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1. What famous Canadian poem was written during the First World War 100 years ago?

|                                |       | 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          | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                       | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| Death of a Young Son Drowning  | 35    | 14     | 20     | 9     | 14    | 11  | 4         | 14  | 12       | 4         |
|                                | 3%    | 3%     | 4%     | 3%    | 4%    | 3%  | 4%        | 4%  | 3%       | 3%        |
|                                |       |        |        |       |       |     | *         |     |          |           |
| The Wars                       | 89    | 48     | 42     | 22    | 38    | 29  | 20        | 35  | 26       | 8         |
|                                | 9%    | 10%    | 8%     | 8%    | 10%   | 8%  | 17%       | 10% | 7%       | 5%        |
|                                |       |        |        |       |       |     | HI*       |     |          |           |
| In Flanders Fields             | 767   | 368    | 399    | 224   | 263   | 280 | 78        | 253 | 310      | 125       |
|                                | 76%   | 75%    | 77%    | 80%   | 71%   | 79% | 68%       | 74% | 79%      | 81%       |
|                                |       |        |        | D     |       | D   | *         |     |          | F         |
| All Quiet on the Western Front | 44    | 23     | 21     | 11    | 16    | 17  | 5         | 15  | 16       | 9         |
|                                | 4%    | 5%     | 4%     | 4%    | 4%    | 5%  | 4%        | 4%  | 4%       | 6%        |
|                                |       |        |        |       |       |     | *         |     |          |           |
| The Cenotaph                   | 33    | 16     | 17     | 7     | 18    | 8   | 2         | 13  | 16       | 3         |
|                                | 3%    | 3%     | 3%     | 2%    | 5%    | 2%  | 2%        | 4%  | 4%       | 2%        |
|                                |       |        |        |       |       |     | *         |     |          |           |
| My Boy Jack                    | 38    | 19     | 19     | 8     | 23    | 7   | 7         | 11  | 15       | 6         |
|                                | 4%    | 4%     | 4%     | 3%    | 6%    | 2%  | 6%        | 3%  | 4%       | 4%        |
|                                |       |        |        |       | 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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2. Who wrote the poem in Flanders Fields?

|                       |       | 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 | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted              | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| John McCrae           | 618   | 293    | 325    | 190   | 207   | 222 | 55        | 198 | 250      | 115       |
|                       | 61%   | 60%    | 63%    | 68%   | 55%   | 63% | 48%       | 58% | 63%      | 74%       |
|                       |       |        |        | D     |       |     | *         |     | F        | FGH       |
| Rudyard Kipling       | 63    | 30     | 33     | 12    | 24    | 26  | 9         | 21  | 24       | 8         |
|                       | 6%    | 6%     | 6%     | 4%    | 7%    | 7%  | 8%        | 6%  | 6%       | 5%        |
|                       |       |        |        |       |       |     | *         |     |          |           |
| Margaret Atwood       | 61    | 42     | 19     | 17    | 28    | 16  | 16        | 22  | 15       | 7         |
|                       | 6%    | 9%     | 4%     | 6%    | 7%    | 4%  | 14%       | 7%  | 4%       | 5%        |
|                       |       | B      |        |       |       |     | HI*       |     |          |           |
| Timothy Findlay       | 154   | 68     | 86     | 41    | 69    | 44  | 16        | 59  | 63       | 16        |
|                       | 15%   | 14%    | 17%    | 15%   | 19%   | 12% | 14%       | 17% | 16%      | 10%       |
|                       |       |        |        |       | E     |     | *         | I   | I        |           |
| Mordecai Richler      | 25    | 10     | 15     | 3     | 10    | 12  | 3         | 13  | 8        | 1         |
|                       | 3%    | 2%     | 3%     | 1%    | 3%    | 4%  | 2%        | 4%  | 2%       | 1%        |
|                       |       |        |        |       |       |     | *         |     |          |           |
| Stephen Leacock       | 85    | 44     | 40     | 18    | 34    | 33  | 16        | 27  | 34       | 8         |
|                       | 8%    | 9%     | 8%     | 6%    | 9%    | 9%  | 14%       | 8%  | 9%       | 5%        |
|                       |       |        |        |       |       |     | I*        |     |          |           |

- 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 correct first verse of In Flanders Fields:

|                                                        |       | 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: English Respondents                              | 791   | 363    | 428    | 202   | 288   | 301 | 44        | 140 | 357      | 250       |
| Weighted                                               | 798   | 401    | 397    | 249   | 276   | 274 | 88        | 270 | 314      | 128       |
| In Flanders fields the poppies blow / Between          | 243   | 121    | 122    | 82    | 83    | 78  | 25        | 86  | 92       | 39        |
| the crosses, row on row, / That mark our place;        | 30%   | 30%    | 31%    | 33%   | 30%   | 29% | 28%       | 32% | 29%      | 31%       |
| and in the sky / The larks, still bravely singing, fly |       |        |        |       |       |     | *         |     |          |           |
| In Flanders fields the poppies grow / Between          | 413   | 200    | 213    | 140   | 131   | 142 | 41        | 146 | 159      | 67        |
| the crosses, row on row, / That mark our place;        | 52%   | 50%    | 54%    | 56%   | 47%   | 52% | 46%       | 54% | 51%      | 52%       |
| and in the sky / The larks, still bravely singing, fly |       |        |        |       |       |     | *         |     |          |           |
| In Flanders fields the poppies blow / Beneath          | 75    | 39     | 36     | 8     | 30    | 37  | 11        | 22  | 29       | 13        |
| the crosses, row on row, / That mark our death;        | 9%    | 10%    | 9%     | 3%    | 11%   | 14% | 13%       | 8%  | 9%       | 10%       |
| and in the sky / The larks, still bravely singing, fly |       |        |        |       | C     | C   | *         |     |          |           |
| In Flanders fields the poppies grow / Between          | 68    | 42     | 27     | 18    | 33    | 17  | 11        | 16  | 33       | 8         |
| the crosses, row on row, / That mark our state;        | 9%    | 10%    | 7%     | 7%    | 12%   | 6%  | 13%       | 6%  | 11%      | 6%        |
| and in the sky / The larks, still bravely flying, sing |       |        |        |       | 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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4\_1. [I can recite the poem In Flanders Fields by memory]

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

|                                                    |       | 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                              | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                                           | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| I can recite the poem In Flanders Fields by memory |       |        |        |       |       |     |           |     |          |           |
| Strongly agree                                     | 76    | 31     | 45     | 36    | 20    | 21  | 7         | 22  | 39       | 9         |
|                                                    | 8%    | 6%     | 9%     | 13%   | 5%    | 6%  | 6%        | 7%  | 10%      | 6%        |
|                                                    |       |        |        | DE    |       |     | *         |     |          |           |
| Somewhat agree                                     | 225   | 112    | 113    | 74    | 79    | 72  | 21        | 88  | 77       | 39        |
|                                                    | 22%   | 23%    | 22%    | 26%   | 21%   | 20% | 18%       | 26% | 19%      | 25%       |
|                                                    |       |        |        |       |       |     | *         |     |          |           |
| Somewhat disagree                                  | 288   | 143    | 145    | 78    | 108   | 102 | 25        | 102 | 118      | 43        |
|                                                    | 29%   | 29%    | 28%    | 28%   | 29%   | 29% | 22%       | 30% | 30%      | 28%       |
|                                                    |       |        |        |       |       |     | *         |     |          |           |
| Strongly disagree                                  | 417   | 202    | 215    | 93    | 165   | 159 | 63        | 130 | 161      | 64        |
|                                                    | 41%   | 41%    | 42%    | 33%   | 44%   | 45% | 54%       | 38% | 41%      | 41%       |
|                                                    |       |        |        |       | C     | C   | G*        |     |          |           |
| Summary                                            |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Agree)                                    | 301   | 143    | 158    | 110   | 99    | 92  | 28        | 110 | 115      | 48        |
|                                                    | 30%   | 29%    | 30%    | 39%   | 27%   | 26% | 24%       | 32% | 29%      | 31%       |
|                                                    |       |        |        | DE    |       |     | *         |     |          |           |
| Low2Box (Disagree)                                 | 705   | 345    | 360    | 171   | 273   | 261 | 88        | 231 | 279      | 107       |
|                                                    | 70%   | 71%    | 70%    | 61%   | 73%   | 74% | 76%       | 68% | 71%      | 69%       |
|                                                    |       |        |        |       | C     | C   | *         |     |          |           |

- 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\_2. [Hearing In Flanders Fields recited on Remembrance Day enhances my appreciation for our veterans]

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

|                                                                                                 |       | 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                                                                           | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                                                                                        | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| Hearing In Flanders Fields recited on Remembrance Day enhances my appreciation for our veterans |       |        |        |       |       |     |           |     |          |           |
| Strongly agree                                                                                  | 475   | 215    | 260    | 122   | 162   | 191 | 49        | 164 | 187      | 75        |
|                                                                                                 | 47%   | 44%    | 50%    | 44%   | 44%   | 54% | 42%       | 48% | 47%      | 48%       |
|                                                                                                 |       |        |        |       |       | CD  | *         |     |          |           |
| Somewhat agree                                                                                  | 351   | 176    | 175    | 114   | 134   | 103 | 34        | 122 | 139      | 56        |
|                                                                                                 | 35%   | 36%    | 34%    | 41%   | 36%   | 29% | 30%       | 36% | 35%      | 36%       |
|                                                                                                 |       |        |        | E     |       |     | *         |     |          |           |
| Somewhat disagree                                                                               | 93    | 50     | 43     | 28    | 37    | 28  | 11        | 29  | 37       | 15        |
|                                                                                                 | 9%    | 10%    | 8%     | 10%   | 10%   | 8%  | 9%        | 8%  | 9%       | 10%       |
|                                                                                                 |       |        |        |       |       |     | *         |     |          |           |
| Strongly disagree                                                                               | 87    | 47     | 40     | 17    | 39    | 31  | 21        | 25  | 31       | 9         |
|                                                                                                 | 9%    | 10%    | 8%     | 6%    | 11%   | 9%  | 18%       | 7%  | 8%       | 6%        |
|                                                                                                 |       |        |        |       |       |     | GHI*      |     |          |           |
| Summary                                                                                         |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Agree)                                                                                 | 826   | 391    | 435    | 237   | 296   | 294 | 83        | 287 | 326      | 130       |
|                                                                                                 | 82%   | 80%    | 84%    | 84%   | 80%   | 83% | 72%       | 84% | 83%      | 84%       |
|                                                                                                 |       |        |        |       |       |     | *         | F   |          | F         |
| Low2Box (Disagree)                                                                              | 180   | 97     | 83     | 44    | 76    | 59  | 32        | 54  | 68       | 25        |
|                                                                                                 | 18%   | 20%    | 16%    | 16%   | 20%   | 17% | 28%       | 16% | 17%      | 16%       |
|                                                                                                 |       |        |        |       |       |     | GI*       |     |          |           |

- 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\_3. [In Flanders Fields is a poem I learned as a child]

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

|                                                   |       | 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                             | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                                          | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| In Flanders Fields is a poem I learned as a child |       |        |        |       |       |     |           |     |          |           |
| Strongly agree                                    | 415   | 196    | 219    | 151   | 127   | 137 | 38        | 150 | 163      | 64        |
|                                                   | 41%   | 40%    | 42%    | 54%   | 34%   | 39% | 33%       | 44% | 41%      | 41%       |
|                                                   |       |        |        | DE    |       |     | *         |     |          |           |
| Somewhat agree                                    | 245   | 128    | 117    | 53    | 98    | 93  | 29        | 81  | 100      | 35        |
|                                                   | 24%   | 26%    | 23%    | 19%   | 26%   | 26% | 25%       | 24% | 25%      | 23%       |
|                                                   |       |        |        |       |       |     | *         |     |          |           |
| Somewhat disagree                                 | 118   | 62     | 56     | 35    | 51    | 32  | 14        | 41  | 45       | 17        |
|                                                   | 12%   | 13%    | 11%    | 12%   | 14%   | 9%  | 12%       | 12% | 11%      | 11%       |
|                                                   |       |        |        |       |       |     | *         |     |          |           |
| Strongly disagree                                 | 228   | 102    | 126    | 41    | 96    | 90  | 34        | 69  | 86       | 38        |
|                                                   | 23%   | 21%    | 24%    | 15%   | 26%   | 26% | 30%       | 20% | 22%      | 25%       |
|                                                   |       |        |        |       | C     | C   | *         |     |          |           |
| Summary                                           |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Agree)                                   | 660   | 324    | 336    | 204   | 225   | 231 | 67        | 231 | 263      | 99        |
|                                                   | 66%   | 66%    | 65%    | 73%   | 60%   | 65% | 58%       | 68% | 67%      | 64%       |
|                                                   |       |        |        | D     |       |     | *         |     |          |           |
| Low2Box (Disagree)                                | 346   | 164    | 182    | 76    | 147   | 122 | 48        | 110 | 131      | 56        |
|                                                   | 34%   | 34%    | 35%    | 27%   | 40%   | 35% | 42%       | 32% | 33%      | 36%       |
|                                                   |       |        |        |       | C     |     | *         |     |          |           |

- 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\_4. [Every Remembrance Day ceremony in Canada should include a reading of In Flanders Fields]

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

|                                                                                         |       | 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                                                                   | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                                                                                | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| Every Remembrance Day ceremony in Canada should include a reading of In Flanders Fields |       |        |        |       |       |     |           |     |          |           |
| Strongly agree                                                                          | 499   | 237    | 262    | 130   | 171   | 198 | 51        | 178 | 202      | 68        |
|                                                                                         | 50%   | 49%    | 51%    | 46%   | 46%   | 56% | 44%       | 52% | 51%      | 44%       |
|                                                                                         |       |        |        |       |       | CD  | *         |     |          |           |
| Somewhat agree                                                                          | 342   | 159    | 183    | 108   | 125   | 109 | 41        | 108 | 132      | 61        |
|                                                                                         | 34%   | 33%    | 35%    | 39%   | 34%   | 31% | 35%       | 32% | 34%      | 40%       |
|                                                                                         |       |        |        |       |       |     | *         |     |          |           |
| Somewhat disagree                                                                       | 94    | 56     | 38     | 32    | 43    | 19  | 15        | 28  | 34       | 18        |
|                                                                                         | 9%    | 12%    | 7%     | 11%   | 12%   | 5%  | 13%       | 8%  | 9%       | 11%       |
|                                                                                         |       | B      |        | E     | E     |     | *         |     |          |           |
| Strongly disagree                                                                       | 70    | 36     | 35     | 10    | 33    | 27  | 8         | 28  | 27       | 7         |
|                                                                                         | 7%    | 7%     | 7%     | 4%    | 9%    | 8%  | 7%        | 8%  | 7%       | 5%        |
|                                                                                         |       |        |        |       | C     |     | *         |     |          |           |
| Summary                                                                                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Agree)                                                                         | 842   | 396    | 445    | 238   | 296   | 307 | 92        | 286 | 334      | 130       |
|                                                                                         | 84%   | 81%    | 86%    | 85%   | 80%   | 87% | 80%       | 84% | 85%      | 84%       |
|                                                                                         |       |        |        |       |       | D   | *         |     |          |           |
| Low2Box (Disagree)                                                                      | 164   | 92     | 73     | 42    | 76    | 46  | 23        | 56  | 60       | 25        |
|                                                                                         | 16%   | 19%    | 14%    | 15%   | 20%   | 13% | 20%       | 16% | 15%      | 16%       |
|                                                                                         |       |        |        |       | 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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4\_5. [In Flanders Fields should be designated as Canada's National Poem by an Act of Parliament]

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

|                                                                                              |       | 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                                                                        | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                                                                                     | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| In Flanders Fields should be designated as<br>Canada's National Poem by an Act of Parliament |       |        |        |       |       |     |           |     |          |           |
| Strongly agree                                                                               | 329   | 169    | 160    | 80    | 126   | 123 | 37        | 135 | 118      | 39        |
|                                                                                              | 33%   | 35%    | 31%    | 28%   | 34%   | 35% | 32%       | 40% | 30%      | 25%       |
|                                                                                              |       |        |        |       |       |     | *         | HI  |          |           |
| Somewhat agree                                                                               | 415   | 183    | 232    | 122   | 143   | 150 | 41        | 128 | 180      | 67        |
|                                                                                              | 41%   | 38%    | 45%    | 44%   | 38%   | 43% | 36%       | 37% | 46%      | 43%       |
|                                                                                              |       |        | A      |       |       |     | *         |     |          |           |
| Somewhat disagree                                                                            | 162   | 82     | 80     | 60    | 62    | 41  | 20        | 50  | 55       | 37        |
|                                                                                              | 16%   | 17%    | 16%    | 21%   | 17%   | 12% | 17%       | 15% | 14%      | 24%       |
|                                                                                              |       |        |        | E     |       |     | *         |     |          | GH        |
| Strongly disagree                                                                            | 99    | 54     | 46     | 19    | 41    | 39  | 18        | 28  | 42       | 12        |
|                                                                                              | 10%   | 11%    | 9%     | 7%    | 11%   | 11% | 16%       | 8%  | 11%      | 8%        |
|                                                                                              |       |        |        |       |       |     | *         |     |          |           |
| Summary                                                                                      |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Agree)                                                                              | 744   | 353    | 392    | 202   | 269   | 273 | 78        | 263 | 298      | 106       |
|                                                                                              | 74%   | 72%    | 76%    | 72%   | 72%   | 77% | 67%       | 77% | 76%      | 68%       |
|                                                                                              |       |        |        |       |       |     | *         | I   | I        |           |
| Low2Box (Disagree)                                                                           | 262   | 135    | 126    | 79    | 103   | 80  | 38        | 79  | 96       | 49        |
|                                                                                              | 26%   | 28%    | 24%    | 28%   | 28%   | 23% | 33%       | 23% | 24%      | 32%       |
|                                                                                              |       |        |        |       |       |     | *         |     |          | 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 (\*)

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4. [SUMMARY - TOP2BOX (AGREE)]

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

|                                                                                                 |       | 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                                                                           | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                                                                                        | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| Every Remembrance Day ceremony in Canada should include a reading of In Flanders Fields         | 842   | 396    | 445    | 238   | 296   | 307 | 92        | 286 | 334      | 130       |
|                                                                                                 | 84%   | 81%    | 86%    | 85%   | 80%   | 87% | 80%       | 84% | 85%      | 84%       |
|                                                                                                 |       |        |        |       |       | D   | *         |     |          |           |
| Hearing In Flanders Fields recited on Remembrance Day enhances my appreciation for our veterans | 826   | 391    | 435    | 237   | 296   | 294 | 83        | 287 | 326      | 130       |
|                                                                                                 | 82%   | 80%    | 84%    | 84%   | 80%   | 83% | 72%       | 84% | 83%      | 84%       |
|                                                                                                 |       |        |        |       |       |     | *         | F   |          | F         |
| In Flanders Fields should be designated as Canada's National Poem by an Act of Parliament       | 744   | 353    | 392    | 202   | 269   | 273 | 78        | 263 | 298      | 106       |
|                                                                                                 | 74%   | 72%    | 76%    | 72%   | 72%   | 77% | 67%       | 77% | 76%      | 68%       |
|                                                                                                 |       |        |        |       |       |     | *         | I   | I        |           |
| In Flanders Fields is a poem I learned as a child                                               | 660   | 324    | 336    | 204   | 225   | 231 | 67        | 231 | 263      | 99        |
|                                                                                                 | 66%   | 66%    | 65%    | 73%   | 60%   | 65% | 58%       | 68% | 67%      | 64%       |
|                                                                                                 |       |        |        | D     |       |     | *         |     |          |           |
| I can recite the poem In Flanders Fields by memory                                              | 301   | 143    | 158    | 110   | 99    | 92  | 28        | 110 | 115      | 48        |
|                                                                                                 | 30%   | 29%    | 30%    | 39%   | 27%   | 26% | 24%       | 32% | 29%      | 31%       |
|                                                                                                 |       |        |        | DE    |       |     | *         |     |          |           |

- 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. [SUMMARY - LOW2BOX (DISAGREE)]

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

|                                                                                                 |       | 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                                                                           | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                                                                                        | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| I can recite the poem In Flanders Fields by memory                                              | 705   | 345    | 360    | 171   | 273   | 261 | 88        | 231 | 279      | 107       |
|                                                                                                 | 70%   | 71%    | 70%    | 61%   | 73%   | 74% | 76%       | 68% | 71%      | 69%       |
|                                                                                                 |       |        |        |       | C     | C   | *         |     |          |           |
| In Flanders Fields is a poem I learned as a child                                               | 346   | 164    | 182    | 76    | 147   | 122 | 48        | 110 | 131      | 56        |
|                                                                                                 | 34%   | 34%    | 35%    | 27%   | 40%   | 35% | 42%       | 32% | 33%      | 36%       |
|                                                                                                 |       |        |        |       | C     |     | *         |     |          |           |
| In Flanders Fields should be designated as Canada's National Poem by an Act of Parliament       | 262   | 135    | 126    | 79    | 103   | 80  | 38        | 79  | 96       | 49        |
|                                                                                                 | 26%   | 28%    | 24%    | 28%   | 28%   | 23% | 33%       | 23% | 24%      | 32%       |
|                                                                                                 |       |        |        |       |       |     | *         |     |          | GH        |
| Hearing In Flanders Fields recited on Remembrance Day enhances my appreciation for our veterans | 180   | 97     | 83     | 44    | 76    | 59  | 32        | 54  | 68       | 25        |
|                                                                                                 | 18%   | 20%    | 16%    | 16%   | 20%   | 17% | 28%       | 16% | 17%      | 16%       |
|                                                                                                 |       |        |        |       |       |     | GI*       |     |          |           |
| Every Remembrance Day ceremony in Canada should include a reading of In Flanders Fields         | 164   | 92     | 73     | 42    | 76    | 46  | 23        | 56  | 60       | 25        |
|                                                                                                 | 16%   | 19%    | 14%    | 15%   | 20%   | 13% | 20%       | 16% | 15%      | 16%       |
|                                                                                                 |       |        |        |       | 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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Language

|                       |       | 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 | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted              | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| English               | 798   | 401    | 397    | 249   | 276   | 274 | 88        | 270 | 314      | 128       |
|                       | 79%   | 82%    | 77%    | 89%   | 74%   | 78% | 76%       | 79% | 79%      | 83%       |
|                       |       |        |        | DE    |       |     | *         |     |          |           |
| French                | 208   | 87     | 121    | 32    | 96    | 79  | 28        | 72  | 81       | 27        |
|                       | 21%   | 18%    | 23%    | 11%   | 26%   | 22% | 24%       | 21% | 21%      | 17%       |
|                       |       |        |        |       | C     | C   | *         |     |          |           |

- 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 | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted              | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| Male                  | 488   | 488    | -      | 113   | 193   | 182 | 80        | 119 | 209      | 80        |
|                       | 49%   | 100%   | -      | 40%   | 52%   | 52% | 69%       | 35% | 53%      | 52%       |
|                       |       | B      |        |       | C     | C   | GHI*      |     | G        | G         |
| Female                | 518   | -      | 518    | 168   | 179   | 171 | 36        | 222 | 185      | 75        |
|                       | 51%   | -      | 100%   | 60%   | 48%   | 48% | 31%       | 65% | 47%      | 48%       |
|                       |       |        | A      | DE    |       |     | *         | FHI | F        | F         |

- 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 | 1006  | 446    | 560    | 233   | 394   | 379  | 59        | 181 | 457      | 309       |
| Weighted              | 1006  | 488    | 518    | 281   | 372   | 353  | 116       | 341 | 394      | 155       |
| 18-24                 | 141   | 52     | 89     | 141   | -     | -    | 17        | 81  | 36       | 7         |
|                       | 14%   | 11%    | 17%    | 50%   | -     | -    | 15%       | 24% | 9%       | 4%        |
|                       |       |        | A      | DE    |       |      | I*        | HI  | I        |           |
| 25-34                 | 139   | 61     | 78     | 139   | -     | -    | 7         | 41  | 64       | 27        |
|                       | 14%   | 12%    | 15%    | 50%   | -     | -    | 6%        | 12% | 16%      | 18%       |
|                       |       |        |        | DE    |       |      | *         |     | F        | F         |
| 35-44                 | 149   | 76     | 73     | -     | 149   | -    | 20        | 44  | 54       | 31        |
|                       | 15%   | 16%    | 14%    | -     | 40%   | -    | 17%       | 13% | 14%      | 20%       |
|                       |       |        |        |       | CE    |      | *         |     |          | GH        |
| 45-54                 | 223   | 117    | 107    | -     | 223   | -    | 31        | 63  | 101      | 28        |
|                       | 22%   | 24%    | 21%    | -     | 60%   | -    | 27%       | 18% | 26%      | 18%       |
|                       |       |        |        |       | CE    |      | *         |     | I        |           |
| 55-64                 | 183   | 83     | 100    | -     | -     | 183  | 17        | 67  | 70       | 29        |
|                       | 18%   | 17%    | 19%    | -     | -     | 52%  | 15%       | 20% | 18%      | 19%       |
|                       |       |        |        |       |       | CD   | *         |     |          |           |
| 65+                   | 170   | 99     | 71     | -     | -     | 170  | 23        | 45  | 69       | 33        |
|                       | 17%   | 20%    | 14%    | -     | -     | 48%  | 20%       | 13% | 18%      | 21%       |
|                       |       | B      |        |       |       | CD   | *         |     |          | G         |
| Summary               |       |        |        |       |       |      |           |     |          |           |
| 18-34                 | 281   | 113    | 168    | 281   | -     | -    | 24        | 122 | 100      | 34        |
|                       | 28%   | 23%    | 32%    | 100%  | -     | -    | 21%       | 36% | 25%      | 22%       |
|                       |       |        | A      | DE    |       |      | *         | FHI |          |           |
| 35-54                 | 372   | 193    | 179    | -     | 372   | -    | 51        | 107 | 155      | 59        |
|                       | 37%   | 40%    | 35%    | -     | 100%  | -    | 44%       | 31% | 39%      | 38%       |
|                       |       |        |        |       | CE    |      | *         |     |          |           |
| 55+                   | 353   | 182    | 171    | -     | -     | 353  | 40        | 112 | 139      | 62        |
|                       | 35%   | 37%    | 33%    | -     | -     | 100% | 35%       | 33% | 35%      | 40%       |
|                       |       |        |        |       |       | 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                                        | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181  | 457      | 309       |
| Weighted                                                     | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341  | 394      | 155       |
| Primary School or less                                       | 9     | 9      | -      | 3     | 5     | 1   | 9         | -    | -        | -         |
|                                                              | 1%    | 2%     | -      | 1%    | 1%    | *   | 8%        | -    | -        | -         |
|                                                              |       | B      |        |       |       |     | GHI*      |      |          |           |
| Some high school                                             | 107   | 71     | 36     | 21    | 46    | 39  | 107       | -    | -        | -         |
|                                                              | 11%   | 15%    | 7%     | 8%    | 12%   | 11% | 92%       | -    | -        | -         |
|                                                              |       | B      |        |       |       |     | GHI*      |      |          |           |
| Graduated high school                                        | 341   | 119    | 222    | 122   | 107   | 112 | -         | 341  | -        | -         |
|                                                              | 34%   | 24%    | 43%    | 43%   | 29%   | 32% | -         | 100% | -        | -         |
|                                                              |       |        | A      | DE    |       |     | *         | FHI  |          |           |
| Some college / CEGEP / Trade School                          | 106   | 52     | 54     | 30    | 43    | 33  | -         | -    | 106      | -         |
|                                                              | 10%   | 11%    | 10%    | 11%   | 12%   | 9%  | -         | -    | 27%      | -         |
|                                                              |       |        |        |       |       |     | *         |      | FGI      |           |
| Graduated from college / CEGEP / Trade School                | 213   | 118    | 95     | 55    | 96    | 62  | -         | -    | 213      | -         |
|                                                              | 21%   | 24%    | 18%    | 20%   | 26%   | 18% | -         | -    | 54%      | -         |
|                                                              |       |        |        |       | E     |     | *         |      | FGI      |           |
| Some university, but did not finish                          | 75    | 39     | 37     | 15    | 16    | 44  | -         | -    | 75       | -         |
|                                                              | 8%    | 8%     | 7%     | 5%    | 4%    | 12% | -         | -    | 19%      | -         |
|                                                              |       |        |        |       |       | CD  | *         |      | FGI      |           |
| University undergraduate degree, such as a Bachelor's Degree | 109   | 53     | 55     | 27    | 48    | 34  | -         | -    | -        | 109       |
|                                                              | 11%   | 11%    | 11%    | 10%   | 13%   | 10% | -         | -    | -        | 70%       |
|                                                              |       |        |        |       |       |     | *         |      |          | FGH       |
| University graduate degree, such as a Master's or PhD        | 46    | 27     | 19     | 7     | 12    | 28  | -         | -    | -        | 46        |
|                                                              | 5%    | 6%     | 4%     | 2%    | 3%    | 8%  | -         | -    | -        | 30%       |
|                                                              |       |        |        |       |       | CD  | *         |      |          | FGH       |
| Summary                                                      |       |        |        |       |       |     |           |      |          |           |
| <HS                                                          | 116   | 80     | 36     | 24    | 51    | 40  | 116       | -    | -        | -         |
|                                                              | 11%   | 16%    | 7%     | 9%    | 14%   | 11% | 100%      | -    | -        | -         |
|                                                              |       | B      |        |       |       |     | GHI*      |      |          |           |
| HS                                                           | 341   | 119    | 222    | 122   | 107   | 112 | -         | 341  | -        | -         |
|                                                              | 34%   | 24%    | 43%    | 43%   | 29%   | 32% | -         | 100% | -        | -         |
|                                                              |       |        | A      | DE    |       |     | *         | FHI  |          |           |
| Post Sec                                                     | 394   | 209    | 185    | 100   | 155   | 139 | -         | -    | 394      | -         |
|                                                              | 39%   | 43%    | 36%    | 36%   | 42%   | 39% | -         | -    | 100%     | -         |
|                                                              |       | B      |        |       |       |     | *         |      | FGI      |           |
| Univ Grad                                                    | 155   | 80     | 75     | 34    | 59    | 62  | -         | -    | -        | 155       |
|                                                              | 15%   | 16%    | 14%    | 12%   | 16%   | 18% | -         | -    | -        | 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 | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted              | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| BC                    | 135   | 72     | 63     | 33    | 52    | 50  | 18        | 46  | 51       | 20        |
|                       | 13%   | 15%    | 12%    | 12%   | 14%   | 14% | 16%       | 14% | 13%      | 13%       |
|                       |       |        |        |       |       |     | *         |     |          |           |
|                       |       |        |        |       |       |     |           |     |          |           |
| AB                    | 107   | 58     | 49     | 36    | 38    | 32  | 16        | 31  | 50       | 9         |
|                       | 11%   | 12%    | 9%     | 13%   | 10%   | 9%  | 14%       | 9%  | 13%      | 6%        |
|                       |       |        |        |       |       |     | *         |     | I        |           |
| SK/MB                 | 65    | 33     | 32     | 9     | 24    | 33  | 11        | 25  | 23       | 7         |
|                       | 7%    | 7%     | 6%     | 3%    | 6%    | 9%  | 9%        | 7%  | 6%       | 4%        |
|                       |       |        |        |       |       | C   | *         |     |          |           |
| Ontario               | 386   | 179    | 207    | 143   | 117   | 126 | 30        | 130 | 143      | 83        |
|                       | 38%   | 37%    | 40%    | 51%   | 31%   | 36% | 26%       | 38% | 36%      | 54%       |
|                       |       |        |        | DE    |       |     | *         |     |          | FGH       |
| Quebec                | 242   | 103    | 139    | 40    | 113   | 88  | 28        | 82  | 101      | 31        |
|                       | 24%   | 21%    | 27%    | 14%   | 30%   | 25% | 24%       | 24% | 26%      | 20%       |
|                       |       |        |        |       | C     | C   | *         |     |          |           |
| Atlantic              | 71    | 43     | 28     | 19    | 28    | 25  | 12        | 28  | 26       | 5         |
|                       | 7%    | 9%     | 5%     | 7%    | 7%    | 7%  | 11%       | 8%  | 7%       | 3%        |
|                       |       |        |        |       |       |     | I*        | I   |          |           |

- 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 | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted              | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| <\$25K                | 172   | 87     | 84     | 62    | 58    | 52  | 27        | 72  | 61       | 11        |
|                       | 17%   | 18%    | 16%    | 22%   | 16%   | 15% | 24%       | 21% | 16%      | 7%        |
|                       |       |        |        | E     |       |     | I*        | I   | I        |           |
| \$25K - <\$55K        | 296   | 139    | 157    | 79    | 109   | 108 | 44        | 115 | 116      | 21        |
|                       | 29%   | 28%    | 30%    | 28%   | 29%   | 30% | 38%       | 34% | 29%      | 14%       |
|                       |       |        |        |       |       |     | I*        | I   | I        |           |
| \$55K - <\$100K       | 281   | 153    | 128    | 77    | 112   | 93  | 19        | 78  | 122      | 62        |
|                       | 28%   | 31%    | 25%    | 27%   | 30%   | 26% | 17%       | 23% | 31%      | 40%       |
|                       |       | B      |        |       |       |     | *         |     | FG       | FGH       |
| \$100K - <\$150K      | 110   | 50     | 60     | 23    | 39    | 48  | 6         | 30  | 42       | 32        |
|                       | 11%   | 10%    | 12%    | 8%    | 11%   | 14% | 5%        | 9%  | 11%      | 21%       |
|                       |       |        |        |       |       |     | *         |     |          | FGH       |
| \$150K+               | 33    | 18     | 15     | 4     | 20    | 9   | 5         | 4   | 11       | 13        |
|                       | 3%    | 4%     | 3%     | 1%    | 5%    | 3%  | 4%        | 1%  | 3%       | 8%        |
|                       |       |        |        |       | C     |     | *         |     |          | GH        |
| Prefer not to answer  | 114   | 41     | 73     | 37    | 34    | 43  | 15        | 41  | 42       | 16        |
|                       | 11%   | 8%     | 14%    | 13%   | 9%    | 12% | 13%       | 12% | 11%      | 10%       |
|                       |       |        | A      |       |       |     | *         |     |          |           |
| Summary               |       |        |        |       |       |     |           |     |          |           |
| <\$40K                | 342   | 166    | 176    | 104   | 128   | 110 | 57        | 142 | 122      | 20        |
|                       | 34%   | 34%    | 34%    | 37%   | 34%   | 31% | 50%       | 42% | 31%      | 13%       |
|                       |       |        |        |       |       |     | HI*       | HI  | I        |           |
| \$40K - <\$60K        | 165   | 83     | 83     | 46    | 51    | 69  | 18        | 64  | 64       | 19        |
|                       | 16%   | 17%    | 16%    | 16%   | 14%   | 19% | 16%       | 19% | 16%      | 12%       |
|                       |       |        |        |       |       |     | *         |     |          |           |
| \$60K - <\$100K       | 241   | 131    | 111    | 68    | 99    | 74  | 15        | 59  | 112      | 55        |
|                       | 24%   | 27%    | 21%    | 24%   | 27%   | 21% | 13%       | 17% | 28%      | 36%       |
|                       |       |        |        |       |       |     | *         |     | FG       | FGH       |
| \$100K+               | 143   | 68     | 75     | 26    | 59    | 58  | 11        | 34  | 53       | 45        |
|                       | 14%   | 14%    | 14%    | 9%    | 16%   | 16% | 9%        | 10% | 14%      | 29%       |
|                       |       |        |        |       | C     | 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 (\*)

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 | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted              | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| Kids                  | 251   | 110    | 141    | 102   | 143   | 6   | 32        | 97  | 78       | 44        |
|                       | 25%   | 23%    | 27%    | 36%   | 39%   | 2%  | 27%       | 29% | 20%      | 28%       |
|                       |       |        |        | E     | E     |     | *         | H   |          | H         |
| No Kids               | 755   | 378    | 377    | 178   | 229   | 347 | 84        | 244 | 316      | 111       |
|                       | 75%   | 77%    | 73%    | 64%   | 61%   | 98% | 73%       | 71% | 80%      | 72%       |
|                       |       |        |        |       |       | CD  | *         |     | GI       |           |

- 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 | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted              | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| 1                     | 209   | 121    | 88     | 45    | 76    | 88  | 18        | 63  | 94       | 35        |
|                       | 21%   | 25%    | 17%    | 16%   | 20%   | 25% | 15%       | 18% | 24%      | 23%       |
|                       |       | B      |        |       |       | C   | *         |     |          |           |
|                       |       |        |        |       |       |     |           |     |          |           |
| 2                     | 437   | 221    | 216    | 87    | 121   | 229 | 63        | 141 | 169      | 65        |
|                       | 43%   | 45%    | 42%    | 31%   | 33%   | 65% | 54%       | 41% | 43%      | 42%       |
|                       |       |        |        |       |       | CD  | *         |     |          |           |
| 3                     | 154   | 57     | 96     | 49    | 76    | 28  | 16        | 49  | 65       | 24        |
|                       | 15%   | 12%    | 19%    | 18%   | 20%   | 8%  | 14%       | 14% | 16%      | 16%       |
|                       |       |        | A      | E     | E     |     | *         |     |          |           |
| 4                     | 135   | 58     | 76     | 64    | 66    | 4   | 9         | 62  | 45       | 18        |
|                       | 13%   | 12%    | 15%    | 23%   | 18%   | 1%  | 8%        | 18% | 12%      | 12%       |
|                       |       |        |        | E     | E     |     | *         | H   |          |           |
| 5                     | 63    | 27     | 36     | 34    | 27    | 1   | 10        | 24  | 19       | 9         |
|                       | 6%    | 5%     | 7%     | 12%   | 7%    | *   | 9%        | 7%  | 5%       | 6%        |
|                       |       |        |        | E     | E     |     | *         |     |          |           |
| 6                     | 8     | 3      | 5      | 1     | 6     | 2   | -         | 3   | 3        | 3         |
|                       | 1%    | 1%     | 1%     | *     | 2%    | 1%  | -         | 1%  | 1%       | 2%        |
|                       |       |        |        |       |       |     | *         |     |          |           |

- 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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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       | 1006  | 446    | 560    | 233   | 394   | 379 | 59        | 181 | 457      | 309       |
| Weighted                    | 1006  | 488    | 518    | 281   | 372   | 353 | 116       | 341 | 394      | 155       |
| Employed - full-time        | 352   | 202    | 150    | 112   | 190   | 49  | 27        | 91  | 164      | 70        |
|                             | 35%   | 41%    | 29%    | 40%   | 51%   | 14% | 23%       | 27% | 42%      | 45%       |
|                             |       | B      |        | E     | CE    |     | *         |     | FG       | FG        |
| Employed - part-time        | 90    | 25     | 64     | 36    | 35    | 19  | 4         | 43  | 31       | 12        |
|                             | 9%    | 5%     | 12%    | 13%   | 9%    | 5%  | 3%        | 13% | 8%       | 8%        |
|                             |       |        | A      | E     |       |     | *         | F   |          |           |
| Self-Employed - full-time   | 42    | 27     | 15     | 6     | 25    | 11  | 8         | 7   | 19       | 9         |
|                             | 4%    | 6%     | 3%     | 2%    | 7%    | 3%  | 7%        | 2%  | 5%       | 6%        |
|                             |       |        |        |       | CE    |     | *         |     |          | G         |
| Self-Employed - part-time   | 37    | 9      | 27     | 6     | 15    | 16  | 2         | 12  | 15       | 8         |
|                             | 4%    | 2%     | 5%     | 2%    | 4%    | 4%  | 1%        | 3%  | 4%       | 5%        |
|                             |       |        | A      |       |       |     | *         |     |          |           |
| Retired                     | 244   | 134    | 111    | 1     | 12    | 232 | 30        | 76  | 96       | 43        |
|                             | 24%   | 27%    | 21%    | *     | 3%    | 66% | 26%       | 22% | 24%      | 28%       |
|                             |       |        |        |       | C     | CD  | *         |     |          |           |
| Student - full-time         | 68    | 20     | 48     | 67    | 1     | -   | 9         | 42  | 15       | 3         |
|                             | 7%    | 4%     | 9%     | 24%   | *     | -   | 7%        | 12% | 4%       | 2%        |
|                             |       |        | A      | DE    |       |     | I*        | HI  |          |           |
| Student - part-time         | 11    | 4      | 7      | 10    | 1     | -   | 5         | 4   | 1        | 1         |
|                             | 1%    | 1%     | 1%     | 3%    | *     | -   | 4%        | 1%  | *        | 1%        |
|                             |       |        |        | DE    |       |     | H*        |     |          |           |
| Military                    | 2     | 2      | -      | 1     | -     | 1   | -         | -   | 2        | -         |
|                             | *     | *      | -      | *     | -     | *   | -         | -   | 1%       | -         |
|                             |       |        |        |       |       |     | *         |     |          |           |
| Full-time parent, homemaker | 64    | 8      | 56     | 20    | 40    | 4   | 11        | 32  | 17       | 4         |
|                             | 6%    | 2%     | 11%    | 7%    | 11%   | 1%  | 9%        | 9%  | 4%       | 3%        |
|                             |       |        | A      | E     | E     |     | I*        | HI  |          |           |
| Not currently employed      | 77    | 42     | 35     | 17    | 42    | 18  | 13        | 30  | 28       | 6         |
|                             | 8%    | 9%     | 7%     | 6%    | 11%   | 5%  | 11%       | 9%  | 7%       | 4%        |
|                             |       |        |        |       | CE    |     | I*        |     |          |           |
| Prefer not to answer        | 20    | 15     | 5      | 6     | 12    | 2   | 8         | 6   | 6        | *         |
|                             | 2%    | 3%     | 1%     | 2%    | 3%    | 1%  | 7%        | 2%  | 1%       | *         |
|                             |       |        |        |       | E     |     | GHI*      |     |          |           |

- 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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