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Table Description

<u>1</u>	1_1. [I attended an official Remembrance Day service on November 11th last year] Please indicate which of the following apply to you:
<u>2</u>	1_2. [I will attend an official Remembrance Day service on November 11th this year] Please indicate which of the following apply to you:
<u>3</u>	1_3. [I will observe two minutes of silence at 11 o'clock on November 11th this year] Please indicate which of the following apply to you:
<u>4</u>	1_4. [I would support November 11th, Remembrance Day, being made a national statutory holiday] Please indicate which of the following apply to you:
<u>5</u>	1_5. [I will wear a poppy in the lead up to Remembrance Day] Please indicate which of the following apply to you:
<u>6</u>	2A. If November 11th, Remembrance Day, were made a national statutory holiday, which of the following most closely reflects your point of view:
<u>7</u>	2_1. [Canadian veterans of historic wars, like WWI and WWII] Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.
<u>8</u>	2_2. [Canadian veterans of more recent wars, like Afghanistan] Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.
<u>9</u>	2_3. [Canadians who have died in any war or conflict] Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.
<u>10</u>	2_5. [Those from other countries who have died in war, even if Canada didn't participate] Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.
<u>11</u>	2_6. [Canadians currently serving in the Armed Forces] Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.
<u>12</u>	2_7. [The goal of peace, in general] Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.
<u>13</u>	3. Have you ever heard a veteran speak about their experience in the military?
<u>14</u>	4_3. [Canadians should do more to honour those who fought and those who have died in war] To what extent do you agree or disagree with the following statements:
<u>15</u>	4_4. [Canada should do more to honour its veterans] To what extent do you agree or disagree with the following statements:
<u>16</u>	4_5. [Canada's youth do a good job of honouring Canada's veterans] To what extent do you agree or disagree with the following statements:
<u>17</u>	4_6. [Canada's youth understand the sacrifices of those who have died in war and conflict] To what extent do you agree or disagree with the following statements:
<u>18</u>	4_7. [Canada should build a memorial like the Vietnam Wall in Washington that lists the names of all military personnel who have died in combat in modern times (conflicts post-Korean War including Afghanistan)] To what extent do you agree or disagree with the following statements:

19	4_8. [Remembrance Day is as relevant today as when it first began shortly after the First World War] To what extent do you agree or disagree with the following statements:
20	4. [SUMMARY - TOP2BOX (AGREE)] To what extent do you agree or disagree with the following statements:
21	4. [SUMMARY - LOW2BOX (DISAGREE)] To what extent do you agree or disagree with the following statements:
22	6. What percentage of the Canadian population do you think served in the Second World War?
23	GENDER
24	AGE
25	EDUCATION
26	REGION
27	INCOME
28	HOUSEHOLD COMPOSITION
29	HHCMP1. How many people are living or staying at your current address?
30	EMPLOYMENT STATUS

1_1. [I attended an official Remembrance Day service on November 11th last year]

Please indicate which of the following apply to you:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
I attended an official Remembrance Day service on November 11th last year													
Yes	265	42	24	22	126	19	32	92	40	57	44	90	175
	27%	31%	23%	33%	33%	8%	45%	29%	23%	26%	28%	36%	23%
		E	E*	E*	E		ABDE*					L	
No	735	92	82	43	257	221	39	228	138	165	116	164	571
	73%	69%	77%	67%	67%	92%	55%	71%	77%	74%	72%	64%	77%
		F	F*	*	F	ABCDF	*						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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1_2. [I will attend an official Remembrance Day service on November 11th this year]

Please indicate which of the following apply to you:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
I will attend an official Remembrance Day service on November 11th this year													
Yes	322	50	31	25	155	21	41	113	53	64	53	101	221
	32%	37%	29%	39%	40%	9%	58%	35%	29%	29%	33%	40%	30%
		E	E*	E*	E		ABCDE*					L	
No	678	84	75	40	229	220	30	207	126	159	107	153	525
	68%	63%	71%	61%	60%	91%	42%	65%	71%	71%	67%	60%	70%
		F	F*	F*	F	ABCDF	*						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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1_3. [I will observe two minutes of silence at 11 o'clock on November 11th this year]

Please indicate which of the following apply to you:

	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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
I will observe two minutes of silence at 11 o'clock on November 11th this year													
Yes	769	121	89	51	336	112	60	253	127	163	124	189	581
	77%	90%	84%	79%	88%	47%	85%	79%	71%	73%	78%	74%	78%
		CE	E*	E*	CE		E*						
No	231	13	17	14	47	128	11	67	52	59	36	65	165
	23%	10%	16%	21%	12%	53%	15%	21%	29%	27%	22%	26%	22%
			*	AD*		ABCDF	*						

- 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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1_4. [I would support November 11th, Remembrance Day, being made a national statutory holiday]

Please indicate which of the following apply to you:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
I would support November 11th, Remembrance Day, being made a national statutory holiday													
Yes	851	119	99	58	336	173	65	271	151	185	137	226	625
	85%	89%	93%	89%	88%	72%	92%	85%	85%	83%	85%	89%	84%
		E	E*	E*	E		E*						
No	149	15	7	7	47	67	6	49	27	37	23	29	121
	15%	11%	7%	11%	12%	28%	8%	15%	15%	17%	15%	11%	16%
			*	*		ABCDF	*						

- 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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1_5. [I will wear a poppy in the lead up to Remembrance Day]

Please indicate which of the following apply to you:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
I will wear a poppy in the lead up to Remembrance Day													
Yes	790	121	95	57	339	114	65	253	135	172	131	194	596
	79%	90%	89%	87%	88%	48%	92%	79%	76%	77%	82%	76%	80%
		E	E*	E*	E		E*						
No	210	13	12	8	45	126	6	67	43	50	29	60	150
	21%	10%	11%	13%	12%	52%	8%	21%	24%	23%	18%	24%	20%
			*	*		ABCDF	*						

- 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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2A. If November 11th, Remembrance Day, were made a national statutory holiday, which of the following most closely reflects your point of view:

		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
It would give the day an added significance because Canadians would have more time to go to a ceremony and to reflect	567	82	60	33	223	120	48	201	90	124	87	151	416
	57%	61%	57%	51%	58%	50%	68%	63%	51%	56%	54%	59%	56%
			*	*			CE*	H					
It wouldn't really change the significance of Remembrance Day either way	298	33	33	24	109	78	21	77	60	66	58	78	220
	30%	24%	31%	37%	29%	32%	30%	24%	34%	30%	36%	31%	30%
			*	*			*		G		G		
It would make the day less significant because people would just take the extra time to shop, socialize, run errands or take a vacation	135	19	13	8	51	42	2	43	28	32	15	25	109
	13%	14%	12%	12%	13%	18%	2%	13%	16%	14%	9%	10%	15%
		F	F*	F*	F	F	*						

- 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_1. [Canadian veterans of historic wars, like WWI and WWII]

Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.

		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canadian veterans of historic wars, like WWI and WWII													
Yes	922	130	100	54	353	217	67	291	164	206	149	225	697
	92%	97%	95%	84%	92%	90%	95%	91%	92%	93%	93%	88%	93%
		CE	C*	*	C		C*						K
No	78	4	6	11	30	23	4	29	15	16	11	29	49
	8%	3%	5%	16%	8%	10%	5%	9%	8%	7%	7%	12%	7%
			*	ABDF*		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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2_2. [Canadian veterans of more recent wars, like Afghanistan]

Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.

	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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canadian veterans of more recent wars, like Afghanistan													
Yes	811	112	92	51	328	167	61	254	143	185	131	203	608
	81%	84%	87%	79%	86%	69%	86%	79%	80%	83%	82%	80%	82%
		E	E*	*	E		E*						
No	189	22	14	14	55	73	10	66	36	38	28	51	137
	19%	16%	13%	21%	14%	31%	14%	21%	20%	17%	18%	20%	18%
			*	*		ABDF	*						

- 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_3. [Canadians who have died in any war or conflict]

Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.

	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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canadians who have died in any war or conflict													
Yes	907	125	101	55	355	204	67	287	159	200	150	236	671
	91%	93%	96%	85%	93%	85%	94%	90%	89%	90%	94%	93%	90%
		E	CE*	*	CE		CE*						
No	93	10	5	10	28	37	4	33	19	22	10	19	74
	9%	7%	4%	15%	7%	15%	6%	10%	11%	10%	6%	7%	10%
			*	BDF*		ABDF	*						

- 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_5. [Those from other countries who have died in war, even if Canada didn't participate]

Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.

	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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Those from other countries who have died in war, even if Canada didn't participate													
Yes	579	82	72	37	241	104	43	200	95	121	86	161	418
	58%	61%	68%	57%	63%	43%	61%	63%	53%	55%	54%	63%	56%
		E	E*	E*	E		E*						
No	421	52	34	28	142	137	28	120	84	101	74	94	327
	42%	39%	32%	43%	37%	57%	39%	37%	47%	45%	46%	37%	44%
			*	*		ABCDF	*						

- 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_6. [Canadians currently serving in the Armed Forces]

Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.

		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canadians currently serving in the Armed Forces													
Yes	796	105	93	48	329	160	61	257	131	180	130	203	593
	80%	78%	88%	73%	86%	67%	85%	80%	73%	81%	81%	80%	79%
		E	CE*	*	CE		E*						
No	204	29	13	17	54	80	10	63	47	43	30	51	153
	20%	22%	12%	27%	14%	33%	15%	20%	27%	19%	19%	20%	21%
			*	BD*		ABDF	*						

- 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_7. [The goal of peace, in general]

Remembrance Day means many things to different people. Please indicate who or what you, personally, are remembering or honouring in your observation of Remembrance Day.

	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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
The goal of peace, in general													
Yes	805	114	95	54	319	164	60	259	138	175	134	209	596
	81%	85%	89%	82%	83%	68%	84%	81%	77%	79%	84%	82%	80%
		E	E*	E*	E		E*						
No	195	20	11	11	65	76	11	61	41	47	26	46	149
	19%	15%	11%	18%	17%	32%	16%	19%	23%	21%	16%	18%	20%
			*	*		ABCDF	*						

- 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. Have you ever heard a veteran speak about their experience in the military?

		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Yes (Net)	755	114	84	43	299	154	62	239	130	164	133	199	556
	75%	85%	79%	66%	78%	64%	87%	75%	73%	74%	83%	78%	75%
		CE	E*	*	CE		CE*				GHI		
Yes, someone I know personally spoke to me directly	414	68	46	21	171	72	37	130	73	89	72	89	325
	41%	51%	43%	32%	45%	30%	52%	41%	41%	40%	45%	35%	44%
		CE	E*	*	CE		CE*						K
Yes, online or on film	322	44	26	21	118	89	23	104	66	65	52	90	232
	32%	33%	25%	33%	31%	37%	32%	32%	37%	29%	33%	35%	31%
			*	*			*						
Yes, in a presentation to a school or community group	274	38	38	18	127	23	30	82	39	62	64	96	177
	27%	28%	36%	27%	33%	10%	42%	26%	22%	28%	40%	38%	24%
		E	E*	E*	E		CE*				GHI	L	
No	245	20	22	22	84	87	9	81	48	58	27	56	190
	25%	15%	21%	34%	22%	36%	13%	25%	27%	26%	17%	22%	25%
			*	ADF*		ABDF	*	J	J	J			

- 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_3. [Canadians should do more to honour those who fought and those who have died in war]

To what extent do you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canadians should do more to honour those who fought and those who have died in war													
Strongly agree	530	73	54	40	225	92	46	171	93	112	87	124	405
	53%	54%	51%	61%	59%	38%	64%	54%	52%	50%	54%	49%	54%
		E	*	E*	E		E*						
Somewhat agree	373	55	43	18	129	111	18	119	69	92	54	106	266
	37%	41%	41%	27%	34%	46%	25%	37%	39%	41%	34%	42%	36%
		F	F*	*		CDF	*						
Somewhat disagree	81	6	8	6	26	28	8	26	12	16	17	18	62
	8%	4%	7%	9%	7%	12%	11%	8%	7%	7%	10%	7%	8%
			*	*		A	*						
Strongly disagree	17	1	2	2	4	9	*	4	4	2	2	5	12
	2%	*	1%	3%	1%	4%	*	1%	2%	1%	1%	2%	2%
			*	*		D	*						
Summary													
Top2Box (Agree)	902	128	97	58	354	203	63	290	162	204	142	231	672
	90%	95%	91%	88%	92%	85%	89%	91%	91%	92%	89%	91%	90%
		E	*	*	E		*						
Low2Box (Disagree)	98	6	9	8	30	37	8	30	16	19	18	24	74
	10%	5%	9%	12%	8%	15%	11%	9%	9%	8%	11%	9%	10%
			*	*		AD	*						

- 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_4. [Canada should do more to honour its veterans]

To what extent do you agree or disagree with the following statements:

	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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canada should do more to honour its veterans													
Strongly agree	559	83	53	42	229	100	52	182	96	125	84	137	422
	56%	62%	50%	65%	60%	41%	73%	57%	54%	56%	53%	54%	57%
		E	*	E*	E		BDE*						
Somewhat agree	347	40	46	17	121	110	12	108	65	79	60	96	251
	35%	30%	43%	27%	32%	46%	17%	34%	37%	35%	37%	38%	34%
			CF*	*	F	ACDF	*						
Somewhat disagree	80	11	7	2	30	23	7	27	14	17	13	16	64
	8%	8%	7%	4%	8%	10%	9%	9%	8%	8%	8%	6%	9%
			*	*			*						
Strongly disagree	14	1	-	3	2	7	*	3	3	1	3	5	8
	1%	*	-	5%	1%	3%	*	1%	2%	1%	2%	2%	1%
			*	ABD*		D	*						
Summary													
Top2Box (Agree)	906	123	99	60	350	210	64	289	161	204	144	233	673
	91%	92%	93%	92%	91%	87%	90%	90%	90%	92%	90%	92%	90%
			*	*			*						
Low2Box (Disagree)	94	11	7	5	33	30	7	31	17	19	16	21	73
	9%	8%	7%	8%	9%	13%	10%	10%	10%	8%	10%	8%	10%
			*	*			*						

- 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_5. [Canada’s youth do a good job of honouring Canada’s veterans]

To what extent do you agree or disagree with the following statements:

	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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canada’s youth do a good job of honouring Canada’s veterans													
Strongly agree	113	15	14	9	40	22	14	49	19	19	9	30	84
	11%	11%	13%	13%	10%	9%	20%	15%	11%	9%	5%	12%	11%
			*	*			DE*	IJ					
Somewhat agree	422	56	44	31	161	97	34	139	63	91	71	113	309
	42%	41%	42%	47%	42%	40%	48%	43%	35%	41%	44%	44%	41%
			*	*			*						
Somewhat disagree	353	51	32	19	141	93	18	100	76	82	61	87	266
	35%	38%	30%	29%	37%	39%	25%	31%	43%	37%	38%	34%	36%
			*	*		F	*		G				
Strongly disagree	111	12	16	7	41	30	5	32	20	30	19	25	86
	11%	9%	15%	11%	11%	12%	7%	10%	11%	14%	12%	10%	12%
			*	*			*						
Summary													
Top2Box (Agree)	536	71	58	40	201	118	48	188	82	110	79	143	393
	54%	53%	55%	61%	52%	49%	67%	59%	46%	50%	50%	56%	53%
			*	*			ADE*	H					
Low2Box (Disagree)	464	63	48	26	182	122	23	132	97	112	80	112	353
	46%	47%	45%	39%	48%	51%	33%	41%	54%	50%	50%	44%	47%
		F	*	*	F	F	*		G				

- 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_6. [Canada’s youth understand the sacrifices of those who have died in war and conflict]

To what extent do you agree or disagree with the following statements:

	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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canada’s youth understand the sacrifices of those who have died in war and conflict													
Strongly agree	124	13	9	12	47	30	13	58	24	21	8	30	93
	12%	10%	8%	18%	12%	13%	18%	18%	13%	9%	5%	12%	13%
			*	B*			B*	IJ	J				
Somewhat agree	335	45	38	21	140	66	24	107	51	63	59	97	238
	33%	34%	36%	32%	37%	28%	34%	33%	29%	29%	37%	38%	32%
			*	*	E		*						
Somewhat disagree	394	58	44	21	137	108	26	113	77	98	68	94	300
	39%	43%	42%	32%	36%	45%	36%	35%	43%	44%	42%	37%	40%
			*	*		CD	*						
Strongly disagree	148	18	16	12	59	35	8	42	27	40	25	33	115
	15%	13%	15%	18%	15%	15%	12%	13%	15%	18%	16%	13%	15%
			*	*			*						
Summary													
Top2Box (Agree)	458	59	46	32	187	97	37	165	75	85	67	127	331
	46%	44%	44%	50%	49%	40%	52%	52%	42%	38%	42%	50%	44%
			*	*			*	I					
Low2Box (Disagree)	542	76	60	33	196	144	34	155	104	138	93	127	414
	54%	56%	56%	50%	51%	60%	48%	48%	58%	62%	58%	50%	56%
			*	*			*			G			

- 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_7. [Canada should build a memorial like the Vietnam Wall in Washington that lists the names of all military personnel who have died in combat in modern times (conflicts post-Korean War including Afghanistan)]

To what extent do you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Canada should build a memorial like the Vietnam Wall in Washington that lists the names of all military personnel who have died in combat in modern times (conflicts post-Korean War including Afghanistan)													
Strongly agree	379	46	26	33	163	77	34	131	53	90	62	103	276
	38%	34%	24%	50%	42%	32%	48%	41%	30%	40%	39%	40%	37%
			*	ABE*	BE		BE*	H					
Somewhat agree	422	53	59	20	158	103	28	126	90	88	66	117	305
	42%	39%	56%	31%	41%	43%	40%	39%	51%	40%	41%	46%	41%
			ACDEF*	*			*		GI				
Somewhat disagree	157	27	20	8	52	43	8	50	25	38	27	23	135
	16%	20%	19%	12%	13%	18%	11%	16%	14%	17%	17%	9%	18%
			*	*			*						K
Strongly disagree	42	9	1	4	11	17	1	13	9	7	5	12	30
	4%	7%	*	6%	3%	7%	1%	4%	5%	3%	3%	5%	4%
		B	*	B*		BD	*						
Summary													
Top2Box (Agree)	801	99	85	53	321	181	62	257	144	178	127	220	581
	80%	74%	80%	81%	84%	75%	88%	80%	81%	80%	80%	87%	78%
			*	*	AE		AE*					L	
Low2Box (Disagree)	199	35	21	12	62	60	9	63	34	45	32	34	165
	20%	26%	20%	19%	16%	25%	12%	20%	19%	20%	20%	13%	22%
		DF	*	*		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 (*)

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4_8. [Remembrance Day is as relevant today as when it first began shortly after the First World War]

To what extent do you agree or disagree with the following statements:

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD	
		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Remembrance Day is as relevant today as when it first began shortly after the First World War													
Strongly agree	489	73	54	32	204	83	42	170	78	110	75	113	377
	49%	55%	51%	49%	53%	35%	59%	53%	44%	50%	47%	44%	51%
		E	E*	E*	E		E*						
Somewhat agree	328	46	40	17	102	103	19	105	67	69	54	88	240
	33%	35%	38%	27%	27%	43%	27%	33%	38%	31%	34%	35%	32%
			D*	*		CDF	*						
Somewhat disagree	139	8	9	11	65	38	7	27	26	39	25	41	98
	14%	6%	9%	17%	17%	16%	10%	8%	15%	17%	16%	16%	13%
			*	A*	A	A	*			G	G		
Strongly disagree	44	6	3	5	11	16	3	19	7	4	6	12	31
	4%	5%	2%	7%	3%	7%	4%	6%	4%	2%	4%	5%	4%
			*	*			*	I					
Summary													
Top2Box (Agree)	818	120	94	50	307	186	61	274	145	179	129	201	617
	82%	89%	89%	76%	80%	78%	86%	86%	81%	81%	81%	79%	83%
		CDE	CE*	*			*						
Low2Box (Disagree)	182	14	12	16	77	54	10	46	33	43	31	53	129
	18%	11%	11%	24%	20%	22%	14%	14%	19%	19%	19%	21%	17%
			*	AB*	A	AB	*						

- 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. [SUMMARY - TOP2BOX (AGREE)]

To what extent do you agree or disagree with the following statements:

	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
Canada should do more to honour its veterans	906	123	99	60	350	210	64	289	161	204	144	233	673
	91%	92%	93%	92%	91%	87%	90%	90%	90%	92%	90%	92%	90%
			*	*			*						
Canadians should do more to honour those who fought and those who have died in war	902	128	97	58	354	203	63	290	162	204	142	231	672
	90%	95%	91%	88%	92%	85%	89%	91%	91%	92%	89%	91%	90%
		E	*	*	E		*						
Remembrance Day is as relevant today as when it first began shortly after the First World War	818	120	94	50	307	186	61	274	145	179	129	201	617
	82%	89%	89%	76%	80%	78%	86%	86%	81%	81%	81%	79%	83%
		CDE	CE*	*			*						
Canada should build a memorial like the Vietnam Wall in Washington that lists the names of all military personnel who have died	801	99	85	53	321	181	62	257	144	178	127	220	581
	80%	74%	80%	81%	84%	75%	88%	80%	81%	80%	80%	87%	78%
			*	*	AE		AE*					L	
Canada's youth do a good job of honouring Canada's veterans	536	71	58	40	201	118	48	188	82	110	79	143	393
	54%	53%	55%	61%	52%	49%	67%	59%	46%	50%	50%	56%	53%
			*	*			ADE*	H					
Canada's youth understand the sacrifices of those who have died in war and conflict	458	59	46	32	187	97	37	165	75	85	67	127	331
	46%	44%	44%	50%	49%	40%	52%	52%	42%	38%	42%	50%	44%
			*	*			*	I					

- 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. [SUMMARY - LOW2BOX (DISAGREE)]

To what extent do you agree or disagree with the following statements:

	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
Canada’s youth understand the sacrifices of those who have died in war and conflict	542	76	60	33	196	144	34	155	104	138	93	127	414
	54%	56%	56%	50%	51%	60%	48%	48%	58%	62%	58%	50%	56%
			*	*			*			G			
Canada’s youth do a good job of honouring Canada’s veterans	464	63	48	26	182	122	23	132	97	112	80	112	353
	46%	47%	45%	39%	48%	51%	33%	41%	54%	50%	50%	44%	47%
		F	*	*	F	F	*		G				
Canada should build a memorial like the Vietnam Wall in Washington that lists the names of all military personnel who have died Remembrance Day is as relevant today as when it first began shortly after the First World War	199	35	21	12	62	60	9	63	34	45	32	34	165
	20%	26%	20%	19%	16%	25%	12%	20%	19%	20%	20%	13%	22%
		DF	*	*		DF	*						K
	182	14	12	16	77	54	10	46	33	43	31	53	129
	18%	11%	11%	24%	20%	22%	14%	14%	19%	19%	19%	21%	17%
			*	AB*	A	AB	*						
Canadians should do more to honour those who fought and those who have died in war	98	6	9	8	30	37	8	30	16	19	18	24	74
	10%	5%	9%	12%	8%	15%	11%	9%	9%	8%	11%	9%	10%
			*	*		AD	*						
Canada should do more to honour its veterans	94	11	7	5	33	30	7	31	17	19	16	21	73
	9%	8%	7%	8%	9%	13%	10%	10%	10%	8%	10%	8%	10%
			*	*			*						

- 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. What percentage of the Canadian population do you think served in the Second World War?

		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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
1%	69	10	7	2	24	24	2	14	16	24	10	21	49
	7%	7%	7%	4%	6%	10%	2%	4%	9%	11%	7%	8%	7%
			*	*		F	*			G			
5%	158	13	15	10	72	40	9	51	34	38	20	45	113
	16%	9%	14%	15%	19%	16%	13%	16%	19%	17%	13%	18%	15%
			*	*	A		*						
10%	231	33	30	15	78	58	17	64	33	55	44	45	186
	23%	25%	28%	23%	20%	24%	23%	20%	18%	25%	28%	18%	25%
			*	*			*						K
15%	249	38	22	19	96	54	19	79	48	52	40	60	188
	25%	28%	21%	30%	25%	23%	27%	25%	27%	24%	25%	24%	25%
			*	*			*						
20%	293	41	32	19	113	64	25	112	48	53	45	84	209
	29%	31%	30%	29%	29%	27%	35%	35%	27%	24%	28%	33%	28%
			*	*			*	I					

- 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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Male	485	64	48	41	182	97	53	144	91	118	85	118	367
	48%	48%	45%	64%	47%	40%	74%	45%	51%	53%	53%	46%	49%
			*	ABDE*			ABDE*						
Female	515	70	58	24	202	144	18	176	87	104	75	137	378
	52%	52%	55%	36%	53%	60%	26%	55%	49%	47%	47%	54%	51%
		CF	CF*	*	CF	CF	*						

- 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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
18-24	115	10	8	10	56	19	12	60	13	8	12	34	81
	11%	8%	7%	15%	15%	8%	17%	19%	7%	4%	8%	13%	11%
			*	*	E		AE*	HIJ					
25-34	164	8	15	15	73	38	15	56	34	41	23	58	107
	16%	6%	14%	23%	19%	16%	21%	18%	19%	18%	14%	23%	14%
			*	A*	A	A	A*					L	
35-44	176	26	24	10	52	52	12	59	37	43	24	95	81
	18%	19%	23%	15%	14%	21%	17%	18%	21%	19%	15%	37%	11%
			D*	*		D	*					L	
45-54	194	29	24	14	64	49	14	47	32	52	40	50	144
	19%	22%	23%	21%	17%	20%	20%	15%	18%	23%	25%	20%	19%
			*	*			*			G	G		
55-64	175	19	11	8	82	48	7	47	30	46	37	13	162
	17%	14%	11%	12%	21%	20%	9%	15%	17%	21%	23%	5%	22%
			*	*	BF	F	*			G			K
65+	176	42	23	9	57	35	11	50	32	32	24	5	171
	18%	31%	22%	13%	15%	14%	16%	16%	18%	15%	15%	2%	23%
		CDEF	*	*			*						K
Summary													
18-34	279	19	23	25	129	57	27	116	47	49	35	92	187
	28%	14%	22%	38%	34%	24%	38%	36%	26%	22%	22%	36%	25%
			*	ABE*	ABE	A	ABE*	IJ				L	
35-54	370	55	48	24	116	101	26	106	69	95	64	145	225
	37%	41%	46%	37%	30%	42%	37%	33%	39%	43%	40%	57%	30%
		D	D*	*		D	*			G		L	
55+	351	60	34	16	139	83	18	98	62	78	61	18	333
	35%	45%	32%	25%	36%	35%	25%	31%	35%	35%	38%	7%	45%
		CF	*	*			*						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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Primary School or less	8	-	2	-	4	2	-	8	-	-	-	2	5
	1%	-	2%	-	1%	1%	-	2%	-	-	-	1%	1%
			*	*			*	I					
Some high school	104	18	13	13	32	21	7	49	19	14	8	26	78
	10%	13%	12%	20%	8%	9%	9%	15%	11%	6%	5%	10%	10%
			*	DEF*			*	IJ					
Graduated high school	343	36	36	22	119	97	32	132	65	57	34	77	265
	34%	27%	34%	34%	31%	40%	45%	41%	36%	26%	21%	30%	36%
			*	*		AD	AD*	IJ	IJ				
Some college / CEGEP / Trade School	108	23	15	4	42	19	4	42	17	25	15	30	78
	11%	17%	14%	7%	11%	8%	6%	13%	10%	11%	10%	12%	11%
		CEF	*	*			*						
Graduated from college / CEGEP / Trade School	195	26	18	11	83	40	16	44	35	63	31	57	138
	19%	20%	17%	18%	22%	17%	23%	14%	20%	28%	19%	22%	18%
			*	*			*			G			
Some university, but did not finish	89	14	7	5	27	30	7	23	22	16	22	13	76
	9%	10%	6%	8%	7%	12%	9%	7%	12%	7%	14%	5%	10%
			*	*			*				GI		K
University undergraduate degree, such as a Bachelor's Degree	107	12	12	7	53	20	4	16	16	35	31	32	74
	11%	9%	12%	10%	14%	8%	5%	5%	9%	16%	19%	13%	10%
			*	*	F		*			G	GH		
University graduate degree, such as a Master's or PhD	47	5	4	2	23	11	2	6	4	12	19	17	30
	5%	4%	4%	2%	6%	5%	3%	2%	2%	6%	12%	7%	4%
			*	*			*			G	GHI		
Summary													
<HS	111	18	14	13	36	23	7	57	19	14	8	28	83
	11%	13%	13%	20%	9%	9%	9%	18%	11%	6%	5%	11%	11%
			*	DEF*			*	IJ					
HS	343	36	36	22	119	97	32	132	65	57	34	77	265
	34%	27%	34%	34%	31%	40%	45%	41%	36%	26%	21%	30%	36%
			*	*		AD	AD*	IJ	IJ				
Post Sec	392	63	40	21	152	89	27	108	75	104	69	100	292
	39%	47%	37%	33%	40%	37%	38%	34%	42%	47%	43%	39%	39%
		C	*	*			*			G			
Univ Grad	154	17	16	8	76	31	5	22	19	47	50	49	105
	15%	13%	15%	12%	20%	13%	8%	7%	11%	21%	31%	19%	14%
			*	*	F		*			GH	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 (*)

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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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
BC	134	134	-	-	-	-	-	47	23	29	26	34	100
	13%	100%	-	-	-	-	-	15%	13%	13%	16%	13%	13%
		BCDEF	*	*			*						
AB	106	-	106	-	-	-	-	27	15	23	22	25	81
	11%	-	100%	-	-	-	-	8%	8%	11%	14%	10%	11%
			ACDEF*	*			*						
SK/MB	65	-	-	65	-	-	-	26	8	13	9	12	53
	7%	-	-	100%	-	-	-	8%	5%	6%	6%	5%	7%
			*	ABDEF*			*						
Ontario	383	-	-	-	383	-	-	115	71	86	62	108	276
	38%	-	-	-	100%	-	-	36%	40%	39%	39%	42%	37%
			*	*	ABCEF		*						
Quebec	240	-	-	-	-	240	-	73	51	64	27	52	188
	24%	-	-	-	-	100%	-	23%	29%	29%	17%	21%	25%
			*	*		ABCDF	*		J	J			
Atlantic	71	-	-	-	-	-	71	32	10	8	14	24	47
	7%	-	-	-	-	-	100%	10%	5%	4%	9%	9%	6%
			*	*			ABCDE*	I			I		

- 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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
<\$25K	166	23	18	17	58	32	18	166	-	-	-	35	131
	17%	17%	17%	26%	15%	13%	25%	52%	-	-	-	14%	18%
			*	DE*			DE*	HIJ					
\$25K - <\$55K	293	40	20	15	113	82	23	154	139	-	-	66	226
	29%	30%	18%	23%	30%	34%	32%	48%	78%	-	-	26%	30%
			*	*	B	B	B*	IJ	GIJ				
\$55K - <\$100K	262	36	28	15	100	75	9	-	40	222	-	81	181
	26%	27%	26%	24%	26%	31%	12%	-	22%	100%	-	32%	24%
		F	F*	*	F	F	*		GJ	GHJ		L	
\$100K - <\$150K	132	19	19	9	49	23	13	-	-	-	132	44	88
	13%	14%	18%	14%	13%	9%	18%	-	-	-	82%	17%	12%
			E*	*			E*				GHI	L	
\$150K+	28	7	3	-	13	5	1	-	-	-	28	5	23
	3%	5%	3%	-	3%	2%	2%	-	-	-	18%	2%	3%
			*	*			*				GHI		
Prefer not to answer	119	9	19	9	50	24	8	-	-	-	-	23	96
	12%	7%	18%	13%	13%	10%	11%	-	-	-	-	9%	13%
			A*	*			*						
Summary													
<\$40K	320	47	27	26	115	73	32	320	-	-	-	71	249
	32%	35%	25%	41%	30%	31%	45%	100%	-	-	-	28%	33%
			*	B*			BDE*	HIJ					
\$40K - <\$60K	178	23	15	8	71	51	10	-	178	-	-	42	136
	18%	17%	14%	13%	18%	21%	14%	-	100%	-	-	17%	18%
			*	*			*		GIJ				
\$60K - <\$100K	222	29	23	13	86	64	8	-	-	222	-	69	153
	22%	21%	22%	19%	22%	27%	11%	-	-	100%	-	27%	21%
			*	*	F	F	*			GHJ		L	
\$100K+	160	26	22	9	62	27	14	-	-	-	160	49	111
	16%	19%	21%	14%	16%	11%	19%	-	-	-	100%	19%	15%
			E*	*			*				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 (*)

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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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Kids	254	34	25	12	108	52	24	71	42	69	49	254	-
	25%	25%	23%	18%	28%	22%	34%	22%	24%	31%	31%	100%	-
			*	*			CE*			G		L	
No Kids	746	100	81	53	276	188	47	249	136	153	111	-	746
	75%	75%	77%	82%	72%	78%	66%	78%	76%	69%	69%	-	100%
			*	F*		F	*	I					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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
1	230	29	30	21	84	51	15	121	51	24	9	-	230
	23%	21%	28%	33%	22%	21%	21%	38%	29%	11%	6%	-	31%
			*	DE*			*	IJ	IJ				K
2	404	61	41	26	139	108	28	98	69	104	75	20	383
	40%	45%	39%	40%	36%	45%	40%	31%	39%	47%	47%	8%	51%
			*	*			*			G	G		K
3	170	27	13	6	72	43	9	48	30	42	32	96	74
	17%	20%	12%	9%	19%	18%	13%	15%	17%	19%	20%	38%	10%
		C	*	*	C		*					L	
4	140	11	14	8	63	30	15	37	23	39	29	93	47
	14%	8%	13%	12%	16%	12%	20%	11%	13%	18%	18%	37%	6%
			*	*	A		A*				G	L	
5	39	5	6	3	17	7	2	9	3	11	11	33	6
	4%	4%	5%	5%	4%	3%	3%	3%	1%	5%	7%	13%	1%
			*	*			*				GH	L	
6	12	2	1	-	7	2	-	5	2	3	1	9	3
	1%	1%	1%	-	2%	1%	-	1%	1%	1%	1%	4%	*
			*	*			*					L	
7	3	-	-	1	1	-	*	1	*	-	1	2	1
	*	-	-	2%	*	-	*	*	*	-	*	1%	*
			*	E*			*						
9	2	-	1	-	-	-	1	1	-	-	1	-	2
	*	-	1%	-	-	-	1%	*	-	-	*	-	*
			*	*			*						
12+	1	-	-	-	-	-	1	1	-	-	-	1	-
	*	-	-	-	-	-	1%	*	-	-	-	*	-
			*	*			*						

- 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	1000	120	100	100	350	230	100	281	168	243	198	265	735
Weighted	1000	134	106	65	383	240	71	320	178	222	160	254	746
Employed - full-time	354	35	29	19	135	107	29	65	73	111	77	119	235
	35%	26%	27%	30%	35%	45%	40%	20%	41%	50%	48%	47%	31%
			*	*		ABCD	A*		G	G	G	L	
Employed - part-time	102	16	16	8	37	17	9	39	19	28	12	34	68
	10%	12%	15%	12%	10%	7%	12%	12%	10%	13%	8%	13%	9%
			E*	*			*						
Self-Employed - full-time	44	8	3	3	14	12	5	12	10	7	8	13	31
	4%	6%	3%	4%	4%	5%	7%	4%	6%	3%	5%	5%	4%
			*	*			*						
Self-Employed - part-time	28	2	1	3	16	5	1	11	4	8	4	9	19
	3%	2%	1%	4%	4%	2%	1%	4%	2%	4%	2%	4%	3%
			*	*			*						
Retired	253	51	28	12	100	48	15	84	44	46	38	8	246
	25%	38%	26%	18%	26%	20%	21%	26%	25%	21%	24%	3%	33%
		CDEF	*	*			*						K
Student - full-time	55	5	4	3	22	16	4	28	3	4	8	17	38
	5%	4%	4%	5%	6%	7%	6%	9%	2%	2%	5%	7%	5%
			*	*			*	HI					
Student - part-time	9	-	-	3	3	2	1	6	2	-	-	-	9
	1%	-	-	5%	1%	1%	2%	2%	1%	-	-	-	1%
			*	ABDE*			*						
Military	1	-	-	-	1	-	-	1	-	-	-	-	1
	*	-	-	-	*	-	-	*	-	-	-	-	*
			*	*			*						
Full-time parent, homemaker	39	2	9	3	13	11	2	17	5	7	7	26	12
	4%	1%	8%	4%	3%	5%	2%	5%	3%	3%	4%	10%	2%
			A*	*			*					L	
Not currently employed	87	15	14	8	28	19	5	46	12	12	5	20	68
	9%	11%	13%	12%	7%	8%	7%	14%	7%	5%	3%	8%	9%
			*	*			*	HIJ					
Prefer not to answer	27	-	3	4	15	4	2	11	5	-	2	8	19
	3%	-	3%	6%	4%	1%	2%	4%	3%	-	1%	3%	3%
			*	AE*	A		*	I	I				

- 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 (*)