	84%	90%	86%	87%	85%
			D	**		I				JMN								
Sigma	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	4.72	4.69	4.76	4.81	4.69	4.79	4.69	4.65	4.78	4.77	4.67	4.67	4.74	4.68	4.81	4.73	4.73	4.63
			D	**		GI			JMN	MN								
Std. Dev.	0.82	0.86	0.78	0.74	0.88	0.7	0.86	0.93	0.71	0.78	0.9	0.88	0.78	0.88	0.68	0.8	0.83	1.02
Std. Err.	0.02	0.03	0.02	0.15	0.04	0.02	0.03	0.05	0.03	0.03	0.03	0.03	0.05	0.05	0.05	0.03	0.03	0.08
Median	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering																		
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Gen Z (1996-2012)	2204	1061	1120	23	606	719	879	327	619	556	659	702	310	250	139	850	512	144
	88%	87%	89%	93%	89%	88%	88%	89%	89%	87%	88%	88%	90%	89%	90%	88%	88%	86%
				**														
Gen Alpha (Born after 2012)	1574	730	827	17	435	499	640	239	412	419	476	504	202	168	112	607	378	106
	63%	60%	66%	66%	64%	61%	64%	65%	59%	65%	64%	63%	59%	60%	72%	63%	65%	63%
			D	**						K					OPR			
Millennials (1980-1995)	886	458	421	8	232	316	338	115	292	203	253	276	131	106	46	354	191	58
	35%	38%	33%	30%	34%	39%	34%	31%	42%	32%	34%	35%	38%	38%	30%	37%	33%	35%
		E		**					JLMN									
Gen X (1966-1979)	230	124	104	2	56	81	92	33	45	79	68	74	34	22	8	92	60	13
	9%	10%	8%	7%	8%	10%	9%	9%	6%	12%	9%	9%	10%	8%	5%	10%	10%	8%
				**						K								
Baby Boomers (1945-1965)	106	57	48	1	36	24	46	21	21	26	39	39	12	14	4	37	24	14
	4%	5%	4%	3%	5%	3%	5%	6%	3%	4%	5%	5%	4%	5%	3%	4%	4%	8%
				**														OQRS

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q23. [B2B - Summary] - Which generation do you feel knows the most about AI, and which knows the least? Rank each generation with 1 knowing the most about AI and 5 knowing the least

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Base: Total Answering																		
Baby Boomers (1945-1965)	2341	1130	1186	24	634	780	926	338	659	608	688	736	325	259	148	909	546	153
	94%	93%	94%	97%	93%	95%	93%	92%	95%	95%	92%	92%	94%	92%	96%	94%	94%	91%
				**														
Gen X (1966-1979)	1920	911	987	21	554	618	748	298	559	473	561	590	259	207	127	752	447	128
	77%	75%	78%	86%	81%	75%	75%	81%	80%	74%	75%	74%	75%	74%	82%	78%	77%	76%
				**	HI			LN	LMN		N							
Gen Alpha (Born after 2012)	501	252	244	4	102	174	225	58	111	147	169	185	78	58	24	189	116	36
	20%	21%	19%	17%	15%	21%	23%	16%	16%	23%	23%	23%	23%	21%	16%	19%	20%	22%
				**		G	G			JK	JK	JK						
Gen Z (1996-2012)	142	78	64	-	41	45	56	25	36	32	46	49	14	20	5	53	40	10
	6%	6%	5%	-	6%	6%	6%	7%	5%	5%	6%	6%	4%	7%	3%	5%	7%	6%
				**														
Millennials (1980-1995)	97	59	39	-	34	24	39	16	24	23	30	34	14	17	6	38	16	7
	4%	5%	3%	-	5%	3%	4%	4%	4%	4%	4%	4%	4%	6%	4%	4%	3%	4%
		E		**										S				

Overlap formula used

- Column Means:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Proportions:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

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Q23. [Mean - Summary] - Which generation do you feel knows the most about AI, and which knows the least? Rank each generation with 1 knowing the most about AI and 5 knowing the least

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Total Answering	2500	1215	1260	25	683	820	997	367	694	641	747	797	345	280	155	970	583	167
Gen Alpha (Born after 2012)	2.23	2.3	2.16	2.04	2.21	2.26	2.22	2.24	2.24	2.19	2.23	2.24	2.38	2.29	1.98	2.25	2.16	2.19
		E		**									Q	Q		Q		
Gen Z (1996-2012)	1.8	1.81	1.8	1.76	1.73	1.81	1.85	1.68	1.78	1.83	1.86	1.86	1.72	1.79	1.8	1.78	1.88	1.87
				**			G			J	J	J					OR	
Millennials (1980-1995)	2.57	2.55	2.58	2.54	2.61	2.5	2.59	2.69	2.44	2.61	2.59	2.58	2.52	2.57	2.62	2.56	2.58	2.6
				**	H		H	KN		K	K	K						
Gen X (1966-1979)	3.68	3.66	3.69	3.85	3.75	3.65	3.65	3.74	3.76	3.59	3.66	3.65	3.64	3.67	3.79	3.69	3.65	3.71
				**	HI			L	LMN						S			
Baby Boomers (1945-1965)	4.72	4.69	4.76	4.81	4.69	4.79	4.69	4.65	4.78	4.77	4.67	4.67	4.74	4.68	4.81	4.73	4.73	4.63
			D	**		GI			JMN	MN								

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q29. [I have exaggerated my ability to use AI to my work colleagues] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed																		
	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	235	165	70	1	116	103	17	63	106	57	10	10	23	31	6	118	41	16
	27%	33%	19%	7%	35%	26%	11%	41%	29%	21%	11%	11%	22%	32%	15%	30%	22%	28%
		E		**	HI	I		KLMN	LMN		*	*	*	*	*	S		*
Strongly agree (4)	47	34	13	-	28	16	3	17	20	8	2	2	3	6	-	26	11	2
	5%	7%	4%	-	8%	4%	2%	11%	6%	3%	3%	3%	3%	6%	-	7%	6%	3%
				**	HI			KLMN			*	*	*	*	*			*
Somewhat agree (3)	188	131	56	1	88	87	14	46	86	49	8	8	20	25	6	92	30	15
	21%	26%	16%	7%	26%	22%	9%	30%	24%	18%	9%	9%	20%	26%	15%	23%	16%	25%
		E		**	I	I		LMN	MN	MN	*	*	*	*	*	S		*
Bottom 2 Box (Net)	645	343	292	11	220	289	137	89	259	218	79	79	79	66	35	276	148	42
	73%	68%	81%	93%	66%	74%	89%	59%	71%	79%	89%	89%	78%	68%	85%	70%	78%	72%
			D	**		G	GH		J	JK	JK*	JK*	*	*	*		R	*
Somewhat disagree (2)	370	209	156	5	143	170	57	64	151	119	36	36	39	43	17	167	80	23
	42%	41%	43%	48%	43%	43%	37%	43%	41%	43%	41%	41%	38%	45%	43%	42%	43%	39%
				**							*	*	*	*	*			*
Strongly disagree (1)	275	134	136	5	77	119	79	24	108	99	43	43	40	23	17	109	67	19
	31%	26%	38%	46%	23%	30%	52%	16%	30%	36%	48%	48%	39%	23%	42%	28%	36%	33%
			D	**		G	GH		J	J	JKL*	JKL*	PR*	*	p*			*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.01	2.13	1.85	1.61	2.2	2	1.61	2.36	2.05	1.87	1.65	1.65	1.86	2.15	1.73	2.09	1.92	1.98
		E		**	HI	I		KLMN	LMN	MN	*	*	*	OQ*	*	OQS		*
Std. Dev.	0.86	0.88	0.81	0.64	0.89	0.83	0.74	0.88	0.87	0.8	0.74	0.74	0.82	0.85	0.72	0.88	0.86	0.84
Std. Err.	0.03	0.04	0.04	0.19	0.05	0.04	0.06	0.07	0.05	0.05	0.08	0.08	0.08	0.09	0.11	0.04	0.06	0.11

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	227	161	66	1	111	98	19	57	108	51	13	13	19	36	5	115	37	16
	26%	32%	18%	8%	33%	25%	12%	37%	29%	18%	14%	14%	18%	37%	13%	29%	20%	27%
		E		**	HI	I		LMN	LMN		*	*	*	OQS*	*	OQS		*
Strongly agree (4)	52	41	11	-	29	21	1	18	23	9	1	1	4	9	1	28	8	1
	6%	8%	3%	-	9%	5%	1%	12%	6%	3%	2%	2%	4%	9%	2%	7%	4%	3%
		E		**	I	I		KLMN			*	*	*	*	*			*
Somewhat agree (3)	176	120	55	1	82	77	17	38	85	42	11	11	15	27	5	87	29	14
	20%	24%	15%	8%	24%	20%	11%	25%	23%	15%	12%	12%	14%	27%	11%	22%	15%	24%
		E		**	I	I		LMN	LMN		*	*	*	S*	*			*
Bottom 2 Box (Net)	654	348	295	11	225	294	135	95	258	224	77	77	83	61	36	279	152	43
	74%	68%	82%	92%	67%	75%	88%	63%	71%	82%	86%	86%	82%	63%	87%	71%	80%	73%
			D	**		G	GH			JK	JK*	JK*	PR*	*	PR*		PR	*
Somewhat disagree (2)	329	182	142	4	123	151	55	58	131	106	33	33	34	29	14	158	74	20
	37%	36%	39%	38%	37%	39%	36%	38%	36%	39%	37%	37%	33%	30%	34%	40%	39%	34%
				**							*	*	*	*	*			*
Strongly disagree (1)	325	166	153	6	102	143	80	37	127	118	44	44	50	32	22	121	78	23
	37%	33%	42%	54%	31%	37%	52%	24%	35%	43%	49%	49%	49%	33%	54%	31%	41%	39%
			D	**			GH		J	JK	JK*	JK*	R*	*	PR*		R	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	1.95	2.07	1.79	1.53	2.11	1.94	1.61	2.25	2.01	1.79	1.67	1.67	1.73	2.13	1.61	2.06	1.83	1.91
		E		**	HI	I		KLMN	LMN		*	*	*	OQS*	*	OQS		*
Std. Dev.	0.89	0.94	0.81	0.67	0.94	0.88	0.72	0.96	0.91	0.82	0.76	0.76	0.85	0.99	0.75	0.9	0.84	0.86
Std. Err.	0.03	0.04	0.04	0.2	0.05	0.04	0.06	0.08	0.05	0.05	0.08	0.08	0.08	0.1	0.12	0.05	0.06	0.11

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed																		
	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	509	314	190	4	195	228	86	88	212	159	50	50	62	61	24	232	94	36
	58%	62%	53%	37%	58%	58%	56%	58%	58%	58%	56%	56%	61%	63%	59%	59%	50%	61%
		E		**							*	*	*	*	*	S		*
Strongly agree (4)	108	70	37	1	44	51	13	20	49	33	7	7	12	13	3	50	23	6
	12%	14%	10%	7%	13%	13%	9%	13%	13%	12%	8%	8%	12%	14%	8%	13%	12%	10%
				**							*	*	*	*	*			*
Somewhat agree (3)	401	244	153	3	151	177	73	69	163	126	43	43	50	48	21	182	71	30
	46%	48%	43%	30%	45%	45%	47%	45%	45%	46%	48%	48%	49%	49%	51%	46%	38%	51%
				**							*	*	*	*	*			*
Bottom 2 Box (Net)	372	194	171	7	141	163	67	64	154	116	39	39	40	36	17	162	95	23
	42%	38%	47%	63%	42%	42%	44%	42%	42%	42%	44%	44%	39%	37%	41%	41%	50%	39%
			D	**							*	*	*	*	*		R	*
Somewhat disagree (2)	291	161	126	5	108	131	52	50	120	93	29	29	25	26	15	133	70	22
	33%	32%	35%	46%	32%	33%	34%	33%	33%	34%	32%	32%	24%	27%	36%	34%	37%	38%
				**							*	*	*	*	*		O	*
Strongly disagree (1)	81	33	45	2	33	33	15	14	33	23	11	11	15	10	2	28	25	1
	9%	7%	13%	17%	10%	8%	10%	9%	9%	8%	12%	12%	15%	10%	5%	7%	13%	1%
			D	**							*	*	RT*	*	*		RT	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.61	2.69	2.5	2.27	2.61	2.63	2.55	2.62	2.62	2.62	2.51	2.51	2.58	2.67	2.62	2.64	2.49	2.69
		E		**							*	*	*	*	*	S		*
Std. Dev.	0.82	0.79	0.84	0.86	0.83	0.81	0.79	0.83	0.83	0.8	0.8	0.8	0.89	0.84	0.71	0.79	0.87	0.67
Std. Err.	0.03	0.03	0.04	0.25	0.05	0.04	0.06	0.07	0.04	0.05	0.08	0.08	0.09	0.09	0.11	0.04	0.06	0.09

Overlap formula used

- Column Means:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Proportions:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	426	270	152	5	171	183	73	84	168	128	46	46	38	53	18	203	81	35
	48%	53%	42%	40%	51%	47%	48%	56%	46%	47%	51%	51%	37%	54%	44%	52%	43%	59%
		E		**							*	*	*	O*	*	O		OS*
Strongly agree (4)	94	65	27	2	41	42	10	19	39	32	5	5	7	10	2	53	16	5
	11%	13%	8%	16%	12%	11%	7%	12%	11%	12%	5%	5%	7%	10%	5%	14%	9%	8%
		E		**							*	*	*	*	*			*
Somewhat agree (3)	333	205	125	3	129	140	63	66	130	96	41	41	30	43	16	150	65	30
	38%	40%	35%	24%	39%	36%	41%	43%	35%	35%	46%	46%	30%	44%	39%	38%	34%	51%
				**							*	*	*	*	*			OS*
Bottom 2 Box (Net)	455	238	209	7	166	208	81	67	197	147	43	43	64	44	23	191	108	24
	52%	47%	58%	60%	49%	53%	53%	44%	54%	54%	49%	49%	63%	46%	56%	49%	57%	41%
			D	**							*	*	PRT*	*	*		T	*
Somewhat disagree (2)	326	174	145	7	128	144	53	53	148	97	27	27	34	34	15	147	73	23
	37%	34%	40%	60%	38%	37%	35%	35%	41%	35%	31%	31%	34%	35%	38%	37%	39%	38%
				**							*	*	*	*	*			*
Strongly disagree (1)	129	64	65	-	37	64	27	14	49	50	16	16	30	10	7	44	35	2
	15%	13%	18%	-	11%	17%	18%	10%	13%	18%	18%	18%	30%	11%	18%	11%	19%	3%
			D	**						J	*	*	PRT*	*	T*		RT	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.44	2.53	2.32	2.56	2.52	2.41	2.36	2.58	2.43	2.4	2.38	2.38	2.15	2.54	2.31	2.54	2.33	2.65
		E		**							*	*	*	O*	*	OS		OQS*
Std. Dev.	0.87	0.87	0.85	0.79	0.85	0.89	0.85	0.83	0.85	0.91	0.84	0.84	0.93	0.82	0.84	0.86	0.88	0.68
Std. Err.	0.03	0.04	0.04	0.23	0.05	0.04	0.07	0.07	0.04	0.06	0.09	0.09	0.09	0.08	0.13	0.04	0.06	0.09

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	314	210	102	3	141	143	30	67	144	85	18	18	41	40	11	156	47	19
	36%	41%	28%	23%	42%	37%	20%	44%	39%	31%	20%	20%	40%	41%	27%	40%	25%	33%
		E		**	I	I		LMN	LMN		*	*	S*	S*	*	S		*
Strongly agree (4)	70	53	16	-	34	26	9	19	28	15	7	7	10	9	2	38	9	1
	8%	11%	5%	-	10%	7%	6%	13%	8%	6%	8%	8%	10%	9%	5%	10%	5%	1%
		E		**				L			*	*	*	*	*	ST		*
Somewhat agree (3)	245	157	86	3	107	117	21	48	116	70	11	11	31	31	9	118	38	18
	28%	31%	24%	23%	32%	30%	14%	32%	32%	26%	12%	12%	30%	32%	22%	30%	20%	32%
		E		**	I	I		MN	MN	MN	*	*	*	S*	*	S		*
Bottom 2 Box (Net)	566	298	259	9	195	248	124	85	222	189	71	71	61	57	30	238	142	39
	64%	59%	72%	77%	58%	63%	81%	56%	61%	69%	80%	80%	60%	59%	73%	60%	75%	67%
			D	**			GH			JK	JK*	JK*	*	*	*		OPR	*
Somewhat disagree (2)	329	187	136	5	121	144	63	64	120	109	36	36	35	33	13	147	78	22
	37%	37%	38%	45%	36%	37%	41%	42%	33%	40%	40%	40%	35%	34%	33%	37%	42%	37%
				**							*	*	*	*	*			*
Strongly disagree (1)	238	111	123	4	74	104	60	21	102	80	35	35	26	24	16	90	64	18
	27%	22%	34%	32%	22%	27%	39%	14%	28%	29%	40%	40%	25%	25%	40%	23%	34%	30%
			D	**			GH		J	J	JK*	JK*	*	*	R*		R	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.17	2.3	1.99	1.91	2.3	2.17	1.86	2.43	2.19	2.08	1.88	1.88	2.26	2.26	1.91	2.26	1.96	2.04
		E		**	I	I		KLMN	MN		*	*	S*	S*	*	QS		*
Std. Dev.	0.91	0.93	0.87	0.77	0.93	0.9	0.86	0.88	0.93	0.88	0.91	0.91	0.95	0.94	0.91	0.92	0.86	0.82
Std. Err.	0.03	0.04	0.05	0.23	0.05	0.05	0.07	0.07	0.05	0.05	0.1	0.1	0.09	0.09	0.14	0.05	0.06	0.11

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	296	199	96	1	147	130	19	72	145	68	11	11	29	36	8	162	47	15
	34%	39%	27%	8%	44%	33%	12%	48%	40%	25%	12%	12%	28%	37%	19%	41%	25%	25%
		E		**	HI	I		LMN	LMN	MN	*	*	*	*	*	QQST		*
Strongly agree (4)	64	48	16	-	36	25	3	23	28	11	2	2	5	6	-	38	13	4
	7%	10%	4%	-	11%	7%	2%	15%	8%	4%	3%	3%	4%	6%	-	10%	7%	7%
		E		**	I	I		KLMN			*	*	*	*	*	Q		*
Somewhat agree (3)	232	151	80	1	111	104	16	49	117	57	9	9	24	30	8	125	34	11
	26%	30%	22%	8%	33%	27%	10%	33%	32%	21%	10%	10%	24%	31%	19%	32%	18%	18%
		E		**	I	I		LMN	LMN	MN	*	*	*	S*	*	ST		*
Bottom 2 Box (Net)	585	309	265	11	189	261	135	80	221	206	78	78	73	61	33	232	142	44
	66%	61%	73%	92%	56%	67%	88%	53%	60%	75%	88%	88%	72%	63%	81%	59%	75%	75%
			D	**		G	GH			JK	JKL*	JKL*	R*	*	R*		R	R*
Somewhat disagree (2)	289	160	124	5	101	133	55	47	114	96	32	32	33	35	19	114	66	24
	33%	32%	34%	46%	30%	34%	36%	31%	31%	35%	36%	36%	32%	36%	46%	29%	35%	41%
				**							*	*	*	*	R*			*
Strongly disagree (1)	296	149	141	5	88	128	80	33	107	110	46	46	41	27	14	118	76	20
	34%	29%	39%	47%	26%	33%	52%	22%	29%	40%	52%	52%	40%	28%	35%	30%	40%	35%
			D	**			GH			JK	JK*	JK*	*	*	*		R	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.07	2.19	1.92	1.61	2.28	2.07	1.62	2.41	2.18	1.89	1.63	1.63	1.93	2.15	1.85	2.21	1.91	1.97
		E		**	HI	I		KLMN	LMN	MN	*	*	*	*	*	OQS		*
Std. Dev.	0.94	0.97	0.89	0.66	0.97	0.92	0.75	0.99	0.94	0.87	0.76	0.76	0.9	0.9	0.73	0.98	0.92	0.89
Std. Err.	0.03	0.04	0.05	0.19	0.05	0.05	0.06	0.08	0.05	0.05	0.08	0.08	0.09	0.09	0.11	0.05	0.07	0.12

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	353	221	130	3	153	159	41	71	163	92	27	27	37	45	18	186	46	22
	40%	43%	36%	23%	46%	41%	27%	47%	45%	34%	31%	31%	36%	47%	44%	47%	24%	38%
		E		**	I	I		LMN	LMN		*	*	*	S*	S*	S		*
Strongly agree (4)	85	62	22	1	42	35	7	22	41	20	2	2	8	11	-	48	13	5
	10%	12%	6%	8%	13%	9%	5%	15%	11%	7%	2%	2%	7%	11%	-	12%	7%	8%
		E		**	I			LMN	MN		*	*	*	Q*	*	Q		*
Somewhat agree (3)	268	158	108	2	110	124	34	48	123	73	25	25	29	34	18	138	32	17
	31%	31%	30%	15%	33%	32%	22%	32%	34%	26%	28%	28%	29%	35%	44%	35%	17%	30%
				**	I	I					*	*	S*	S*	S*	S		S*
Bottom 2 Box (Net)	528	288	231	9	183	232	113	81	202	182	62	62	65	52	23	208	143	36
	60%	57%	64%	77%	55%	59%	73%	53%	55%	66%	70%	70%	64%	53%	57%	53%	76%	62%
			D	**			GH			JK	JK*	JK*	*	*	*		PQR	*
Somewhat disagree (2)	295	170	120	4	113	135	47	56	117	97	25	25	33	32	13	123	75	18
	34%	33%	33%	39%	34%	35%	31%	37%	32%	36%	28%	28%	32%	34%	33%	31%	40%	31%
				**							*	*	*	*	*			*
Strongly disagree (1)	233	118	111	4	71	97	66	25	86	85	37	37	33	19	10	85	69	18
	26%	23%	31%	39%	21%	25%	43%	17%	24%	31%	41%	41%	32%	20%	24%	22%	36%	31%
			D	**			GH			JK	JK*	JK*	*	*	*		PR	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.23	2.32	2.11	1.92	2.37	2.25	1.89	2.45	2.32	2.1	1.92	1.92	2.12	2.38	2.2	2.38	1.95	2.14
		E		**	I	I		LMN	LMN		*	*	*	S*	*	OS		*
Std. Dev.	0.95	0.96	0.91	0.96	0.95	0.93	0.91	0.94	0.96	0.92	0.89	0.89	0.95	0.93	0.81	0.95	0.91	0.96
Std. Err.	0.03	0.04	0.05	0.28	0.05	0.05	0.07	0.08	0.05	0.06	0.09	0.09	0.09	0.09	0.13	0.05	0.07	0.13

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	448	298	148	3	170	192	86	74	195	129	50	50	52	60	21	203	75	38
	51%	59%	41%	23%	51%	49%	56%	49%	53%	47%	56%	56%	51%	62%	52%	52%	40%	64%
		E		**							*	*	*	S*	*	S		S*
Strongly agree (4)	115	80	34	1	52	43	20	20	55	24	17	17	21	8	1	56	16	13
	13%	16%	9%	8%	15%	11%	13%	13%	15%	9%	19%	19%	21%	9%	4%	14%	9%	21%
		E		**					L		L*	L*	PQS*	*	*			PQS*
Somewhat agree (3)	333	218	113	2	118	149	66	54	141	105	33	33	31	52	20	147	59	25
	38%	43%	31%	15%	35%	38%	43%	36%	39%	38%	37%	37%	30%	53%	49%	37%	31%	43%
		E		**							*	*	*	ORS*	S*			*
Bottom 2 Box (Net)	433	210	214	9	166	199	67	78	170	146	39	39	50	37	19	191	114	21
	49%	41%	59%	77%	49%	51%	44%	51%	47%	53%	44%	44%	49%	38%	48%	48%	60%	36%
			D	**							*	*	*	*	*		PRT	*
Somewhat disagree (2)	312	151	154	8	116	146	50	58	114	113	27	27	38	24	16	141	77	16
	35%	30%	43%	69%	35%	37%	33%	38%	31%	41%	30%	30%	37%	25%	40%	36%	41%	27%
			D	**						K	*	*	*	*	*		P	*
Strongly disagree (1)	121	60	60	1	50	54	17	20	56	32	12	12	12	13	3	50	37	5
	14%	12%	17%	9%	15%	14%	11%	13%	15%	12%	14%	14%	12%	13%	8%	13%	20%	9%
			D	**							*	*	*	*	*		R	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.5	2.63	2.34	2.22	2.51	2.46	2.59	2.49	2.53	2.44	2.62	2.62	2.59	2.57	2.48	2.53	2.29	2.76
		E		**							*	*	S*	S*	*	S		S*
Std. Dev.	0.89	0.89	0.86	0.74	0.93	0.86	0.86	0.88	0.93	0.81	0.95	0.95	0.95	0.83	0.7	0.89	0.88	0.9
Std. Err.	0.03	0.04	0.05	0.22	0.05	0.04	0.07	0.07	0.05	0.05	0.1	0.1	0.09	0.08	0.11	0.04	0.06	0.12

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed																		
	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	490	312	175	3	218	206	67	104	216	137	34	34	58	58	20	238	89	27
	56%	61%	49%	31%	65%	53%	43%	69%	59%	50%	38%	38%	57%	60%	50%	60%	47%	46%
		E		**	HI			LMN	LMN		*	*	*	*	*	S		*
Strongly agree (4)	92	64	27	1	51	32	10	25	46	16	6	6	14	13	1	43	15	6
	11%	13%	8%	8%	15%	8%	6%	17%	13%	6%	6%	6%	13%	14%	3%	11%	8%	11%
		E		**	HI			LMN	L		*	*	*	*	*			*
Somewhat agree (3)	398	248	148	3	167	174	57	79	170	121	28	28	44	45	19	195	74	21
	45%	49%	41%	23%	50%	45%	37%	52%	47%	44%	32%	32%	43%	47%	47%	50%	39%	36%
		E		**	I			MN	MN		*	*	*	*	*	S		*
Bottom 2 Box (Net)	390	196	186	8	119	185	87	48	150	138	55	55	44	39	20	156	100	31
	44%	39%	52%	70%	35%	47%	57%	31%	41%	50%	62%	62%	43%	40%	50%	40%	53%	54%
			D	**		G	G			JK	JK*	JK*	*	*	*		R	*
Somewhat disagree (2)	270	139	126	5	92	125	53	38	105	94	33	33	31	26	15	114	65	20
	31%	27%	35%	47%	27%	32%	35%	25%	29%	34%	37%	37%	31%	27%	36%	29%	34%	33%
			D	**							*	*	*	*	*			*
Strongly disagree (1)	121	58	60	3	27	60	34	10	45	44	23	23	13	13	6	42	35	12
	14%	11%	17%	22%	8%	15%	22%	6%	12%	16%	25%	25%	13%	13%	14%	11%	19%	20%
			D	**		G	G			J	JK*	JK*	*	*	*		R	R*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.52	2.63	2.39	2.16	2.72	2.46	2.27	2.79	2.59	2.4	2.19	2.19	2.57	2.61	2.39	2.61	2.36	2.37
		E		**	HI	I		KLMN	LMN		*	*	*	S*	*	S		*
Std. Dev.	0.86	0.85	0.85	0.9	0.82	0.85	0.88	0.79	0.86	0.82	0.89	0.89	0.88	0.88	0.77	0.82	0.88	0.93
Std. Err.	0.03	0.04	0.04	0.27	0.04	0.04	0.07	0.06	0.05	0.05	0.09	0.09	0.09	0.09	0.12	0.04	0.06	0.12

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	478	281	193	4	199	207	72	87	211	128	51	51	52	60	24	224	83	34
	54%	55%	53%	37%	59%	53%	47%	57%	58%	47%	57%	57%	51%	62%	58%	57%	44%	57%
				**	I				L		*	*	*	S*	*	S		*
Strongly agree (4)	117	76	41	-	55	49	13	26	54	29	9	9	11	12	3	62	23	7
	13%	15%	11%	-	16%	13%	9%	17%	15%	11%	10%	10%	11%	12%	8%	16%	12%	11%
				**	I						*	*	*	*	*			*
Somewhat agree (3)	360	204	152	4	145	157	58	61	158	99	42	42	41	49	20	162	61	27
	41%	40%	42%	37%	43%	40%	38%	40%	43%	36%	47%	47%	41%	50%	50%	41%	32%	46%
				**							*	*	*	S*	S*	S		*
Bottom 2 Box (Net)	403	228	168	7	137	185	82	65	154	146	38	38	50	37	17	170	105	25
	46%	45%	47%	63%	41%	47%	53%	43%	42%	53%	43%	43%	49%	38%	42%	43%	56%	43%
				**			G			K	*	*	*	*	*		PR	*
Somewhat disagree (2)	307	183	117	6	106	138	63	50	120	107	31	31	31	29	16	135	71	24
	35%	36%	32%	55%	32%	35%	41%	33%	33%	39%	34%	34%	30%	30%	39%	34%	38%	41%
				**							*	*	*	*	*			*
Strongly disagree (1)	97	44	51	1	31	46	19	15	34	39	8	8	19	7	1	35	34	1
	11%	9%	14%	8%	9%	12%	13%	10%	9%	14%	9%	9%	18%	8%	3%	9%	18%	1%
			D	**							*	*	QRT*	*	*		PQRT	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.57	2.61	2.51	2.28	2.66	2.54	2.43	2.64	2.63	2.43	2.58	2.58	2.44	2.67	2.63	2.64	2.38	2.67
				**	I			L	L		*	*	*	S*	*	S		S*
Std. Dev.	0.86	0.84	0.87	0.64	0.86	0.86	0.82	0.88	0.85	0.86	0.79	0.79	0.91	0.79	0.69	0.85	0.92	0.69
Std. Err.	0.03	0.04	0.05	0.19	0.05	0.04	0.07	0.07	0.04	0.05	0.08	0.08	0.09	0.08	0.11	0.04	0.07	0.09

Overlap formula used

- Column Means:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

- Column Proportions:
Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r
Minimum Base: 30 (**), Small Base: 100 (*)

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	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	945	510	424	11	336	433	176	150	385	309	101	101	93	88	47	438	216	63
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
Top 2 Box (Net)	457	313	143	2	191	202	64	91	205	120	41	41	54	52	20	223	76	32
	52%	62%	40%	15%	57%	52%	42%	60%	56%	44%	46%	46%	53%	54%	50%	57%	40%	55%
		E		**	I	I		L	L		*	*	*	*	*	S		*
Strongly agree (4)	92	73	20	-	44	39	9	22	42	22	6	6	9	11	2	51	14	5
	11%	14%	5%	-	13%	10%	6%	14%	12%	8%	7%	7%	9%	12%	5%	13%	7%	8%
		E		**	I						*	*	*	*	*	S		*
Somewhat agree (3)	365	240	123	2	147	164	55	69	163	97	35	35	44	41	18	171	62	28
	41%	47%	34%	15%	44%	42%	36%	45%	45%	36%	40%	40%	44%	42%	45%	44%	33%	47%
		E		**					L		*	*	*	*	*	S		*
Bottom 2 Box (Net)	424	196	218	10	145	189	90	61	160	155	48	48	48	45	21	171	113	26
	48%	39%	61%	85%	43%	48%	58%	40%	44%	56%	54%	54%	47%	46%	50%	44%	60%	45%
			D	**			GH			JK	*	*	*	*	*		R	*
Somewhat disagree (2)	317	153	157	7	117	138	62	47	126	114	30	30	33	33	17	142	72	19
	36%	30%	43%	60%	35%	35%	40%	31%	34%	42%	33%	33%	33%	34%	42%	36%	38%	32%
			D	**						J	*	*	*	*	*			*
Strongly disagree (1)	107	42	62	3	28	51	28	14	34	40	18	18	15	12	3	29	41	8
	12%	8%	17%	25%	8%	13%	18%	9%	9%	15%	21%	21%	14%	12%	9%	7%	22%	13%
			D	**		G	G			K	JK*	JK*	R*	*	*		R	*
Sigma	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.5	2.68	2.28	1.9	2.62	2.48	2.3	2.65	2.58	2.37	2.32	2.32	2.48	2.54	2.46	2.62	2.26	2.49
		E		**	HI	I		LMN	LMN		*	*	*	S*	*	S		*
Std. Dev.	0.84	0.82	0.81	0.65	0.82	0.84	0.84	0.84	0.81	0.83	0.88	0.88	0.85	0.85	0.72	0.8	0.88	0.83
Std. Err.	0.03	0.04	0.04	0.19	0.04	0.04	0.07	0.07	0.04	0.05	0.09	0.09	0.08	0.09	0.11	0.04	0.06	0.11

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q29. [T2B - Summary] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
I have exaggerated my ability to use AI to my work colleagues	235	165	70	1	116	103	17	63	106	57	10	10	23	31	6	118	41	16
	27%	33%	19%	7%	35%	26%	11%	41%	29%	21%	11%	11%	22%	32%	15%	30%	22%	28%
		E		**	HI	I		KLMN	LMN		*	*	*	*	*	S		*
I exaggerated my ability to use AI when applying for my job	227	161	66	1	111	98	19	57	108	51	13	13	19	36	5	115	37	16
	26%	32%	18%	8%	33%	25%	12%	37%	29%	18%	14%	14%	18%	37%	13%	29%	20%	27%
		E		**	HI	I		LMN	LMN		*	*	*	OQS*	*	OQS		*
Most of my colleagues have no idea what they're doing when it comes to using AI in the workplace	509	314	190	4	195	228	86	88	212	159	50	50	62	61	24	232	94	36
	58%	62%	53%	37%	58%	58%	56%	58%	58%	58%	56%	56%	61%	63%	59%	59%	50%	61%
		E		**							*	*	*	*	*	S		*
My boss is out of touch when it comes to the use of AI in the workplace	426	270	152	5	171	183	73	84	168	128	46	46	38	53	18	203	81	35
	48%	53%	42%	40%	51%	47%	48%	56%	46%	47%	51%	51%	37%	54%	44%	52%	43%	59%
		E		**							*	*	*	O*	*	O		OS*
I have received adequate training from my employer on using AI in the workplace	314	210	102	3	141	143	30	67	144	85	18	18	41	40	11	156	47	19
	36%	41%	28%	23%	42%	37%	20%	44%	39%	31%	20%	20%	40%	41%	27%	40%	25%	33%
		E		**	I	I		LMN	LMN		*	*	S*	S*	*	S		*
I use AI at work without my boss knowing about it	296	199	96	1	147	130	19	72	145	68	11	11	29	36	8	162	47	15
	34%	39%	27%	8%	44%	33%	12%	48%	40%	25%	12%	12%	28%	37%	19%	41%	25%	25%
		E		**	HI	I		LMN	LMN	MN	*	*	*	*	*	OQST		*
I use AI without my customers/clients knowing about it	353	221	130	3	153	159	41	71	163	92	27	27	37	45	18	186	46	22
	40%	43%	36%	23%	46%	41%	27%	47%	45%	34%	31%	31%	36%	47%	44%	47%	24%	38%
		E		**	I	I		LMN	LMN		*	*	*	S*	S*	S		*
I am less worried about AI taking my job than I was a year ago	448	298	148	3	170	192	86	74	195	129	50	50	52	60	21	203	75	38
	51%	59%	41%	23%	51%	49%	56%	49%	53%	47%	56%	56%	51%	62%	52%	52%	40%	64%
		E		**							*	*	*	S*	*	S		S*
AI is making me more productive at my job	490	312	175	3	218	206	67	104	216	137	34	34	58	58	20	238	89	27
	56%	61%	49%	31%	65%	53%	43%	69%	59%	50%	38%	38%	57%	60%	50%	60%	47%	46%
		E		**	HI			LMN	LMN		*	*	*	*	*	S		*
My workplace is lagging behind others when it comes to the adoption of AI	478	281	193	4	199	207	72	87	211	128	51	51	52	60	24	224	83	34
	54%	55%	53%	37%	59%	53%	47%	57%	58%	47%	57%	57%	51%	62%	58%	57%	44%	57%
				**	I				L		*	*	*	S*	*	S		*
Using AI gives me a competitive edge against other people in similar jobs	457	313	143	2	191	202	64	91	205	120	41	41	54	52	20	223	76	32
	52%	62%	40%	15%	57%	52%	42%	60%	56%	44%	46%	46%	53%	54%	50%	57%	40%	55%
		E		**	I	I		L	L		*	*	*	*	*	S		*

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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Q29. [Mean - Summary] - To what extent do you agree or disagree with the following statements

	Total	GENDER			AGE GROUP			GENERATION					REGION					
	TOTAL	Male	Female	Other	18-34	35-54	55+	Gen Z	Millennials	Gen X	Boomers	Boomers+	BC	AB	MB/SK	ON	QC	AT
	A	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	2500	1172	1303	25	624	850	1026	328	690	669	762	813	288	257	164	1015	603	173
Base: Employed	881	508	361	11	336	391	154	152	365	274	89	89	102	97	41	394	189	59
I have exaggerated my ability to use AI to my work colleagues	2.01	2.13	1.85	1.61	2.2	2	1.61	2.36	2.05	1.87	1.65	1.65	1.86	2.15	1.73	2.09	1.92	1.98
		E		**	HI	I		KLMN	LMN	MN	*	*	*	OQ*	*	OQS		*
I exaggarated my ability to use AI when applying for my job	1.95	2.07	1.79	1.53	2.11	1.94	1.61	2.25	2.01	1.79	1.67	1.67	1.73	2.13	1.61	2.06	1.83	1.91
		E		**	HI	I		KLMN	LMN		*	*	*	OQS*	*	OQS		*
Most of my colleagues have no idea what they're doing when it comes to using AI in the workplace	2.61	2.69	2.5	2.27	2.61	2.63	2.55	2.62	2.62	2.62	2.51	2.51	2.58	2.67	2.62	2.64	2.49	2.69
		E		**							*	*	*	*	*	S		*
My boss is out of touch when it comes to the use of AI in the workplace	2.44	2.53	2.32	2.56	2.52	2.41	2.36	2.58	2.43	2.4	2.38	2.38	2.15	2.54	2.31	2.54	2.33	2.65
		E		**							*	*	*	O*	*	OS		OQS*
I have received adequate training from my employer on using AI in the workplace	2.17	2.3	1.99	1.91	2.3	2.17	1.86	2.43	2.19	2.08	1.88	1.88	2.26	2.26	1.91	2.26	1.96	2.04
		E		**	I	I		KLMN	MN		*	*	S*	S*	*	QS		*
I use AI at work without my boss knowing about it	2.07	2.19	1.92	1.61	2.28	2.07	1.62	2.41	2.18	1.89	1.63	1.63	1.93	2.15	1.85	2.21	1.91	1.97
		E		**	HI	I		KLMN	LMN	MN	*	*	*	*	*	OQS		*
I use AI without my customers/clients knowing about it	2.23	2.32	2.11	1.92	2.37	2.25	1.89	2.45	2.32	2.1	1.92	1.92	2.12	2.38	2.2	2.38	1.95	2.14
		E		**	I	I		LMN	LMN		*	*	*	S*	*	OS		*
I am less worried about AI taking my job than I was a year ago	2.5	2.63	2.34	2.22	2.51	2.46	2.59	2.49	2.53	2.44	2.62	2.62	2.59	2.57	2.48	2.53	2.29	2.76
		E		**							*	*	S*	S*	*	S		S*
AI is making me more productive at my job	2.52	2.63	2.39	2.16	2.72	2.46	2.27	2.79	2.59	2.4	2.19	2.19	2.57	2.61	2.39	2.61	2.36	2.37
		E		**	HI	I		KLMN	LMN		*	*	*	S*	*	S		*
My workplace is lagging behind others when it comes to the adoption of AI	2.57	2.61	2.51	2.28	2.66	2.54	2.43	2.64	2.63	2.43	2.58	2.58	2.44	2.67	2.63	2.64	2.38	2.67
				**	I			L	L		*	*	*	S*	*	S		S*
Using AI gives me a competitive edge against other people in similar jobs	2.5	2.68	2.28	1.9	2.62	2.48	2.3	2.65	2.58	2.37	2.32	2.32	2.48	2.54	2.46	2.62	2.26	2.49
		E		**	HI	I		LMN	LMN		*	*	*	S*	*	S		*

Overlap formula used

- Column Means:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

- Column Proportions:

Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M/N, O/P/Q/R/S/T, U/V/W/X/Y/Z, a/b/c, d/e/f/g/h/i/j, k/l/m/n/o/p/q/r

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

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