

1. If you were an employer and had to choose from the following candidates, all with no previous experience in the job you're hiring for, and equal qualifications, which one would you be most likely to choose?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	139	91	57	364	271	83	359	195	273	178	128	877
Weighted	1005	133	103*	65*	385	245	74*	359	196	273	176	131	874
18-34 (Net)	456	65	43	24	176	107	41	181	86	110	79	92	364
	45%	49%	42%	37%	46%	44%	55%	50%	44%	40%	45%	70%	42%
							C	I				L	
The employee aged 18 to 24	89	13	11	1	37	19	8	47	14	17	11	14	75
	9%	10%	10%	2%	10%	8%	11%	13%	7%	6%	6%	11%	9%
							C	HIJ					
The employee aged 25 to 34	367	52	32	23	140	88	33	134	72	94	68	78	289
	37%	39%	31%	35%	36%	36%	44%	37%	37%	34%	38%	60%	33%
												L	
35-54 (Net)	442	57	45	37	161	113	28	137	85	133	87	36	405
	44%	43%	44%	57%	42%	46%	38%	38%	43%	49%	49%	28%	46%
				DF						G	G		K
The employee aged 35 to 44	254	37	24	19	91	65	18	79	49	75	51	27	227
	25%	28%	23%	29%	24%	26%	25%	22%	25%	28%	29%	21%	26%
The employee aged 45 to 54	188	20	21	18	70	48	10	58	36	58	36	10	178
	19%	15%	21%	27%	18%	20%	14%	16%	18%	21%	21%	7%	20%
												K	
55+ (Net)	107	11	14	4	47	25	5	42	25	30	10	2	105
	11%	8%	14%	6%	12%	10%	7%	12%	13%	11%	6%	2%	12%
								J	J				K
The employee aged 55 to 64	80	8	9	4	34	22	3	30	19	22	9	2	77
	8%	6%	9%	6%	9%	9%	4%	8%	10%	8%	5%	2%	9%
												K	
The employee aged 65+	28	4	5	0	14	3	2	12	6	8	1	0	28
	3%	3%	5%	-	4%	1%	3%	3%	3%	3%	1%	-	3%
												K	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used. * small base

2. Now, if you were an employer and had to choose from among the following candidates, all with the same qualifications but with different experience levels and different time remaining in the workforce, which one would you be most likely to choose?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	139	91	57	364	271	83	359	195	273	178	128	877
Weighted	1005	133	103*	65*	385	245	74*	359	196	273	176	131	874
18-34 (Net)	387	53	33	25	149	95	32	152	80	89	66	70	317
	39%	40%	32%	38%	39%	39%	44%	42%	41%	33%	37%	54%	36%
								I				L	
The employee aged 18 to 24, applying for their first job after school	78	8	7	5	32	20	5	40	15	10	12	18	59
	8%	6%	7%	8%	8%	8%	6%	11%	8%	4%	7%	14%	7%
								I				L	
The employee aged 25 to 34, with 5-10 years experience	310	44	26	20	117	75	28	112	65	78	54	52	258
	31%	33%	26%	30%	30%	31%	37%	31%	33%	29%	31%	40%	29%
												L	
35-54 (Net)	516	69	54	36	198	125	34	157	95	164	100	58	458
	51%	52%	53%	55%	52%	51%	46%	44%	48%	60%	57%	45%	52%
										GH	G		
The employee aged 35 to 44, with 15-20 years experience	316	42	29	24	124	77	20	97	55	98	66	44	273
	31%	32%	29%	37%	32%	31%	27%	27%	28%	36%	37%	34%	31%
										G	G		
The employee aged 45 to 54, with 25-30 years experience	200	27	25	12	74	48	14	60	40	66	34	15	185
	20%	20%	24%	19%	19%	20%	19%	17%	20%	24%	19%	11%	21%
										G		K	
55+ (Net)	101	11	15	5	37	26	8	50	21	20	10	2	99
	10%	8%	15%	7%	10%	10%	11%	14%	10%	7%	6%	2%	11%
								IJ					K
The employee aged 55 to 64, with 35-40 years experience	74	8	10	5	29	18	5	37	16	12	8	2	72
	7%	6%	9%	7%	8%	7%	7%	10%	8%	4%	5%	2%	8%
								IJ					K
The employee aged 65+, with 40 years or more of experience	27	4	6	0	8	7	3	13	4	8	2	0	27
	3%	3%	6%	-	2%	3%	4%	4%	2%	3%	1%	-	3%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used. * small base

3_10. [I've been the victim of age discrimination at work or in a job interview] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	139	91	57	364	271	83	359	195	273	178	128	877
Weighted	1005	133	103*	65*	385	245	74*	359	196	273	176	131	874
Strongly agree	110	18	7	6	47	25	6	53	20	25	12	15	95
	11%	14%	7%	9%	12%	10%	8%	15%	10%	9%	7%	12%	11%
								J					
Somewhat agree	224	26	27	13	96	46	15	98	46	50	30	29	194
	22%	20%	27%	20%	25%	19%	21%	27%	24%	18%	17%	22%	22%
								IJ					
Somewhat disagree	263	34	32	13	95	70	19	102	51	72	39	37	226
	26%	26%	31%	20%	25%	28%	25%	28%	26%	26%	22%	28%	26%
Strongly disagree	409	54	36	34	146	105	34	107	79	127	95	49	359
	41%	41%	35%	52%	38%	43%	46%	30%	40%	46%	54%	38%	41%
									G	G	GH		
Summary													
Top2Box (Agree)	333	44	34	18	143	71	22	150	66	75	42	44	289
	33%	33%	34%	28%	37%	29%	29%	42%	34%	27%	24%	34%	33%
					E			IJ	J				
Low2Box (Disagree)	672	88	68	47	241	175	53	209	130	198	134	86	585
	67%	67%	66%	72%	63%	71%	71%	58%	66%	73%	76%	66%	67%
					D					G	GH		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used. * small base

3_11. [When it comes to hiring, I think workplaces discriminate against older workers who are looking for jobs] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	139	91	57	364	271	83	359	195	273	178	128	877
Weighted	1005	133	103*	65*	385	245	74*	359	196	273	176	131	874
Strongly agree	261	29	24	15	121	58	14	102	52	67	41	21	240
	26%	22%	23%	22%	31%	23%	19%	28%	26%	24%	23%	16%	27%
					AEF								K
Somewhat agree	479	68	61	31	167	108	44	160	104	123	93	59	421
	48%	51%	60%	48%	43%	44%	59%	45%	53%	45%	53%	45%	48%
			DE				DE						
Somewhat disagree	233	31	15	18	85	71	12	83	38	75	37	49	183
	23%	23%	15%	28%	22%	29%	17%	23%	19%	28%	21%	38%	21%
						BF				H		L	
Strongly disagree	32	5	2	1	12	9	4	15	3	8	6	2	31
	3%	4%	2%	1%	3%	4%	5%	4%	2%	3%	3%	1%	4%
Summary													
Top2Box (Agree)	740	97	85	46	288	165	58	262	155	190	134	80	660
	74%	73%	83%	71%	75%	67%	78%	73%	79%	69%	76%	61%	76%
			E		E				I				K
Low2Box (Disagree)	265	36	17	19	97	80	16	98	41	84	43	51	214
	26%	27%	17%	29%	25%	33%	22%	27%	21%	31%	24%	39%	24%
						BD				H		L	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used. * small base

3_12. [When it comes to hiring, I think workplaces discriminate against younger workers who are looking for jobs] To what extent do you agree or disagree with the following statements?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	139	91	57	364	271	83	359	195	273	178	128	877
Weighted	1005	133	103*	65*	385	245	74*	359	196	273	176	131	874
Strongly agree	113	17	4	5	46	29	13	59	21	26	7	13	100
	11%	13%	4%	7%	12%	12%	17%	16%	11%	9%	4%	10%	11%
		B			B	B	B	IJ	J	J			
Somewhat agree	394	44	43	11	154	106	36	156	79	89	70	64	330
	39%	33%	42%	18%	40%	43%	49%	43%	40%	33%	40%	49%	38%
		C	C		C	C	AC	I				L	
Somewhat disagree	401	59	46	39	143	95	20	118	77	132	74	47	355
	40%	44%	45%	60%	37%	39%	27%	33%	39%	48%	42%	36%	41%
		F	F	DEF						G	G		
Strongly disagree	96	13	10	10	43	15	5	26	19	26	25	6	90
	10%	10%	10%	15%	11%	6%	7%	7%	10%	9%	14%	5%	10%
				E	E						G		K
Summary													
Top2Box (Agree)	508	61	47	16	200	135	49	215	100	115	77	78	430
	51%	46%	46%	25%	52%	55%	66%	60%	51%	42%	44%	60%	49%
		C	C		C	C	ABCD	IJ				L	
Low2Box (Disagree)	497	72	55	49	185	110	26	144	96	158	99	53	444
	49%	54%	54%	75%	48%	45%	34%	40%	49%	58%	56%	40%	51%
		F	F	ABDEF	F					G	G		K

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L Overlap formulae used. * small base