

	Table Description
	1_1. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could
	be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Your
<u>1</u>	health records at your doctor's office or at a hospital
	1_2. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could
	be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - The
<u>2</u>	Federal government-for things like your tax filings, social insurance and passport
	1_3. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could
	be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Your
<u>3</u>	hydro electricity provider
	1_4. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could
	be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Your
<u>4</u>	provincial government-for things like a license, health card and birth certificate
	1_5. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could
	be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Your
<u>5</u>	municipal government-for things like property tax, water/sewage and traffic fines
	1. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to
	a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Top 2 Box
<u>6</u>	Summary
	1. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to
	a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Bottom 2
<u>7</u>	Box Summary
<u>8</u>	GENDER
<u>9</u>	AGE
<u>10</u>	EDUCATION
<u>11</u>	REGION
<u>12</u>	INCOME
<u>13</u>	HOUSEHOLD COMPOSITION
<u>14</u>	HHCMP1. How many people are living or staying at your current address?
<u>15</u>	EMPLOYMENT STATUS
<u>16</u>	USMAR2. What is your marital status?
<u>17</u>	US01PGS. How much of your household's grocery shopping do you, yourself, do?

CAETHN2. Sometimes people identify themselves with a specific ethnicity or cultural background which is different from their citizenship or nationality. Thinking about your own identity in ethnic or cultural terms, please select which group you most identify yourself with.

<u>18</u>

1\_1. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Your health records at your doctor's office or at a hospital

				REG	ION				HOUSEHOL	D INCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Top 2 Box (Net)	554	77	73	32	214	123	35	141	90	130	121	149	405
	55%	57%	69%	49%	55%	51%	49%	53%	63%	54%	58%	57%	54%
		*	CDEF*	*			*						
Very vulnerable (4)	197	29	25	11	73	48	10	56	23	45	41	49	147
	20%	21%	23%	17%	19%	20%	14%	21%	16%	19%	20%	19%	20%
		*	*	*			*						
Somewhat vulnerable (3)	357	48	48	21	141	74	25	85	67	86	80	100	258
	35%	36%	45%	31%	36%	31%	35%	32%	47%	35%	38%	38%	34%
		*	E*	*			*		GI				
Bottom 2 Box (Net)	455	58	34	34	173	120	37	127	52	111	88	111	343
	45%	43%	31%	51%	45%	49%	51%	47%	37%	46%	42%	43%	46%
		*	*	B*	В	В	B*						
Not very vulnerable (2)	312	42	23	26	123	74	24	72	31	83	74	68	244
	31%	31%	22%	39%	32%	30%	34%	27%	22%	34%	35%	26%	33%
		*	*	B*			*			Н	Н		
Not at all vulnerable (1)	143	16	10	8	50	46	13	54	21	28	14	43	100
	14%	12%	9%	12%	13%	19%	18%	20%	14%	12%	7%	17%	13%
		*	*	*			*	IJ	J				
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.6	2.7	2.8	2.5	2.6	2.5	2.4	2.5	2.7	2.6	2.7	2.6	2.6
	2.0	*	FF*	*			*	2.0		_,,			1.0

### Statistics:

Overlap formula used

- 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 (\*)

1\_2. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - The Federal government-for things like your tax filings, social insurance and passport

				REG	ION				HOUSEHOL	D INCOME_		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Top 2 Box (Net)	531	75	64	32	204	118	38	135	77	134	108	138	393
	53%	55% *	60% *	49% *	53%	49%	54% *	51%	54%	56%	52%	53%	53%
Very vulnerable (4)	201	30	22	9	69	60	11	67	24	44	30	52	149
, , , ,	20%	22%	21%	14%	18%	25%	15%	25% J	17%	18%	14%	20%	20%
Somewhat vulnerable (3)	330	45	42	23	135	57	28	69	52	90	78	85	244
, ,	33%	33%	39%	35%	35%	24%	39%	26%	37%	37%	37%	33%	33%
		*	E*	*	E		E*		G	G	G		
Bottom 2 Box (Net)	478	61	43	34	183	125	33	133	65	107	102	123	355
	47%	45% *	40% *	51% *	47%	51%	46%	49%	46%	44%	48%	47%	47%
Not very vulnerable (2)	325	40	30	23	126	83	23	78	43	79	76	81	244
, , , ,	32%	30%	28%	35% *	33%	34%	33%	29%	30%	33%	36%	31%	33%
Not at all vulnerable (1)	154	21	13	11	57	42	10	54	22	28	25	42	112
, ,	15%	15%	12%	17%	15%	17%	14%	20%	16%	12%	12%	16%	15%
		*	*	*			*	IJ					
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.6	2.6	2.7	2.5	2.6	2.6	2.5	2.6	2.6	2.6	2.5	2.6	2.6
		*	*	*			*						

### Statistics:

Overlap formula used

- 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 (\*)

1\_3. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Your hydro electricity provider

				REC	ION				HOUSEHOL	D INCOME		HOUS	EHOLD
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	<u> </u>	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Top 2 Box (Net)	528	76	57	30	213	115	38	129	73	116	124	131	397
	52%	56%	53%	45%	55%	47%	53%	48%	51%	48%	59%	50%	53%
		*	*	*			*				GI		
Very vulnerable (4)	143	25	17	6	48	41	6	45	10	29	30	28	115
	14%	18%	15%	9%	13%	17%	8%	17%	7%	12%	14%	11%	15%
		*	*	*			*	Н					
Somewhat vulnerable (3)	385	51	41	23	164	74	32	84	63	87	94	103	282
	38%	38%	38%	36%	42%	30%	44%	31%	44%	36%	45%	40%	38%
		*	*	*	E		E*		G		G		
Bottom 2 Box (Net)	481	59	50	36	174	128	34	139	69	125	86	129	352
	48%	44%	47%	55%	45%	53%	47%	52%	49%	52%	41%	50%	47%
		*	*	*			*	J		J			
Not very vulnerable (2)	379	51	43	29	144	88	24	95	58	112	69	97	282
	38%	38%	40%	44%	37%	36%	34%	36%	41%	46%	33%	37%	38%
		*	*	*			*			GJ			
Not at all vulnerable (1)	102	8	7	7	30	40	10	44	11	13	17	33	70
	10%	6%	7%	11%	8%	16%	14%	16%	8%	5%	8%	12%	9%
		*	*	*		ABD	*	HIJ					
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.6	2.7	2.6	2.4	2.6	2.5	2.5	2.5	2.5	2.5	2.7	2.5	2.6
		*	*	*			*			-		_	

### Statistics:

Overlap formula used

- 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 (\*)

1\_4. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Your provincial government-for things like a license, health card and birth certificate

				REG	ION				HOUSEHOL	DINCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	Е	F	G	Н	1	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Top 2 Box (Net)	552	79	70	32	213	117	40	132	85	140	116	143	409
	55%	59% *	65% F*	49% *	55%	48%	56% *	49%	60%	58%	55%	55%	55%
Very vulnerable (4)	197	25	22	7	73	58	11	60	24	47	31	53	144
, , , , ,	20%	19%	21%	11%	19%	24% C	16%	22%	17%	20%	15%	20%	19%
Somewhat vulnerable (3)	355	54	47	25	141	59	29	72	61	92	85	90	265
(0)	35%	40%	44%	38%	36%	24%	40%	27%	43%	38%	41%	35%	35%
		E*	E*	E*	E		E*		G	G	G		
Bottom 2 Box (Net)	457	56	37	34	173	126	31	136	57	101	93	117	340
	45%	41%	35%	51%	45%	52%	44%	51%	40%	42%	45%	45%	45%
		*	*	*		В	*						
Not very vulnerable (2)	327	36	35	23	128	84	23	84	41	77	75	78	249
	32%	26%	33%	35%	33%	34%	32%	32%	29%	32%	36%	30%	33%
Not at all vulnerable (1)	130	20	3	11	46	42	9	51	16	25	18	40	91
not at all tamerable (2)	13%	15%	2%	17%	12%	17%	12%	19%	11%	10%	9%	15%	12%
		B*	*	B*	В	В	B*	IJ	33,0		9,1		
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.6	2.6	2.8	2.4	2.6	2.5	2.6	2.5	2.7	2.7	2.6	2.6	2.6
		*	CE*	*			*						

Statistics:

Overlap formula used

- 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 (\*)

1\_5. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Your municipal government-for things like property tax, water/sewage and traffic fines

				REC	ION				HOUSEHOL	D INCOME		HOUS	EHOLD
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Top 2 Box (Net)	568	83	67	36	219	124	38	147	80	130	129	142	426
	56%	62%	63%	55%	57%	51%	53%	55%	57%	54%	61%	55%	57%
		*	*	*			*						
Very vulnerable (4)	158	23	18	7	57	47	7	50	17	30	30	36	123
	16%	17%	17%	11%	15%	19%	9%	19%	12%	13%	14%	14%	16%
2 1 1 (2)		·	·	· ·	1.00	F 	· ·						
Somewhat vulnerable (3)	410	60	50	29	163	77	31	96	63	100	99	106	304
	41%	44%	46%	44%	42%	32%	43%	36%	44%	41%	47%	41%	41%
- · · · · · · · · · · · · · · · · · · ·		E*	E*		E		· ·				G		
Bottom 2 Box (Net)	441	52	40	29	168	118	34	121	61	111	81	118	322
	44%	38%	37%	45% *	43%	49%	47% *	45%	43%	46%	39%	45%	43%
Not very vulnerable (2)	346	40	34	21	137	85	27	87	52	89	68	82	263
(=,	34%	30%	32%	33%	36%	35%	38%	32%	36%	37%	32%	32%	35%
		*	*	*			*						
Not at all vulnerable (1)	95	12	6	8	30	33	7	34	10	22	14	36	59
, ,	9%	9%	5%	12%	8%	13%	9%	13%	7%	9%	6%	14%	8%
		*	*	*		D	*	J				L	
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.6	2.7	2.7	2.5	2.6	2.6	2.5	2.6	2.6	2.6	2.7	2.5	2.7
	2.0	*	*	*	2.0	2.0	*	2.0	2.0	2.0		2.3	

### Statistics:

Overlap formula used

- 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 (\*)

1. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Top 2 Box Summary

				REG	ION				HOUSEHOLI	DINCOME		HOUS	EHOLD
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K -	\$100K+	Kids	No Kids
										<\$100K			
		Α	В	С	D	E	F	G	Н	1	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Your municipal government-for things like	568	83	67	36	219	124	38	147	80	130	129	142	426
property tax, water/sewage and traffic fines	56%	62%	63%	55%	57%	51%	53%	55%	57%	54%	61%	55%	57%
		*	*	*			*						
Your health records at your doctor's office or at	554	77	73	32	214	123	35	141	90	130	121	149	405
a hospital	55%	57%	69%	49%	55%	51%	49%	53%	63%	54%	58%	57%	54%
		*	CDEF*	*			*						
Your provincial government-for things like a	552	79	70	32	213	117	40	132	85	140	116	143	409
license, health card and birth certificate	55%	59%	65%	49%	55%	48%	56%	49%	60%	58%	55%	55%	55%
		*	E*	*			*						
The Federal government-for things like your tax	531	75	64	32	204	118	38	135	77	134	108	138	393
filings, social insurance and passport	53%	55%	60%	49%	53%	49%	54%	51%	54%	56%	52%	53%	53%
		*	*	*			*						
Your hydro electricity provider	528	76	57	30	213	115	38	129	73	116	124	131	397
	52%	56%	53%	45%	55%	47%	53%	48%	51%	48%	59%	50%	53%
		*	*	*			*				GI		
Avg Agree	547	78	66	32	213	119	38	137	81	130	120	141	406
	54%	58%	62%	49%	55%	49%	53%	51%	57%	54%	57%	54%	54%

## Statistics:

Overlap formula used

- 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 (\*)

1. Supposing that you had your own confidential information stored within any of the following entities, how vulnerable do you think each of them could be to a security breach, where a non-authorized person who works there could access, or someone from the outside could hack, and steal your data? - Bottom 2 Box Summary

				REG	ION				HOUSEHOLI	DINCOME		HOUS	EHOLD
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Your hydro electricity provider	481	59	50	36	174	128	34	139	69	125	86	129	352
	48%	44%	47%	55%	45%	53%	47%	52%	49%	52%	41%	50%	47%
		*	*	*			*	J		J			
The Federal government-for things like your tax	478	61	43	34	183	125	33	133	65	107	102	123	355
filings, social insurance and passport	47%	45%	40%	51%	47%	51%	46%	49%	46%	44%	48%	47%	47%
		*	*	*			*						
Your provincial government-for things like a	457	56	37	34	173	126	31	136	57	101	93	117	340
license, health card and birth certificate	45%	41%	35%	51%	45%	52%	44%	51%	40%	42%	45%	45%	45%
,		*	*	*		В	*						
Your health records at your doctor's office or at	455	58	34	34	173	120	37	127	52	111	88	111	343
a hospital	45%	43%	31%	51%	45%	49%	51%	47%	37%	46%	42%	43%	46%
'		*	*	B*	В	В	В*						
Your municipal government-for things like	441	52	40	29	168	118	34	121	61	111	81	118	322
property tax, water/sewage and traffic fines	44%	38%	37%	45%	43%	49%	47%	45%	43%	46%	39%	45%	43%
, , , ,		*	*	*			*						

## Statistics:

Overlap formula used

- 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 (\*)

<u>Table of Contents</u>

## GENDER

				REG	SION				HOUSEHOL	DINCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Male	489	64	52	46	153	145	30	109	63	148	125	120	369
	49%	47%	48%	69%	40%	60%	43%	41%	44%	61%	60%	46%	49%
		*	*	ABDF*		ADF	*			GH	GH		
Female	520	71	55	20	234	98	41	159	79	94	84	141	379
	51%	53%	52%	31%	60%	40%	57%	59%	56%	39%	40%	54%	51%
		CE*	C*	*	CE		CE*	IJ	IJ				
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- 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 (\*)

## AGE

				REG	ION				HOUSEHOL	D INCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
18-34 (Net)	282	39	35	12	94	82	19	95	37	77	32	96	186
	28%	29%	33%	18%	24%	34%	27%	35%	26%	32%	15%	37%	25%
		*	*	*		CD	*	J	J	J		L	
18-24	111	10	14	6	48	21	11	38	12	27	7	27	84
	11%	8%	13%	9%	12%	9%	15%	14%	9%	11%	3%	10%	11%
		*	*	*			*	J	J	J			
25-34	170	29	21	6	46	60	8	57	25	49	25	69	101
	17%	21%	20%	9%	12%	25%	11%	21%	17%	21%	12%	26%	14%
		D*	*	*		CDF	*	J		J		L	
35-54 (Net)	373	36	30	32	139	110	26	88	57	95	89	124	249
	37%	27%	28%	49%	36%	45%	36%	33%	40%	39%	42%	48%	33%
		*	*	AB*		ABD	*					L	
35-44	138	13	10	13	46	42	13	40	18	38	29	62	76
	14%	10%	10%	20%	12%	17%	18%	15%	13%	16%	14%	24%	10%
		*	*	*			*					L	
45-54	235	23	20	19	93	68	13	49	39	57	60	62	173
	23%	17%	18%	29%	24%	28%	18%	18%	28%	24%	28%	24%	23%
		*	*	*		Α	*				G		
55+ (Net)	354	60	42	22	154	51	27	85	48	69	89	40	314
	35%	44%	39%	33%	40%	21%	37%	32%	34%	29%	42%	16%	42%
		E*	E*	*	E		E*				GI		K
55-64	210	33	25	14	84	36	18	51	25	44	48	33	178
	21%	25%	23%	21%	22%	15%	26%	19%	17%	18%	23%	13%	24%
		*	*	*			E*					_	K
65+	144	27	17	8	69	15	8	33	23	25	40	8	136
	14%	20%	16%	12%	18%	6%	11%	12%	16%	10%	19%	3%	18%
	1000	E*	E*		E						1		K
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cum many													
Summary	47	49.4	46.7	48.3	48.4	43.5	45.9	44.3	48.2	44.9	51.8	40.7	49.2
Mean	4/	49.4 E*	40.7 *	48.3 E*	48.4 E	45.5	45.9 *	44.3	40.2	44.9	GHI	40.7	49.2 K
STD. DEV.	16.47	17.57	18.2	15.5	16.89	14.06	16.35	16.93	16.9	15.35	14.62	12.96	17.01
SID. DEV.	10.47	17.57	16.2	13.5	10.89	14.00	10.55	10.93	10.9	15.55	14.02	12.90	17.01
STD. ERR.	0.52	1.58	1.78	1.77	0.87	0.93	1.65	1.13	1.39	1	0.92	0.79	0.62
JID. LNN.	0.52	1.30	1./0	1.//	0.67	0.93	1.05	1.13	1.39	1	0.92	0.79	0.02
Modian	50	52	50	51.81	51	44	48.12	43.56	50	46	53	39.33	52
Median	50	52	50	51.81	21	44	48.12	43.50	50	40	55	39.33	52
Statistics			1		L	l	I						

## Statistics:

Overlap formula used

- 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 (\*) Table of Contents

Table of Contents

## **EDUCATION**

				REC	SION				HOUSEHOL	D INCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K -	\$100K+	Kids	No Kids
		-	_	-	_	_	_			<\$100K			
		Α	В	С	D	E	F	G	Н	ı	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (unwtd)	1009	135	104	66	387	242	72	224 268	147	238	210	261	741
Primary School or less	7	-	-	-		6	1	4		241	-	2	5
Primary School or less	1%		-	-	-	2%	2%	2%	-	1%	-	1%	1%
	1%	*	*	*	-	2% D	2% D*	2%	-	1%	-	1%	1%
Some high school	78	11	7	4	25	20	11	45	8	15	2	22	56
Some nigh school	8%	8%	6%	6%	7%	8%	16%	17%	6%	6%	1%	8%	7%
	070	8	*	*	7 70	070	BD*	HIJ	J	J	170	070	7 70
Graduated high school	373	54	33	28	153	80	25	110	51	86	63	83	290
Graduated High School	37%	40%	31%	42%	40%	33%	35%	41%	36%	36%	30%	32%	39%
	31/0	4U% *	3170	4Z70 *	40/0	33/0	3370	41% J	30/0	30/0	30/0	32/0	33/0
Some college / CEGEP / Trade School	121	14	16	11	43	28	9	30	18	33	18	30	91
Joine conege / CLOLF / Trade Joinou	12%	11%	15%	16%	11%	12%	12%	11%	13%	13%	9%	12%	12%
	12/0	*	*	*	11/0	12/0	*	11/0	13/0	13/0	370	12/0	12/0
Graduated from college / CEGEP / Trade School	200	24	25	9	72	57	12	41	30	57	51	63	137
Graduated from College / CEGEP / Trade School	20%	18%	24%	14%	19%	24%	17%	15%	21%	24%	24%	24%	18%
	20/6	*	*	*	13/0	24/0	*	13/6	21/0	G	G G	24/0	10/0
Some university, but did not finish	74	11	8	3	32	16	4	20	15	11	18	12	62
Some university, but did not milish	7%	8%	8%	5%	8%	6%	6%	7%	10%	4%	9%	5%	8%
	7 /0	*	*	*	670	076	*	7 /0	10%	470	370	3/6	070
University undergraduate degree, such as a	96	14	11	7	38	20	5	11	13	25	33	30	66
Bachelor's Degree	9%	10%	11%	11%	10%	8%	8%	4%	9%	10%	16%	11%	9%
Bacileioi s Degree	370	*	*	*	10/0	870	*	470	370	G	G	11/0	370
University graduate degree, such as a Master's	60	8	6	3	24	16	3	7	8	13	25	18	42
or PhD	6%	6%	5%	5%	6%	7%	5%	2%	6%	6%	12%	7%	6%
of Fild	070	*	*	*	070	770	*	270	070	070	GI	770	070
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
Sigilia	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100/0	10070	100%	100%	10070	10070	10070	10070	100%	10070	10070	10070	10070
Summary													
<hs< td=""><td>85</td><td>11</td><td>7</td><td>4</td><td>25</td><td>26</td><td>13</td><td>49</td><td>8</td><td>17</td><td>2</td><td>24</td><td>61</td></hs<>	85	11	7	4	25	26	13	49	8	17	2	24	61
	8%	8%	6%	6%	7%	11%	18%	18%	6%	7%	1%	9%	8%
	0,0	*	*	*	.,,	22,0	ABCD*	HIJ	J	J	2,0	3,0	0,0
HS	373	54	33	28	153	80	25	110	51	86	63	83	290
	37%	40%	31%	42%	40%	33%	35%	41%	36%	36%	30%	32%	39%
	,-	*	*	*			*	J					
Post Sec	396	49	50	23	147	101	25	91	63	100	87	106	290
	39%	37%	47%	35%	38%	42%	35%	34%	44%	42%	42%	41%	39%
		*	*	*	1 2,2		*		1,72				1
Univ Grad	155	22	17	11	61	36	9	17	21	38	57	48	108
	15%	16%	16%	17%	16%	15%	12%	6%	15%	16%	27%	18%	14%
		*	*	*			*		G	G	GHI		

Statistics:

Overlap formula used

- Column Proportions:

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

- Column Means:

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

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

## REGION

				REG	SION				HOUSEHOL	DINCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	l l	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
BC	135	135	-	-	-	-	-	32	22	28	30	37	99
	13%	100%	-	-	-	-	-	12%	15%	12%	14%	14%	13%
		BCDEF*	*	*			*						
AB	107	-	107	-	-	-	-	33	6	21	36	23	84
	11%	-	100%	-	-	-	-	12%	4%	9%	17%	9%	11%
		*	ACDEF*	*			*	Н			HI		
SK/MB	66	-	-	66	-	-	-	21	8	16	14	10	56
	7%	-	-	100%	-	-	-	8%	6%	7%	7%	4%	7%
		*	*	ABDEF*			*						
Ontario	387	-	-	-	387	-	-	80	56	100	76	92	295
	38%	-	-	-	100%	-	-	30%	39%	42%	36%	35%	39%
		*	*	*	ABCEF		*			G			
Quebec	242	-	-	-	-	242	-	82	38	61	41	82	160
	24%	-	-	-	-	100%	-	31%	26%	25%	19%	32%	21%
		*	*	*		ABCDF	*	J				L	
Atlantic	72	-	-	-	-	-	72	19	13	15	12	17	54
	7%	-	-	-	-	-	100%	7%	9%	6%	6%	7%	7%
		*	*	*			ABCDE*						
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
												Kids  K  268 261 37 14%  23 9%  10 4%  92 35%  82 32% L 17 7%	

Statistics:

Overlap formula used

- 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 (\*)

## INCOME

				REC	GION				HOUSEHOLI	D INCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	741
Under \$15K	66	8	5	8	15	22	7	66	-	-	-	7	59
Officer \$13K	7%	6%	5%	13%	4%	9%	10%	25%	-	-	-	3%	8%
	770	*	*	D*	470	D	D*	HIJ	_		_	370	K
\$15K to less than \$20K	23	1	3	1	6	11	1	23	-	-	-	7	16
715K to 1035 than 720K	2%	*	3%	2%	2%	4%	1%	9%	_	_	-	3%	2%
	270	*	*	*	270	470	*	HIJ				370	2,0
\$20K to less than \$25K	53	6	4	2	20	15	6	53	-	_	-	14	38
,	5%	5%	4%	3%	5%	6%	8%	20%	_	-	-	5%	5%
		*	*	*			*	HIJ					
\$25K to less than \$30K	44	4	6	9	6	16	3	44	_	-	-	9	36
7	4%	3%	6%	13%	2%	7%	5%	17%	-	-	-	3%	5%
	.,,	*	D*	AD*	2,0	D	*	HIJ				3,0	3,0
\$30K to less than \$40K	82	13	14	1	33	19	3	82	_	-	-	18	64
,	8%	9%	13%	1%	8%	8%	4%	31%	-	-	-	7%	9%
		*	C*	*			*	HIJ					
\$40K to less than \$50K	65	13	4	4	21	16	7	-	65	-	-	18	47
, , , , , , , , , , , , , , , , , , , ,	6%	10%	4%	6%	5%	6%	10%	-	46%	-	-	7%	6%
		*	*	*			*		GIJ				
\$50K to less than \$75K	326	42	24	17	146	71	27	-	77	100	-	78	248
,	32%	31%	22%	27%	38%	29%	37%	-	54%	42%	-	30%	33%
		*	*	*	В		B*		GIJ	GJ			
\$75K to less than \$100K	141	19	10	8	64	33	6	-	-	141	-	48	93
·	14%	14%	9%	13%	17%	14%	9%	-	-	58%	-	18%	12%
		*	*	*			*			GHJ		L	
\$100K to less than \$150K	148	22	25	10	52	30	9	-	-	-	148	38	110
	15%	16%	23%	15%	14%	12%	13%	-	-	-	71%	15%	15%
		*	DE*	*			*				GHI		
\$150K or more	62	8	11	4	24	11	3	-	-	-	62	24	38
	6%	6%	10%	7%	6%	5%	4%	-	-	-	29%	9%	5%
		*	*	*			*				GHI	L	
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under \$50K	333	45	37	25	101	98	27	268	65	-	-	74	259
	33%	33%	34%	39%	26%	40%	37%	100%	46%	-	-	28%	35%
		*	*	*		D	D*	HIJ	IJ				
\$50K+	676	90	70	40	286	144	45	-	77	241	210	187	489
	67%	67%	66%	61%	74%	60%	63%	-	54%	100%	100%	72%	65%
		*	*	*	EF		*		G	GH	GH		
Under \$40K	268	32	33	21	80	82	19	268	-	-	-	56	212
	27%	23%	31%	33%	21%	34%	27%	100%	-	-	-	21%	28%
		*	*	D*		D	*	HIJ					
\$40K to less than \$60K	142	22	6	8	56	38	13	-	142	-	-	36	106
	14%	16%	5%	12%	14%	15%	18%	-	100%	-	-	14%	14%
		B*	*	*	В	В	B*		GIJ				
\$60K to less than \$100K	241	28	21	16	100	61	15	-	-	241	-	77	164

	24%	21%	19%	24%	26%	25%	21%	-	-	100%	-	29%	22%
		*	*	*			*			GHJ		L	
\$100K or more	210	30	36	14	76	41	12	-	-	-	210	61	148
	21%	22%	34%	22%	20%	17%	17%	-	-	-	100%	24%	20%
		*	DEF*	*			*				GHI		
Mean (,000)	70.5	70.8	82.7	68.8	72.9	63.9	62.5	23.2	50.2	78.3	144.7	77.3	68.1
		*	EF*	*	E		*		G	GH	GHI	L	
STD. DEV.	48.72	45.91	61.21	55.07	47.34	45.84	39.6	10.04	5.19	11.37	47.84	50.54	47.88
STD. ERR.	1.53	3.95	5.92	6.8	2.41	2.94	4.68	0.61	0.44	0.73	3.3	3.13	1.75

Statistics:

Overlap formula used

- 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 (\*)

## HOUSEHOLD COMPOSITION

				REG	ION				HOUSEHOL	DINCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Kids	261	37	23	10	92	82	17	56	36	77	61	261	-
	26%	27%	21%	15%	24%	34%	24%	21%	25%	32%	29%	100%	-
		*	*	*		BCD	*			G		L	
No Kids	748	99	84	56	295	160	54	212	106	164	148	-	748
	74%	73%	79%	85%	76%	66%	76%	79%	75%	68%	71%	-	100%
		*	E*	E*	E		*	I					K
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- 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 (\*)

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

				REG	ION				HOUSEHOL	D INCOME_		HOUS	EHOLD
	Total	ВС	АВ	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		А	В	С	D	Е	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
1	199	23	26	21	62	56	10	116	30	24	12	-	199
	20%	17%	24%	33%	16%	23%	14%	43%	21%	10%	6%	-	27%
		*	*	ADF*			*	HIJ	IJ				K
2	390	57	40	26	154	81	32	79	56	100	93	20	370
	39%	42%	37%	39%	40%	33%	45%	29%	39%	41%	44%	8%	49%
		*	*	*			*			G	G		K
3	179	27	15	8	63	51	15	30	27	53	41	69	110
	18%	20%	14%	12%	16%	21%	20%	11%	19%	22%	19%	26%	15%
		*	*	*			*			G	G	L	
4	154	12	24	6	62	37	13	27	23	33	48	102	52
	15%	9%	22%	9%	16%	15%	18%	10%	16%	14%	23%	39%	7%
		*	AC*	*			*				GI	L	
5	64	4	2	1	38	15	2	8	5	23	13	46	18
	6%	3%	2%	2%	10%	6%	3%	3%	4%	10%	6%	17%	2%
		*	*	*	ABC		*			G		L	
6	16	9	-	*	6	-	-	3	-	7	3	15	1
	2%	7%	-	1%	2%	-	-	1%	-	3%	1%	6%	*
		BDEF*	*	*			*					L	
7	8	2	-	2	1	3	-	3	2	1	-	8	-
	1%	2%	-	3%	*	1%	-	1%	1%	*	-	3%	-
		*	*	D*			*					L	
9	1	-	-	1	-	-	-	1	-	-	-	1	-
	*	-	-	2%	-	-	-	1%	-	-	-	1%	-
		*	*	DE*			*						
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## Statistics:

Overlap formula used

- 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 (\*)

## **EMPLOYMENT STATUS**

				REC	ION				HOUSEHOL	D INCOME_		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		А	В	С	D	E	F	G	Н	I	J	K	L
Daniel All Daniel and and a few forms and	1009	123	101	77	376	224	98	224	4.47	238	250	268	741
Base: All Respondents (unwtd)			104			231	72		147				
Base: All Respondents (wtd)	1009	135	107	66	387	242		268	142	241	210	261	748
Employed full-time	404	52	38	29	135	118	33	59	64	124	115	132	272
	40%	38%	35%	45%	35%	49%	46%	22%	45%	51%	55%	51%	36%
		*	*	*		BD	*		G	G	G	L	
Employed part-time	95	16	8	5	46	15	5	33	11	26	10	28	68
	9%	12%	7%	7%	12%	6%	7%	12%	8%	11%	5%	11%	9%
		*	*	*	E		*	J		J			
Self employed	59	4	7	5	28	13	2	13	10	16	12	18	41
	6%	3%	6%	8%	7%	6%	2%	5%	7%	7%	6%	7%	5%
		*	*	*			*						
Unemployed but looking for a job	65	8	13	4	22	14	3	29	5	25	1	14	51
g : .,	6%	6%	12%	6%	6%	6%	4%	11%	3%	10%	*	5%	7%
		*	*	*			*	HJ	J	HJ			.,,-
Unemployed and not looking for a job/Long-	37	1	1	5	14	13	3	24	2	5	1	2	35
term sick or disabled	4%	1%	1%	8%	4%	5%	4%	9%	1%	2%	*	1%	5%
term sick of disabled	470	*	*	AB*	470	370	*	HIJ	1/0	270		170	K
Full-time parent, homemaker	52	5	8	1	16	17	5	24	4	6	7	26	26
run-time parent, nomemaker	5%	4%	7%	1%	4%	7%	6%	9%	3%	3%	4%	10%	3%
	570	4 <i>7</i> 0 *	/ 70 *	170	470	170	*	9% IJ	370	370	470	10%	570
D 1	242				04	22			27	22			100
Retired	213	40	24	10	91	33	15	51	37	33	57	20	193
	21%	30%	23%	16%	23%	13%	21%	19%	26%	14%	27%	8%	26%
		E*	*	*	E		*		ı		l l		K
Student/Pupil	69	6	8	6	26	19	4	32	9	4	5	18	51
	7%	5%	8%	9%	7%	8%	6%	12%	6%	2%	2%	7%	7%
		*	*	*			*	IJ	I				
Military	2	-	-	-	2	-	-	-	-	1	1	1	2
	*	-	-	-	1%	-	-	-	-	*	1%	*	*
		*	*	*			*						
Prefer not to answer	11	3	1	-	5	-	3	2	*	-	-	1	10
	1%	2%	1%	-	1%	-	4%	1%	*	-	-	*	1%
		*	*	*			E*						
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
i	10070	10070	10070	10070	10070	10070	10070	100/0	10070	10070	10070	10070	10070

Statistics:

Overlap formula used

- 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 (\*)

## USMAR2. What is your marital status?

				REG	ION				HOUSEHOL	DINCOME		HOUS	EHOLD
	Total	ВС	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
		Α	В	С	D	E	F	G	Н	1	J	K	L
Page All Page and anta (united)	1000	123	104	77	276	224	98	224	147	220	250	268	741
Base: All Respondents (unwtd)	1009				376	231				238			1
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
Single, never married	283	38	33	21	100	74	17	127	35	53	21	38	245
	28%	28%	30%	33%	26%	30%	23%	47%	24%	22%	10%	15%	33%
		*	*	*			*	HIJ	J	J			K
Living with partner	173	17	9	9	63	64	12	47	23	56	36	61	113
	17%	13%	8%	13%	16%	26%	17%	17%	16%	23%	17%	23%	15%
		*	*	*		ABCD	*					L	
Married	431	64	51	22	178	80	36	48	64	101	138	139	292
	43%	47%	47%	34%	46%	33%	50%	18%	45%	42%	66%	53%	39%
		E*	E*	*	E		E*		G	G	GHI	L	
Widowed	39	7	4	4	19	1	4	14	5	5	10	6	34
	4%	5%	4%	6%	5%	*	6%	5%	3%	2%	5%	2%	5%
		E*	E*	E*	E		E*						
Divorced or separated	83	9	11	9	27	24	3	32	15	26	5	17	65
	8%	6%	10%	14%	7%	10%	4%	12%	11%	11%	2%	7%	9%
		*	*	*			*	J	J	J			
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- 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 (\*)

US01PGS. How much of your household's grocery shopping do you, yourself, do?

				REG	ION				HOUSEHOL	D INCOME		HOUSI	EHOLD
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$40K	\$40K - <\$60K	\$60K -	\$100K+	Kids	No Kids
										<\$100K			
		Α	В	С	D	E	F	G	Н	I	J	K	L
Base: All Respondents (unwtd)	1009	123	104	77	376	231	98	224	147	238	250	268	741
Base: All Respondents (wtd)	1009	135	107	66	387	242	72	268	142	241	210	261	748
All of it	448	59	46	35	165	120	23	169	76	87	68	113	335
	44%	44%	43%	53%	43%	49%	32%	63%	54%	36%	32%	43%	45%
		*	*	F*		F	*	IJ	IJ				
Almost all of it	232	38	22	12	90	52	17	48	29	70	58	67	165
	23%	28%	21%	18%	23%	22%	24%	18%	21%	29%	28%	26%	22%
		*	*	*			*			G	G		
About half of it	200	22	22	11	79	47	19	31	23	49	50	55	145
	20%	16%	20%	17%	20%	19%	27%	12%	16%	20%	24%	21%	19%
		*	*	*			*			G	G		
Less than half of it	110	15	14	8	43	21	9	13	11	32	30	17	93
	11%	11%	13%	12%	11%	9%	13%	5%	8%	13%	14%	7%	12%
		*	*	*			*			G	G		K
None	20	1	4	-	10	2	3	6	2	3	5	8	12
	2%	1%	3%	-	2%	1%	4%	2%	2%	1%	2%	3%	2%
		*	*	*			*						
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- 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 (\*)

CAETHN2. Sometimes people identify themselves with a specific ethnicity or cultural background which is different from their citizenship or nationality. Thinking about your own identity in ethnic or cultural terms, please select which group you most identify yourself with.

Base: All Respondents (unwtd) Base: All Respondents (wtd)	N			HOUSEHOL	DINCOME		HOUS	EHOLD
Base: All Respondents (unwtd)	Ontario Quebec	c Atlantic	<\$40K	\$40K - <\$60K	\$60K - <\$100K	\$100K+	Kids	No Kids
Base: All Respondents (wtd)	D E	F	G	Н	1	J	К	L
Base: All Respondents (wtd)	376 231	98	224	147	238	250	268	741
Aboriginal (North American Indian, Métis, Inuit, etc.)  Aboriginal (North American Indian, Métis, Inuit, 2% 12% 12% 1% 2% 12% 12% 1% 1% 2% 12% 1	387 242	72	268	142	241	210	261	748
## 12%   12%   12%   12%   12%   12%   13	5 -	-	9	1	5	1	8	8
African    13	1% -	-	4%	1%	2%	*	3%	1%
African		*	J					
American (US)    1%	3 5	-	5	2	3	*	4	9
American (US)    10   3   -   -	1% 2%	-	2%	1%	1%	*	1%	1%
Arabic / Middle Eastern  2		*						
Arabic / Middle Eastern  2	6 1	-	5	2	-	1	3	7
Arabic / Middle Eastern  2	2% *	-	2%	2%	-	*	1%	1%
British  23 3 4 1  2% 2% 4% 11%  E* E* E* *  Cambodian		*						
British  23 3 4 1  24 2% 4% 11%  E* E* E* *  Cambodian	1 1	-	-	1	1	-	1	1
British  23	* *	-	-	1%	*	-	*	*
2%		*						
2%	14 -	*	1	5	8	5	4	19
Cambodian    Cambodian	4% -	*	*	3%	3%	2%	1%	3%
Cambodian         -	E	*		G	G			
Canadian  Canadian  785 99 76 48 78% 73% 71% 73%  * * * * *  Caribbean (not including Jamaican)  13 * 1% - 1%  18 1%  18 1%  19 - 1%  Chinese  21 6 4 1 26 4% 4% 1%  E* E* *  Dutch (Netherlands)  9 3 3 3 - 1% 2% 3% - E* E*  East Indian (India)  6 - 1 - 1 1 - 1% - 1%  Filipino  1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1		-	-	-	-	-	-	-
Canadian    785   99   76   48		-	-	-	-	-	-	-
Caribbean (not including Jamaican)  13		*						
Caribbean (not including Jamaican)  13	284 210	68	197	115	186	173	203	583
Caribbean (not including Jamaican)  13	73% 87%	95%	74%	81%	77%	83%	78%	78%
1%	ABCD		1 1/2	0.070		G		10,0
1%	5 7	1	3	*	5	3	4	8
Chinese 21 6 4 1 2 2 4 4% 4% 11% 2 4 4% 11% 2 4 4% 11% 2 5 4 5 4 5 4 5 5 5 6 5 6 5 6 6 6 7 1 5 6 7 5 6 7 6 7 1 6 7 6 7 6 7 6 7 6 7 6 7 6 7 6	1% 3%	1%	1%	*	2%	1%	2%	1%
2%		*						
2%	10 -	-	7	1	3	4	5	16
Dutch (Netherlands)	3% -	_	3%	1%	1%	2%	2%	2%
Dutch (Netherlands)         9         3         3         -           1%         2%         3%         -           E*         E*         E*         *           East Indian (India)         6         -         1         -         -           1%         -         1%         - </td <td>E</td> <td>*</td> <td>3,0</td> <td>1,0</td> <td>170</td> <td>2,0</td> <td>2,0</td> <td></td>	E	*	3,0	1,0	170	2,0	2,0	
1% 2% 3% -	3 -	_	2	_	4	*	2	7
East Indian (India)  6 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	1% -	_	1%	_	2%	*	1%	1%
East Indian (India)  6 - 1 - 1% - 1% - 1% - 1% - 1% - 1% - 1%	170	*	170		2/0		170	170
Filipino  1	5 1	_	*	4	1	1	3	4
Filipino	1% *	_	*	3%	*	*	1%	1%
French    11	270	*		G			2,0	
French    11	1 -	_	_	-	1	_	1	1
French	* -	_	-	_	*	-	*	*
1%     *     1%     2%       *     *     *     *       German     7     2     1     -       1%     2%     1%     -       *     *     *     *       Greek     2     -     1     -		*	+					+
1%     *     1%     2%       *     *     *     *       German     7     2     1     -       1%     2%     1%     -       *     *     *     *       Greek     2     -     1     -	1 6	1	4	4	1	2	1	9
German	* 3%	1%	2%	3%	*	1%	*	1%
German     7     2     1     -       1%     2%     1%     -       *     *     *     *       Greek     2     -     1     -	D	*	2,0	3,0		1,0		170
1%     2%     1%     -       *     *     *     *       Greek     2     -     1     -	3 -	_	3	_	2	1	-	7
* * * Greek 2 - 1 -	1% -	-	1%	_	1%	*	-	1%
Greek 2 - 1 -	1/0	*	1/0		1/0			170
	1 1	_	1	1	_	_	-	2
* - 1% -	* *	-	*	1%	-	-	-	*
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Hungarian 4 - 1 *	3 -	_	_	_	4	1	-	4
* - * 1%	1% -	-	-	-	2%	*	-	1%

		*	*	*			*						
Iranian	_	-	_	_	_	_	_	-	-	_	_	_	-
	-	-	-	_	_	_	-	-	-	_	-	_	_
		*	*	*			*						
Iraqi	1	-	_	_	1	-	-	1	-	-	_	_	1
ii aqi	*	_	_	_	*	_	_	*	_	_	_	_	*
		*	*	*		-	*		-	-	-	-	
Late Is	10				2	2		2		2	2	2	7
Irish	10	2	3	-	2	2	-	3	1	2	3	3	
	1%	1%	3%	-	1%	1%	-	1%	1%	1%	1%	1%	1%
		*	*	*			*						
Italian	11	-	1	1	7	2	-	2	2	1	4	2	9
	1%	-	1%	1%	2%	1%	-	1%	2%	*	2%	1%	1%
		*	*	*			*						
Jamaican / Caribbean	5	1	-	-	4	-	-	2	-	-	1	-	5
	*	1%	-	-	1%	-	-	1%	-	-	*	-	1%
		*	*	*			*						
Japanese	3	3	-	-	1	-	-	2	-	-	1	1	3
	*	2%	-	_	*	-	-	1%	-	_	1%	*	*
		*	*	*			*	1/0			1/0		
Korean	_	-	_	_	-	_	-	_	-	_	_	_	_
Korean													
,	-	*	*	*	-	-	*	-	-	-	-	-	-
	_				_								1
Latin American (other than Mexican)	7	-	-	-	6	1	-	3	-	2	1	5	2
	1%	-	-	-	2%	*	-	1%	-	1%	*	2%	*
		*	*	*			*					L	
Mexican	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	*			*						
Pakistani	*	-	_	_	*	-	-	-	-	*	_	*	-
	*	-	-	-	*	-	-	-	-	*	-	*	-
		*	*	*			*						
Polish	2	-	-	-	2	-	-	1	1	-	-	_	2
FOIISII	*				*			*	*				*
+		*	*	*		-	*			-	-	-	
					_								_
Portuguese	2	-	-	-	2	-	-	2	-	-	-	-	2
	*	-	-	-	*	-	-	1%	-	-	-	-	*
		*	*	*			*						
Russian	4	-	-	1	2	-	*	3	-	1	*	*	3
	*	-	-	2%	*	-	*	1%	-	*	*	*	*
		*	*	E*			*						
Spanish	_	-	-	-	-	-	_	-	-	-	-	-	-
	-	-	_	-	-	-	_	-	-	-	-	-	-
		*	*	*			*						
Ukrainian	7	5	1	_	1	-	*	3	*	1	3	4	3
Oktailiali			*		*		*		*	*			*
•	1%	4%		-	*	-		1%	*	*	1%	1%	
		DE*	*	*	_		*			_	1	_	-
Vietnamese	2	-	-	*	1	-	-	-	-	1	-	1	*
	*	-	-	1%	*	-	-	-	-	*	-	*	*
		*	*	*			*						
Other Central / Eastern European (Romanian,	4	1	2	-	1	-	-	1	-	1	1	1	3
Slovak, etc.)	*	1%	2%	-	*	-	-	*	-	1%	1%	*	*
<i>,</i> ,		*	*	*			*						
Other Western European (Belgium, Norway,	10	2	3	1	2	2	-	5	-	2	1	1	9
etc.)	1%	1%	3%	1%	1%	1%	-	2%	-	1%	*	*	1%
c.c.,	1/0	*	*	*	1/0	1/0	*	2/0	-	1/0	1		1/0
Other South Asian / South East Asian	3				3				*	2	1	*	2
CITIEL SOUTH ASIAN / SOUTH FAST ASIAN	3	-	-	-	1 3	-	-	-		. 2	-	. *	

		*	*	*			*						
Other	8	3	1	*	3	1	-	1	-	3	2	4	5
	1%	2%	*	1%	1%	1%	-	*	1	1%	1%	1%	1%
		*	*	*			*						
Prefer not to say	10	*	*	*	5	2	1	2	1	-	1	1	8
	1%	*	*	1%	1%	1%	2%	1%	1%	-	*	1%	1%
		*	*	*			*						
Sigma	1009	135	107	66	387	242	72	268	142	241	210	261	748
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Statistics:

Overlap formula used

- 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 (\*)