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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Poutine	298	42	25	19	127	58	27	124	42	71	28	74	223
	30%	31%	23%	29%	33%	24%	38%	34%	24%	32%	21%	39%	27%
			*	*	E		BE*	HJ		J		L	
Canadian bacon	351	42	60	30	156	40	22	115	57	83	54	56	294
	35%	31%	56%	46%	41%	16%	31%	32%	32%	37%	41%	29%	36%
		E	ADEF*	AE*	E		E*						
Tourtiere	60	2	-	1	10	46	2	29	15	9	6	7	53
	6%	1%	-	1%	3%	19%	3%	8%	8%	4%	5%	4%	7%
			*	*		ABCD	*						
Beavertail	85	9	3	6	32	33	3	29	19	18	9	18	68
	8%	6%	2%	10%	8%	14%	4%	8%	11%	8%	7%	9%	8%
			*	B*		BF	*						
Doughnut	40	5	9	3	21	2	1	12	7	7	6	11	30
	4%	3%	9%	4%	5%	1%	2%	3%	4%	3%	5%	6%	4%
			E*	E*	E		*						
Atlantic or Pacific salmon	171	35	10	7	40	63	16	53	39	34	30	25	146
	17%	26%	9%	11%	10%	26%	23%	15%	22%	15%	22%	13%	18%
		BCD	*	*		BCD	BCD*						

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Beaver	647	90	77	50	242	136	52	219	115	153	99	132	514
	64%	67%	72%	76%	63%	56%	73%	61%	64%	69%	74%	69%	63%
			E*	DE*			E*				G		
Moose	604	89	92	43	197	127	56	197	103	156	85	114	490
	60%	66%	86%	66%	51%	53%	78%	55%	58%	70%	64%	60%	60%
		DE	ACDE*	DE*			DE*			GH			
Loon	591	79	80	40	230	118	44	180	103	145	94	110	481
	59%	59%	75%	62%	60%	49%	62%	50%	58%	66%	70%	58%	59%
			ADE*	*	E		E*			G	GH		
Bear	550	100	81	45	181	99	44	169	98	136	92	114	437
	55%	75%	76%	70%	47%	41%	61%	47%	55%	61%	69%	60%	54%
		DE	DEF*	DE*			DE*			G	GH		
None of the above	165	14	6	7	80	55	4	70	27	34	17	22	142
	16%	10%	6%	11%	21%	23%	5%	19%	15%	15%	13%	12%	17%
			*	*	ABCF	ABCF	*						

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
The toque	498	73	59	35	230	66	35	170	79	121	75	93	405
	50%	54%	56%	53%	60%	27%	49%	47%	44%	55%	56%	49%	50%
		E	E*	E*	E		E*				H		
The parka	174	13	25	14	58	53	11	56	29	43	25	33	141
	17%	10%	23%	22%	15%	22%	15%	15%	16%	20%	18%	17%	17%
			A*	A*		AD	*						
Plaid shirt	179	22	12	7	44	82	13	80	37	27	17	33	146
	18%	16%	11%	10%	12%	34%	18%	22%	21%	12%	13%	17%	18%
			*	*		ABCD F	*	IJ	I				
Longjohns	54	10	5	5	18	7	10	21	13	11	3	17	37
	5%	7%	5%	7%	5%	3%	14%	6%	7%	5%	2%	9%	5%
			*	*			BDE*					L	
None of the above	99	17	6	5	35	33	3	34	21	19	14	15	85
	10%	12%	5%	8%	9%	14%	5%	9%	12%	8%	10%	8%	10%
			*	*		BF	*						

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Celine Dion	381	42	31	17	116	153	22	143	78	76	49	63	318
	38%	31%	29%	25%	30%	63%	31%	40%	43%	34%	37%	33%	39%
			*	*		ABCDF	*						
The Tragically Hip	143	29	20	16	61	8	10	34	26	40	30	36	107
	14%	21%	19%	25%	16%	3%	14%	10%	14%	18%	22%	19%	13%
		E	E*	E*	E		E*			G	G		
Drake	63	4	9	-	35	8	6	28	9	8	5	19	44
	6%	3%	9%	-	9%	3%	8%	8%	5%	4%	4%	10%	5%
			C*	*	ACE		C*					L	
Nickelback	114	19	20	8	41	17	9	51	20	24	10	29	85
	11%	14%	18%	13%	11%	7%	12%	14%	11%	11%	8%	15%	10%
			E*	*			*						
Justin Bieber	20	2	-	3	10	1	4	8	4	6	2	9	12
	2%	2%	-	4%	3%	*	6%	2%	2%	3%	2%	4%	1%
			*	BE*	E		BE*					L	
Blue Rodeo	86	13	14	7	38	4	10	22	17	22	15	16	70
	9%	10%	13%	11%	10%	2%	14%	6%	9%	10%	11%	8%	9%
		E	E*	E*	E		E*						
Other	197	26	13	15	83	50	10	75	25	45	22	19	178
	20%	20%	12%	23%	22%	21%	14%	21%	14%	20%	17%	10%	22%
			*	*			*						K

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Every day	265	25	28	16	103	77	15	96	58	56	25	71	194
	26%	18%	27%	25%	27%	32%	21%	27%	33%	25%	18%	37%	24%
			*	*		A	*		J			L	
Occasionally	491	74	46	35	188	117	31	177	90	108	71	79	411
	49%	55%	43%	54%	49%	48%	43%	49%	50%	49%	53%	41%	51%
			*	*			*						K
Never	190	25	26	11	68	42	18	67	21	44	31	25	164
	19%	18%	24%	17%	18%	17%	26%	19%	12%	20%	23%	13%	20%
			*	*			*			H	H		K
Only when talking to Americans, eh?	59	11	7	2	26	5	8	21	9	13	8	16	44
	6%	8%	6%	4%	7%	2%	11%	6%	5%	6%	6%	8%	5%
		E	*	*	E		E*						

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
An igloo	162	15	24	17	54	36	18	48	29	41	24	36	126
	16%	11%	22%	25%	14%	15%	25%	13%	17%	18%	18%	19%	15%
			A*	ADE*			ADE*						
A canoe	730	107	76	53	295	151	48	250	122	158	117	151	580
	73%	79%	71%	81%	77%	62%	68%	69%	68%	71%	88%	79%	71%
		E	*	EF*	E		*				GHI		
A snowmobile	656	70	75	50	246	159	57	231	122	149	89	120	537
	65%	52%	70%	77%	64%	66%	79%	64%	69%	67%	66%	63%	66%
			A*	AD*	A	A	ADE*						
A dogsled	118	11	13	12	47	28	8	40	18	25	21	38	80
	12%	8%	12%	19%	12%	11%	11%	11%	10%	11%	16%	20%	10%
			*	A*			*					L	

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
It's the greatest sport on earth	177	23	16	13	66	40	19	53	32	46	27	43	133
	18%	17%	15%	20%	17%	16%	26%	15%	18%	21%	20%	23%	16%
			*	*			*						
A casual fan	406	63	51	26	152	86	27	139	73	92	57	72	334
	40%	47%	48%	40%	39%	36%	37%	38%	41%	42%	43%	38%	41%
			*	*			*						
Not much of a fan	297	39	25	16	118	77	21	116	51	64	36	56	241
	30%	29%	24%	25%	31%	32%	30%	32%	29%	29%	27%	29%	30%
			*	*			*						
I'm sick to death of hearing about it all the time	126	9	14	10	49	39	4	53	23	20	14	20	106
	13%	7%	13%	15%	13%	16%	6%	15%	13%	9%	11%	10%	13%
			*	*		AF	*						

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Attend an official celebration	185	37	26	11	72	22	18	64	38	37	33	57	128
	18%	28%	24%	17%	19%	9%	25%	18%	21%	17%	24%	30%	16%
		E	E*	*	E		E*					L	
Attend a fireworks show	405	56	40	30	165	78	35	149	70	87	56	124	281
	40%	42%	38%	46%	43%	32%	49%	41%	40%	39%	42%	65%	34%
			*	E*	E		E*					L	
Gather with friends to celebrate	317	42	42	19	144	35	34	96	60	74	45	74	242
	32%	31%	39%	30%	37%	14%	48%	27%	34%	33%	34%	39%	30%
		E	E*	E*	E		ACE*					L	
Cover everything in maple syrup	31	6	7	2	12	1	3	14	4	9	2	12	19
	3%	5%	7%	3%	3%	*	4%	4%	2%	4%	1%	6%	2%
		E	E*	E*	E		E*					L	
Other	123	18	8	9	62	19	7	43	23	33	10	12	111
	12%	13%	8%	13%	16%	8%	10%	12%	13%	15%	8%	6%	14%
			*	*	E		*			J			K
None	294	36	25	16	86	119	11	114	47	60	38	23	271
	29%	27%	24%	25%	22%	49%	16%	32%	27%	27%	28%	12%	33%
			*	*		ABCD	F						K

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

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

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GENDER

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Male	487	56	52	41	185	111	42	180	88	109	72	84	403
	49%	42%	49%	62%	48%	46%	59%	50%	49%	49%	54%	44%	50%
			*	ADE*			A*						
Female	518	78	55	25	200	130	29	181	91	113	62	107	411
	51%	58%	51%	38%	52%	54%	41%	50%	51%	51%	46%	56%	50%
		CF	*	*	C	C	*						

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

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

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		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
18-24	153	25	14	12	67	23	12	71	16	24	8	48	105
	15%	19%	13%	19%	17%	9%	17%	20%	9%	11%	6%	25%	13%
		E	*	E*	E		E*	HIJ				L	
25-34	127	21	10	11	51	22	12	58	14	27	16	40	88
	13%	16%	10%	16%	13%	9%	17%	16%	8%	12%	12%	21%	11%
			*	*			E*	H				L	
35-44	135	15	14	8	61	28	9	46	22	35	26	53	82
	13%	11%	13%	12%	16%	11%	13%	13%	12%	16%	19%	28%	10%
			*	*			*					L	
45-54	236	26	29	14	88	61	19	71	53	59	34	41	195
	24%	19%	27%	21%	23%	25%	27%	20%	30%	27%	26%	22%	24%
			*	*			*		G				
55-64	175	26	16	9	61	49	14	51	35	39	33	7	168
	17%	19%	15%	13%	16%	20%	19%	14%	20%	17%	25%	3%	21%
			*	*			*				G		K
65+	178	22	23	12	58	58	4	64	38	37	16	2	176
	18%	16%	22%	19%	15%	24%	6%	18%	21%	17%	12%	1%	22%
		F	F*	F*	F	DF	*		J				K
Summary													
18-34	280	46	24	23	117	45	25	129	30	51	24	88	193
	28%	34%	23%	35%	30%	19%	35%	36%	17%	23%	18%	46%	24%
		E	*	E*	E		E*	HIJ				L	
35-54	372	41	43	22	149	89	28	117	75	95	60	95	277
	37%	31%	40%	33%	39%	37%	40%	32%	42%	43%	45%	50%	34%
			*	*			*			G	G	L	
55+	353	48	40	21	119	108	18	115	73	76	49	9	344
	35%	35%	37%	32%	31%	45%	25%	32%	41%	34%	37%	4%	42%
			*	*		DF	*						K

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

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

EDUCATION

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Primary School or less	10	-	2	3	4	-	1	9	1	-	-	3	7
	1%	-	2%	5%	1%	-	2%	2%	1%	-	-	2%	1%
			*	ADE*			E*	I					
Some high school	87	7	9	8	43	15	4	44	19	11	5	22	65
	9%	5%	8%	12%	11%	6%	6%	12%	11%	5%	4%	11%	8%
			*	*			*	IJ	IJ				
Graduated high school	360	45	41	22	128	90	35	168	52	66	34	62	298
	36%	33%	39%	33%	33%	37%	49%	47%	29%	30%	25%	33%	37%
			*	*			ACD*	HIJ					
Some college / CEGEP / Trade School	116	27	11	7	37	28	6	36	29	30	11	26	90
	12%	20%	11%	10%	10%	11%	8%	10%	16%	14%	8%	14%	11%
			DEF	*	*		*		J				
Graduated from college / CEGEP / Trade School	195	33	21	13	70	48	12	55	33	58	26	38	158
	19%	24%	19%	19%	18%	20%	17%	15%	19%	26%	20%	20%	19%
			*	*			*			G			
Some university, but did not finish	83	8	7	4	31	30	4	26	22	15	9	9	74
	8%	6%	6%	7%	8%	12%	5%	7%	12%	7%	7%	5%	9%
			*	*			*						
University undergraduate degree, such as a Bachelor's Degree	115	14	12	8	49	24	9	18	19	34	30	22	93
	11%	10%	11%	12%	13%	10%	12%	5%	10%	15%	22%	12%	11%
			*	*			*		G	G	GH		
University graduate degree, such as a Master's or PhD	40	1	4	2	24	8	1	5	4	8	19	10	30
	4%	1%	4%	2%	6%	3%	1%	1%	2%	4%	14%	5%	4%
			*	*	A		*				GHI		
Summary													
<HS	97	7	11	11	47	15	6	53	20	11	5	25	72
	10%	5%	10%	17%	12%	6%	8%	15%	11%	5%	4%	13%	9%
			*	AE*	E		*	IJ	IJ				
HS	360	45	41	22	128	90	35	168	52	66	34	62	298
	36%	33%	39%	33%	33%	37%	49%	47%	29%	30%	25%	33%	37%
			*	*			ACD*	HIJ					
Post Sec	394	68	39	23	138	105	22	117	84	103	46	72	322
	39%	50%	36%	36%	36%	43%	30%	32%	47%	47%	34%	38%	40%
			CDF	*	*	F	*		GJ	GJ			
Univ Grad	155	15	16	9	73	32	10	23	22	42	49	32	123
	15%	11%	15%	15%	19%	13%	13%	6%	13%	19%	37%	17%	15%
			*	*			*		G	G	GHI		

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

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

REGION

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
BC	135	135	-	-	-	-	-	58	21	33	10	34	101
	13%	100%	-	-	-	-	-	16%	12%	15%	8%	18%	12%
		BCDEF	*	*			*	J		J			
AB	107	-	107	-	-	-	-	28	11	28	18	14	93
	11%	-	100%	-	-	-	-	8%	6%	12%	14%	7%	11%
			ACDEF*	*			*				H		
SK/MB	65	-	-	65	-	-	-	19	14	19	9	16	49
	7%	-	-	100%	-	-	-	5%	8%	8%	6%	8%	6%
			*	ABDEF*			*						
Ontario	385	-	-	-	385	-	-	121	69	87	68	83	302
	38%	-	-	-	100%	-	-	34%	38%	39%	51%	43%	37%
			*	*	ABCEF		*				GHI		
Quebec	241	-	-	-	-	241	-	101	52	42	23	29	213
	24%	-	-	-	-	100%	-	28%	29%	19%	17%	15%	26%
			*	*		ABCDF	*	IJ	IJ				K
Atlantic	71	-	-	-	-	-	71	34	11	13	6	16	56
	7%	-	-	-	-	-	100%	9%	6%	6%	5%	8%	7%
			*	*			ABCDE*						

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

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

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INCOME

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
<\$25K	195	29	13	10	72	50	22	195	-	-	-	34	161
	19%	21%	12%	16%	19%	21%	31%	54%	-	-	-	18%	20%
			*	*			BCD*	HIJ					
\$25K - <\$55K	311	45	25	21	106	92	22	166	145	-	-	42	269
	31%	33%	23%	32%	28%	38%	30%	46%	81%	-	-	22%	33%
			*	*		BD	*	IJ	GIJ				K
\$55K - <\$100K	255	39	30	20	99	53	15	-	33	221	-	56	198
	25%	29%	28%	30%	26%	22%	21%	-	19%	100%	-	29%	24%
			*	*			*		GJ	GHJ			
\$100K - <\$150K	95	8	13	7	46	19	3	-	-	-	95	31	64
	9%	6%	12%	10%	12%	8%	4%	-	-	-	71%	16%	8%
			*	*	F		*				GHI	L	
\$150K+	39	3	5	2	22	4	3	-	-	-	39	12	27
	4%	2%	5%	3%	6%	2%	5%	-	-	-	29%	6%	3%
			*	*	E		*				GHI		
Prefer not to answer	110	12	21	6	41	24	7	-	-	-	-	15	95
	11%	9%	20%	9%	11%	10%	9%	-	-	-	-	8%	12%
			ACDE*	*			*						
Summary													
<40K	361	58	28	19	121	101	34	361	-	-	-	55	306
	36%	43%	26%	29%	32%	42%	48%	100%	-	-	-	29%	38%
		BD	*	*		BCD	BCD*	HIJ					K
40K - <60K	178	21	11	14	69	52	11	-	178	-	-	29	150
	18%	16%	11%	21%	18%	22%	16%	-	100%	-	-	15%	18%
			*	*		B	*		GIJ				
60K - <100K	221	33	28	19	87	42	13	-	-	221	-	49	173
	22%	25%	26%	29%	23%	17%	18%	-	-	100%	-	26%	21%
			*	E*			*			GHJ			
100K+	134	10	18	9	68	23	6	-	-	-	134	43	91
	13%	8%	17%	13%	18%	9%	9%	-	-	-	100%	22%	11%
			A*	*	AE		*				GHI	L	

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

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

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HOUSEHOLD COMPOSITION

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Kids	191	34	14	16	83	29	16	55	29	49	43	191	-
	19%	25%	13%	24%	22%	12%	22%	15%	16%	22%	32%	100%	-
		BE	*	E*	E		E*				GHI	L	
No Kids	814	101	93	49	302	213	56	306	150	173	91	-	814
	81%	75%	87%	76%	78%	88%	78%	85%	84%	78%	68%	-	100%
			A*	*		ACDF	*	J	J	J			K

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

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

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

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
1	253	40	24	14	78	79	18	146	47	30	8	-	253
	25%	30%	23%	21%	20%	33%	25%	40%	27%	14%	6%	-	31%
		D	*	*		D	*	HIJ	IJ	J			K
2	426	49	53	28	159	102	34	133	79	111	61	19	407
	42%	36%	50%	43%	41%	42%	48%	37%	44%	50%	46%	10%	50%
			*	*			*			G			K
3	139	17	13	8	59	31	10	36	27	35	25	57	81
	14%	13%	12%	12%	15%	13%	14%	10%	15%	16%	19%	30%	10%
			*	*			*				G	L	
4	118	12	13	9	53	24	7	29	15	23	29	68	50
	12%	9%	12%	14%	14%	10%	10%	8%	8%	10%	22%	35%	6%
			*	*			*				GHI	L	
5	50	14	3	4	22	4	2	14	8	17	7	32	18
	5%	10%	3%	6%	6%	2%	3%	4%	4%	8%	5%	17%	2%
		BE	*	E*	E		*					L	
6	11	2	-	-	9	-	-	3	-	5	2	9	2
	1%	1%	-	-	2%	-	-	1%	-	2%	1%	5%	*
			*	*	E		*					L	
7	6	1	1	1	3	1	-	-	3	1	2	5	1
	1%	1%	1%	2%	1%	*	-	-	2%	*	1%	3%	*
			*	*			*		G		G	L	
8	1	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	-	1%	-	-	-	*	-	-	-	*	-
			*	D*			*						
10	2	-	-	-	2	-	-	-	-	-	-	-	2
	*	-	-	-	*	-	-	-	-	-	-	-	*
			*	*			*						

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

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

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EMPLOYMENT STATUS

		REGION						HOUSEHOLD INCOME				HOUSEHOLD	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents	1005	120	100	98	354	231	102	307	178	241	166	194	811
Weighted	1005	135	107	65	385	241	71	361	178	221	134	191	814
Employed - full-time	355	49	37	25	136	78	28	75	74	108	73	83	272
	35%	37%	35%	38%	35%	32%	40%	21%	41%	49%	55%	44%	33%
			*	*			*		G	G	GH	L	
Employed - part-time	130	20	12	8	56	26	8	54	19	23	22	26	104
	13%	15%	11%	12%	14%	11%	12%	15%	11%	10%	16%	14%	13%
			*	*			*						
Self-Employed - full-time	44	8	3	2	13	14	4	21	6	7	8	15	29
	4%	6%	3%	4%	3%	6%	5%	6%	3%	3%	6%	8%	4%
			*	*			*					L	
Self-Employed - part-time	27	4	7	*	11	5	-	7	4	11	5	1	26
	3%	3%	6%	1%	3%	2%	-	2%	2%	5%	4%	1%	3%
			F*	*			*						
Retired	222	25	21	17	79	70	9	86	48	40	18	4	218
	22%	18%	20%	27%	20%	29%	13%	24%	27%	18%	14%	2%	27%
			*	F*		ADF	*	J	IJ				K
Student - full-time	50	7	5	2	26	9	1	24	5	4	2	19	31
	5%	5%	5%	4%	7%	4%	1%	7%	3%	2%	1%	10%	4%
			*	*			*	IJ				L	
Student - part-time	9	3	-	1	3	2	-	7	-	*	-	2	7
	1%	2%	-	2%	1%	1%	-	2%	-	*	-	1%	1%
			*	*			*						
Full-time parent, homemaker	52	9	7	1	19	11	6	22	8	16	2	24	28
	5%	6%	6%	1%	5%	4%	9%	6%	4%	7%	2%	13%	3%
			*	*			C*			J		L	
Not currently employed	90	9	12	5	26	24	14	59	13	9	1	8	82
	9%	7%	11%	8%	7%	10%	19%	16%	7%	4%	*	4%	10%
			*	*			ACDE*	HIJ	J	J			K
Prefer not to answer	26	1	2	3	16	3	*	8	2	4	3	8	18
	3%	1%	2%	5%	4%	1%	*	2%	1%	2%	2%	4%	2%
			*	E*	E		*						

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