

Detailed Tables

How often do you usually pick up a copy of XTRA?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	933	358	413	67	83	767	153	10	167	316	239	180
	933	425	303	191*	12*	778	145	8**	158	324	242	170
Every two weeks	668 72%	355 84%	242 80%	63 33%	8 66%	569 73%	90 62%	8 91%	121 77%	218 67%	179 74%	120 71%
Once per month	213 23%	49 11%	47 15%	114 60%	3 27%	169 22%	44 30%	1 9%	29 19%	86 26%	53 22%	40 23%
Less than once per month	47 5%	20 5%	12 4%	14 7%	1 6%	36 5%	11 7%	0 -	6 4%	20 6%	10 4%	7 4%
Dk	4 0	1 0	2 1%	0 -	0 1%	4 1%	0 0	0 -	1 1%	0 0	0 0	3 2%

Do you use XTRA to locate gay-friendly businesses and services?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

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	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	933	358	413	67	83	767	153	10	167	316	239	180
	933	425	303	191*	12*	778	145	8**	158	324	242	170
Yes	713 76%	317 75%	232 77%	154 81%	9 76%	605 78%	101 70%	5 59%	117 74%	248 77%	203 84%	121 71%
No	213 23%	104 25%	68 22%	37 19%	3 22%	167 21%	42 29%	3 32%	40 25%	75 23%	36 15%	48 28%
Dk	8 1%	4 1%	4 1%	0 -	0 2%	6 1%	1 1%	1 9%	1 0	1 0	3 1%	1 1%

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Are you more likely to buy goods or services from companies that advertise in XTRA, less likely, or does it make no difference to your purchase behaviour?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

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	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
More likely	603 65%	259 61%	203 67%	131 69%	9 73% A	508 65%	88 61%	5 59%	97 61%	206 64%	169 70%	110 65%
Less likely	8 1%	5 1%	4 1%	0 -	0 -	8 1%	1 1%	0 -	0 -	6 2%	2 1%	0 -
Makes no difference	310 33%	155 37%	94 31%	57 30%	3 25%	255 33%	53 37%	3 32%	61 39%	105 32%	69 29%	58 34%
Dk	11 1%	6 1%	2 1%	3 1%	0 1%	8 1%	3 2%	1 9%	0 -	6 2%	2 1%	2 1%

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How often do you read the following publications- Every Issue?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

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	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
FAB	188 20%	158 37% BCD	3 1%	26 13% B	1 11% B	181 23% F	6 4%	1 14%	41 26% I	54 17%	47 20%	40 23%
Georgia Strait	118 13%	8 2%	106 35% ACD	3 1%	0 4%	88 11%	26 18%	4 53%	22 14%	39 12%	29 12%	22 13%
NOW Magazine	102 11%	100 23% BCD	1 0	0 -	0 2% BC	85 11%	14 10%	2 29%	30 19% IJ	35 11%	16 7%	19 11%
Outlooks	101 11%	25 6%	53 17% A	20 10%	3 22% AC	96 12% F	4 2%	0 -	20 13%	24 8%	27 11%	25 15% I
The Globe & Mail	99 11%	62 15% BD	16 5%	20 10%	1 5%	84 11%	12 9%	1 14%	8 5%	37 11%	25 10%	24 14% H
Toronto Star	93 10%	91 22% BCD	1 0	0 -	0 2% BC	82 11%	11 7%	0 -	17 11%	26 8%	29 12%	18 11%
The Westender	88 9%	6 1%	79 26% ACD	3 1%	0 2%	71 9%	14 9%	2 27%	11 7%	29 9%	23 9%	21 13%
Vancouver Courier	69 7%	5 1%	62 20% ACD	3 1%	0 1%	57 7%	10 7%	2 27%	7 5%	27 8%	16 6%	17 10%
Vancouver Sun	68 7%	4 1%	64 21% ACD	0 -	0 2% C	56 7%	10 7%	1 9%	7 4%	17 5%	20 8%	21 12% HI
Ottawa Citizen	67 7%	4 1%	1 0	63 33% ABD	0 -	56 7%	11 8%	0 -	3 2%	18 6%	25 10% H	18 11% H
EYE Magazine	51 5%	51 12% BCD	0 -	0 -	0 1% BC	42 5%	8 6%	1 14%	15 10% J	17 5%	7 3%	11 6%
Vancouver Province	38 4%	1 0	33 11% AC	3 1%	0 4% A	34 4%	4 3%	0 -	4 3%	11 3%	10 4%	10 6%
National Post	27 3%	15 4%	5 2%	6 3%	0 2%	24 3%	3 2%	0 -	1 1%	12 4%	5 2%	3 2%

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How often do you read the following publications- Every Issue?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
To Be	24 3%	1 0	2 1%	20 10% AB	0 1%	24 3%	0 -	0 -	7 4%	4 1%	4 1%	4 2%
Toronto Sun	19 2%	18 4% B	1 0	0 - 7% AB	0 1% C	16 2%	3 2%	0 -	4 2%	3 1%	9 4% I	2 1%
Ottawa Express	18 2%	4 1%	0 -	14 7% AB	0 -	15 2%	3 2%	0 -	6 4%	3 1%	5 2%	1 1%
Siren	11 1%	11 3% B	0 -	0 - 2% BC	0 2% E	2 0	9 6% E	0 -	1 1%	4 1%	5 2%	1 1%
Ottawa Sun	4 0	1 0	0 -	3 1%	0 -	4 1%	0 -	0 -	3 2% I	0 -	1 0	0 -

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Purchased the product or service

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

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	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
BASE: Read publications												
XTRA	388 42%	194 46%	119 39%	69 36%	5 42%	340 44% F	45 31%	2 23%	56 35%	137 42%	114 47% H	70 41%
Toronto Star	172 42%	165 46%	4 23%	0 -	2 37%	157 44%	13 28%	1 50%	23 29%	54 42%	52 45% H	36 51% H
Georgia Strait	125 41%	11 39%	110 41%	3 50%	1 32%	99 42%	25 39%	1 29%	24 38%	44 41%	34 48%	20 36%
NOW Magazine	125 30%	121 35% B	3 11%	0 -	1 18%	106 30%	17 34%	1 50%	26 30%	45 33%	22 22%	27 38% J
Vancouver Sun	124 40%	8 30%	111 41%	3 50%	2 39%	104 43%	19 32%	0 -	14 24%	45 41% H	36 48% H	25 44% H
The Globe & Mail	121 20%	84 29% BC	26 14%	9 7%	2 24% C	111 22% F	9 9%	1 29%	19 18%	47 21%	26 16%	28 27%
FAB	117 24%	103 28% BC	4 13%	9 9%	2 28% C	116 26%	1 3%	0 -	29 33% I	35 20%	36 28%	17 20%
Vancouver Province	107 41%	6 24%	96 43%	3 33%	1 50%	85 41%	21 44%	0 -	14 28%	37 39%	29 49% H	22 45% H
The Westender	89 32%	5 25%	81 32%	3 50%	1 33%	77 35% F	11 21%	1 13%	10 20%	33 31%	26 38% H	18 35%
Ottawa Citizen	83 40%	7 20%	1 22%	74 45%	0 -	64 38%	18 50%	0 -	1 5%	34 42%	30 47%	14 51%
Outlooks	79 16%	14 7%	43 20% A	20 24%	1 26% A	76 17%	3 8%	0 -	14 15%	24 14%	26 21%	11 13%
Vancouver Courier	57 24%	2 15%	51 24%	3 50%	0 25%	44 24%	13 25%	1 14%	8 20%	23 26%	15 26%	10 20%
EYE Magazine	53 18%	52 20%	0 -	0 -	0 14%	47 18%	6 15%	0 -	13 17%	17 18%	8 12%	11 22%
Toronto Sun	47 23%	43 24%	3 25%	0 -	1 22%	43 24%	3 24%	0 -	7 17%	19 32%	9 17%	11 29%
National Post	40 11%	21 13%	18 15%	0 -	1 17%	35 12%	5 9%	0 -	7 12%	17 11%	8 8%	8 17%

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Purchased the product or service

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

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	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Ottawa Sun	18 19%	4 25%	0 -	14 19%	0 -	17 20%	1 17%	0 -	0 -	5 17%	13 35%	0 -
Ottawa Express	16 13%	1 5%	1 50%	14 14%	0 -	10 11%	6 22%	0 -	0 -	6 9%	8 25%	0 -
To Be	13 9%	0 -	1 9%	11 12%	0 50%	13 10%	0 -	0 -	3 18%	6 11%	3 7%	1 4%
Siren	7 7%	6 8%	1 9%	0 -	1 50%	2 4%	5 12%	0 -	1 7%	3 8%	2 6%	1 10%

In the past month, how many times did you? (Mean Summary Table)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

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	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Dine out at a full service restaurant	5.6	5.7 D	5.8 D	4.9	4.1	5.7	4.8	3.1	5.7	6.1 K	5.3	4.8
Purchase food from a fast food restaurant	4.6	4.8	4.7	4.1	4.2	4.8	4.1	3.8	5.2 K	5.4 K	4.8 K	2.8
Go to a movie theatre	1.7	1.6	1.8	1.8	1.4	1.7	1.5	1.5	1.9 K	1.9 K	1.6	1.3
Rent a DVD or video	2.8	2.7	3.0	2.7	2.7	2.7	3.0	1.8	3.0 K	2.9 K	3.3 K	1.6
Purchase a DVD or video	1.0	1.0	0.9	1.0	1.1	1.0	0.7	0.9	1.0	0.8	1.2	0.8
Go out to a local gay/lesbian bar	3.0	3.3 B	2.7	2.8	2.6	3.3 F	1.1	1.7	3.3	3.0	2.9	3.1
Go out to a straight bar	1.0	1.1	0.8	1.0	0.5	1.0	1.0	0.6	1.2	0.9	1.0	0.6

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And in the past three months, how many times did you? (Mean Summary Table)

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

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	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Attend live theatre	1.3	1.4 D	1.1	1.3	0.8	1.3	1.0	0.4	1.3	1.2	1.3	1.4
Attend a live dance performance	0.4	0.4	0.4	0.6	0.2	0.4	0.4	0.6	0.6	0.5	0.3	0.3
Attend the symphony or opera	0.5	0.5	0.4	0.5	0.4	0.5 F	0.2	0.0	0.4	0.4	0.5	0.8 HI
Attend a live music performance	0.9	0.9	1.0	0.8	0.7	0.8	1.1	1.1	1.3 JK	0.9	0.7	0.6
Attend a major dance event/circuit party	0.4	0.5	0.3	0.3	0.2	0.4	0.3	0.2	0.6 JK	0.5 K	0.3	0.1

Detailed Tables

On which of the following goods and services have you spent money in the past 12 months?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

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	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Clothing/fashion-related items	764 82%	357 84%	247 81%	148 78%	10 84%	628 81%	127 88%	7 82%	149 95%	280 86%	196 81%	114 67%
Hair care products and services	706 76%	318 75%	229 76%	148 78%	9 75%	576 74%	121 83%	7 82%	140 89%	246 76%	189 78%	100 59%
Vitamins and health/wellness products	650 70%	301 71%	215 71%	126 66%	8 61%	530 68%	112 77%	7 82%	114 73%	232 72%	180 74%	104 61%
Home decor	644 69%	294 69%	212 70%	128 67%	8 67%	539 69%	101 70%	3 32%	112 71%	243 75%	170 70%	99 58%
Gardening	430 46%	177 42%	145 48%	103 54%	5 42%	350 45%	79 55%	0 -	47 30%	163 50%	121 50%	85 50%
Computer hardware/peripherals	428 46%	204 48%	148 49%	71 37%	4 36%	357 46%	67 46%	3 41%	64 41%	154 47%	116 48%	82 48%
Health/wellness services	425 46%	200 47%	137 45%	83 43%	4 34%	338 43%	84 58%	1 18%	67 43%	161 50%	116 48%	70 41%
Home renovations/remodeling	398 43%	164 39%	118 39%	111 58%	5 37%	330 42%	66 45%	2 23%	38 24%	164 51%	114 47%	62 37%
Fitness membership/fees	395 42%	187 44%	132 44%	71 37%	4 33%	331 43%	61 42%	3 32%	78 50%	159 49%	99 41%	46 27%
Pet/pet supplies	387 41%	172 41%	126 41%	83 43%	6 48%	283 36%	98 67%	5 55%	57 36%	138 43%	121 50%	63 37%
Computer software	374 40%	184 43%	117 39%	69 36%	4 35%	321 41%	52 36%	2 23%	59 38%	143 44%	89 37%	73 43%
Home electronics	347 37%	164 39%	117 39%	60 31%	5 42%	297 38%	47 33%	1 14%	63 40%	123 38%	88 36%	58 34%

Detailed Tables

On which of the following goods and services have you spent money in the past 12 months?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Office equipment	330 35%	158 37%	111 37%	57 30%	4 35%	270 35%	58 40%	1 18%	49 31%	135 42% HK	84 35%	51 30%
Outdoor recreation activities	313 34%	126 30%	115 38% A	69 36%	4 36%	239 31%	72 50% E	2 23%	48 31%	137 42% HK	81 33%	40 23%
Major furnishings or appliances	275 29%	114 27%	82 27%	74 39%	4 33%	229 30%	44 30%	1 9%	34 22%	110 34% HK	88 36% HK	34 20%
Cosmetic image services/treatments	242 26%	116 27%	72 24%	51 27%	2 18%	188 24%	53 37% E	1 14%	49 31% K	96 30% K	64 26% K	27 16%
Sports/work-out equipment	190 20%	88 21%	74 24% C	26 13%	2 18%	142 18%	45 31% E	2 23%	30 19% K	94 29% HK	51 21% K	11 6%
House/condo/vacation property	155 17%	70 16%	40 13%	43 22%	2 16%	129 17%	26 18%	0 -	21 14%	56 17%	42 17%	30 17%
Finance/re-finance a mortgage	147 16%	68 16%	40 13%	37 19%	2 14%	116 15%	29 20%	1 14%	20 13%	47 15%	55 23% HIK	21 12%
Bicycle	146 16%	65 15%	53 17%	26 13%	1 11%	117 15%	28 19%	1 9%	31 20%	52 16%	35 15%	23 13%
Used vehicle	108 12%	42 10%	34 11%	31 16%	2 13%	76 10%	32 22% E	0 -	14 9%	43 13%	29 12%	15 9%
New vehicle	86 9%	47 11% B	20 7%	17 9%	1 10%	81 10% F	5 3%	0 -	12 8%	35 11%	17 7%	20 12%
Finance/re-finance a loan	83 9%	31 7%	29 9%	23 12%	1 8%	66 8%	18 12%	0 -	11 7%	25 8%	37 15% HIK	7 4%
Motorcycle	13 1%	6 1%	7 2%	0 -	0 -	12 2%	1 1%	0 -	1 1%	5 2%	4 2%	2 1%

Detailed Tables

For each good or service purchased in the past 12 months please estimate how much you spent in total ? -

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
BASE: SPENT MONEY IN THE PAST 12 MONTHS												
Home decor	2026	1787	1342	3788	1620	2260	800	674	902	1931	3475	1317
Home renovations/remodeling	5939	8215	3237	5324	4575	6385	3864	100	1734	5195	8836	6621
Gardening	594	808	370	533	701	641	378	0	280	608	872	409
Clothing/fashion-related items	1071	1214	889	1041	864	1112	883	827	1157	1210	1036	583
Hair care products and services	265	277	260	249	272	264	283	129	296	320	230	175
Cosmetic image services/treatments	354	307	479	301	182	388	235	50	294	389	414	200
Vitamins and health/wellness products	294	350	267	207	260	292	317	127	261	330	315	227
Health/wellness services	572	605	525	569	445	543	678	1400	479	566	738	450
Fitness membership/fees	457	548	396	328	342	471	383	404	418	439	532	471
Sports/work-out equipment	471	597	374	304	588	475	476	284	275	471	676	246
Outdoor recreation activities	829	1376	517	283	820	915	533	1000	457	493	1758	633
Pet/pet supplies	578	642	537	503	574	555	678	213	512	657	575	509
Office equipment	790	837	707	832	699	751	1019	150	524	1064	843	393
Computer hardware/peripherals	1086	1157	924	1224	936	1054	1264	1595	1035	1134	1173	768
Computer software	330	339	341	281	455	338	287	77	269	347	420	229
Home electronics	987	962	842	1358	860	1036	692	300	542	1362	990	869
Major furnishings or appliances	2684	3307	2241	2122	2105	2821	1928	2000	1260	3671	2615	1520
House/condo/vacation property	135126	182318	108215	87871	151545	141955	98294	0	176091	127901	167542	84302
Finance/re-finance a mortgage	122491	157351	78974	104611	54597	129840	89994	0	136916	172474	109015	31091
Finance/re-finance a loan	28688	16359	15542	61000	14417	22363	57073	0	23367	12885	42414	23838
New vehicle	29631	30427	27288	28000	38857	29916	25715	0	21377	31622	35496	25266
Used vehicle	6760	6080	5217	8855	4570	6267	8010	0	5717	7165	6173	9710
Motorcycle	5428	10333	1467	0	0	5428	0	0	100	2314	16052	2333
Bicycle	325	340	353	214	600	357	194	50	368	392	304	195

Detailed Tables

For each good or service purchased in the past 12 months please estimate how much you spent in total ? -

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
BASE: All Respondents												
Home decor	1339	1193	903	2375	1093	1507	519	217	630	1401	2260	747
Home renovations/remodeling	2401	3052	1191	2861	1709	2581	1606	23	414	2537	3767	2393
Gardening	263	327	169	270	287	281	189	0	82	299	410	204
Clothing/fashion-related items	849	987	695	792	697	874	733	606	1056	1008	803	386
Hair care products and services	194	201	189	186	197	190	219	106	256	235	171	103
Cosmetic image services/treatments	85	79	102	76	33	88	77	7	85	108	97	31
Vitamins and health/wellness products	197	240	180	129	153	192	230	104	186	227	220	134
Health/wellness services	237	269	217	204	145	215	358	249	196	257	309	169
Fitness membership/fees	186	234	165	118	107	194	147	130	204	205	206	122
Sports/work-out equipment	91	118	88	36	92	83	138	66	53	128	132	16
Outdoor recreation activities	250	377	178	85	277	256	230	89	134	186	515	129
Pet/pet supplies	225	251	207	195	256	193	404	118	180	261	264	181
Office equipment	263	295	246	224	244	249	357	27	161	414	266	113
Computer hardware/peripherals	475	540	425	420	316	464	527	655	407	505	524	361
Computer software	124	136	122	97	154	133	83	18	94	143	144	92
Home electronics	348	355	312	385	352	381	193	43	208	481	336	291
Major furnishings or appliances	707	831	575	633	634	760	464	178	250	1086	864	270
House/condo/vacation property	19351	24954	12053	18361	20084	20571	14189	0	20985	19099	22748	13691
Finance/re-finance a mortgage	12295	16263	5928	14052	5262	12751	10736	0	11185	16709	15917	2190
Finance/re-finance a loan	1855	777	1129	5463	1042	1419	4335	0	1052	806	3937	969
New vehicle	1995	2805	1255	1254	3277	2252	758	0	1043	2487	1823	2383
Used vehicle	662	459	455	1454	551	528	1429	0	370	819	546	844
Motorcycle	46	87	21	0	0	56	0	0	0	22	127	30
Bicycle	46	49	54	26	65	49	32	4	69	56	37	25

Detailed Tables

On which of the following goods and services do you personally plan to spend money in the next 12 months

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgend er	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Clothing/fashion-related items	620 66%	273 64%	201 66%	137 72%	8 65%	508 65%	105 73%	5 59%	120 76% JK	228 71% K	156 65%	93 55%
Home decor	523 56%	244 58%	170 56%	103 54%	6 51%	437 56%	83 57%	3 32%	102 65% JK	207 64% JK	120 50%	81 47%
Hair care products and services	521 56%	235 55%	180 59%	100 52%	6 48%	426 55%	91 63%	3 36%	105 67% JK	202 62% JK	126 52%	76 45%
Vitamins and health/wellness products	504 54%	229 54%	166 55%	103 54%	6 47%	409 53%	91 63% E	4 45%	82 52%	194 60%	127 52%	86 51%
Gardening	445 48%	183 43%	143 47%	111 58% A	7 55% A	361 46%	82 57% E	1 14%	52 33%	177 55% H	117 48% H	88 52% H
Home renovations/remodeling	392 42%	173 41%	119 39%	94 49%	5 41%	332 43%	58 40%	1 9%	44 28%	159 49% HK	110 46% H	64 38%
Computer hardware/peripherals	363 39%	162 38%	131 43%	66 34%	4 35%	308 40%	51 35%	3 36%	55 35%	134 41%	90 37%	73 43%
Health/wellness services	351 38%	164 39%	114 38%	69 36%	4 35%	272 35%	76 52% E	3 32%	53 34%	129 40%	91 38%	69 40%
Fitness membership/fees	348 37%	164 39% D	115 38% D	66 34%	3 23%	294 38%	52 36%	1 18%	76 48% JK	146 45% JK	78 32%	37 22%
Computer software	327 35%	159 37%	112 37%	51 27%	4 33%	273 35%	51 35%	2 27%	49 31%	119 37%	81 33%	72 42%
Outdoor recreation activities	321 34%	123 29%	113 37% A	80 42% A	5 41% A	249 32%	72 49% E	1 9%	54 34% K	136 42% K	81 33%	40 24%
Pet/pet supplies	318 34%	130 31%	106 35%	77 40%	4 36%	232 30%	82 57% E	2 27%	54 34%	118 36%	84 35%	54 31%
Home electronics	298 32%	149 35%	98 32%	46 24%	4 36%	259 33%	38 26%	1 9%	56 36%	112 35%	66 27%	52 31%
Office equipmen	259 28%	132 31%	79 26%	46 24%	3 27%	210 27%	47 32%	3 32%	37 23%	106 33%	65 27%	44 26%

Detailed Tables

On which of the following goods and services do you personally plan to spend money in the next 12 months

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Major furnishings or appliances	253 27%	134 32%	70 23%	46 24%	3 25%	218 28%	33 23%	2 23%	38 24%	104 32%	66 27%	39 23%
Cosmetic image services/treatments	229 25%	101 24%	71 23%	54 28%	2 18%	185 24%	43 30%	0 -	44 28%	98 30%	49 20%	28 17%
Sports/work-out equipment	179 19%	71 17%	69 23%	37 19%	2 16%	139 18%	39 27%	1 9%	33 21%	87 27%	41 17%	16 9%
Bicycle	179 19%	85 20%	46 15%	46 24%	2 16%	142 18%	33 23%	3 32%	39 24%	66 20%	40 16%	27 16%
House/condo/vacation property	145 16%	57 13%	52 17%	34 18%	2 14%	123 16%	22 15%	0 -	15 10%	74 23%	32 13%	24 14%
Finance/re-finance a mortgage	105 11%	52 12%	31 10%	20 10%	2 16%	92 12%	14 9%	0 -	13 8%	52 16%	24 10%	16 10%
New vehicle	102 11%	51 12%	23 8%	26 13%	1 12%	86 11%	15 11%	0 -	16 10%	47 14%	18 8%	20 12%
Used vehicle	73 8%	27 6%	28 9%	17 9%	1 5%	50 6%	23 16%	0 -	10 6%	37 11%	10 4%	9 5%
Finance/re-finance a loan	60 6%	26 6%	21 7%	11 6%	0 4%	51 7%	9 6%	0 -	3 2%	29 9%	21 9%	5 3%
Motorcycle	20 2%	11 3%	10 3%	0 -	0 1%	17 2%	1 1%	1 18%	3 2%	9 3%	5 2%	2 1%

Detailed Tables

At some point in the next 12 months do you plan to ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Attend your local Pride celebrations	793 85%	365 86%	266 88%	151 79%	10 78%	659 85%	127 88%	6 73%	142 90%	282 87%	207 86%	132 78%
Attend your local gay & lesbian film festival	531 57%	229 54%	188 62%	108 57%	5 45%	430 55%	95 66%	4 50%	110 70%	202 62%	124 51%	73 43%
Purchase professional services (lawyer, accountant, architect, etc.)	419 45%	197 46%	139 46%	77 40%	5 43%	351 45%	64 44%	3 32%	50 32%	147 46%	128 53%	87 51%
Attend a local mainstream film festival	343 37%	146 34%	131 43%	63 33%	3 27%	285 37%	54 38%	2 27%	79 50%	126 39%	72 30%	47 28%
Connect to the Internet	208 22%	114 27%	76 25%	14 7%	3 25%	166 21%	38 26%	3 38%	52 33%	76 23%	49 20%	26 16%
Purchase or lease a cell phone or pager	186 20%	81 19%	72 24%	31 16%	2 19%	156 20%	30 20%	1 9%	34 21%	59 18%	59 25%	25 15%
Acquire a new credit card	142 15%	75 18%	36 12%	29 15%	2 19%	123 16%	19 13%	0 -	36 23%	49 15%	34 14%	17 10%
Change your Internet service provider	139 15%	58 14%	42 14%	37 19%	1 12%	116 15%	21 15%	1 9%	22 14%	45 14%	38 16%	22 13%
Purchase digital cable or satellite service	125 13%	68 16%	38 13%	17 9%	2 14%	108 14%	14 10%	1 9%	25 16%	39 12%	26 11%	23 14%
Hire an investment advisor	113 12%	53 13%	37 12%	20 10%	2 14%	94 12%	18 12%	1 14%	14 9%	53 16%	25 10%	20 12%
Change your long distance service provider	112 12%	46 11%	41 14%	23 12%	2 13%	92 12%	19 13%	1 9%	22 14%	43 13%	22 9%	20 12%
Upgrade from dial up modem to high speed (DSL or Cable) Internet access	92 10%	40 9%	33 11%	17 9%	1 10%	74 10%	16 11%	0 -	3 2%	29 9%	30 12%	21 12%
Change your local telephone service provider	91 10%	42 10%	37 12%	11 6%	1 6%	78 10%	12 9%	0 -	19 12%	31 10%	21 9%	17 10%

Detailed Tables

At some point in the next 12 months do you plan to ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Change your wireless service provider	80 9%	36 8%	27 9%	17 9%	1 5%	68 9%	12 8%	1 9%	21 13% K	34 11% K	20 8% K	3 2%
Change your primary financial institution	80 9%	32 8%	33 11%	14 7%	1 6%	63 8%	17 11%	1 9%	17 11%	26 8%	23 10%	12 7%

Which of the following financial products or services are you planning to invest in or purchase in the next 12 months?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted												
	933	358	413	67	83	767	153	10	167	316	239	180
	933	425	303	191*	12*	778	145	8**	158	324	242	170
RRSP's	505 54%	234 55%	170 56%	94 49%	7 54%	424 54%	78 54%	2 23%	84 53% K	205 63% K	140 58% K	62 36%
Insurance	366 39%	160 38%	121 40%	77 40%	6 52% AB	298 38%	65 45%	1 18%	55 35%	123 38%	102 42%	78 46%
Mutual Funds	309 33%	148 35% D	90 30%	69 36%	3 22%	259 33%	48 33%	1 9%	50 32%	118 36% K	91 37% K	38 22%
Individual Stocks or Bonds	179 19%	90 21%	59 19%	29 15%	2 14%	157 20%	23 16%	0 -	28 17%	62 19%	50 21%	35 21%
GIC's?	176 19%	95 22% BD	48 16%	31 16%	1 11%	153 20%	22 16%	0 -	28 18%	63 19%	45 18%	31 18%
Canada Savings Bonds	135 14%	57 13%	31 10%	46 24% AB	1 11%	118 15%	17 11%	0 -	22 14%	46 14%	39 16%	24 14%
Financial investment counselling	90 10%	43 10%	31 10%	14 7%	1 12%	77 10%	13 9%	0 -	11 7%	32 10%	26 11%	21 12%

Detailed Tables

Please indicate how many trips you plan to make in the next 12 months.- Mean Summary Table

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
For leisure/holiday	3.9	3.8	3.9	3.9	4.8	4.0	3.5	1.4	3.8	3.9	4.0	4.0
Within your own province	3.3	3.5	3.3	2.4	5.2 ABC	3.3	3.4	0.8	3.3	3.2	3.5	3.5
For business	2.9	3.7 B	2.4	1.8	3.3 C	3.1	2.2	0.0	2.1	3.0	3.7	3.0
To the U.S.	2.1	2.1	2.1	2.2	1.5	2.3	1.2	0.3	1.4	2.0	2.9	2.1
To another Canadian province	1.9	1.9	1.8	2.2	2.3	1.9	2.0	0.4	1.5	2.2	2.0	1.9
Outside North America	1.3	1.4	1.3	1.2	0.8	1.4	1.2	0.2	0.9	1.5	1.3	1.4 H

Detailed Tables

In an average week, how many hours do you spend connected to and actively using the Internet?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Connected to the Internet	865	332	383	61	77	716	136	10	151	287	227	170
Weighted	862	394	281	174*	11*	720	132*	8**	143	293	228	161
Up to 3 hours	179 21%	81 20%	55 20%	40 23%	3 29%	148 21%	29 22%	2 27%	14 10%	59 20%	51 22%	39 24%
4-6 hours	146 17%	60 15%	53 19%	31 18%	2 14%	112 16%	33 25%	2 23%	24 16%	56 19%	46 20%	18 11%
7-10 hours	163 19%	75 19%	48 17%	37 21%	3 22%	144 20%	17 13%	1 14%	30 21%	54 18%	39 17%	33 20%
11-15 hours	88 10%	39 10%	42 15%	6 3%	1 10%	74 10%	13 10%	1 18%	23 16%	24 8%	19 8%	19 12%
16-20 hours	89 10%	49 12%	19 7%	20 11%	1 10%	73 10%	16 12%	0 -	16 11%	29 10%	19 8%	18 11%
21-30 hours	88 10%	42 11%	26 9%	20 11%	0 4%	76 11%	12 9%	0 -	12 8%	27 9%	34 15%	14 9%
31-40 hours	42 5%	23 6%	14 5%	6 3%	0 1%	38 5%	4 3%	0 -	11 8%	19 6%	6 2%	7 4%
More than 40 hours	49 6%	23 6%	17 6%	9 5%	1 6%	40 5%	8 6%	1 9%	13 9%	22 8%	10 4%	3 2%
Dk	17 2%	4 1%	7 3%	6 3%	0 3%	16 2%	0 0	1 9%	0 0	1 1%	5 2%	10 6%
Mean	18.3	16.9	15.2	26.8	13.9	19.2	13.6	13.2	19.5 K	23.7	15.5	12.6
Std.Dev	47.24	24.38	19.14	95.60	23.97	51.25	14.90	22.33	22.80	74.02	26.56	13.09
Std.Err	1.62	1.34	0.99	12.45	2.77	1.94	1.29	7.44	1.87	4.38	1.79	1.03
Median	10	10	10	8	8	10	8	6	12	10	8	10

Detailed Tables

In a typical month, what is your average personal consumption of the following beverages? (Mean Summary Table)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	933	358	413	67	83	767	153	10	167	316	239	180
	933	425	303	191*	12*	778	145	8**	158	324	242	170
Beer (# of bottles, cans or glasses)	8.7	8.7	7.9	9.8	9.4	8.9	6.9	12.9	7.8	8.8	8.4	8.1
Hard Liquor (# of drinks)	6.4	5.9	6.3	7.7	5.1	7.0 F	3.1	8.4	5.2	4.6	8.0 I	9.1 HI
Wine (# of bottles)	3.6	4.0 B	3.0	3.4	2.9	3.8 F	2.5	1.5	2.4	3.4	3.8 H	4.6 H
Coolers (# of bottles)	1.2	1.3	1.4	1.0	1.0	1.3	0.6	5.7	2.3 IK	1.0 K	1.1	0.4

To what extent would you agree with the following statements about yourself? (Top2Box Summary)

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	933	358	413	67	83	767	153	10	167	316	239	180
	933	425	303	191*	12*	778	145	8**	158	324	242	170
I usually wait for prices to come down a bit before I buy a new product	775	345	261	157	10	633	133	7	121	271	203	145
	83%	81%	86%	82%	86%	81%	92% E	82%	77%	84%	84%	85%
My friends or relatives usually seek out my advice concerning certain products	738	340	244	143	9	625	106	5	129	268	188	123
	79%	80%	81%	75%	77%	80%	74%	59%	82%	83% K	78%	72%
I would describe myself as a trend-setter and not a follower	428	208	137	77	6	357	67	4	83	156	115	57
	46%	49%	45%	40%	46%	46%	46%	50%	53% K	48% K	47% K	33%
I spend more time and money on prestige products than most of my straight friends and relatives	372	179	104	83	5	340	30	1	59	144	94	52
	40%	42% B	34%	43%	40%	44% F	21%	9%	37%	45% K	39%	31%
I am usually one of the first people to buy new products when they are available in stores	340	168	95	71	4	303	35	2	66	125	91	46
	36%	40% B	31%	37%	36%	39% F	24%	23%	42% K	39% K	38%	27%

Detailed Tables

How do you identify your gender?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Male	778 83%	374 88%	233 77%	160 84%	10 82%	778 100%	0 -	0 -	116 74%	267 83%	202 83%	158 93%
Female		B				F				H	H	HIJ
	145 16%	49 11%	62 21%	31 16%	2 18%	0 -	145 100%	0 -	38 24%	53 16%	37 15%	11 7%
Transgender		A				E			JK	K	K	
	8 1%	2 1%	6 2%	0 -	0 -	0 -	0 -	8 100%	1 1%	4 1%	2 1%	1 0
Refused												
	2 0	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 0	0 -

What is your sexual orientation?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Gay or Lesbian	836 90%	376 89%	272 90%	174 91%	12 96%	723 93%	111 76%	1 18%	137 87%	289 89%	228 94%	152 89%
Bisexual					A	F					H	
	63 7%	32 8%	22 7%	9 4%	0 2%	36 5%	22 15%	6 68%	14 9%	25 8%	10 4%	9 5%
Straight						E						
	28 3%	14 3%	4 1%	9 4%	0 -	18 2%	10 7%	0 -	3 2%	9 3%	3 1%	8 5%
Refused												
	7 1%	2 1%	4 1%	0 -	0 1%	1 0	3 2%	1 14%	4 2%	2 1%	1 0	1 0

Detailed Tables

How many children, if any, do you have?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
None	570 61%	267 63%	189 62%	106 55%	7 60%	473 61%	91 63%	4 50%	118 75% JK	225 70% JK	140 58% K	72 43%
1	55 6%	24 6%	16 5%	14 7%	1 6%	42 5%	12 8%	1 9%	4 3%	9 3%	19 8% I	18 10% HI
2	60 6%	25 6%	19 6%	14 7%	2 14% AB	39 5%	22 15% E	0 -	3 2%	19 6%	17 7% H	19 11% H
3+	34 4%	12 3%	13 4%	9 4%	0 2%	32 4%	2 2%	0 -	0 -	5 2%	12 5% HI	17 10% HI
Dk	214 23%	97 23%	66 22%	49 25%	2 17%	192 25% F	18 12%	3 41%	32 20%	65 20%	54 22%	44 26%
Mean (Incl 0)	0.4	0.4	0.4	0.5	0.5	0.4	0.5	0.2	0.1	0.3 H	0.5 HI	1.0 HIJ
Mean (Excl 0)	2.1	2.0	2.1	2.1	1.9	2.1	1.9	1.0	1.4	2.0	2.0	2.4

Detailed Tables

What is the highest level of education you have attained?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Some high school	18 2%	9 2%	5 2%	3 1%	0 2%	17 2%	1 1%	0 -	2 1%	4 1%	4 2%	4 3%
Completed high school	42 4%	23 5%	12 4%	6 3%	1 5%	38 5%	3 2%	1 14%	9 6%	11 3%	11 4%	7 4%
Some community college or vocational training	87 9%	38 9%	37 12%	11 6%	1 11%	73 9%	13 9%	1 18%	12 8%	38 12%	20 8%	15 9%
Completed community college or vocational training	136 15%	65 15%	54 18%	14 7%	2 17%	119 15%	15 10%	1 9%	25 16%	58 18%	37 15%	14 8%
Some university	141 15%	59 14%	45 15%	34 18%	2 16%	115 15%	24 16%	1 18%	22 14%	50 15%	37 15%	20 12%
Completed undergraduate degree	286 31%	130 31%	83 27%	69 36%	4 30%	232 30%	53 36%	1 9%	58 37%	92 28%	77 32%	53 31%
Completed graduate degree	219 24%	97 23%	65 22%	54 28%	2 19%	180 23%	37 25%	2 23%	30 19%	71 22%	56 23%	55 32% HI

Detailed Tables

Age of Respondents

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	933	358	413	67	83	767	153	10	167	316	239	180
	933	425	303	191*	12*	778	145	8**	158	324	242	170
<18	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -
18-24	27 3%	14 3%	7 2%	6 3%	0 1%	23 3%	3 2%	1 9%	27 17% IJK	0 -	0 -	0 -
25-34	131 14%	72 17% C	51 17% C	6 3%	1 11% C	93 12%	36 25% E	1 9%	131 83% IJK	0 -	0 -	0 -
35-44	324 35%	135 32%	107 35%	77 40%	4 34%	267 34%	53 36%	4 47%	0 -	324 100% HJK	0 -	0 -
45-54	242 26%	111 26%	69 23%	57 30%	4 29%	202 26%	37 26%	2 27%	0 -	0 -	242 100% HIK	0 -
55-64	123 13%	59 14%	45 15%	17 9%	2 14%	114 15% F	9 7%	0 -	0 -	0 -	0 -	123 72% HIJ
65+	47 5%	19 4%	15 5%	11 6%	1 8%	44 6%	2 1%	1 9%	0 -	0 -	0 -	47 28% HIJ
Dk	38 4%	12 3%	9 3%	17 9% AB	0 2%	33 4%	5 4%	0 -	0 -	0 -	0 -	0 -
Mean	44.7	43.9	44.4	46.8	46.6	45.4 F	41.3	43.1	29.2	40.1 H	48.9 HI	62.0 HIJ
Std.Dev	11.30	11.32	11.34	10.96	11.61	11.46	9.69	12.36	3.79	2.79	2.75	6.27
Std.Err	0.38	0.61	0.57	1.40	1.29	0.42	0.80	3.91	0.29	0.16	0.18	0.47
Median	44	43	43	44	46	44	40	44	30	40	49	60

Do you currently rent or own your principal residence?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	Total	REGION				GENDER			AGE			
		Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents Weighted	933	358	413	67	83	767	153	10	167	316	239	180
	933	425	303	191*	12*	778	145	8**	158	324	242	170
Rent	462 49%	218 51% C	174 57% C	63 33%	6 51% C	387 50%	65 45%	7 86%	113 72% IJK	158 49%	104 43%	70 41%
Own	459 49%	198 47%	128 42%	126 66% ABD	6 47%	380 49%	78 54%	1 14%	41 26%	165 51% H	137 57% H	99 58% H
Refused	12 1%	8 2% B	1 0	3 1%	0 2% B	11 1%	1 1%	0 -	3 2%	1 0	1 0	1 1%

Detailed Tables

How many adults live in your household?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
1	321 34%	159 37% C	114 38% C	43 22%	4 35%	273 35%	42 29%	4 53%	54 34%	90 28%	88 36%	75 44% I
2	495 53%	216 51%	150 49%	123 64% ABD	6 48%	403 52%	89 61%	2 23%	77 49%	191 59%	128 53%	84 49%
3	45 5%	24 6%	17 6%	3 1%	1 11% C	37 5%	6 4%	1 14%	10 7%	18 6%	10 4%	6 3%
4	24 3%	11 3%	10 3%	3 1%	0 2%	20 3%	4 3%	1 9%	11 7% IJK	8 3%	2 1%	2 1%
5+	5 1%	2 1%	3 1%	0 -	0 1% C	4 1%	1 1%	0 -	2 1%	2 1%	1 1%	0 0
Dk	43 5%	13 3%	10 3%	20 10% AB	0 2%	41 5%	2 2%	0 -	3 2%	14 4%	12 5%	4 2%
Mean	1.8	1.7	1.8	1.8	1.8	1.8	1.9	1.8	1.9 JK	1.9 K	1.7	1.6
Std.Dev	0.77	0.73	0.93	0.54	0.84	0.74	0.90	1.06	0.92	0.79	0.73	0.62
Std.Err	0.03	0.04	0.05	0.07	0.09	0.03	0.07	0.34	0.07	0.05	0.05	0.05
Median	2	2	2	2	2	2	2	1	2	2	2	2

Detailed Tables

Personal Income

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Less than \$20,000	120 13%	58 14%	43 14%	17 9%	2 14%	95 12%	19 13%	6 68%	40 26% IJK	19 6%	31 13% I	19 11%
\$20,000 to \$39,999	206 22%	94 22%	77 25%	31 16%	3 28%	158 20%	46 32% E	1 9%	41 26% J	84 26% J	29 12%	38 22% J
\$40,000 to \$59,999	255 27%	107 25%	93 31%	51 27%	3 27%	218 28%	36 25%	1 9%	45 29%	84 26%	72 30%	50 29%
\$60,000 to \$79,999	140 15%	63 15%	38 13%	37 19%	2 17%	120 15%	19 13%	1 14%	14 9%	56 17% H	42 17% H	25 14%
\$80,000 to \$99,999	70 8%	37 9%	15 5%	17 9%	1 5%	67 9% F	3 2%	0 -	5 3%	30 9% H	21 9%	11 6%
\$100,000 to \$150,000	50 5%	23 5%	13 4%	14 7%	0 2%	48 6%	3 2%	0 -	6 4%	17 5%	14 6%	12 7%
\$150,000 to \$200,000	18 2%	7 2%	5 2%	6 3%	0 1%	14 2%	4 3%	0 -	0 -	8 2%	8 3% H	2 1%
More than \$200,000	7 1%	6 1%	1 0	0 -	0 -	7 1%	0 -	0 -	1 1%	2 1%	2 1%	1 1%
Refused	67 7%	31 7%	18 6%	17 9%	1 6%	52 7%	14 10%	0 -	5 3%	24 7%	23 10% H	12 7%
Mean	54567.3	55451.8 B	49639.2	60901.6 BD	47115.4	56360.2 F	46813.0	23971.7	41691.9	58470.0 H	60035.3 H	55219.8 H

Detailed Tables

Combined Household Income

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Less than \$20,000	61 7%	34 8%	23 8%	3 1%	1 7%	47 6%	11 8%	3 36%	12 8%	9 3%	17 7%	18 11%
\$20,000 to \$39,999	116 12%	51 12%	46 15%	17 9%	2 14%	92 12%	21 15%	1 18%	31 20%	37 11%	20 8%	21 12%
\$40,000 to \$59,999	159 17%	66 16%	64 21%	26 13%	2 18%	121 16%	36 25%	1 18%	40 26%	39 12%	43 18%	34 20%
\$60,000 to \$79,999	124 13%	56 13%	43 14%	23 12%	2 18%	94 12%	30 20%	0 -	17 11%	48 15%	31 13%	26 15%
\$80,000 to \$99,999	120 13%	58 14%	34 11%	26 13%	2 19%	106 14%	13 9%	1 14%	18 11%	54 17%	30 12%	12 7%
\$100,000 to \$150,000	147 16%	71 17%	40 13%	34 18%	1 10%	135 17%	12 8%	0 -	23 15%	55 17%	38 16%	28 16%
\$150,000 to \$200,000	64 7%	24 6%	18 6%	23 12%	0 1%	56 7%	8 6%	0 -	2 2%	34 10%	20 8%	8 5%
More than \$200,000	40 4%	23 5%	8 3%	9 4%	0 2%	33 4%	7 5%	0 -	3 2%	12 4%	18 8%	5 3%
Refused	102 11%	42 10%	28 9%	31 16%	1 10%	93 12%	8 5%	1 14%	11 7%	37 11%	25 10%	18 11%
Mean	84402.3	84690.4 BD	75573.3	99732.1 BD	70466.7	86986.3 F	74564.9	35918.3	66491.3	93341.4 HK	92825.5 HK	75239.2

Detailed Tables

Household Assets

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G - H/I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

	REGION					GENDER			AGE			
	Total	Toronto	Vancouver	Ottawa	Other	Male	Female	Transgender	18-34	35-44	45-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	933	358	413	67	83	767	153	10	167	316	239	180
Weighted	933	425	303	191*	12*	778	145	8**	158	324	242	170
Less than \$10,000	191 20%	98 23%	63 21%	26 13%	3 27% C	153 20%	34 23%	2 27%	65 41% IJK	47 15%	43 18%	29 17%
\$10,000 to \$49,999	194 21%	91 22%	68 23%	31 16%	3 20%	156 20%	36 25%	1 18%	45 29% JK	83 26% JK	39 16%	22 13%
\$50,000 to \$99,999	132 14%	55 13%	42 14%	34 18%	1 10%	112 14%	19 13%	0 -	20 13%	51 16%	38 16%	17 10%
\$100,000 to \$149,999	59 6%	34 8%	18 6%	6 3%	0 4%	52 7%	7 5%	0 -	7 4%	17 5%	21 9%	13 8%
\$150,000 to \$249,999	71 8%	33 8%	20 7%	17 9%	1 10%	56 7%	14 9%	1 14%	5 3%	24 7%	23 10% H	16 9% H
\$250,000 to \$499,999	67 7%	30 7%	19 6%	17 9%	1 11%	56 7%	11 8%	0 -	3 2%	21 7% H	18 7% H	23 14% HI
\$500,000 or more	72 8%	31 7%	23 8%	17 9%	1 6%	64 8%	7 5%	0 -	2 2%	22 7% H	25 10% H	22 13% HI
Refused	147 16%	52 12%	50 16%	43 22% A	2 13%	127 16%	17 12%	3 41%	10 7%	58 18% H	36 15% H	28 16% H
Mean	143372	135637	136246	175385	138681	148924	120311	58656	51051	136063 H	170288 H	217965 HI