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

		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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
Death of a Young Son Drowning	35	3	-	-	7	23	1	13	6	8	2	11	23
	3%	2%	-	-	2%	10%	2%	4%	3%	3%	1%	4%	3%
		*	*	*		ABCD	*						
The Wars	89	3	4	-	18	62	2	42	18	12	7	28	62
	9%	2%	4%	-	5%	26%	2%	12%	11%	5%	5%	11%	8%
		*	*	*		ABCD	*	IJ					
In Flanders Fields	767	118	99	63	338	82	66	239	121	196	122	185	582
	76%	88%	93%	97%	88%	34%	92%	70%	73%	81%	85%	74%	77%
		E*	E*	E*	E		E*			G	GH		
All Quiet on the Western Front	44	4	3	1	6	30	2	19	6	13	3	8	36
	4%	3%	3%	1%	1%	12%	3%	6%	4%	5%	2%	3%	5%
		*	*	*		ABCD	*						
The Cenotaph	33	6	1	-	3	23	-	11	8	5	4	6	27
	3%	4%	1%	-	1%	9%	-	3%	5%	2%	3%	2%	4%
		D*	*	*		BCD	*						
My Boy Jack	38	1	-	1	13	22	1	17	6	8	5	13	25
	4%	*	-	2%	3%	9%	2%	5%	3%	3%	4%	5%	3%
		*	*	*		ABD	*						

- 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. Who wrote the poem in Flanders Fields?

		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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
John McCrae	618	85	78	35	286	83	52	200	86	166	84	154	464
	61%	63%	73%	54%	74%	34%	73%	58%	52%	69%	58%	61%	62%
		E*	CE*	E*	ACE		CE*			GH			
Rudyard Kipling	63	11	3	8	11	28	2	26	12	12	5	16	47
	6%	8%	2%	13%	3%	11%	3%	8%	7%	5%	3%	6%	6%
		D*	*	BD*		BDF	*						
Margaret Atwood	61	8	5	5	16	26	2	23	21	9	6	14	46
	6%	6%	4%	8%	4%	11%	2%	7%	13%	4%	4%	6%	6%
		*	*	*		DF	*		IJ				
Timothy Findlay	154	24	10	10	43	57	10	55	28	32	27	44	110
	15%	18%	9%	15%	11%	23%	14%	16%	17%	13%	19%	17%	15%
		*	*	*		BD	*						
Mordecai Richler	25	1	-	-	6	14	3	6	8	10	*	3	22
	3%	1%	-	-	2%	6%	5%	2%	5%	4%	*	1%	3%
		*	*	*		BD	B*		J	J			
Stephen Leacock	85	6	11	7	23	34	2	32	10	13	21	20	65
	8%	5%	11%	11%	6%	14%	3%	9%	6%	6%	15%	8%	9%
		*	*	*		ADF	*				HI		

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

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

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3. Which of the following is the correct first verse of In Flanders Fields:

		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: English Respondents	791	126	101	69	367	46	82	210	115	223	146	188	603
Weighted	798	135	107	65	379	45	67	256	124	200	122	200	598
In Flanders fields the poppies blow / Between the crosses, row on row, / That mark our place; and in the sky / The larks, still bravely singing,	243	40	30	23	119	10	21	84	34	63	36	56	186
	30%	29%	28%	35%	31%	21%	31%	33%	27%	32%	30%	28%	31%
		*	*	*		*	*		*				
In Flanders fields the poppies grow / Between the crosses, row on row, / That mark our place; and in the sky / The larks, still bravely singing,	413	63	65	30	195	22	37	126	65	108	64	112	301
	52%	47%	60%	46%	52%	49%	55%	49%	53%	54%	52%	56%	50%
		*	*	*		*	*		*				
In Flanders fields the poppies blow / Beneath the crosses, row on row, / That mark our death; and in the sky / The larks, still bravely singing,	75	12	10	5	31	8	8	22	13	17	11	16	59
	9%	9%	10%	8%	8%	18%	12%	8%	11%	9%	9%	8%	10%
		*	*	*		*	*		*				
In Flanders fields the poppies grow / Between the crosses, row on row, / That mark our state; and in the sky / The larks, still bravely flying,	68	20	2	7	34	5	1	25	12	11	11	16	52
	9%	15%	2%	10%	9%	12%	2%	10%	10%	6%	9%	8%	9%
		BF*	*	B*	B	BF*	*		*				

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

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

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4_1. [I can recite the poem In Flanders Fields by memory]

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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
I can recite the poem In Flanders Fields by memory													
Strongly agree	76	8	10	2	39	12	5	25	15	18	5	19	57
	8%	6%	10%	2%	10%	5%	8%	7%	9%	7%	4%	8%	8%
		*	*	*	E		*						
Somewhat agree	225	40	39	8	99	24	16	73	35	66	31	72	153
	22%	29%	37%	12%	26%	10%	22%	21%	21%	27%	21%	29%	20%
		CE*	CE*	*	CE		E*					L	
Somewhat disagree	288	45	24	22	129	42	25	108	41	67	40	69	218
	29%	34%	23%	34%	33%	17%	35%	32%	25%	28%	28%	28%	29%
		E*	*	E*	E		E*						
Strongly disagree	417	42	33	34	118	164	25	136	75	91	67	91	327
	41%	31%	31%	52%	31%	68%	35%	40%	46%	38%	47%	36%	43%
		*	*	ABD*		ABCDF	*						
Summary													
Top2Box (Agree)	301	47	49	9	138	36	21	98	49	84	36	91	210
	30%	35%	46%	14%	36%	15%	30%	29%	30%	35%	25%	36%	28%
		CE*	CEF*	*	CE		CE*					L	
Low2Box (Disagree)	705	88	58	56	247	206	50	244	116	158	107	160	545
	70%	65%	54%	86%	64%	85%	70%	71%	70%	65%	75%	64%	72%
		*	*	ABDF*		ABDF	B*						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_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:

	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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
Hearing In Flanders Fields recited on Remembrance Day enhances my appreciation for our veterans													
Strongly agree	475	70	61	31	222	48	43	156	73	125	65	99	376
	47%	52%	57%	47%	58%	20%	61%	46%	44%	52%	45%	40%	50%
		E*	E*	E*	E		E*						K
Somewhat agree	351	49	39	26	126	90	23	116	61	80	56	100	251
	35%	36%	36%	39%	33%	37%	32%	34%	37%	33%	39%	40%	33%
		*	*	*			*						
Somewhat disagree	93	9	4	4	21	50	4	36	15	20	9	25	67
	9%	7%	4%	7%	5%	21%	6%	11%	9%	8%	6%	10%	9%
		*	*	*		ABCDF	*						
Strongly disagree	87	6	3	5	18	54	1	33	16	16	13	26	61
	9%	5%	3%	7%	5%	22%	2%	10%	10%	7%	9%	10%	8%
		*	*	*		ABCDF	*						
Summary													
Top2Box (Agree)	826	120	99	56	348	138	66	272	134	205	121	200	627
	82%	89%	93%	86%	90%	57%	92%	80%	81%	85%	85%	80%	83%
		E*	E*	E*	E		E*						
Low2Box (Disagree)	180	15	7	9	38	104	5	70	32	36	22	51	128
	18%	11%	7%	14%	10%	43%	8%	20%	19%	15%	15%	20%	17%
		*	*	*		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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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:

	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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
In Flanders Fields is a poem I learned as a child													
Strongly agree	415	68	75	24	200	20	28	138	60	108	66	106	309
	41%	50%	70%	37%	52%	8%	39%	40%	36%	45%	46%	42%	41%
		E*	ACDEF*	E*	EF		E*						
Somewhat agree	245	43	20	27	98	33	24	78	42	58	37	60	185
	24%	32%	19%	41%	25%	14%	34%	23%	26%	24%	26%	24%	24%
		BE*	*	BDE*	E		BE*						
Somewhat disagree	118	13	4	3	45	44	9	39	23	30	5	29	89
	12%	10%	4%	5%	12%	18%	12%	12%	14%	13%	3%	12%	12%
		*	*	*	B	BCD	B*	J	J	J			
Strongly disagree	228	10	8	11	42	145	11	87	39	45	36	55	172
	23%	8%	7%	17%	11%	60%	15%	26%	24%	19%	25%	22%	23%
		*	*	*		ABCD	*						
Summary													
Top2Box (Agree)	660	112	95	51	298	53	52	215	103	166	103	166	494
	66%	83%	89%	78%	77%	22%	72%	63%	62%	69%	72%	66%	65%
		E*	DEF*	E*	E		E*						
Low2Box (Disagree)	346	23	12	14	88	189	20	127	63	75	40	85	261
	34%	17%	11%	22%	23%	78%	28%	37%	38%	31%	28%	34%	35%
		*	*	*	B	ABCD	B*						

- 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. [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:

	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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
Every Remembrance Day ceremony in Canada should include a reading of In Flanders Fields													
Strongly agree	499	74	65	34	225	50	53	170	82	126	64	107	392
	50%	54%	61%	52%	58%	20%	74%	50%	50%	52%	44%	42%	52%
		E*	E*	E*	E		ACDE*						K
Somewhat agree	342	43	34	22	126	99	18	111	49	85	59	86	256
	34%	32%	32%	34%	33%	41%	25%	33%	30%	35%	41%	34%	34%
		*	*	*		F	*						
Somewhat disagree	94	13	6	6	26	41	1	35	21	19	9	41	53
	9%	10%	6%	9%	7%	17%	2%	10%	13%	8%	6%	16%	7%
		F*	*	*		BDF	*					L	
Strongly disagree	70	5	1	3	9	52	-	26	12	12	12	17	53
	7%	4%	1%	4%	2%	21%	-	7%	8%	5%	8%	7%	7%
		*	*	*		ABCD F	*						
Summary													
Top2Box (Agree)	842	116	99	57	350	149	70	281	132	210	122	193	648
	84%	86%	93%	86%	91%	62%	98%	82%	80%	87%	85%	77%	86%
		E*	E*	E*	E		ACDE*						K
Low2Box (Disagree)	164	19	8	9	35	93	1	61	34	31	21	58	106
	16%	14%	7%	14%	9%	38%	2%	18%	20%	13%	15%	23%	14%
		F*	*	F*	F	ABCD F	*					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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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:

	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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
In Flanders Fields should be designated as Canada's National Poem by an Act of Parliament													
Strongly agree	329	55	42	18	146	32	36	119	48	81	40	74	255
	33%	40%	39%	28%	38%	13%	51%	35%	29%	34%	28%	29%	34%
		E*	E*	E*	E		CE*						
Somewhat agree	415	56	44	31	162	91	30	135	70	104	61	111	304
	41%	41%	42%	48%	42%	38%	42%	39%	42%	43%	43%	44%	40%
		*	*	*			*						
Somewhat disagree	162	16	15	12	58	57	4	56	23	38	24	43	119
	16%	12%	14%	19%	15%	24%	6%	16%	14%	16%	17%	17%	16%
		*	*	F*	F	ADF	*						
Strongly disagree	99	9	6	3	19	62	1	32	24	18	17	24	76
	10%	6%	5%	5%	5%	26%	1%	9%	15%	7%	12%	9%	10%
		*	*	*		ABCDF	*		I				
Summary													
Top2Box (Agree)	744	110	86	50	309	123	67	254	118	185	102	185	560
	74%	82%	81%	76%	80%	51%	93%	74%	71%	77%	71%	74%	74%
		E*	E*	E*	E		ABCDE*						
Low2Box (Disagree)	262	25	21	16	77	119	5	88	47	56	41	67	195
	26%	18%	19%	24%	20%	49%	7%	26%	29%	23%	29%	26%	26%
		F*	F*	F*	F	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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4. [SUMMARY - TOP2BOX (AGREE)]

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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
Every Remembrance Day ceremony in Canada should include a reading of In Flanders Fields	842	116	99	57	350	149	70	281	132	210	122	193	648
	84%	86%	93%	86%	91%	62%	98%	82%	80%	87%	85%	77%	86%
		E*	E*	E*	E		ACDE*						K
Hearing In Flanders Fields recited on Remembrance Day enhances my appreciation for our veterans	826	120	99	56	348	138	66	272	134	205	121	200	627
	82%	89%	93%	86%	90%	57%	92%	80%	81%	85%	85%	80%	83%
		E*	E*	E*	E		E*						
In Flanders Fields should be designated as Canada's National Poem by an Act of Parliament	744	110	86	50	309	123	67	254	118	185	102	185	560
	74%	82%	81%	76%	80%	51%	93%	74%	71%	77%	71%	74%	74%
		E*	E*	E*	E		ABCDE*						
In Flanders Fields is a poem I learned as a child	660	112	95	51	298	53	52	215	103	166	103	166	494
	66%	83%	89%	78%	77%	22%	72%	63%	62%	69%	72%	66%	65%
		E*	DEF*	E*	E		E*						
I can recite the poem In Flanders Fields by memory	301	47	49	9	138	36	21	98	49	84	36	91	210
	30%	35%	46%	14%	36%	15%	30%	29%	30%	35%	25%	36%	28%
		CE*	CEF*	*	CE		CE*					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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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
Base: All Respondents	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
I can recite the poem In Flanders Fields by memory	705	88	58	56	247	206	50	244	116	158	107	160	545
	70%	65%	54%	86%	64%	85%	70%	71%	70%	65%	75%	64%	72%
In Flanders Fields is a poem I learned as a child		*	*	ABDF*		ABDF	B*						K
	346	23	12	14	88	189	20	127	63	75	40	85	261
	34%	17%	11%	22%	23%	78%	28%	37%	38%	31%	28%	34%	35%
		*	*	*	B	ABCDF	B*						
In Flanders Fields should be designated as Canada's National Poem by an Act of Parliament	262	25	21	16	77	119	5	88	47	56	41	67	195
	26%	18%	19%	24%	20%	49%	7%	26%	29%	23%	29%	26%	26%
		F*	F*	F*	F	ABCDF	*						
Hearing In Flanders Fields recited on Remembrance Day enhances my appreciation for our veterans	180	15	7	9	38	104	5	70	32	36	22	51	128
	18%	11%	7%	14%	10%	43%	8%	20%	19%	15%	15%	20%	17%
		*	*	*		ABCDF	*						
Every Remembrance Day ceremony in Canada should include a reading of In Flanders Fields	164	19	8	9	35	93	1	61	34	31	21	58	106
	16%	14%	7%	14%	9%	38%	2%	18%	20%	13%	15%	23%	14%
		F*	*	F*	F	ABCDF	*					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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Language

		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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
English	798	135	107	65	379	45	67	256	124	200	122	200	598
	79%	100%	100%	100%	98%	19%	94%	75%	75%	83%	85%	80%	79%
		EF*	EF*	E*	E		E*			G	G		
French	208	-	-	-	7	196	4	86	41	41	22	51	157
	21%	-	-	-	2%	81%	6%	25%	25%	17%	15%	20%	21%
		*	*	*		ABCDF	AB*	IJ					

- 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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
Male	488	72	58	33	179	103	43	166	83	131	68	110	378
	49%	53%	54%	51%	46%	43%	60%	48%	50%	54%	48%	44%	50%
		*	*	*			DE*						
Female	518	63	49	32	207	139	28	176	83	111	75	141	377
	51%	47%	46%	49%	54%	57%	40%	52%	50%	46%	52%	56%	50%
		*	*	*	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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		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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
18-24	141	14	16	4	82	16	9	65	15	21	8	49	93
	14%	11%	15%	7%	21%	7%	12%	19%	9%	9%	6%	19%	12%
		*	E*	*	ACE		*	HIJ				L	
25-34	139	19	21	4	61	24	10	39	31	47	18	53	86
	14%	14%	19%	6%	16%	10%	14%	11%	19%	19%	12%	21%	11%
		*	CE*	*			*			G		L	
35-44	149	28	13	11	42	47	7	54	25	38	22	71	78
	15%	21%	12%	17%	11%	19%	10%	16%	15%	16%	16%	28%	10%
		D*	*	*		D	*					L	
45-54	223	24	25	13	74	66	20	74	26	61	37	72	151
	22%	18%	24%	20%	19%	27%	29%	22%	16%	25%	26%	29%	20%
		*	*	*		D	*			H		L	
55-64	183	24	11	16	69	46	17	46	40	41	34	6	177
	18%	18%	10%	24%	18%	19%	24%	13%	24%	17%	23%	2%	23%
		*	*	B*			B*		G		G		K
65+	170	26	21	17	56	42	8	64	29	33	24	-	170
	17%	19%	20%	26%	15%	18%	11%	19%	17%	14%	17%	-	23%
		*	*	DF*			*						K
Summary													
18-34	281	33	36	9	143	40	19	104	46	68	26	102	178
	28%	25%	34%	13%	37%	17%	26%	30%	28%	28%	18%	41%	24%
		*	CE*	*	ACE		*	J		J		L	
35-54	372	52	38	24	117	113	28	128	51	99	59	143	229
	37%	39%	36%	37%	30%	47%	39%	38%	31%	41%	41%	57%	30%
		*	*	*		D	*					L	
55+	353	50	32	33	126	88	25	110	69	74	58	6	347
	35%	37%	30%	50%	33%	37%	35%	32%	41%	31%	40%	2%	46%
		*	*	BD*			*						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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
Primary School or less	9	-	2	-	5	-	1	4	-	-	5	5	4
	1%	-	2%	-	1%	-	2%	1%	-	-	3%	2%	1%
		*	*	*			E*				HI		
Some high school	107	18	14	11	25	28	11	53	18	15	6	27	80
	11%	13%	13%	17%	6%	12%	15%	15%	11%	6%	4%	11%	11%
		D*	D*	D*		D	D*	IJ					
Graduated high school	341	46	31	25	130	82	28	142	64	59	34	97	244
	34%	34%	29%	37%	34%	34%	39%	42%	39%	25%	24%	39%	32%
		*	*	*			*	IJ	IJ				
Some college / CEGEP / Trade School	106	18	16	6	31	28	7	41	16	30	10	20	86
	10%	13%	15%	9%	8%	12%	10%	12%	10%	12%	7%	8%	11%
		*	*	*			*						
Graduated from college / CEGEP / Trade School	213	21	25	10	83	59	15	67	34	61	30	50	163
	21%	15%	24%	16%	22%	24%	20%	20%	21%	25%	21%	20%	22%
		*	*	*			*						
Some university, but did not finish	75	13	9	7	29	14	4	15	14	21	13	8	67
	8%	9%	8%	11%	7%	6%	6%	4%	8%	9%	9%	3%	9%
		*	*	*			*						K
University undergraduate degree, such as a Bachelor's Degree	109	15	8	6	52	23	4	17	14	39	27	34	74
	11%	11%	7%	10%	13%	10%	6%	5%	9%	16%	19%	14%	10%
		*	*	*			*			GH	GH		
University graduate degree, such as a Master's or PhD	46	4	1	*	31	8	1	3	5	16	18	10	37
	5%	3%	1%	1%	8%	3%	2%	1%	3%	7%	13%	4%	5%
		*	*	*	BCE		*			G	GH		
Summary													
<HS	116	18	16	11	30	28	12	57	18	15	11	32	84
	11%	13%	15%	17%	8%	12%	17%	17%	11%	6%	7%	13%	11%
		*	D*	D*			D*	IJ					
HS	341	46	31	25	130	82	28	142	64	59	34	97	244
	34%	34%	29%	37%	34%	34%	39%	42%	39%	25%	24%	39%	32%
		*	*	*			*	IJ	IJ				
Post Sec	394	51	50	23	143	101	26	122	64	112	53	78	316
	39%	38%	47%	36%	37%	42%	36%	36%	39%	46%	37%	31%	42%
		*	*	*			*			G			K
Univ Grad	155	20	9	7	83	31	5	20	19	55	45	44	111
	15%	15%	9%	10%	21%	13%	7%	6%	11%	23%	31%	17%	15%
		*	*	*	BEF		*			GH	GH		

- 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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
BC	135	135	-	-	-	-	-	55	23	32	18	25	109
	13%	100%	-	-	-	-	-	16%	14%	13%	13%	10%	15%
		BCDEF*	*	*			*						
AB	107	-	107	-	-	-	-	24	14	29	23	31	76
	11%	-	100%	-	-	-	-	7%	8%	12%	16%	12%	10%
		*	ACDEF*	*			*				G		
SK/MB	65	-	-	65	-	-	-	15	11	21	12	11	54
	7%	-	-	100%	-	-	-	4%	6%	9%	9%	5%	7%
		*	*	ABDEF*			*						
Ontario	386	-	-	-	386	-	-	119	59	90	64	105	281
	38%	-	-	-	100%	-	-	35%	36%	37%	44%	42%	37%
		*	*	*	ABCEF		*						
Quebec	242	-	-	-	-	242	-	96	52	49	22	63	179
	24%	-	-	-	-	100%	-	28%	31%	20%	15%	25%	24%
		*	*	*		ABCDF	*	J	IJ				
Atlantic	71	-	-	-	-	-	71	33	6	20	5	16	55
	7%	-	-	-	-	-	100%	10%	4%	8%	3%	6%	7%
		*	*	*			ABCDE*	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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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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
<\$25K	172	26	6	7	66	49	18	172	-	-	-	23	149
	17%	19%	6%	10%	17%	20%	25%	50%	-	-	-	9%	20%
		B*	*	*	B	B	BC*	HIJ					K
\$25K - <\$55K	296	50	31	19	90	84	22	171	125	-	-	74	222
	29%	37%	29%	30%	23%	35%	30%	50%	76%	-	-	29%	29%
		D*	*	*		D	*	IJ	GIJ				
\$55K - <\$100K	281	34	29	21	113	64	20	-	40	241	-	89	192
	28%	25%	27%	32%	29%	27%	28%	-	24%	100%	-	36%	25%
		*	*	*			*		GJ	GHJ		L	
\$100K - <\$150K	110	14	17	12	47	17	3	-	-	-	110	30	81
	11%	10%	15%	18%	12%	7%	5%	-	-	-	77%	12%	11%
		*	EF*	EF*			*				GHI		
\$150K+	33	4	6	*	16	5	1	-	-	-	33	13	20
	3%	3%	6%	1%	4%	2%	2%	-	-	-	23%	5%	3%
		*	*	*			*				GHI		
Prefer not to answer	114	7	17	6	53	23	8	-	-	-	-	24	91
	11%	5%	16%	9%	14%	9%	11%	-	-	-	-	9%	12%
		*	A*	*	A		*						
Summary													
<\$40K	342	55	24	15	119	96	33	342	-	-	-	68	274
	34%	40%	22%	23%	31%	40%	46%	100%	-	-	-	27%	36%
		BC*	*	*		BC	BCD*	HIJ					K
\$40K - <\$60K	165	23	14	11	59	52	6	-	165	-	-	40	125
	16%	17%	13%	16%	15%	22%	9%	-	100%	-	-	16%	17%
		*	*	*		F	*		GIJ				
\$60K - <\$100K	241	32	29	21	90	49	20	-	-	241	-	77	164
	24%	23%	27%	32%	23%	20%	28%	-	-	100%	-	31%	22%
		*	*	*			*			GHJ		L	
\$100K+	143	18	23	12	64	22	5	-	-	-	143	42	101
	14%	13%	21%	19%	17%	9%	6%	-	-	-	100%	17%	13%
		*	EF*	EF*	EF		*				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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
Kids	251	25	31	11	105	63	16	68	40	77	42	251	-
	25%	19%	29%	17%	27%	26%	22%	20%	24%	32%	29%	100%	-
		*	*	*			*			G	G	L	
No Kids	755	109	76	54	281	179	55	274	125	164	101	-	755
	75%	81%	71%	83%	73%	74%	78%	80%	76%	68%	71%	-	100%
		*	*	*			*	IJ					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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
1	209	36	12	15	77	56	13	133	35	24	5	-	209
	21%	27%	11%	24%	20%	23%	18%	39%	21%	10%	4%	-	28%
		B*	*	*		B	*	HIJ	IJ	J			K
2	437	62	49	36	154	103	34	114	80	117	71	20	417
	43%	46%	46%	54%	40%	43%	47%	33%	48%	49%	50%	8%	55%
		*	*	*			*		G	G	G		K
3	154	20	18	7	66	32	11	41	19	39	27	76	77
	15%	15%	17%	11%	17%	13%	15%	12%	12%	16%	19%	30%	10%
		*	*	*			*					L	
4	135	10	16	6	60	35	6	35	23	41	23	95	40
	13%	8%	15%	9%	16%	15%	9%	10%	14%	17%	16%	38%	5%
		*	*	*			*			G		L	
5	63	5	9	2	26	13	8	18	6	18	15	52	10
	6%	4%	8%	2%	7%	6%	11%	5%	4%	8%	10%	21%	1%
		*	*	*			*				H	L	
6	8	2	3	-	2	3	-	2	2	2	3	8	1
	1%	1%	2%	-	*	1%	-	*	1%	1%	2%	3%	*
		*	*	*			*					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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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	1006	126	101	69	371	252	87	287	152	275	176	243	763
Weighted	1006	135	107	65	386	242	71	342	165	241	143	251	755
Employed - full-time	352	54	36	23	131	83	25	60	75	114	71	119	232
	35%	40%	33%	35%	34%	34%	36%	18%	45%	47%	50%	47%	31%
		*	*	*			*		G	G	G	L	
Employed - part-time	90	13	5	4	42	18	7	44	10	18	8	26	64
	9%	9%	5%	6%	11%	8%	10%	13%	6%	7%	6%	10%	8%
		*	*	*			*	HJ					
Self-Employed - full-time	42	4	13	2	9	13	2	8	8	10	11	12	30
	4%	3%	12%	3%	2%	5%	3%	2%	5%	4%	8%	5%	4%
		*	ADEF*	*			*				G		
Self-Employed - part-time	37	9	3	1	13	8	2	18	4	3	7	3	33
	4%	7%	3%	1%	3%	3%	2%	5%	2%	1%	5%	1%	4%
		*	*	*			*	I			I		
Retired	244	31	22	24	84	63	20	86	47	54	31	5	240
	24%	23%	20%	37%	22%	26%	28%	25%	28%	22%	21%	2%	32%
		*	*	BD*			*						K
Student - full-time	68	2	8	2	44	7	6	37	3	7	4	30	39
	7%	1%	7%	4%	11%	3%	8%	11%	2%	3%	3%	12%	5%
		*	*	*	AE		A*	HIJ				L	
Student - part-time	11	4	2	-	3	2	-	3	2	2	-	4	7
	1%	3%	2%	-	1%	1%	-	1%	1%	1%	-	2%	1%
		*	*	*			*						
Military	2	-	1	-	1	-	-	-	1	1	-	-	2
	*	-	1%	-	*	-	-	-	1%	*	-	-	*
		*	*	*			*						
Full-time parent, homemaker	64	6	9	4	19	22	3	20	6	26	6	39	25
	6%	5%	8%	6%	5%	9%	5%	6%	4%	11%	4%	15%	3%
		*	*	*			*			HJ		L	
Not currently employed	77	12	8	3	27	20	6	59	6	5	2	14	63
	8%	9%	8%	4%	7%	8%	8%	17%	4%	2%	2%	6%	8%
		*	*	*			*	HIJ					
Prefer not to answer	20	-	-	2	12	5	*	5	4	2	2	-	20
	2%	-	-	3%	3%	2%	*	2%	2%	1%	2%	-	3%
		*	*	*			*						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 (*)