

1_1. [My family now] Which of the following do you use to keep your family organized, and which did your family use when you were a kid to keep everyone organized?

		REGION									HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Email	759	105	74	48	288	190	54	76	46	84	189	148	181	139	283	316
	46.0%	47.0%	42.0%	45.0%	45.0%	48.0%	46.0%	40.0%	51.0%	53.0%	48.0%	53.0%	40.0%	49.0%	41.0%	45.0%
Day planner	485	46	46	34	184	143	32	52	25	56	112	84	127	89	216	156
	29.0%	21.0%	26.0%	32.0%	29.0%	36.0%	27.0%	28.0%	28.0%	35.0%	28.0%	30.0%	28.0%	31.0%	32.0%	22.0%
					A	A									O	
Other technology tools	397	44	43	32	162	93	22	46	23	39	93	77	105	87	166	146
	24.0%	20.0%	25.0%	30.0%	26.0%	23.0%	19.0%	24.0%	25.0%	25.0%	23.0%	28.0%	23.0%	30.0%	24.0%	21.0%
Email calendar	316	48	31	11	132	73	22	32	21	31	86	45	80	68	122	114
	19.0%	22.0%	18.0%	10.0%	21.0%	18.0%	18.0%	17.0%	23.0%	19.0%	22.0%	16.0%	18.0%	24.0%	18.0%	16.0%
		C			C											
Other non-technology tools	275	34	24	12	113	78	14	37	21	41	56	45	83	52	121	103
	17.0%	15.0%	13.0%	11.0%	18.0%	20.0%	12.0%	20.0%	23.0%	26.0%	14.0%	16.0%	19.0%	18.0%	18.0%	15.0%
None of these	478	60	69	22	172	112	44	51	19	41	109	72	152	67	200	239
	29.0%	27.0%	39.0%	21.0%	27.0%	28.0%	37.0%	27.0%	20.0%	26.0%	27.0%	26.0%	34.0%	23.0%	29.0%	34.0%
			C										M			

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

1_2. [My family when I was a kid] Which of the following do you use to keep your family organized, and which did your family use when you were a kid to keep everyone organized?

		REGION									HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Other non-technology tools	416	50	30	24	179	102	32	56	27	39	108	85	104	79	162	160
	25.0%	23.0%	17.0%	22.0%	28.0%	26.0%	27.0%	29.0%	29.0%	25.0%	27.0%	31.0%	23.0%	28.0%	24.0%	23.0%
Day planner	367	40	36	19	146	103	22	42	22	41	107	57	96	62	158	107
	22.0%	18.0%	21.0%	18.0%	23.0%	26.0%	19.0%	22.0%	24.0%	26.0%	27.0%	21.0%	21.0%	22.0%	23.0%	15.0%
Other technology tools	100	13	7	8	47	23	2	15	4	8	42	18	18	13	44	22
	6.0%	6.0%	4.0%	7.0%	7.0%	6.0%	2.0%	8.0%	4.0%	5.0%	11.0%	7.0%	4.0%	4.0%	6.0%	3.0%
Email calendar	67	3	5	3	28	25	3	4	3	5	23	18	14	10	23	14
	4.0%	1.0%	3.0%	3.0%	4.0%	6.0%	2.0%	2.0%	4.0%	3.0%	6.0%	6.0%	3.0%	4.0%	3.0%	2.0%
Email	63	0	10	0	33	18	0	6	0	1	19	12	9	17	22	7
	4.0%	-	6.0%	0	5.0%	5.0%	0	3.0%	-	1.0%	5.0%	4.0%	2.0%	6.0%	3.0%	1.0%
None of these	938	132	125	58	334	215	74	97	46	91	204	155	264	152	385	462
	57.0%	59.0%	71.0%	54.0%	53.0%	54.0%	63.0%	51.0%	51.0%	57.0%	51.0%	56.0%	59.0%	53.0%	56.0%	65.0%
			DE													N

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

2.1. [Keeping my family organized is difficult] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Keeping my family organized is difficult																
Strongly agree	129	11	1	12	63	31	11	17	5	7	46	29	30	11	44	44
	8.0%	5.0%	0	11.0%	10.0%	8.0%	9.0%	9.0%	5.0%	4.0%	12.0%	11.0%	7.0%	4.0%	6.0%	6.0%
Somewhat agree	517	59	72	33	216	101	36	76	22	47	131	83	119	86	225	196
	31.0%	27.0%	41.0%	31.0%	34.0%	26.0%	30.0%	40.0%	24.0%	30.0%	33.0%	30.0%	27.0%	30.0%	33.0%	28.0%
Somewhat disagree	644	94	57	39	226	174	54	60	34	69	139	110	193	118	265	289
	39.0%	42.0%	33.0%	36.0%	36.0%	44.0%	46.0%	31.0%	37.0%	43.0%	35.0%	40.0%	43.0%	41.0%	39.0%	41.0%
Strongly disagree	364	58	45	23	129	91	17	37	31	37	82	55	106	71	152	181
	22.0%	26.0%	26.0%	22.0%	20.0%	23.0%	15.0%	19.0%	34.0%	23.0%	21.0%	20.0%	24.0%	25.0%	22.0%	25.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	646	70	73	45	279	133	46	94	26	54	177	113	149	97	269	240
	39.0%	31.0%	42.0%	42.0%	44.0%	33.0%	40.0%	49.0%	29.0%	34.0%	45.0%	41.0%	33.0%	34.0%	39.0%	34.0%
Low2Box (Somewhat/ Strongly disagree)	1008	152	103	62	355	265	71	97	65	105	221	165	299	189	417	470
	61.0%	69.0%	58.0%	58.0%	56.0%	67.0%	60.0%	51.0%	71.0%	66.0%	55.0%	59.0%	67.0%	66.0%	61.0%	66.0%
		D				D			G	G			J	J		

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

2_2. [Keeping my family organized is more difficult than it was for my parents when I was a kid] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Keeping my family organized is more difficult than it was for my parents when I was a kid																
Strongly agree	272	36	13	18	139	49	16	34	14	13	80	50	69	42	98	113
	16.0%	16.0%	7.0%	17.0%	22.0%	12.0%	14.0%	18.0%	16.0%	8.0%	20.0%	18.0%	15.0%	15.0%	14.0%	16.0%
Somewhat agree	531	68	77	36	201	116	33	75	28	52	123	79	127	110	224	229
	32.0%	31.0%	44.0%	33.0%	32.0%	29.0%	28.0%	39.0%	30.0%	33.0%	31.0%	29.0%	28.0%	38.0%	33.0%	32.0%
Somewhat disagree	552	80	48	28	188	150	59	48	35	61	117	107	168	87	239	229
	33.0%	36.0%	27.0%	26.0%	30.0%	38.0%	50.0%	25.0%	38.0%	39.0%	29.0%	39.0%	37.0%	30.0%	35.0%	32.0%
Strongly disagree	299	38	38	25	105	83	10	34	14	32	78	41	84	48	124	139
	18.0%	17.0%	21.0%	24.0%	17.0%	21.0%	8.0%	18.0%	16.0%	20.0%	20.0%	15.0%	19.0%	17.0%	18.0%	20.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	803	104	90	54	341	165	49	109	42	66	203	130	196	151	322	342
	49.0%	47.0%	51.0%	50.0%	54.0%	41.0%	41.0%	57.0%	46.0%	41.0%	51.0%	47.0%	44.0%	53.0%	47.0%	48.0%
Low2Box (Somewhat/ Strongly disagree)	851	118	85	53	294	232	69	81	49	94	194	148	252	135	363	368
	51.0%	53.0%	49.0%	50.0%	46.0%	59.0%	59.0%	43.0%	54.0%	59.0%	49.0%	53.0%	56.0%	47.0%	53.0%	52.0%

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

2_3. [Technology allows families to be better connected] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology allows families to be better connected																
Strongly agree	537	83	38	47	249	81	41	72	31	33	123	94	169	89	216	222
	32.0%	37.0%	21.0%	44.0%	39.0%	20.0%	35.0%	38.0%	34.0%	20.0%	31.0%	34.0%	38.0%	31.0%	31.0%	31.0%
Somewhat agree	845	109	123	41	291	222	59	94	49	99	188	143	211	167	347	371
	51.0%	49.0%	70.0%	38.0%	46.0%	56.0%	51.0%	49.0%	54.0%	62.0%	47.0%	51.0%	47.0%	58.0%	51.0%	52.0%
Somewhat disagree	193	20	9	8	69	72	15	19	8	19	66	28	52	17	89	84
	12.0%	9.0%	5.0%	7.0%	11.0%	18.0%	12.0%	10.0%	9.0%	12.0%	17.0%	10.0%	12.0%	6.0%	13.0%	12.0%
Strongly disagree	79	10	5	12	25	23	3	6	3	8	20	13	16	12	34	34
	5.0%	5.0%	3.0%	11.0%	4.0%	6.0%	2.0%	3.0%	3.0%	5.0%	5.0%	5.0%	4.0%	4.0%	5.0%	5.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	1382	191	161	88	540	302	100	166	80	132	311	236	380	257	563	593
	84.0%	86.0%	92.0%	82.0%	85.0%	76.0%	85.0%	87.0%	88.0%	83.0%	78.0%	85.0%	85.0%	90.0%	82.0%	83.0%
Low2Box (Somewhat/ Strongly disagree)	272	30	15	20	95	95	17	25	11	27	86	41	69	29	123	117
	16.0%	14.0%	8.0%	18.0%	15.0%	24.0%	15.0%	13.0%	12.0%	17.0%	22.0%	15.0%	15.0%	10.0%	18.0%	17.0%

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

2_4. [My family relies on technology to help us stay connected] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
My family relies on technology to help us stay connected																
	384	70	30	28	159	69	29	45	19	18	102	59	108	63	118	186
Strongly agree	23.0%	31.0%	17.0%	26.0%	25.0%	17.0%	25.0%	24.0%	21.0%	11.0%	26.0%	21.0%	24.0%	22.0%	17.0%	26.0%
		BE		E				I							N	
	777	85	107	44	287	187	67	84	38	80	165	128	210	162	331	322
Somewhat agree	47.0%	39.0%	61.0%	41.0%	45.0%	47.0%	57.0%	44.0%	42.0%	50.0%	41.0%	46.0%	47.0%	57.0%	48.0%	45.0%
		ACD					A							JKL		
	340	39	32	14	137	107	11	42	23	45	80	68	100	41	174	126
Somewhat disagree	21.0%	17.0%	18.0%	13.0%	22.0%	27.0%	10.0%	22.0%	25.0%	28.0%	20.0%	25.0%	22.0%	14.0%	25.0%	18.0%
				F	ACF						M	M	M		O	
	153	28	7	21	51	35	10	19	11	16	50	23	30	20	63	76
Strongly disagree	9.0%	13.0%	4.0%	19.0%	8.0%	9.0%	8.0%	10.0%	13.0%	10.0%	13.0%	8.0%	7.0%	7.0%	9.0%	11.0%
				BDE							L					
Summary																
	1161	155	136	73	446	255	96	129	57	98	267	187	319	225	449	508
Top2Box (Strongly/ Somewhat agree)	70.0%	70.0%	78.0%	68.0%	70.0%	64.0%	82.0%	68.0%	63.0%	62.0%	67.0%	67.0%	71.0%	79.0%	65.0%	71.0%
							E							JK		
	493	67	39	35	188	142	21	61	34	61	130	91	129	61	237	203
Low2Box (Somewhat/ Strongly disagree)	30.0%	30.0%	22.0%	32.0%	30.0%	36.0%	18.0%	32.0%	37.0%	38.0%	33.0%	33.0%	29.0%	21.0%	35.0%	29.0%
						F					M	M				

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

2. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Valid respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology allows families to be better connected	1382	191	161	88	540	302	100	166	80	132	311	236	380	257	563	593
	84.0%	86.0%	92.0%	82.0%	85.0%	76.0%	85.0%	87.0%	88.0%	83.0%	78.0%	85.0%	85.0%	90.0%	82.0%	83.0%
My family relies on technology to help us stay connected		E	E		E									J		
	1161	155	136	73	446	255	96	129	57	98	267	187	319	225	449	508
	70.0%	70.0%	78.0%	68.0%	70.0%	64.0%	82.0%	68.0%	63.0%	62.0%	67.0%	67.0%	71.0%	79.0%	65.0%	71.0%
Keeping my family organized is more difficult than it was for my parents when I was a kid							E							JK		
	803	104	90	54	341	165	49	109	42	66	203	130	196	151	322	342
	49.0%	47.0%	51.0%	50.0%	54.0%	41.0%	41.0%	57.0%	46.0%	41.0%	51.0%	47.0%	44.0%	53.0%	47.0%	48.0%
Keeping my family organized is difficult					E			I						L		
	646	70	73	45	279	133	46	94	26	54	177	113	149	97	269	240
	39.0%	31.0%	42.0%	42.0%	44.0%	33.0%	40.0%	49.0%	29.0%	34.0%	45.0%	41.0%	33.0%	34.0%	39.0%	34.0%
					AE			HI			LM					

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

2. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Valid respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Keeping my family organized is difficult	1008	152	103	62	355	265	71	97	65	105	221	165	299	189	417	470
	61.0%	69.0%	58.0%	58.0%	56.0%	67.0%	60.0%	51.0%	71.0%	66.0%	55.0%	59.0%	67.0%	66.0%	61.0%	66.0%
		D				D			G	G			J	J		
Keeping my family organized is more difficult than it was for my parents when I was a kid	851	118	85	53	294	232	69	81	49	94	194	148	252	135	363	368
	51.0%	53.0%	49.0%	50.0%	46.0%	59.0%	59.0%	43.0%	54.0%	59.0%	49.0%	53.0%	56.0%	47.0%	53.0%	52.0%
						D				G			M			
My family relies on technology to help us stay connected	493	67	39	35	188	142	21	61	34	61	130	91	129	61	237	203
	30.0%	30.0%	22.0%	32.0%	30.0%	36.0%	18.0%	32.0%	37.0%	38.0%	33.0%	33.0%	29.0%	21.0%	35.0%	29.0%
						F					M	M				
Technology allows families to be better connected	272	30	15	20	95	95	17	25	11	27	86	41	69	29	123	117
	16.0%	14.0%	8.0%	18.0%	15.0%	24.0%	15.0%	13.0%	12.0%	17.0%	22.0%	15.0%	15.0%	10.0%	18.0%	17.0%
						ABD					M					

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

3_1. [Technology allows families to be better organized] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology allows families to be better organized																
Strongly agree	381	53	35	25	170	73	26	48	18	26	104	74	111	57	163	124
	23.0%	24.0%	20.0%	23.0%	27.0%	18.0%	22.0%	25.0%	20.0%	17.0%	26.0%	27.0%	25.0%	20.0%	24.0%	17.0%
Somewhat agree	914	120	109	56	348	218	63	108	50	93	198	136	253	177	377	409
	55.0%	54.0%	62.0%	52.0%	55.0%	55.0%	54.0%	57.0%	55.0%	58.0%	50.0%	49.0%	57.0%	62.0%	55.0%	58.0%
Somewhat disagree	273	35	21	19	90	87	21	29	15	33	76	52	69	38	111	134
	17.0%	16.0%	12.0%	17.0%	14.0%	22.0%	17.0%	15.0%	16.0%	21.0%	19.0%	19.0%	15.0%	13.0%	16.0%	19.0%
Strongly disagree	86	14	10	8	26	20	8	6	8	7	20	16	15	15	34	44
	5.0%	6.0%	6.0%	7.0%	4.0%	5.0%	7.0%	3.0%	9.0%	4.0%	5.0%	6.0%	3.0%	5.0%	5.0%	6.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	1295	173	144	81	518	290	89	156	68	119	302	210	364	234	540	533
	78.0%	78.0%	82.0%	75.0%	82.0%	73.0%	76.0%	82.0%	75.0%	75.0%	76.0%	76.0%	81.0%	82.0%	79.0%	75.0%
Low2Box (Somewhat/ Strongly disagree)	359	49	32	27	116	107	28	34	23	40	95	68	84	52	145	178
	22.0%	22.0%	18.0%	25.0%	18.0%	27.0%	24.0%	18.0%	25.0%	25.0%	24.0%	24.0%	19.0%	18.0%	21.0%	25.0%

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

3_2. [Technology allows my family to be better organized] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology allows my family to be better organized																
Strongly agree	349	42	36	21	161	65	24	48	14	21	96	64	98	59	154	112
	21.0%	19.0%	20.0%	20.0%	25.0%	16.0%	20.0%	25.0%	15.0%	13.0%	24.0%	23.0%	22.0%	21.0%	23.0%	16.0%
Somewhat agree	863	112	85	56	337	203	69	103	46	92	178	144	235	162	338	395
	52.0%	51.0%	49.0%	52.0%	53.0%	51.0%	59.0%	54.0%	51.0%	58.0%	45.0%	52.0%	53.0%	57.0%	49.0%	56.0%
Somewhat disagree	359	53	49	16	109	111	20	32	21	39	99	62	98	50	160	161
	22.0%	24.0%	28.0%	15.0%	17.0%	28.0%	17.0%	17.0%	23.0%	25.0%	25.0%	22.0%	22.0%	17.0%	23.0%	23.0%
Strongly disagree	83	14	5	14	27	19	4	7	9	7	24	8	16	15	32	43
	5.0%	6.0%	3.0%	13.0%	4.0%	5.0%	3.0%	4.0%	10.0%	4.0%	6.0%	3.0%	4.0%	5.0%	5.0%	6.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	1212	155	121	77	498	268	93	152	60	113	274	207	334	221	493	507
	73.0%	70.0%	69.0%	72.0%	78.0%	67.0%	79.0%	80.0%	66.0%	71.0%	69.0%	75.0%	74.0%	77.0%	72.0%	71.0%
Low2Box (Somewhat/ Strongly disagree)	442	67	54	30	136	130	24	39	31	46	123	70	115	65	193	204
	27.0%	30.0%	31.0%	28.0%	22.0%	33.0%	21.0%	20.0%	34.0%	29.0%	31.0%	25.0%	26.0%	23.0%	28.0%	29.0%

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

3_3. [Technology allows me to capture, create and share memories] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology allows me to capture, create and share memories																
Strongly agree	677	86	77	51	287	117	58	75	33	48	171	128	194	100	294	234
	41.0%	39.0%	44.0%	48.0%	45.0%	30.0%	49.0%	40.0%	37.0%	30.0%	43.0%	46.0%	43.0%	35.0%	43.0%	33.0%
Somewhat agree	828	114	89	48	289	235	53	96	50	98	188	127	217	159	337	392
	50.0%	51.0%	51.0%	45.0%	46.0%	59.0%	45.0%	50.0%	55.0%	62.0%	47.0%	46.0%	48.0%	56.0%	49.0%	55.0%
Somewhat disagree	121	17	6	6	45	44	3	15	6	13	29	20	32	21	47	67
	7.0%	8.0%	4.0%	5.0%	7.0%	11.0%	2.0%	8.0%	6.0%	8.0%	7.0%	7.0%	7.0%	7.0%	7.0%	9.0%
Strongly disagree	29	4	3	2	14	2	4	4	2	0	9	3	6	6	8	18
	2.0%	2.0%	2.0%	2.0%	2.0%	0	3.0%	2.0%	2.0%	0	2.0%	1.0%	1.0%	2.0%	1.0%	3.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	1505	200	166	99	576	352	111	171	83	146	359	255	411	259	631	626
	91.0%	90.0%	95.0%	92.0%	91.0%	89.0%	95.0%	90.0%	92.0%	92.0%	90.0%	92.0%	92.0%	91.0%	92.0%	88.0%
Low2Box (Somewhat/ Strongly disagree)	149	22	9	8	59	45	6	19	8	13	38	23	37	27	55	85
	9.0%	10.0%	5.0%	8.0%	9.0%	11.0%	5.0%	10.0%	8.0%	8.0%	10.0%	8.0%	8.0%	9.0%	8.0%	12.0%

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

3_4. [Technology allows me to keep in touch with my family] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology allows me to keep in touch with my family																
Strongly agree	661	93	63	53	283	121	47	84	33	51	158	118	199	109	263	279
	40.0%	42.0%	36.0%	49.0%	45.0%	30.0%	40.0%	44.0%	36.0%	32.0%	40.0%	43.0%	44.0%	38.0%	38.0%	39.0%
Somewhat agree	850	113	110	47	300	225	56	91	51	93	200	137	213	160	364	366
	51.0%	51.0%	62.0%	44.0%	47.0%	57.0%	47.0%	48.0%	56.0%	58.0%	50.0%	49.0%	47.0%	56.0%	53.0%	51.0%
Somewhat disagree	112	10	2	5	42	39	13	13	4	12	30	21	28	11	42	51
	7.0%	5.0%	1.0%	5.0%	7.0%	10.0%	11.0%	7.0%	4.0%	7.0%	7.0%	8.0%	6.0%	4.0%	6.0%	7.0%
Strongly disagree	31	6	0	2	9	12	2	3	3	4	10	2	9	6	16	15
	2.0%	3.0%	-	2.0%	1.0%	3.0%	2.0%	2.0%	3.0%	3.0%	3.0%	1.0%	2.0%	2.0%	2.0%	2.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	1511	206	173	100	583	346	103	174	84	144	358	255	412	269	627	645
	91.0%	93.0%	99.0%	93.0%	92.0%	87.0%	87.0%	91.0%	92.0%	90.0%	90.0%	92.0%	92.0%	94.0%	91.0%	91.0%
Low2Box (Somewhat/ Strongly disagree)	143	16	2	8	51	51	15	16	7	16	40	23	37	17	58	66
	9.0%	7.0%	1.0%	7.0%	8.0%	13.0%	13.0%	9.0%	8.0%	10.0%	10.0%	8.0%	8.0%	6.0%	9.0%	9.0%

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

3. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology allows me to keep in touch with my family	1511	206	173	100	583	346	103	174	84	144	358	255	412	269	627	645
	91.0%	93.0%	99.0%	93.0%	92.0%	87.0%	87.0%	91.0%	92.0%	90.0%	90.0%	92.0%	92.0%	94.0%	91.0%	91.0%
Technology allows me to capture, create and share memories			EF		E											
	1505	200	166	99	576	352	111	171	83	146	359	255	411	259	631	626
	91.0%	90.0%	95.0%	92.0%	91.0%	89.0%	95.0%	90.0%	92.0%	92.0%	90.0%	92.0%	92.0%	91.0%	92.0%	88.0%
Technology allows families to be better organized	1295	173	144	81	518	290	89	156	68	119	302	210	364	234	540	533
	78.0%	78.0%	82.0%	75.0%	82.0%	73.0%	76.0%	82.0%	75.0%	75.0%	76.0%	76.0%	81.0%	82.0%	79.0%	75.0%
Technology allows my family to be better organized					E											
	1212	155	121	77	498	268	93	152	60	113	274	207	334	221	493	507
	73.0%	70.0%	69.0%	72.0%	78.0%	67.0%	79.0%	80.0%	66.0%	71.0%	69.0%	75.0%	74.0%	77.0%	72.0%	71.0%
					AE			H								

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

3. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology allows my family to be better organized	442	67	54	30	136	130	24	39	31	46	123	70	115	65	193	204
	27.0%	30.0%	31.0%	28.0%	22.0%	33.0%	21.0%	20.0%	34.0%	29.0%	31.0%	25.0%	26.0%	23.0%	28.0%	29.0%
Technology allows families to be better organized		D				D			G							
	359	49	32	27	116	107	28	34	23	40	95	68	84	52	145	178
Technology allows me to capture, create and share memories	22.0%	22.0%	18.0%	25.0%	18.0%	27.0%	24.0%	18.0%	25.0%	25.0%	24.0%	24.0%	19.0%	18.0%	21.0%	25.0%
						D										
Technology allows me to keep in touch with my family	149	22	9	8	59	45	6	19	8	13	38	23	37	27	55	85
	9.0%	10.0%	5.0%	8.0%	9.0%	11.0%	5.0%	10.0%	8.0%	8.0%	10.0%	8.0%	8.0%	9.0%	8.0%	12.0%
Technology allows me to keep in touch with my family																
	143	16	2	8	51	51	15	16	7	16	40	23	37	17	58	66
Technology allows me to keep in touch with my family	9.0%	7.0%	1.0%	7.0%	8.0%	13.0%	13.0%	9.0%	8.0%	10.0%	10.0%	8.0%	8.0%	6.0%	9.0%	9.0%
						BD	B									

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

4. How often do you sit down with other members of your family to view family memories (videos, photos) on a computer, tablet device or phone in order to create digital photo albums or scrapbooks?

		REGION									HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Almost Daily	84	2	11	5	38	28	1	12	1	6	30	20	23	6	31	22
	5.0%	1.0%	6.0%	4.0%	6.0%	7.0%	1.0%	6.0%	1.0%	4.0%	8.0%	7.0%	5.0%	2.0%	5.0%	3.0%
Once a week or more often		A			A	A					M	M				
	131	13	7	5	46	42	18	16	5	15	42	20	24	22	58	27
	8.0%	6.0%	4.0%	5.0%	7.0%	11.0%	15.0%	9.0%	6.0%	10.0%	11.0%	7.0%	5.0%	8.0%	9.0%	4.0%
A few times a month						ABD					L				O	
	266	36	31	16	89	69	25	29	11	27	81	43	66	38	129	74
	16.0%	16.0%	18.0%	15.0%	14.0%	17.0%	21.0%	15.0%	12.0%	17.0%	20.0%	15.0%	15.0%	13.0%	19.0%	10.0%
Once a month															O	
	155	18	20	5	68	32	11	16	11	17	19	21	48	44	58	61
	9.0%	8.0%	11.0%	4.0%	11.0%	8.0%	9.0%	9.0%	12.0%	11.0%	5.0%	8.0%	11.0%	15.0%	8.0%	9.0%
Less often than once a month													J	JK		
	752	106	91	49	289	167	50	87	44	69	152	134	225	135	308	382
	45.0%	48.0%	52.0%	46.0%	46.0%	42.0%	43.0%	46.0%	49.0%	43.0%	38.0%	48.0%	50.0%	47.0%	45.0%	54.0%
Never													J		N	
	266	47	16	28	103	60	13	30	19	24	73	39	62	41	102	144
	16.0%	21.0%	9.0%	26.0%	16.0%	15.0%	11.0%	16.0%	21.0%	15.0%	18.0%	14.0%	14.0%	14.0%	15.0%	20.0%
		B		BF												N

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

5_1. [Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian ...] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian ...																
Strongly agree	332	43	30	32	147	57	25	38	13	14	98	73	93	37	117	127
	20.0%	19.0%	17.0%	30.0%	23.0%	14.0%	21.0%	20.0%	14.0%	9.0%	25.0%	26.0%	21.0%	13.0%	17.0%	18.0%
Somewhat agree	772	84	85	50	287	200	67	94	44	94	180	117	221	141	323	345
	47.0%	38.0%	48.0%	46.0%	45.0%	50.0%	57.0%	50.0%	48.0%	59.0%	45.0%	42.0%	49.0%	49.0%	47.0%	49.0%
Somewhat disagree	430	72	51	14	153	118	21	49	29	46	89	75	99	88	206	171
	26.0%	33.0%	29.0%	13.0%	24.0%	30.0%	18.0%	26.0%	32.0%	29.0%	22.0%	27.0%	22.0%	31.0%	30.0%	24.0%
Strongly disagree	120	CDF	C	11	48	C	4	9	5	5	30	12	35	L	O	67
	7.0%	10.0%	6.0%	11.0%	7.0%	6.0%	4.0%	5.0%	6.0%	3.0%	8.0%	4.0%	8.0%	7.0%	6.0%	9.0%
																N
Summary																
Top2Box (Strongly/ Somewhat agree)	1104	127	114	82	433	256	92	132	57	108	278	190	314	178	440	472
	67.0%	57.0%	65.0%	76.0%	68.0%	65.0%	78.0%	70.0%	62.0%	68.0%	70.0%	69.0%	70.0%	62.0%	64.0%	66.0%
Low2Box (Somewhat/ Strongly disagree)	550	A	A	26	201	141	A	58	34	51	119	87	134	108	245	238
	33.0%	43.0%	35.0%	24.0%	32.0%	35.0%	22.0%	30.0%	38.0%	32.0%	30.0%	31.0%	30.0%	38.0%	36.0%	34.0%
		CDF														

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

5_2. [Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian ...] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian ...																
Strongly agree	254	27	24	27	112	44	21	27	13	10	91	50	62	28	83	103
	15.0%	12.0%	14.0%	25.0%	18.0%	11.0%	18.0%	14.0%	14.0%	6.0%	23.0%	18.0%	14.0%	10.0%	12.0%	14.0%
Somewhat agree	738	91	94	47	288	160	57	96	33	69	161	133	205	131	308	316
	45.0%	41.0%	54.0%	44.0%	45.0%	40.0%	49.0%	50.0%	36.0%	44.0%	41.0%	48.0%	46.0%	46.0%	45.0%	45.0%
Somewhat disagree	531	80	51	24	182	159	35	53	40	73	112	82	144	102	248	216
	32.0%	36.0%	29.0%	22.0%	29.0%	40.0%	30.0%	28.0%	44.0%	46.0%	28.0%	30.0%	32.0%	36.0%	36.0%	30.0%
Strongly disagree	131	23	7	10	53	33	5	15	5	7	34	12	38	25	47	75
	8.0%	10.0%	4.0%	9.0%	8.0%	8.0%	4.0%	8.0%	6.0%	4.0%	8.0%	4.0%	8.0%	9.0%	7.0%	11.0%
																N
Summary																
Top2Box (Strongly/ Somewhat agree)	992	118	118	74	399	204	78	123	46	79	252	183	267	159	391	419
	60.0%	53.0%	67.0%	68.0%	63.0%	51.0%	66.0%	64.0%	50.0%	50.0%	63.0%	66.0%	60.0%	56.0%	57.0%	59.0%
Low2Box (Somewhat/ Strongly disagree)			E	AE	AE		E	HI				M				
	662	103	57	34	235	193	40	68	45	80	145	94	181	127	294	292
	40.0%	47.0%	33.0%	32.0%	37.0%	49.0%	34.0%	36.0%	50.0%	50.0%	37.0%	34.0%	40.0%	44.0%	43.0%	41.0%
		CD				BCDF			G	G				K		

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

5_3. [Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian ...] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian ...																
Strongly agree	205	20	21	14	84	49	17	18	5	8	72	40	49	22	64	84
	12.0%	9.0%	12.0%	13.0%	13.0%	12.0%	14.0%	9.0%	6.0%	5.0%	18.0%	14.0%	11.0%	8.0%	9.0%	12.0%
Somewhat agree	713	88	82	57	292	142	52	101	33	64	175	128	190	120	292	309
	43.0%	40.0%	47.0%	53.0%	46.0%	36.0%	44.0%	53.0%	37.0%	40.0%	44.0%	46.0%	42.0%	42.0%	43.0%	44.0%
Somewhat disagree	591	88	62	27	197	173	44	53	44	79	119	97	165	116	271	243
	36.0%	40.0%	36.0%	25.0%	31.0%	44.0%	37.0%	28.0%	48.0%	49.0%	30.0%	35.0%	37.0%	41.0%	39.0%	34.0%
Strongly disagree	146	27	10	9	62	33	5	19	9	8	32	13	44	28	59	74
	9.0%	12.0%	6.0%	9.0%	10.0%	8.0%	4.0%	10.0%	9.0%	5.0%	8.0%	5.0%	10.0%	10.0%	9.0%	10.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	917	107	103	71	376	191	69	119	39	72	247	168	240	142	356	393
	55.0%	48.0%	59.0%	66.0%	59.0%	48.0%	58.0%	62.0%	43.0%	45.0%	62.0%	61.0%	53.0%	50.0%	52.0%	55.0%
Low2Box (Somewhat/ Strongly disagree)	737	115	72	36	258	206	49	72	52	87	151	109	209	144	330	317
	45.0%	52.0%	41.0%	34.0%	41.0%	52.0%	42.0%	38.0%	57.0%	55.0%	38.0%	39.0%	47.0%	50.0%	48.0%	45.0%
		CD				CD			G	G				JK		

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

5_4. [Technology helps my family stay in touch, share memories and organize our busy schedule] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology helps my family stay in touch, share memories and organize our busy schedule																
Strongly agree	404	51	43	37	184	59	30	50	14	14	108	77	109	61	153	149
	24.0%	23.0%	24.0%	34.0%	29.0%	15.0%	25.0%	26.0%	15.0%	9.0%	27.0%	28.0%	24.0%	22.0%	22.0%	21.0%
		E		E	E			HI								
Somewhat agree	904	124	100	49	336	225	71	100	54	100	214	144	244	165	389	398
	55.0%	56.0%	57.0%	46.0%	53.0%	57.0%	60.0%	53.0%	59.0%	63.0%	54.0%	52.0%	54.0%	58.0%	57.0%	56.0%
Somewhat disagree	242	29	27	12	75	92	7	27	17	35	41	44	71	47	101	117
	15.0%	13.0%	15.0%	11.0%	12.0%	23.0%	6.0%	14.0%	18.0%	22.0%	10.0%	16.0%	16.0%	16.0%	15.0%	16.0%
						ACDF										
Strongly disagree	104	18	6	9	40	22	10	13	6	9	34	13	24	13	43	46
	6.0%	8.0%	3.0%	9.0%	6.0%	5.0%	9.0%	7.0%	7.0%	6.0%	8.0%	5.0%	5.0%	4.0%	6.0%	7.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	1308	175	143	86	519	284	100	151	68	115	323	220	352	226	542	547
	79.0%	79.0%	81.0%	80.0%	82.0%	72.0%	85.0%	79.0%	75.0%	72.0%	81.0%	79.0%	79.0%	79.0%	79.0%	77.0%
				E	E		E									
Low2Box (Somewhat/ Strongly disagree)	346	47	33	21	115	113	17	40	23	45	75	57	96	60	144	163
	21.0%	21.0%	19.0%	20.0%	18.0%	28.0%	15.0%	21.0%	25.0%	28.0%	19.0%	21.0%	21.0%	21.0%	21.0%	23.0%
						DF										

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

5_5. [My family meets around the kitchen table to update each other on schedules, activities and to look at pictures] To what extent do you agree or disagree with the following statements:

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

5_6. [My family uses technology to update each other on schedules, activities and to look at pictures] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
My family uses technology to update each other on schedules, activities and to look at pictures																
Strongly agree	325	45	36	27	147	40	30	42	12	9	87	65	83	52	119	117
	20.0%	20.0%	20.0%	25.0%	23.0%	10.0%	26.0%	22.0%	13.0%	5.0%	22.0%	23.0%	19.0%	18.0%	17.0%	16.0%
		E	E	E	E		E	I	I							
Somewhat agree	786	109	92	46	296	187	56	82	46	86	182	121	209	156	321	344
	48.0%	49.0%	53.0%	43.0%	47.0%	47.0%	48.0%	43.0%	51.0%	54.0%	46.0%	44.0%	47.0%	54.0%	47.0%	48.0%
														K		
Somewhat disagree	358	40	30	16	127	121	24	42	20	49	74	59	109	55	161	166
	22.0%	18.0%	17.0%	15.0%	20.0%	31.0%	20.0%	22.0%	22.0%	31.0%	19.0%	21.0%	24.0%	19.0%	24.0%	23.0%
						ABCD										
Strongly disagree	185	28	18	18	64	50	7	25	13	16	55	33	47	23	84	84
	11.0%	13.0%	10.0%	17.0%	10.0%	12.0%	6.0%	13.0%	14.0%	10.0%	14.0%	12.0%	11.0%	8.0%	12.0%	12.0%
Summary																
Top2Box (Strongly/ Somewhat agree)	1111	154	128	73	443	226	87	124	58	94	269	186	292	207	440	460
	67.0%	69.0%	73.0%	68.0%	70.0%	57.0%	74.0%	65.0%	64.0%	59.0%	68.0%	67.0%	65.0%	73.0%	64.0%	65.0%
		E	E	E	E		E									
Low2Box (Somewhat/ Strongly disagree)	543	68	48	34	191	171	31	67	33	65	129	92	156	79	245	250
	33.0%	31.0%	27.0%	32.0%	30.0%	43.0%	26.0%	35.0%	36.0%	41.0%	32.0%	33.0%	35.0%	27.0%	36.0%	35.0%
						ABDF										

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

5. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Technology helps my family stay in touch, share memories and organize our busy schedule	1308	175	143	86	519	284	100	151	68	115	323	220	352	226	542	547
	79.0%	79.0%	81.0%	80.0%	82.0%	72.0%	85.0%	79.0%	75.0%	72.0%	81.0%	79.0%	79.0%	79.0%	79.0%	77.0%
My family uses technology to update each other on schedules, activities and to look at pictures	1111	154	128	73	443	226	87	124	58	94	269	186	292	207	440	460
	67.0%	69.0%	73.0%	68.0%	70.0%	57.0%	74.0%	65.0%	64.0%	59.0%	68.0%	67.0%	65.0%	73.0%	64.0%	65.0%
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian family ...	1104	127	114	82	433	256	92	132	57	108	278	190	314	178	440	472
	67.0%	57.0%	65.0%	76.0%	68.0%	65.0%	78.0%	70.0%	62.0%	68.0%	70.0%	69.0%	70.0%	62.0%	64.0%	66.0%
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian family ...	992	118	118	74	399	204	78	123	46	79	252	183	267	159	391	419
	60.0%	53.0%	67.0%	68.0%	63.0%	51.0%	66.0%	64.0%	50.0%	50.0%	63.0%	66.0%	60.0%	56.0%	57.0%	59.0%
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian family ...	917	107	103	71	376	191	69	119	39	72	247	168	240	142	356	393
	55.0%	48.0%	59.0%	66.0%	59.0%	48.0%	58.0%	62.0%	43.0%	45.0%	62.0%	61.0%	53.0%	50.0%	52.0%	55.0%
My family meets around the kitchen table to update each other on schedules, activities and to look at pictures	832	81	97	68	296	227	63	97	38	83	196	140	226	151	404	264
	50.0%	36.0%	55.0%	63.0%	47.0%	57.0%	53.0%	51.0%	42.0%	52.0%	49.0%	50.0%	50.0%	53.0%	59.0%	37.0%

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

5. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] 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	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
My family meets around the kitchen table to update each other on schedules, activities and to look at pictures	822	141	78	39	338	170	55	94	53	76	201	138	223	135	281	446
	50.0%	64.0%	45.0%	37.0%	53.0%	43.0%	47.0%	49.0%	58.0%	48.0%	51.0%	50.0%	50.0%	47.0%	41.0%	63.0%
		BCDEF			CE											N
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian family ...	737	115	72	36	258	206	49	72	52	87	151	109	209	144	330	317
	45.0%	52.0%	41.0%	34.0%	41.0%	52.0%	42.0%	38.0%	57.0%	55.0%	38.0%	39.0%	47.0%	50.0%	48.0%	45.0%
		CD				CD			G	G				JK		
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian family ...	662	103	57	34	235	193	40	68	45	80	145	94	181	127	294	292
	40.0%	47.0%	33.0%	32.0%	37.0%	49.0%	34.0%	36.0%	50.0%	50.0%	37.0%	34.0%	40.0%	44.0%	43.0%	41.0%
		CD				BCDF			G	G				K		
Canadian families have more complex needs when it comes to communicating with loved ones, sharing memories or organizing busy schedules than the Canadian family ...	550	95	61	26	201	141	26	58	34	51	119	87	134	108	245	238
	33.0%	43.0%	35.0%	24.0%	32.0%	35.0%	22.0%	30.0%	38.0%	32.0%	30.0%	31.0%	30.0%	38.0%	36.0%	34.0%
		CDF														
My family uses technology to update each other on schedules, activities and to look at pictures	543	68	48	34	191	171	31	67	33	65	129	92	156	79	245	250
	33.0%	31.0%	27.0%	32.0%	30.0%	43.0%	26.0%	35.0%	36.0%	41.0%	32.0%	33.0%	35.0%	27.0%	36.0%	35.0%
						ABDF										
Technology helps my family stay in touch, share memories and organize our busy schedule	346	47	33	21	115	113	17	40	23	45	75	57	96	60	144	163
	21.0%	21.0%	19.0%	20.0%	18.0%	28.0%	15.0%	21.0%	25.0%	28.0%	19.0%	21.0%	21.0%	21.0%	21.0%	23.0%
						DF										

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

6_1. [Download from Internet] How often do you and your family consume content like music, movies and games in the following ways:

		REGION									HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Download from Internet																
Daily	193	15	14	6	86	56	16	26	3	13	83	32	41	17	67	43
	12.0%	7.0%	8.0%	6.0%	14.0%	14.0%	14.0%	14.0%	3.0%	8.0%	21.0%	12.0%	9.0%	6.0%	10.0%	6.0%
Weekly	357	34	39	19	136	106	22	51	9	41	91	50	114	62	186	112
	22.0%	15.0%	22.0%	18.0%	21.0%	27.0%	18.0%	27.0%	9.0%	26.0%	23.0%	18.0%	25.0%	22.0%	27.0%	16.0%
Monthly	280	44	33	24	94	58	28	28	18	27	69	49	72	55	140	91
	17.0%	20.0%	19.0%	22.0%	15.0%	15.0%	24.0%	15.0%	20.0%	17.0%	17.0%	18.0%	16.0%	19.0%	20.0%	13.0%
Less often than once a month	406	60	38	31	164	92	21	44	31	42	74	85	107	80	177	182
	25.0%	27.0%	22.0%	29.0%	26.0%	23.0%	18.0%	23.0%	34.0%	26.0%	19.0%	31.0%	24.0%	28.0%	26.0%	26.0%
Never	417	70	51	28	154	85	31	42	30	36	81	61	114	72	115	282
	25.0%	31.0%	29.0%	26.0%	24.0%	21.0%	26.0%	22.0%	33.0%	23.0%	20.0%	22.0%	25.0%	25.0%	17.0%	40.0%
		E														N

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

6_2. [Purchase from retail location] How often do you and your family consume content like music, movies and games in the following ways:

		REGION									HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Purchase from retail location																
Daily	55	2	10	3	21	15	4	6	1	1	33	14	2	4	14	8
	3.0%	1.0%	5.0%	3.0%	3.0%	4.0%	3.0%	3.0%	1.0%	1.0%	8.0%	5.0%	1.0%	1.0%	2.0%	1.0%
Weekly	162	10	15	13	45	53	26	11	5	15	49	27	44	25	82	35
	10.0%	5.0%	8.0%	12.0%	7.0%	13.0%	22.0%	6.0%	6.0%	9.0%	12.0%	10.0%	10.0%	9.0%	12.0%	5.0%
Monthly	279	22	26	15	135	64	19	41	9	30	47	53	84	60	131	90
	17.0%	10.0%	15.0%	14.0%	21.0%	16.0%	16.0%	21.0%	10.0%	19.0%	12.0%	19.0%	19.0%	21.0%	19.0%	13.0%
Less often than once a month	776	125	98	42	306	157	47	97	48	69	147	135	228	138	333	364
	47.0%	57.0%	56.0%	39.0%	48.0%	40.0%	40.0%	51.0%	52.0%	43.0%	37.0%	49.0%	51.0%	48.0%	49.0%	51.0%
Never	383	62	27	34	128	109	22	36	28	44	121	47	89	59	125	213
	23.0%	28.0%	15.0%	32.0%	20.0%	27.0%	19.0%	19.0%	30.0%	28.0%	31.0%	17.0%	20.0%	21.0%	18.0%	30.0%
		BD		BD		D			G		KLM					N

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

6_3. [Rent from retail location] How often do you and your family consume content like music, movies and games in the following ways:

		REGION									HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Rent from retail location																
Daily	28	0	8	0	15	5	0	6	0	0	18	5	1	4	7	5
	2.0%	-	4.0%	-	2.0%	1.0%	0	3.0%	-	-	5.0%	2.0%	0	2.0%	1.0%	1.0%
Weekly		A			A						L			L		
	85	2	6	11	18	38	10	8	2	14	33	5	23	15	44	11
	5.0%	1.0%	4.0%	10.0%	3.0%	10.0%	8.0%	4.0%	2.0%	9.0%	8.0%	2.0%	5.0%	5.0%	6.0%	2.0%
Monthly		AD			AD					H	K				O	
	176	13	7	6	71	59	20	13	5	22	36	38	51	30	82	46
	11.0%	6.0%	4.0%	6.0%	11.0%	15.0%	17.0%	7.0%	5.0%	14.0%	9.0%	14.0%	11.0%	10.0%	12.0%	6.0%
Less often than once a month		A			AB					H					O	
	415	55	44	23	166	89	37	46	19	45	81	82	111	77	178	182
	25.0%	25.0%	25.0%	21.0%	26.0%	22.0%	31.0%	24.0%	21.0%	28.0%	20.0%	29.0%	25.0%	27.0%	26.0%	26.0%
Never																
	950	152	110	68	364	206	50	117	65	78	230	148	263	160	374	467
	57.0%	68.0%	63.0%	63.0%	57.0%	52.0%	43.0%	61.0%	72.0%	49.0%	58.0%	53.0%	59.0%	56.0%	55.0%	66.0%
		DEF	F	F	F				I							N

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

6_4. [Live stream online] How often do you and your family consume content like music, movies and games in the following ways:

		REGION									HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Live stream online																
Daily	166	14	26	3	79	29	14	16	6	6	63	27	47	21	64	38
	10.0%	6.0%	15.0%	3.0%	12.0%	7.0%	12.0%	9.0%	7.0%	4.0%	16.0%	10.0%	11.0%	7.0%	9.0%	5.0%
Weekly		C			ACE						M				O	
	231	28	19	8	97	59	21	39	11	19	56	42	57	42	102	68
Monthly	14.0%	13.0%	11.0%	7.0%	15.0%	15.0%	18.0%	21.0%	12.0%	12.0%	14.0%	15.0%	13.0%	15.0%	15.0%	10.0%
															O	
Less often than once a month	185	23	21	21	64	45	11	18	9	25	50	32	47	38	93	56
	11.0%	10.0%	12.0%	19.0%	10.0%	11.0%	9.0%	10.0%	9.0%	16.0%	13.0%	11.0%	10.0%	13.0%	14.0%	8.0%
Never		D													O	
	336	43	25	23	130	80	35	43	18	36	54	59	95	79	155	135
	20.0%	19.0%	15.0%	21.0%	21.0%	20.0%	30.0%	23.0%	20.0%	22.0%	14.0%	21.0%	21.0%	28.0%	23.0%	19.0%
							B						J	J		
	735	114	83	53	264	184	37	73	46	74	174	118	202	107	271	414
	44.0%	51.0%	47.0%	49.0%	42.0%	46.0%	32.0%	38.0%	51.0%	46.0%	44.0%	42.0%	45.0%	37.0%	40.0%	58.0%
		DF				F										N

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

6_5. [Rent from online locations] How often do you and your family consume content like music, movies and games in the following ways:

		REGION									HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	City of Toronto	Vancouver	Montreal	<40k	40k-<60K	60k-<100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All Respondents	1654	250	100	100	723	380	101	246	108	180	325	256	450	354	661	805
Weighted	1654	222	175*	108*	634	397	118*	190	91*	159	397	277	448	286	686	711
Rent from online locations																
Daily	32	2	2	1	17	9	1	3	1	0	22	6	1	3	6	5
	2.0%	1.0%	1.0%	1.0%	3.0%	2.0%	1.0%	2.0%	1.0%	-	6.0%	2.0%	0	1.0%	1.0%	1.0%
Weekly	68	4	6	2	27	20	8	17	1	4	13	17	9	20	35	6
	4.0%	2.0%	4.0%	2.0%	4.0%	5.0%	7.0%	9.0%	1.0%	2.0%	3.0%	6.0%	2.0%	7.0%	5.0%	1.0%
Monthly	102	12	15	8	36	27	4	8	6	13	28	16	27	22	54	22
	6.0%	5.0%	8.0%	8.0%	6.0%	7.0%	4.0%	4.0%	6.0%	8.0%	7.0%	6.0%	6.0%	8.0%	8.0%	3.0%
Less often than once a month	236	29	31	13	95	44	24	29	15	19	31	36	74	55	98	90
	14.0%	13.0%	18.0%	12.0%	15.0%	11.0%	20.0%	15.0%	17.0%	12.0%	8.0%	13.0%	16.0%	19.0%	14.0%	13.0%
Never	1215	175	121	83	458	297	80	132	68	124	303	203	338	186	492	588
	73.0%	79.0%	69.0%	77.0%	72.0%	75.0%	68.0%	69.0%	75.0%	78.0%	76.0%	73.0%	75.0%	65.0%	72.0%	83.0%
											M		M			N

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