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1. If Canada were to identify one of the following as our official national food, which should it be?

|                            |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|----------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                            | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                            |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                            |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents      | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted                   | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| Poutine                    | 298   | 136    | 162    | 162   | 103   | 33  | 28        | 118 | 111      | 40        |
|                            | 30%   | 28%    | 31%    | 58%   | 28%   | 9%  | 29%       | 33% | 28%      | 26%       |
|                            |       |        |        | DE    | E     |     | *         |     |          |           |
| Canadian bacon             | 351   | 183    | 167    | 49    | 154   | 147 | 37        | 135 | 133      | 46        |
|                            | 35%   | 38%    | 32%    | 18%   | 41%   | 42% | 38%       | 37% | 34%      | 30%       |
|                            |       |        |        |       | C     | C   | *         |     |          |           |
| Tourtiere                  | 60    | 31     | 30     | 3     | 27    | 31  | 7         | 21  | 20       | 12        |
|                            | 6%    | 6%     | 6%     | 1%    | 7%    | 9%  | 7%        | 6%  | 5%       | 8%        |
|                            |       |        |        |       | C     | C   | *         |     |          |           |
| Beavertail                 | 85    | 41     | 44     | 27    | 29    | 29  | 9         | 24  | 39       | 13        |
|                            | 8%    | 8%     | 9%     | 10%   | 8%    | 8%  | 9%        | 7%  | 10%      | 8%        |
|                            |       |        |        |       |       |     | *         |     |          |           |
| Doughnut                   | 40    | 19     | 21     | 13    | 11    | 15  | 5         | 14  | 14       | 8         |
|                            | 4%    | 4%     | 4%     | 5%    | 3%    | 4%  | 5%        | 4%  | 4%       | 5%        |
|                            |       |        |        |       |       |     | *         |     |          |           |
| Atlantic or Pacific salmon | 171   | 78     | 93     | 26    | 47    | 98  | 11        | 48  | 77       | 36        |
|                            | 17%   | 16%    | 18%    | 9%    | 13%   | 28% | 11%       | 13% | 19%      | 23%       |
|                            |       |        |        |       |       | CD  | *         |     |          | FG        |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2. Have you seen any of the following animals live in the wild?

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                       |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted              | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| Beaver                | 647   | 345    | 302    | 155   | 240   | 252 | 55        | 233 | 261      | 98        |
|                       | 64%   | 71%    | 58%    | 55%   | 65%   | 71% | 57%       | 65% | 66%      | 63%       |
|                       |       | B      |        |       | C     | C   | *         |     |          |           |
|                       |       |        |        |       |       |     |           |     |          |           |
| Moose                 | 604   | 307    | 297    | 140   | 214   | 250 | 50        | 215 | 246      | 93        |
|                       | 60%   | 63%    | 57%    | 50%   | 58%   | 71% | 52%       | 60% | 62%      | 60%       |
|                       |       |        |        |       |       | CD  | *         |     |          |           |
| Loon                  | 591   | 304    | 286    | 141   | 215   | 235 | 50        | 203 | 245      | 92        |
|                       | 59%   | 62%    | 55%    | 50%   | 58%   | 67% | 52%       | 57% | 62%      | 59%       |
|                       |       | B      |        |       |       | CD  | *         |     |          |           |
| Bear                  | 550   | 291    | 260    | 134   | 193   | 224 | 49        | 179 | 234      | 88        |
|                       | 55%   | 60%    | 50%    | 48%   | 52%   | 63% | 51%       | 50% | 59%      | 57%       |
|                       |       | B      |        |       |       | CD  | *         |     | G        |           |
| None of the above     | 165   | 70     | 95     | 59    | 63    | 43  | 18        | 59  | 60       | 28        |
|                       | 16%   | 14%    | 18%    | 21%   | 17%   | 12% | 18%       | 16% | 15%      | 18%       |
|                       |       |        |        | E     |       |     | *         |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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3. Which of the following is the most Canadian item of clothing?

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                       |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted              | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| The toque             | 498   | 251    | 247    | 131   | 193   | 174 | 47        | 166 | 213      | 73        |
|                       | 50%   | 52%    | 48%    | 47%   | 52%   | 49% | 49%       | 46% | 54%      | 47%       |
|                       |       |        |        |       |       |     | *         |     |          |           |
| The parka             | 174   | 69     | 105    | 37    | 59    | 79  | 14        | 60  | 69       | 31        |
|                       | 17%   | 14%    | 20%    | 13%   | 16%   | 22% | 14%       | 17% | 17%      | 20%       |
|                       |       |        | A      |       |       | CD  | *         |     |          |           |
| Plaid shirt           | 179   | 88     | 92     | 63    | 57    | 60  | 24        | 72  | 63       | 20        |
|                       | 18%   | 18%    | 18%    | 22%   | 15%   | 17% | 25%       | 20% | 16%      | 13%       |
|                       |       |        |        | D     |       |     | I*        | I   |          |           |
| Longjohns             | 54    | 27     | 27     | 21    | 19    | 14  | 4         | 24  | 18       | 8         |
|                       | 5%    | 6%     | 5%     | 7%    | 5%    | 4%  | 4%        | 7%  | 5%       | 5%        |
|                       |       |        |        |       |       |     | *         |     |          |           |
| None of the above     | 99    | 52     | 47     | 30    | 44    | 26  | 8         | 38  | 31       | 23        |
|                       | 10%   | 11%    | 9%     | 11%   | 12%   | 7%  | 8%        | 10% | 8%       | 15%       |
|                       |       |        |        |       |       |     | *         |     |          | H         |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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4. Which musical artist are you proudest to call Canadian?

|                       | Gender |      | AGE    |       |       | EDUCATION |     |     |          |           |
|-----------------------|--------|------|--------|-------|-------|-----------|-----|-----|----------|-----------|
|                       | Total  | Male | Female | 18-34 | 35-54 | 55+       | <HS | HS  | Post Sec | Univ Grad |
|                       |        | A    | B      | C     | D     | E         | F   | G   | H        | I         |
|                       |        |      |        |       |       |           |     |     |          |           |
| Base: All Respondents | 1005   | 485  | 520    | 269   | 389   | 347       | 59  | 220 | 424      | 302       |
| Weighted              | 1005   | 487  | 518    | 280   | 372   | 353       | 97  | 360 | 394      | 155       |
| Celine Dion           | 381    | 169  | 212    | 73    | 134   | 175       | 29  | 148 | 143      | 60        |
|                       | 38%    | 35%  | 41%    | 26%   | 36%   | 49%       | 30% | 41% | 36%      | 39%       |
|                       |        |      |        |       | C     | CD        | *   |     |          |           |
| The Tragically Hip    | 143    | 86   | 58     | 46    | 69    | 29        | 11  | 45  | 63       | 25        |
|                       | 14%    | 18%  | 11%    | 16%   | 18%   | 8%        | 12% | 12% | 16%      | 16%       |
|                       |        | B    |        | E     | E     |           | *   |     |          |           |
| Drake                 | 63     | 23   | 40     | 49    | 8     | 6         | 13  | 27  | 20       | 3         |
|                       | 6%     | 5%   | 8%     | 18%   | 2%    | 2%        | 13% | 7%  | 5%       | 2%        |
|                       |        |      |        | DE    |       |           | HI* | I   |          |           |
| Nickelback            | 114    | 54   | 61     | 48    | 46    | 20        | 16  | 48  | 39       | 11        |
|                       | 11%    | 11%  | 12%    | 17%   | 12%   | 6%        | 17% | 13% | 10%      | 7%        |
|                       |        |      |        | E     | E     |           | I*  | I   |          |           |
| Justin Bieber         | 20     | 11   | 10     | 16    | 4     | 1         | 6   | 6   | 2        | 6         |
|                       | 2%     | 2%   | 2%     | 6%    | 1%    | *         | 6%  | 2%  | 1%       | 4%        |
|                       |        |      |        | DE    |       |           | H*  |     |          | H         |
| Blue Rodeo            | 86     | 36   | 50     | 2     | 41    | 43        | 8   | 24  | 40       | 14        |
|                       | 9%     | 7%   | 10%    | 1%    | 11%   | 12%       | 8%  | 7%  | 10%      | 9%        |
|                       |        |      |        |       | C     | C         | *   |     |          |           |
| Other                 | 197    | 109  | 87     | 46    | 70    | 81        | 13  | 63  | 86       | 35        |
|                       | 20%    | 22%  | 17%    | 16%   | 19%   | 23%       | 14% | 17% | 22%      | 23%       |
|                       |        | B    |        |       |       |           | *   |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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5. How often do you use the expression 'eh' ?

|                                     |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                                     | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                                     |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                                     |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents               | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted                            | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| Every day                           | 265   | 121    | 145    | 87    | 100   | 78  | 25        | 104 | 104      | 32        |
|                                     | 26%   | 25%    | 28%    | 31%   | 27%   | 22% | 26%       | 29% | 26%      | 21%       |
|                                     |       |        |        | E     |       |     | *         | I   |          |           |
| Occasionally                        | 491   | 243    | 248    | 123   | 183   | 185 | 48        | 165 | 196      | 81        |
|                                     | 49%   | 50%    | 48%    | 44%   | 49%   | 52% | 49%       | 46% | 50%      | 53%       |
|                                     |       |        |        |       |       |     | *         |     |          |           |
| Never                               | 190   | 91     | 99     | 40    | 69    | 81  | 12        | 65  | 79       | 34        |
|                                     | 19%   | 19%    | 19%    | 14%   | 18%   | 23% | 13%       | 18% | 20%      | 22%       |
|                                     |       |        |        |       |       | C   | *         |     |          |           |
| Only when talking to Americans, eh? | 59    | 33     | 26     | 30    | 21    | 8   | 11        | 25  | 15       | 8         |
|                                     | 6%    | 7%     | 5%     | 11%   | 6%    | 2%  | 12%       | 7%  | 4%       | 5%        |
|                                     |       |        |        | DE    | E     |     | H*        |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6. Have you ever been on or inside any of the following?

|                       | Gender |      |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------|--------|------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                       | Total  | Male | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                       |        | A    | B      | C     | D     | E   | F         | G   | H        | I         |
|                       |        |      |        |       |       |     |           |     |          |           |
| Base: All Respondents | 1005   | 485  | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted              | 1005   | 487  | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| An igloo              | 162    | 101  | 62     | 52    | 62    | 48  | 17        | 43  | 71       | 31        |
|                       | 16%    | 21%  | 12%    | 19%   | 17%   | 14% | 17%       | 12% | 18%      | 20%       |
|                       |        | B    |        |       |       |     | *         |     |          | G         |
| A canoe               | 730    | 368  | 363    | 214   | 266   | 250 | 68        | 240 | 301      | 121       |
|                       | 73%    | 75%  | 70%    | 76%   | 72%   | 71% | 71%       | 67% | 76%      | 78%       |
|                       |        |      |        |       |       |     | *         |     | G        | G         |
| A snowmobile          | 656    | 340  | 316    | 134   | 263   | 259 | 62        | 235 | 270      | 89        |
|                       | 65%    | 70%  | 61%    | 48%   | 71%   | 74% | 64%       | 65% | 69%      | 57%       |
|                       |        | B    |        |       | C     | C   | *         |     | I        |           |
| A dogsled             | 118    | 63   | 55     | 41    | 44    | 33  | 21        | 26  | 51       | 21        |
|                       | 12%    | 13%  | 11%    | 15%   | 12%   | 9%  | 21%       | 7%  | 13%      | 13%       |
|                       |        |      |        |       |       |     | G*        |     | G        | G         |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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7. To what degree do you consider yourself a hockey fan?

|                                                    |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|----------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                                                    | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                                                    |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                                                    |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents                              | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted                                           | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| It's the greatest sport on earth                   | 177   | 124    | 52     | 45    | 68    | 64  | 17        | 60  | 75       | 24        |
|                                                    | 18%   | 26%    | 10%    | 16%   | 18%   | 18% | 18%       | 17% | 19%      | 16%       |
|                                                    |       | B      |        |       |       |     | *         |     |          |           |
|                                                    |       |        |        |       |       |     |           |     |          |           |
| A casual fan                                       | 406   | 195    | 210    | 101   | 154   | 151 | 32        | 147 | 162      | 64        |
|                                                    | 40%   | 40%    | 41%    | 36%   | 41%   | 43% | 33%       | 41% | 41%      | 41%       |
|                                                    |       |        |        |       |       |     | *         |     |          |           |
| Not much of a fan                                  | 297   | 116    | 181    | 105   | 108   | 84  | 32        | 108 | 106      | 52        |
|                                                    | 30%   | 24%    | 35%    | 37%   | 29%   | 24% | 33%       | 30% | 27%      | 33%       |
|                                                    |       |        | A      | DE    |       |     | *         |     |          |           |
| I'm sick to death of hearing about it all the time | 126   | 52     | 74     | 30    | 42    | 53  | 16        | 46  | 50       | 15        |
|                                                    | 13%   | 11%    | 14%    | 11%   | 11%   | 15% | 16%       | 13% | 13%      | 9%        |
|                                                    |       |        |        |       |       |     | *         |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

8. On July 1, will you take part in an activity specifically celebrating Canada?

|                                  |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|----------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                                  | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                                  |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                                  |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents            | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted                         | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| Attend an official celebration   | 185   | 87     | 98     | 71    | 70    | 45  | 16        | 65  | 76       | 28        |
|                                  | 18%   | 18%    | 19%    | 25%   | 19%   | 13% | 16%       | 18% | 19%      | 18%       |
|                                  |       |        |        | E     | E     |     | *         |     |          |           |
| Attend a fireworks show          | 405   | 198    | 206    | 155   | 147   | 103 | 37        | 152 | 160      | 55        |
|                                  | 40%   | 41%    | 40%    | 55%   | 40%   | 29% | 39%       | 42% | 41%      | 36%       |
|                                  |       |        |        | DE    | E     |     | *         |     |          |           |
| Gather with friends to celebrate | 317   | 153    | 163    | 124   | 107   | 87  | 25        | 119 | 129      | 43        |
|                                  | 32%   | 31%    | 32%    | 44%   | 29%   | 25% | 26%       | 33% | 33%      | 28%       |
|                                  |       |        |        | DE    |       |     | *         |     |          |           |
| Cover everything in maple syrup  | 31    | 14     | 17     | 18    | 10    | 3   | 4         | 10  | 9        | 8         |
|                                  | 3%    | 3%     | 3%     | 6%    | 3%    | 1%  | 4%        | 3%  | 2%       | 5%        |
|                                  |       |        |        | DE    |       |     | *         |     |          | H         |
| Other                            | 123   | 63     | 60     | 31    | 48    | 44  | 14        | 40  | 54       | 15        |
|                                  | 12%   | 13%    | 12%    | 11%   | 13%   | 12% | 14%       | 11% | 14%      | 9%        |
|                                  |       |        |        |       |       |     | *         |     |          |           |
| None                             | 294   | 138    | 156    | 52    | 108   | 135 | 32        | 107 | 108      | 47        |
|                                  | 29%   | 28%    | 30%    | 18%   | 29%   | 38% | 33%       | 30% | 27%      | 30%       |
|                                  |       |        |        |       | C     | CD  | *         |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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GENDER

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                       |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted              | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| Male                  | 487   | 487    | -      | 131   | 192   | 164 | 47        | 165 | 200      | 76        |
|                       | 49%   | 100%   | -      | 47%   | 52%   | 47% | 48%       | 46% | 51%      | 49%       |
|                       |       | B      |        |       |       |     | *         |     |          |           |
| Female                | 518   | -      | 518    | 149   | 180   | 189 | 50        | 195 | 194      | 78        |
|                       | 51%   | -      | 100%   | 53%   | 48%   | 53% | 52%       | 54% | 49%      | 51%       |
|                       |       |        | A      |       |       |     | *         |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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AGE

|                       | Gender |      | AGE    |       |       | EDUCATION |     |     |          |           |
|-----------------------|--------|------|--------|-------|-------|-----------|-----|-----|----------|-----------|
|                       | Total  | Male | Female | 18-34 | 35-54 | 55+       | <HS | HS  | Post Sec | Univ Grad |
|                       |        | A    | B      | C     | D     | E         | F   | G   | H        | I         |
|                       |        |      |        |       |       |           |     |     |          |           |
| Base: All Respondents | 1005   | 485  | 520    | 269   | 389   | 347       | 59  | 220 | 424      | 302       |
| Weighted              | 1005   | 487  | 518    | 280   | 372   | 353       | 97  | 360 | 394      | 155       |
| 18-24                 | 153    | 63   | 90     | 153   | -     | -         | 21  | 83  | 39       | 10        |
|                       | 15%    | 13%  | 17%    | 55%   | -     | -         | 22% | 23% | 10%      | 7%        |
|                       |        |      |        | DE    |       |           | HI* | HI  |          |           |
| 25-34                 | 127    | 68   | 59     | 127   | -     | -         | 16  | 43  | 36       | 32        |
|                       | 13%    | 14%  | 11%    | 45%   | -     | -         | 17% | 12% | 9%       | 21%       |
|                       |        |      |        | DE    |       |           | *   |     |          | GH        |
| 35-44                 | 135    | 69   | 67     | -     | 135   | -         | 11  | 32  | 60       | 33        |
|                       | 13%    | 14%  | 13%    | -     | 36%   | -         | 11% | 9%  | 15%      | 21%       |
|                       |        |      |        |       | CE    |           | *   |     | G        | GH        |
| 45-54                 | 236    | 124  | 113    | -     | 236   | -         | 17  | 73  | 116      | 30        |
|                       | 24%    | 25%  | 22%    | -     | 64%   | -         | 18% | 20% | 30%      | 19%       |
|                       |        |      |        |       | CE    |           | *   |     | GI       |           |
| 55-64                 | 175    | 69   | 106    | -     | -     | 175       | 9   | 70  | 76       | 20        |
|                       | 17%    | 14%  | 20%    | -     | -     | 49%       | 9%  | 20% | 19%      | 13%       |
|                       |        |      | A      |       |       | CD        | *   |     | I        |           |
| 65+                   | 178    | 95   | 83     | -     | -     | 178       | 23  | 59  | 66       | 30        |
|                       | 18%    | 20%  | 16%    | -     | -     | 51%       | 24% | 16% | 17%      | 20%       |
|                       |        |      |        |       |       | CD        | *   |     |          |           |
| Summary               |        |      |        |       |       |           |     |     |          |           |
| 18-34                 | 280    | 131  | 149    | 280   | -     | -         | 37  | 126 | 75       | 42        |
|                       | 28%    | 27%  | 29%    | 100%  | -     | -         | 38% | 35% | 19%      | 27%       |
|                       |        |      |        | DE    |       |           | H*  | H   |          | H         |
| 35-54                 | 372    | 192  | 180    | -     | 372   | -         | 28  | 105 | 177      | 62        |
|                       | 37%    | 39%  | 35%    | -     | 100%  | -         | 29% | 29% | 45%      | 40%       |
|                       |        |      |        |       | CE    |           | *   |     | FG       | G         |
| 55+                   | 353    | 164  | 189    | -     | -     | 353       | 31  | 129 | 142      | 50        |
|                       | 35%    | 34%  | 36%    | -     | -     | 100%      | 33% | 36% | 36%      | 33%       |
|                       |        |      |        |       |       | CD        | *   |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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EDUCATION

|                                                              |       | Gender |        | AGE   |       |     | EDUCATION |      |          |           |
|--------------------------------------------------------------|-------|--------|--------|-------|-------|-----|-----------|------|----------|-----------|
|                                                              | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS   | Post Sec | Univ Grad |
|                                                              |       | A      | B      | C     | D     | E   | F         | G    | H        | I         |
|                                                              |       |        |        |       |       |     |           |      |          |           |
| Base: All Respondents                                        | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220  | 424      | 302       |
| Weighted                                                     | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360  | 394      | 155       |
| Primary School or less                                       | 10    | 9      | 1      | 6     | 2     | 2   | 10        | -    | -        | -         |
|                                                              | 1%    | 2%     | *      | 2%    | 1%    | 1%  | 10%       | -    | -        | -         |
|                                                              |       | B      |        |       |       |     | GHI*      |      |          |           |
| Some high school                                             | 87    | 38     | 49     | 31    | 26    | 30  | 87        | -    | -        | -         |
|                                                              | 9%    | 8%     | 9%     | 11%   | 7%    | 8%  | 90%       | -    | -        | -         |
|                                                              |       |        |        |       |       |     | GHI*      |      |          |           |
| Graduated high school                                        | 360   | 165    | 195    | 126   | 105   | 129 | -         | 360  | -        | -         |
|                                                              | 36%   | 34%    | 38%    | 45%   | 28%   | 37% | -         | 100% | -        | -         |
|                                                              |       |        |        | D     |       | D   | *         | FHI  |          |           |
| Some college / CEGEP / Trade School                          | 116   | 55     | 61     | 25    | 56    | 35  | -         | -    | 116      | -         |
|                                                              | 12%   | 11%    | 12%    | 9%    | 15%   | 10% | -         | -    | 29%      | -         |
|                                                              |       |        |        |       | C     |     | *         |      | FGI      |           |
| Graduated from college / CEGEP / Trade School                | 195   | 102    | 93     | 37    | 93    | 65  | -         | -    | 195      | -         |
|                                                              | 19%   | 21%    | 18%    | 13%   | 25%   | 18% | -         | -    | 50%      | -         |
|                                                              |       |        |        |       | CE    |     | *         |      | FGI      |           |
| Some university, but did not finish                          | 83    | 43     | 41     | 14    | 28    | 42  | -         | -    | 83       | -         |
|                                                              | 8%    | 9%     | 8%     | 5%    | 7%    | 12% | -         | -    | 21%      | -         |
|                                                              |       |        |        |       |       | C   | *         |      | FGI      |           |
| University undergraduate degree, such as a Bachelor's Degree | 115   | 56     | 59     | 31    | 48    | 36  | -         | -    | -        | 115       |
|                                                              | 11%   | 11%    | 11%    | 11%   | 13%   | 10% | -         | -    | -        | 74%       |
|                                                              |       |        |        |       |       |     | *         |      |          | FGH       |
| University graduate degree, such as a Master's or PhD        | 40    | 21     | 19     | 11    | 14    | 15  | -         | -    | -        | 40        |
|                                                              | 4%    | 4%     | 4%     | 4%    | 4%    | 4%  | -         | -    | -        | 26%       |
|                                                              |       |        |        |       |       |     | *         |      |          | FGH       |
| Summary                                                      |       |        |        |       |       |     |           |      |          |           |
| <HS                                                          | 97    | 47     | 50     | 37    | 28    | 31  | 97        | -    | -        | -         |
|                                                              | 10%   | 10%    | 10%    | 13%   | 8%    | 9%  | 100%      | -    | -        | -         |
|                                                              |       |        |        | D     |       |     | GHI*      |      |          |           |
| HS                                                           | 360   | 165    | 195    | 126   | 105   | 129 | -         | 360  | -        | -         |
|                                                              | 36%   | 34%    | 38%    | 45%   | 28%   | 37% | -         | 100% | -        | -         |
|                                                              |       |        |        | D     |       | D   | *         | FHI  |          |           |
| Post Sec                                                     | 394   | 200    | 194    | 75    | 177   | 142 | -         | -    | 394      | -         |
|                                                              | 39%   | 41%    | 38%    | 27%   | 48%   | 40% | -         | -    | 100%     | -         |
|                                                              |       |        |        |       | C     | C   | *         |      | FGI      |           |
| Univ Grad                                                    | 155   | 76     | 78     | 42    | 62    | 50  | -         | -    | -        | 155       |
|                                                              | 15%   | 16%    | 15%    | 15%   | 17%   | 14% | -         | -    | -        | 100%      |
|                                                              |       |        |        |       |       |     | *         |      |          | FGH       |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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REGION

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                       |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted              | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| BC                    | 135   | 56     | 78     | 46    | 41    | 48  | 7         | 45  | 68       | 15        |
|                       | 13%   | 12%    | 15%    | 16%   | 11%   | 14% | 8%        | 12% | 17%      | 10%       |
|                       |       |        |        |       |       |     | *         |     | I        |           |
| AB                    | 107   | 52     | 55     | 24    | 43    | 40  | 11        | 41  | 39       | 16        |
|                       | 11%   | 11%    | 11%    | 9%    | 11%   | 11% | 11%       | 11% | 10%      | 10%       |
|                       |       |        |        |       |       |     | *         |     |          |           |
| SK/MB                 | 65    | 41     | 25     | 23    | 22    | 21  | 11        | 22  | 23       | 9         |
|                       | 7%    | 8%     | 5%     | 8%    | 6%    | 6%  | 11%       | 6%  | 6%       | 6%        |
|                       |       | B      |        |       |       |     | *         |     |          |           |
| Ontario               | 385   | 185    | 200    | 117   | 149   | 119 | 47        | 128 | 138      | 73        |
|                       | 38%   | 38%    | 39%    | 42%   | 40%   | 34% | 48%       | 36% | 35%      | 47%       |
|                       |       |        |        |       |       |     | *         |     |          | GH        |
| Quebec                | 241   | 111    | 130    | 45    | 89    | 108 | 15        | 90  | 105      | 32        |
|                       | 24%   | 23%    | 25%    | 16%   | 24%   | 31% | 16%       | 25% | 27%      | 20%       |
|                       |       |        |        |       | C     | C   | *         |     |          |           |
| Atlantic              | 71    | 42     | 29     | 25    | 28    | 18  | 6         | 35  | 22       | 10        |
|                       | 7%    | 9%     | 6%     | 9%    | 8%    | 5%  | 6%        | 10% | 5%       | 6%        |
|                       |       |        |        |       |       |     | *         |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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INCOME

|                       | Gender |      | AGE    |       |       | EDUCATION |     |     |          |           |
|-----------------------|--------|------|--------|-------|-------|-----------|-----|-----|----------|-----------|
|                       | Total  | Male | Female | 18-34 | 35-54 | 55+       | <HS | HS  | Post Sec | Univ Grad |
|                       |        | A    | B      | C     | D     | E         | F   | G   | H        | I         |
|                       |        |      |        |       |       |           |     |     |          |           |
| Base: All Respondents | 1005   | 485  | 520    | 269   | 389   | 347       | 59  | 220 | 424      | 302       |
| Weighted              | 1005   | 487  | 518    | 280   | 372   | 353       | 97  | 360 | 394      | 155       |
| <\$25K                | 195    | 99   | 96     | 88    | 64    | 43        | 33  | 95  | 57       | 11        |
|                       | 19%    | 20%  | 19%    | 31%   | 17%   | 12%       | 34% | 26% | 14%      | 7%        |
|                       |        |      |        | DE    |       |           | HI* | HI  | I        |           |
| \$25K - <\$55K        | 311    | 146  | 165    | 66    | 112   | 133       | 40  | 112 | 128      | 31        |
|                       | 31%    | 30%  | 32%    | 24%   | 30%   | 38%       | 42% | 31% | 32%      | 20%       |
|                       |        |      |        |       |       | CD        | I*  | I   | I        |           |
| \$55K - <\$100K       | 255    | 131  | 124    | 57    | 111   | 87        | 11  | 79  | 119      | 46        |
|                       | 25%    | 27%  | 24%    | 20%   | 30%   | 25%       | 11% | 22% | 30%      | 30%       |
|                       |        |      |        |       | C     |           | *   |     | FG       | FG        |
| \$100K - <\$150K      | 95     | 51   | 44     | 19    | 43    | 34        | -   | 29  | 34       | 32        |
|                       | 9%     | 10%  | 9%     | 7%    | 11%   | 10%       | -   | 8%  | 9%       | 21%       |
|                       |        |      |        |       |       |           | *   | F   | F        | FGH       |
| \$150K+               | 39     | 21   | 18     | 5     | 18    | 15        | 5   | 5   | 12       | 16        |
|                       | 4%     | 4%   | 3%     | 2%    | 5%    | 4%        | 6%  | 1%  | 3%       | 11%       |
|                       |        |      |        |       |       |           | G*  |     |          | GH        |
| Prefer not to answer  | 110    | 39   | 71     | 45    | 25    | 40        | 7   | 40  | 44       | 18        |
|                       | 11%    | 8%   | 14%    | 16%   | 7%    | 11%       | 7%  | 11% | 11%      | 12%       |
|                       |        |      | A      | D     |       | D         | *   |     |          |           |
| Summary               |        |      |        |       |       |           |     |     |          |           |
| <40K                  | 361    | 180  | 181    | 129   | 117   | 115       | 53  | 168 | 117      | 23        |
|                       | 36%    | 37%  | 35%    | 46%   | 31%   | 33%       | 55% | 47% | 30%      | 15%       |
|                       |        |      |        | DE    |       |           | HI* | HI  | I        |           |
| 40K - <60K            | 178    | 88   | 91     | 30    | 75    | 73        | 20  | 52  | 84       | 22        |
|                       | 18%    | 18%  | 18%    | 11%   | 20%   | 21%       | 21% | 14% | 21%      | 14%       |
|                       |        |      |        |       | C     | C         | *   |     | GI       |           |
| 60K - <100K           | 221    | 109  | 113    | 51    | 95    | 76        | 11  | 66  | 103      | 42        |
|                       | 22%    | 22%  | 22%    | 18%   | 25%   | 21%       | 11% | 18% | 26%      | 27%       |
|                       |        |      |        |       |       |           | *   |     | FG       | FG        |
| 100K+                 | 134    | 72   | 62     | 24    | 60    | 49        | 5   | 34  | 46       | 49        |
|                       | 13%    | 15%  | 12%    | 9%    | 16%   | 14%       | 6%  | 9%  | 12%      | 32%       |
|                       |        |      |        |       | C     |           | *   |     |          | FGH       |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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HOUSEHOLD COMPOSITION

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                       |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted              | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| Kids                  | 191   | 84     | 107    | 88    | 95    | 9   | 25        | 62  | 72       | 32        |
|                       | 19%   | 17%    | 21%    | 31%   | 25%   | 2%  | 26%       | 17% | 18%      | 21%       |
|                       |       |        |        | E     | E     |     | *         |     |          |           |
| No Kids               | 814   | 403    | 411    | 193   | 277   | 344 | 72        | 298 | 322      | 123       |
|                       | 81%   | 83%    | 79%    | 69%   | 75%   | 98% | 74%       | 83% | 82%      | 79%       |
|                       |       |        |        |       |       | CD  | *         |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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

|                       |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                       | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                       |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
|                       |       |        |        |       |       |     |           |     |          |           |
| Base: All Respondents | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted              | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| 1                     | 253   | 135    | 117    | 49    | 103   | 101 | 23        | 90  | 98       | 42        |
|                       | 25%   | 28%    | 23%    | 17%   | 28%   | 29% | 23%       | 25% | 25%      | 27%       |
|                       |       |        |        |       | C     | C   | *         |     |          |           |
| 2                     | 426   | 204    | 222    | 75    | 138   | 214 | 34        | 158 | 172      | 62        |
|                       | 42%   | 42%    | 43%    | 27%   | 37%   | 61% | 35%       | 44% | 44%      | 40%       |
|                       |       |        |        |       | C     | CD  | *         |     |          |           |
| 3                     | 139   | 66     | 73     | 47    | 66    | 26  | 10        | 49  | 57       | 22        |
|                       | 14%   | 14%    | 14%    | 17%   | 18%   | 7%  | 11%       | 14% | 14%      | 14%       |
|                       |       |        |        | E     | E     |     | *         |     |          |           |
| 4                     | 118   | 57     | 61     | 65    | 45    | 7   | 16        | 38  | 45       | 20        |
|                       | 12%   | 12%    | 12%    | 23%   | 12%   | 2%  | 16%       | 11% | 11%      | 13%       |
|                       |       |        |        | DE    | E     |     | *         |     |          |           |
| 5                     | 50    | 20     | 30     | 31    | 15    | 4   | 11        | 19  | 14       | 6         |
|                       | 5%    | 4%     | 6%     | 11%   | 4%    | 1%  | 11%       | 5%  | 4%       | 4%        |
|                       |       |        |        | DE    | E     |     | HI*       |     |          |           |
| 6                     | 11    | 1      | 10     | 6     | 5     | 1   | 2         | 2   | 6        | 2         |
|                       | 1%    | *      | 2%     | 2%    | 1%    | *   | 2%        | 1%  | 2%       | 1%        |
|                       |       |        | A      |       |       |     | *         |     |          |           |
| 7                     | 6     | 3      | 3      | 5     | 1     | -   | -         | 3   | 2        | 1         |
|                       | 1%    | 1%     | 1%     | 2%    | *     | -   | -         | 1%  | 1%       | 1%        |
|                       |       |        |        | DE    |       |     | *         |     |          |           |
| 8                     | 1     | 1      | -      | 1     | -     | -   | -         | -   | 1        | -         |
|                       | *     | *      | -      | *     | -     | -   | -         | -   | *        | -         |
|                       |       |        |        |       |       |     | *         |     |          |           |
| 10                    | 2     | -      | 2      | 2     | -     | -   | 2         | -   | -        | -         |
|                       | *     | -      | *      | 1%    | -     | -   | 2%        | -   | -        | -         |
|                       |       |        |        |       |       |     | GH*       |     |          |           |

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

# EMPLOYMENT STATUS

|                             |       | Gender |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                             | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                             |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All Respondents       | 1005  | 485    | 520    | 269   | 389   | 347 | 59        | 220 | 424      | 302       |
| Weighted                    | 1005  | 487    | 518    | 280   | 372   | 353 | 97        | 360 | 394      | 155       |
| Employed - full-time        | 355   | 211    | 144    | 93    | 207   | 55  | 15        | 102 | 157      | 80        |
|                             | 35%   | 43%    | 28%    | 33%   | 56%   | 16% | 16%       | 28% | 40%      | 52%       |
|                             |       | B      |        | E     | CE    |     | *         |     | FG       | FGH       |
| Employed - part-time        | 130   | 35     | 95     | 41    | 43    | 46  | 7         | 53  | 51       | 19        |
|                             | 13%   | 7%     | 18%    | 15%   | 12%   | 13% | 8%        | 15% | 13%      | 12%       |
|                             |       |        | A      |       |       |     | *         |     |          |           |
| Self-Employed - full-time   | 44    | 31     | 13     | 11    | 21    | 11  | 5         | 12  | 19       | 9         |
|                             | 4%    | 6%     | 3%     | 4%    | 6%    | 3%  | 5%        | 3%  | 5%       | 6%        |
|                             |       | B      |        |       |       |     | *         |     |          |           |
| Self-Employed - part-time   | 27    | 14     | 14     | 7     | 7     | 13  | 4         | 7   | 13       | 4         |
|                             | 3%    | 3%     | 3%     | 3%    | 2%    | 4%  | 4%        | 2%  | 3%       | 2%        |
|                             |       |        |        |       |       |     | *         |     |          |           |
| Retired                     | 222   | 109    | 113    | 1     | 16    | 204 | 27        | 82  | 82       | 31        |
|                             | 22%   | 22%    | 22%    | *     | 4%    | 58% | 28%       | 23% | 21%      | 20%       |
|                             |       |        |        |       | C     | CD  | *         |     |          |           |
| Student - full-time         | 50    | 18     | 32     | 49    | 2     | -   | 10        | 26  | 10       | 4         |
|                             | 5%    | 4%     | 6%     | 17%   | *     | -   | 11%       | 7%  | 3%       | 2%        |
|                             |       |        |        | DE    |       |     | HI*       | HI  |          |           |
| Student - part-time         | 9     | 6      | 3      | 6     | 3     | -   | -         | 7   | 2        | *         |
|                             | 1%    | 1%     | 1%     | 2%    | 1%    | -   | -         | 2%  | 1%       | *         |
|                             |       |        |        | E     |       |     | *         |     |          |           |
| Full-time parent, homemaker | 52    | 6      | 46     | 20    | 24    | 8   | 9         | 25  | 16       | 3         |
|                             | 5%    | 1%     | 9%     | 7%    | 7%    | 2%  | 9%        | 7%  | 4%       | 2%        |
|                             |       |        | A      | E     | E     |     | I*        | I   |          |           |
| Not currently employed      | 90    | 44     | 46     | 39    | 36    | 16  | 12        | 36  | 38       | 4         |
|                             | 9%    | 9%     | 9%     | 14%   | 10%   | 4%  | 13%       | 10% | 10%      | 3%        |
|                             |       |        |        | E     | E     |     | I*        | I   | I        |           |
| Prefer not to answer        | 26    | 13     | 13     | 13    | 12    | -   | 7         | 11  | 6        | 1         |
|                             | 3%    | 3%     | 2%     | 5%    | 3%    | -   | 7%        | 3%  | 2%       | 1%        |
|                             |       |        |        | E     | E     |     | HI*       |     |          |           |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G/H/I

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

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