Table of Contents

1. How has the rising cost of living (i.e. grocery, hydro, etc) impacted your ability to manage your monthly debt payments?

| | | 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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| It has caused me to put less money towards paying off my debt | 465 | 55 | 39 | 36 | 193 | 110 | 33 | 139 | 110 | 117 | 50 | 110 | 355 |
| | 46% | 41% | 37% | 54% | 50% | 46% | 46% | 41% | 58% | 52% | 40% | 54% | 44% |
| | | * | * | * | B | | * | | GJ | GJ | | L | |
| It has caused me to miss or delay making one or more debt payments | 154 | 16 | 21 | 13 | 58 | 32 | 14 | 80 | 26 | 32 | 12 | 41 | 113 |
| | 15% | 12% | 19% | 19% | 15% | 13% | 20% | 24% | 14% | 14% | 10% | 20% | 14% |
| | | * | * | * | | | * | HIJ | | | | | |
| It has caused me to be completely unable to make some debt payments | 70 | 8 | 10 | 7 | 27 | 13 | 5 | 44 | 11 | 9 | 3 | 23 | 47 |
| | 7% | 6% | 9% | 11% | 7% | 5% | 7% | 13% | 6% | 4% | 3% | 11% | 6% |
| | | * | * | * | | | * | HIJ | | | | L | |
| The rising cost of living hasn't impacted my debt payments at all | 374 | 62 | 44 | 21 | 129 | 96 | 22 | 101 | 56 | 83 | 63 | 50 | 323 |
| | 37% | 46% | 41% | 32% | 34% | 40% | 31% | 30% | 29% | 37% | 51% | 25% | 40% |
| | | D* | * | * | | | * | | | | GHI | | K |
| Sigma | 1062 | 141 | 113 | 76 | 407 | 250 | 74 | 364 | 202 | 240 | 128 | 224 | 838 |
| | 106% | 105% | 106% | 116% | 106% | 104% | 103% | 107% | 107% | 107% | 103% | 110% | 105% |
| | | | | | | | | | | | | | |

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

2. What do you anticipate will happen to the value of your house or condo over the next 3 years?

| | | 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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| Increase by 10% or more overall | 184 | 42 | 11 | 12 | 86 | 25 | 8 | 40 | 31 | 53 | 45 | 45 | 140 |
| | 18% | 31% | 10% | 18% | 22% | 10% | 11% | 12% | 17% | 23% | 37% | 22% | 17% |
| | | BEF* | * | * | BEF | | * | | | G | GHI | | |
| Increase by less than 10% overall | 223 | 28 | 18 | 14 | 96 | 54 | 13 | 44 | 46 | 76 | 33 | 49 | 174 |
| | 22% | 20% | 17% | 22% | 25% | 22% | 19% | 13% | 25% | 34% | 27% | 24% | 22% |
| | | * | * | * | | | * | | G | G | G | | |
| Remain unchanged | 210 | 12 | 32 | 19 | 67 | 56 | 24 | 55 | 45 | 52 | 23 | 44 | 166 |
| | 21% | 9% | 30% | 29% | 18% | 23% | 34% | 16% | 24% | 23% | 18% | 22% | 21% |
| | | * | AD* | A* | A | A | AD* | | | | | | |
| Decrease in value | 87 | 9 | 22 | 6 | 27 | 14 | 9 | 28 | 18 | 13 | 10 | 19 | 68 |
| | 9% | 7% | 20% | 10% | 7% | 6% | 12% | 8% | 9% | 6% | 8% | 9% | 9% |
| | | * | ADE* | * | | | * | | | | | | |
| I don't own a home or condo | 300 | 44 | 24 | 14 | 108 | 94 | 17 | 174 | 48 | 32 | 13 | 48 | 253 |
| | 30% | 33% | 23% | 21% | 28% | 39% | 24% | 51% | 26% | 14% | 10% | 23% | 32% |
| | | * | * | * | | BCDF | * | HIJ | IJ | | | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

2x. What do you anticipate will happen to the value of your house or condo over the next 3 years?

| | | 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 (Excluding 'I don't own a home or condo') (unwtd) | 743 | 83 | 85 | 54 | 281 | 158 | 82 | 154 | 127 | 215 | 153 | 176 | 567 |
| Base: All Respondents (Excluding 'I don't own a home or condo') (wtd) | 705 | 91 | 83 | 52 | 278 | 148 | 54 | 167 | 140 | 194 | 111 | 157 | 548 |
| Increase by 10% or more overall | 184 | 42 | 11 | 12 | 86 | 25 | 8 | 40 | 31 | 53 | 45 | 45 | 140 |
| | 26% | 47% | 13% | 23% | 31% | 17% | 15% | 24% | 22% | 27% | 41% | 28% | 26% |
| | | BCDEF* | * | * | BEF | | * | | * | | GHI | | |
| Increase by less than 10% overall | 223 | 28 | 18 | 14 | 96 | 54 | 13 | 44 | 46 | 76 | 33 | 49 | 174 |
| | 32% | 30% | 22% | 27% | 35% | 36% | 25% | 26% | 33% | 39% | 30% | 31% | 32% |
| | | * | * | * | | B | * | | * | G | | | |
| Remain unchanged | 210 | 12 | 32 | 19 | 67 | 56 | 24 | 55 | 45 | 52 | 23 | 44 | 166 |
| | 30% | 13% | 39% | 37% | 24% | 38% | 44% | 33% | 32% | 27% | 20% | 28% | 30% |
| | | * | AD* | A* | | AD | AD* | J | * | | | | |
| Decrease in value | 87 | 9 | 22 | 6 | 27 | 14 | 9 | 28 | 18 | 13 | 10 | 19 | 68 |
| | 12% | 10% | 26% | 12% | 10% | 9% | 16% | 17% | 13% | 7% | 9% | 12% | 12% |
| | | * | ADE* | * | | | * | I | * | | | | |
| Sigma | 705 | 91 | 83 | 52 | 278 | 148 | 54 | 167 | 140 | 194 | 111 | 157 | 548 |
| | 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 (*)

Table of Contents

3. Which of the following best categorizes your level of debt:

| | | 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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| I am completely debt free – no mortgage, loan, line of credit or credit card debt | 267 | 45 | 37 | 18 | 76 | 73 | 17 | 98 | 37 | 51 | 29 | 35 | 232 |
| | 27% | 34% | 35% | 28% | 20% | 30% | 24% | 29% | 20% | 23% | 23% | 17% | 29% |
| | | D* | D* | * | | D | * | | | | | | K |
| I have a mortgage, but no other debt | 156 | 18 | 16 | 11 | 65 | 37 | 8 | 22 | 37 | 39 | 31 | 44 | 111 |
| | 15% | 14% | 15% | 16% | 17% | 16% | 11% | 6% | 20% | 17% | 25% | 22% | 14% |
| | | * | * | * | | | * | | G | G | G | L | |
| I have a little bit of consumer debt | 362 | 54 | 37 | 21 | 157 | 69 | 25 | 127 | 68 | 86 | 45 | 80 | 282 |
| | 36% | 40% | 35% | 32% | 41% | 28% | 35% | 37% | 36% | 38% | 36% | 39% | 35% |
| | | * | * | * | E | | * | | | | | | |
| I have a good deal of consumer debt | 177 | 13 | 13 | 11 | 67 | 55 | 18 | 68 | 43 | 38 | 17 | 31 | 146 |
| | 18% | 10% | 12% | 17% | 17% | 23% | 25% | 20% | 23% | 17% | 14% | 15% | 18% |
| | | * | * | * | | A | AB* | | | | | | |
| I have a lot of consumer debt | 44 | 4 | 4 | 4 | 20 | 8 | 4 | 25 | 3 | 11 | 2 | 14 | 30 |
| | 4% | 3% | 3% | 6% | 5% | 3% | 5% | 7% | 2% | 5% | 2% | 7% | 4% |
| | | * | * | * | | | * | HJ | | | | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

4_1. To what extent do you agree or disagree with the following statements about your debt: - I'm not worried about by current level of debt

| | | 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 Answering (unwtd) | 732 | 82 | 66 | 48 | 287 | 168 | 81 | 215 | 136 | 192 | 120 | 174 | 558 |
| Base: All Answering (wtd) | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| Top 2 Box (Net) | 378 | 43 | 35 | 19 | 155 | 96 | 30 | 117 | 70 | 97 | 53 | 73 | 305 |
| | 51% | 49% | 51% | 40% | 50% | 57% | 55% | 48% | 46% | 56% | 57% | 43% | 54% |
| | | * | * | * | | | * | | | | * | | K |
| Strongly agree | 107 | 13 | 11 | 6 | 43 | 21 | 13 | 30 | 18 | 32 | 20 | 19 | 87 |
| | 14% | 14% | 16% | 13% | 14% | 13% | 24% | 12% | 12% | 19% | 21% | 11% | 15% |
| | | * | * | * | | | E* | | | | * | | |
| Somewhat agree | 271 | 31 | 24 | 12 | 113 | 75 | 17 | 88 | 51 | 65 | 34 | 54 | 217 |
| | 37% | 35% | 35% | 26% | 36% | 44% | 31% | 36% | 34% | 37% | 36% | 32% | 38% |
| | | * | * | * | | | * | | | | * | | |
| Bottom 2 Box (Net) | 360 | 46 | 34 | 28 | 154 | 73 | 24 | 126 | 82 | 77 | 41 | 96 | 264 |
| | 49% | 51% | 49% | 60% | 50% | 43% | 45% | 52% | 54% | 44% | 43% | 57% | 46% |
| | | * | * | * | | | * | | | | * | L | |
| Somewhat disagree | 244 | 30 | 21 | 22 | 106 | 52 | 13 | 79 | 55 | 57 | 32 | 59 | 185 |
| | 33% | 34% | 30% | 47% | 34% | 31% | 24% | 33% | 37% | 33% | 34% | 35% | 33% |
| | | * | * | F* | | | * | | | | * | | |
| Strongly disagree | 116 | 16 | 13 | 6 | 48 | 21 | 11 | 46 | 27 | 20 | 9 | 37 | 79 |
| | 16% | 18% | 19% | 14% | 15% | 13% | 21% | 19% | 17% | 11% | 9% | 22% | 14% |
| | | * | * | * | | | * | | | | * | L | |
| Sigma | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| | 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 (*)

Table of Contents

4_2. To what extent do you agree or disagree with the following statements about your debt: - Debt is inevitable, so I don't think about it

| | | 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 Answering (unwtd) | 732 | 82 | 66 | 48 | 287 | 168 | 81 | 215 | 136 | 192 | 120 | 174 | 558 |
| Base: All Answering (wtd) | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| Top 2 Box (Net) | 265 | 29 | 30 | 15 | 116 | 54 | 20 | 86 | 55 | 62 | 34 | 65 | 200 |
| | 36% | 32% | 43% | 33% | 38% | 32% | 38% | 35% | 36% | 36% | 36% | 39% | 35% |
| | | * | * | * | | | * | | | | * | | |
| Strongly agree | 40 | 3 | 7 | 2 | 21 | 6 | 2 | 14 | 12 | 12 | 1 | 13 | 27 |
| | 5% | 3% | 9% | 4% | 7% | 4% | 3% | 6% | 8% | 7% | 1% | 8% | 5% |
| | | * | * | * | | | * | | | | * | | |
| Somewhat agree | 224 | 26 | 23 | 14 | 96 | 48 | 19 | 72 | 43 | 50 | 32 | 52 | 172 |
| | 30% | 29% | 34% | 29% | 31% | 28% | 34% | 30% | 28% | 29% | 34% | 31% | 30% |
| | | * | * | * | | | * | | | | * | | |
| Bottom 2 Box (Net) | 473 | 61 | 39 | 32 | 193 | 114 | 34 | 157 | 97 | 112 | 61 | 104 | 369 |
| | 64% | 68% | 57% | 67% | 62% | 68% | 62% | 65% | 64% | 64% | 64% | 61% | 65% |
| | | * | * | * | | | * | | | | * | | |
| Somewhat disagree | 263 | 31 | 21 | 12 | 107 | 71 | 20 | 91 | 61 | 53 | 33 | 51 | 212 |
| | 36% | 35% | 30% | 25% | 35% | 42% | 37% | 38% | 40% | 31% | 35% | 30% | 37% |
| | | * | * | * | | | * | | | | * | | |
| Strongly disagree | 211 | 30 | 18 | 20 | 86 | 43 | 13 | 66 | 36 | 59 | 28 | 53 | 158 |
| | 29% | 33% | 27% | 42% | 28% | 26% | 25% | 27% | 24% | 34% | 29% | 31% | 28% |
| | | * | * | * | | | * | | | | * | | |
| Sigma | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| | 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 (*)

Table of Contents

4_3. To what extent do you agree or disagree with the following statements about your debt: - I'm concerned about not being able to pay my bills when interest rates rise

| | | 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 Answering (unwtd) | 732 | 82 | 66 | 48 | 287 | 168 | 81 | 215 | 136 | 192 | 120 | 174 | 558 |
| Base: All Answering (wtd) | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| Top 2 Box (Net) | 404 | 44 | 41 | 26 | 178 | 81 | 33 | 153 | 87 | 82 | 44 | 105 | 299 |
| | 55% | 50% | 59% | 56% | 57% | 48% | 61% | 63% | 57% | 47% | 46% | 62% | 53% |
| | | * | * | * | | | * | IJ | | | * | | |
| Strongly agree | 114 | 14 | 12 | 10 | 47 | 20 | 12 | 52 | 28 | 13 | 9 | 23 | 91 |
| | 15% | 16% | 17% | 21% | 15% | 12% | 22% | 21% | 19% | 8% | 10% | 14% | 16% |
| | | * | * | * | | | * | IJ | I | | * | | |
| Somewhat agree | 290 | 31 | 29 | 16 | 131 | 61 | 21 | 101 | 59 | 69 | 35 | 81 | 209 |
| | 39% | 34% | 42% | 35% | 42% | 36% | 39% | 41% | 39% | 40% | 37% | 48% | 37% |
| | | * | * | * | | | * | | | | * | L | |
| Bottom 2 Box (Net) | 334 | 45 | 28 | 21 | 132 | 87 | 21 | 90 | 65 | 92 | 51 | 64 | 269 |
| | 45% | 50% | 41% | 44% | 43% | 52% | 39% | 37% | 43% | 53% | 54% | 38% | 47% |
| | | * | * | * | | | * | | | G | G* | | |
| Somewhat disagree | 211 | 35 | 17 | 14 | 73 | 60 | 12 | 60 | 42 | 61 | 26 | 46 | 165 |
| | 29% | 39% | 25% | 30% | 24% | 36% | 23% | 25% | 28% | 35% | 27% | 27% | 29% |
| | | D* | * | * | | D | * | | | | * | | |
| Strongly disagree | 122 | 10 | 11 | 6 | 59 | 27 | 8 | 30 | 23 | 31 | 25 | 18 | 104 |
| | 17% | 12% | 16% | 14% | 19% | 16% | 16% | 12% | 15% | 18% | 26% | 11% | 18% |
| | | * | * | * | | | * | | | | G* | | |
| Sigma | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| | 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 (*)

Table of Contents

4_4. To what extent do you agree or disagree with the following statements about your debt: - I am worried about my debt and need professional advice

| | | 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 Answering (unwtd) | 732 | 82 | 66 | 48 | 287 | 168 | 81 | 215 | 136 | 192 | 120 | 174 | 558 |
| Base: All Answering (wtd) | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| Top 2 Box (Net) | 193 | 15 | 25 | 15 | 73 | 51 | 14 | 84 | 33 | 36 | 22 | 58 | 135 |
| | 26% | 16% | 36% | 32% | 23% | 30% | 27% | 35% | 22% | 21% | 23% | 34% | 24% |
| | | * | A* | * | | A | * | HI | | | * | L | |
| Strongly agree | 40 | 2 | 9 | 4 | 16 | 5 | 3 | 19 | 5 | 8 | 5 | 15 | 24 |
| | 5% | 3% | 13% | 8% | 5% | 3% | 6% | 8% | 3% | 5% | 5% | 9% | 4% |
| | | * | AE* | * | | | * | | | | * | L | |
| Somewhat agree | 153 | 12 | 16 | 11 | 56 | 46 | 11 | 66 | 28 | 28 | 17 | 43 | 110 |
| | 21% | 14% | 23% | 24% | 18% | 27% | 21% | 27% | 18% | 16% | 18% | 25% | 19% |
| | | * | * | * | | AD | * | I | | | * | | |
| Bottom 2 Box (Net) | 545 | 75 | 44 | 32 | 237 | 117 | 40 | 158 | 119 | 138 | 73 | 111 | 434 |
| | 74% | 84% | 64% | 68% | 77% | 70% | 73% | 65% | 78% | 79% | 77% | 66% | 76% |
| | | BE* | * | * | | | * | | G | G | * | | K |
| Somewhat disagree | 273 | 33 | 23 | 17 | 115 | 64 | 21 | 83 | 68 | 64 | 27 | 68 | 205 |
| | 37% | 37% | 33% | 36% | 37% | 38% | 39% | 34% | 45% | 37% | 29% | 40% | 36% |
| | | * | * | * | | | * | | J | | * | | |
| Strongly disagree | 272 | 42 | 21 | 15 | 122 | 53 | 19 | 75 | 51 | 74 | 45 | 43 | 229 |
| | 37% | 47% | 31% | 32% | 39% | 32% | 34% | 31% | 33% | 42% | 48% | 25% | 40% |
| | | E* | * | * | | | * | | | G | GH* | | K |
| Sigma | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| | 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 (*)

Table of Contents

4.To what extent do you agree or disagree with the following statements about your debt: - Top 2 Box Summary

| | | 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 Answering (unwtd) | 732 | 82 | 66 | 48 | 287 | 168 | 81 | 215 | 136 | 192 | 120 | 174 | 558 |
| Base: All Answering (wtd) | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| I'm concerned about not being able to pay my bills when interest rates rise | 404 | 44 | 41 | 26 | 178 | 81 | 33 | 153 | 87 | 82 | 44 | 105 | 299 |
| | 55% | 50% | 59% | 56% | 57% | 48% | 61% | 63% | 57% | 47% | 46% | 62% | 53% |
| | | * | * | * | | | * | IJ | | | * | | |
| I'm not worried about by current level of debt | 378 | 43 | 35 | 19 | 155 | 96 | 30 | 117 | 70 | 97 | 53 | 73 | 305 |
| | 51% | 49% | 51% | 40% | 50% | 57% | 55% | 48% | 46% | 56% | 57% | 43% | 54% |
| | | * | * | * | | | * | | | | * | | K |
| Debt is inevitable, so I don't think about it | 265 | 29 | 30 | 15 | 116 | 54 | 20 | 86 | 55 | 62 | 34 | 65 | 200 |
| | 36% | 32% | 43% | 33% | 38% | 32% | 38% | 35% | 36% | 36% | 36% | 39% | 35% |
| | | * | * | * | | | * | | | | * | | |
| I am worried about my debt and need professional advice | 193 | 15 | 25 | 15 | 73 | 51 | 14 | 84 | 33 | 36 | 22 | 58 | 135 |
| | 26% | 16% | 36% | 32% | 23% | 30% | 27% | 35% | 22% | 21% | 23% | 34% | 24% |
| | | * | A* | * | | A | * | HI | | | * | L | |

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

4.To what extent do you agree or disagree with the following statements about your debt: - Bottom 2 Box Summary

| | | 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 Answering (unwtd) | 732 | 82 | 66 | 48 | 287 | 168 | 81 | 215 | 136 | 192 | 120 | 174 | 558 |
| Base: All Answering (wtd) | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| I am worried about my debt and need professional advice | 545 | 75 | 44 | 32 | 237 | 117 | 40 | 158 | 119 | 138 | 73 | 111 | 434 |
| | 74% | 84% | 64% | 68% | 77% | 70% | 73% | 65% | 78% | 79% | 77% | 66% | 76% |
| | | BE* | * | * | | | * | | G | G | * | | K |
| Debt is inevitable, so I don't think about it | 473 | 61 | 39 | 32 | 193 | 114 | 34 | 157 | 97 | 112 | 61 | 104 | 369 |
| | 64% | 68% | 57% | 67% | 62% | 68% | 62% | 65% | 64% | 64% | 64% | 61% | 65% |
| | | * | * | * | | | * | | | | * | | |
| I'm not worried about by current level of debt | 360 | 46 | 34 | 28 | 154 | 73 | 24 | 126 | 82 | 77 | 41 | 96 | 264 |
| | 49% | 51% | 49% | 60% | 50% | 43% | 45% | 52% | 54% | 44% | 43% | 57% | 46% |
| | | * | * | * | | | * | | | | * | L | |
| I'm concerned about not being able to pay my bills when interest rates rise | 334 | 45 | 28 | 21 | 132 | 87 | 21 | 90 | 65 | 92 | 51 | 64 | 269 |
| | 45% | 50% | 41% | 44% | 43% | 52% | 39% | 37% | 43% | 53% | 54% | 38% | 47% |
| | | * | * | * | | | * | | | G | G* | | |

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

5. How long do you anticipate it will take you to become debt-free, including being without a mortgage?

| | | 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 Answering (unwtd) | 732 | 82 | 66 | 48 | 287 | 168 | 81 | 215 | 136 | 192 | 120 | 174 | 558 |
| Base: All Answering (wtd) | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| 0 | 60 | 7 | 2 | 3 | 26 | 18 | 3 | 25 | 10 | 11 | 5 | 8 | 52 |
| | 8% | 8% | 3% | 7% | 9% | 11% | 6% | 10% | 7% | 7% | 5% | 5% | 9% |
| | | * | * | * | | | * | | | | * | | |
| 1 | 56 | 5 | 9 | 2 | 22 | 14 | 4 | 29 | 12 | 8 | 5 | 12 | 44 |
| | 8% | 6% | 13% | 3% | 7% | 8% | 7% | 12% | 8% | 4% | 6% | 7% | 8% |
| | | * | * | * | | | * | I | | | * | | |
| 2 | 67 | 5 | 4 | 6 | 29 | 15 | 7 | 24 | 14 | 14 | 11 | 12 | 55 |
| | 9% | 6% | 6% | 14% | 9% | 9% | 13% | 10% | 9% | 8% | 12% | 7% | 10% |
| | | * | * | * | | | * | | | | * | | |
| 3 | 27 | 1 | - | 2 | 12 | 8 | 4 | 11 | 6 | 3 | 5 | 3 | 24 |
| | 4% | 2% | - | 4% | 4% | 5% | 7% | 4% | 4% | 2% | 5% | 2% | 4% |
| | | * | * | * | | | B* | | | | * | | |
| 4 | 29 | 7 | 1 | 4 | 10 | 7 | 1 | 8 | 5 | 8 | 5 | 5 | 25 |
| | 4% | 7% | 2% | 8% | 3% | 4% | 2% | 3% | 3% | 5% | 5% | 3% | 4% |
| | | * | * | * | | | * | | | | * | | |
| 5 | 78 | 8 | 6 | 4 | 36 | 19 | 5 | 21 | 18 | 17 | 14 | 9 | 69 |
| | 11% | 9% | 8% | 9% | 12% | 11% | 9% | 9% | 12% | 10% | 15% | 5% | 12% |
| | | * | * | * | | | * | | | | * | | K |
| 6 | 11 | 1 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 5 | 1 | 3 | 8 |
| | 1% | 2% | 3% | 3% | 1% | 1% | 1% | 1% | 1% | 3% | 1% | 2% | 1% |
| | | * | * | * | | | * | | | | * | | |
| 7 | 20 | 3 | 5 | 1 | 8 | 3 | - | 2 | 7 | 7 | 3 | 9 | 11 |
| | 3% | 4% | 7% | 2% | 2% | 2% | - | 1% | 4% | 4% | 3% | 5% | 2% |
| | | * | * | * | | | * | | | G | * | | |
| 8 | 9 | - | 2 | - | 4 | 3 | - | 3 | 3 | 2 | 1 | 3 | 6 |
| | 1% | - | 3% | - | 1% | 2% | - | 1% | 2% | 1% | 1% | 2% | 1% |
| | | * | * | * | | | * | | | | * | | |
| 9 | 2 | - | - | - | - | 2 | - | 1 | - | 1 | - | - | 2 |
| | * | - | - | - | - | 1% | - | * | - | 1% | - | - | * |
| | | * | * | * | | | * | | | | * | | |
| 10 | 63 | 10 | 5 | 1 | 32 | 12 | 4 | 18 | 11 | 21 | 9 | 16 | 47 |
| | 9% | 11% | 7% | 3% | 10% | 7% | 7% | 7% | 7% | 12% | 9% | 9% | 8% |
| | | * | * | * | | | * | | | | * | | |
| 11 - 15 | 45 | 8 | 7 | 2 | 15 | 11 | 2 | 6 | 14 | 15 | 8 | 14 | 31 |
| | 6% | 9% | 10% | 5% | 5% | 6% | 3% | 3% | 9% | 8% | 8% | 8% | 5% |
| | | * | * | * | | | * | | G | G | G* | | |
| 16-20 | 54 | 5 | 6 | 3 | 24 | 9 | 6 | 8 | 19 | 12 | 12 | 20 | 34 |
| | 7% | 6% | 8% | 6% | 8% | 5% | 12% | 3% | 12% | 7% | 13% | 12% | 6% |
| | | * | * | * | | | * | | G | | G* | L | |
| 21-25 | 28 | 4 | 4 | 5 | 8 | 6 | 1 | 7 | 6 | 10 | 4 | 13 | 15 |
| | 4% | 5% | 5% | 11% | 2% | 3% | 2% | 3% | 4% | 6% | 4% | 8% | 3% |
| | | * | * | D* | | | * | | | | * | L | |
| 26-30 | 15 | 1 | 1 | - | 10 | 2 | 1 | 4 | 2 | 5 | 1 | 8 | 7 |
| | 2% | 1% | 2% | - | 3% | 1% | 1% | 2% | 2% | 3% | 1% | 5% | 1% |
| | | * | * | * | | | * | | | | * | L | |
| 31-35 | 2 | - | - | * | 2 | - | - | 2 | - | - | 1 | - | 2 |
| | * | - | - | 1% | 1% | - | - | 1% | - | - | 1% | - | * |
| | | * | * | * | | | * | | | | * | | |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 36-40 | 1 | - | - | - | 1 | - | - | - | * | 1 | - | - | 1 |
| | * | - | - | - | * | - | - | - | * | * | - | - | * |
| | | * | * | * | | | * | | | | * | | |
| 46-50 | 1 | 1 | - | - | - | - | - | - | 1 | - | - | - | 1 |
| | * | 1% | - | - | - | - | - | - | * | - | - | - | * |
| | | * | * | * | | | * | | | | * | | |
| More than 50 | 1 | - | - | - | - | 1 | - | - | - | 1 | - | - | 1 |
| | * | - | - | - | - | * | - | - | - | * | - | - | * |
| | | * | * | * | | | * | | | | * | | |
| I will never be debt free | 170 | 22 | 15 | 11 | 69 | 37 | 16 | 72 | 21 | 35 | 12 | 35 | 136 |
| | 23% | 24% | 21% | 24% | 22% | 22% | 30% | 29% | 14% | 20% | 12% | 21% | 24% |
| | | * | * | * | | | * | HJ | | | * | | |
| Sigma | 738 | 89 | 69 | 47 | 310 | 169 | 54 | 243 | 152 | 174 | 95 | 169 | 569 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | |
| Summary | | | | | | | | | | | | | |
| Less than two years | 116 | 12 | 11 | 5 | 48 | 32 | 7 | 54 | 23 | 19 | 10 | 20 | 96 |
| | 16% | 14% | 16% | 10% | 16% | 19% | 13% | 22% | 15% | 11% | 11% | 12% | 17% |
| | | * | * | * | | | * | IJ | | | * | | |
| Two to four years | 124 | 13 | 6 | 12 | 51 | 30 | 12 | 43 | 25 | 25 | 21 | 20 | 103 |
| | 17% | 15% | 8% | 26% | 16% | 18% | 22% | 18% | 17% | 14% | 22% | 12% | 18% |
| | | * | * | B* | | | B* | | | | * | | |
| 5-9 years | 119 | 13 | 15 | 7 | 50 | 29 | 6 | 30 | 29 | 32 | 19 | 23 | 96 |
| | 16% | 14% | 22% | 14% | 16% | 17% | 10% | 12% | 19% | 19% | 20% | 14% | 17% |
| | | * | * | * | | | * | | | | * | | |
| 10-14 years | 73 | 11 | 7 | 1 | 34 | 16 | 4 | 18 | 14 | 25 | 10 | 19 | 54 |
| | 10% | 12% | 10% | 3% | 11% | 9% | 7% | 7% | 9% | 14% | 11% | 11% | 9% |
| | | * | * | * | | | * | | | G | * | | |
| 15-19 years | 44 | 7 | 5 | 2 | 16 | 11 | 3 | 8 | 13 | 12 | 8 | 14 | 30 |
| | 6% | 8% | 8% | 5% | 5% | 6% | 5% | 3% | 9% | 7% | 9% | 8% | 5% |
| | | * | * | * | | | * | | | | G* | | |
| 20-24 years | 51 | 6 | 6 | 6 | 22 | 6 | 5 | 8 | 19 | 10 | 11 | 21 | 30 |
| | 7% | 7% | 8% | 13% | 7% | 4% | 9% | 3% | 13% | 6% | 12% | 12% | 5% |
| | | * | * | E* | | | * | | G | | G* | L | |
| 25+ years | 41 | 5 | 5 | 3 | 19 | 7 | 2 | 11 | 7 | 16 | 4 | 17 | 24 |
| | 6% | 6% | 7% | 6% | 6% | 4% | 3% | 5% | 5% | 9% | 4% | 10% | 4% |
| | | * | * | * | | | * | | | | * | L | |
| | | | | | | | | | | | | | |
| Mean (Incl. 0) | 8.33 | 9.07 | 9.27 | 8.87 | 8.48 | 7.32 | 7.74 | 6.34 | 9.23 | 9.94 | 8.78 | 11.28 | 7.42 |
| | | * | * | ** | | | * | | G* | G | G* | L | |
| Std. Dev. | 8.6 | 8.8 | 8.02 | 9.03 | 8.6 | 8.81 | 8.01 | 7.87 | 8.65 | 9.6 | 7.76 | 9.12 | 8.23 |
| | | | | | | | | | | | | | |
| Std. Err. | 0.36 | 1.07 | 1.09 | 1.52 | 0.55 | 0.77 | 1.31 | 0.6 | 0.76 | 0.81 | 0.85 | 0.79 | 0.4 |
| | | | | | | | | | | | | | |
| Mean (Excl. 0) | 9.32 | 10.11 | 9.6 | 9.8 | 9.53 | 8.5 | 8.46 | 7.41 | 10.04 | 10.82 | 9.36 | 12.02 | 8.42 |
| | | * | * | ** | | * | * | | G* | G | * | L* | |
| Std. Dev. | 8.57 | 8.71 | 7.96 | 9 | 8.55 | 8.95 | 8 | 8.03 | 8.56 | 9.53 | 7.66 | 8.93 | 8.27 |
| | | | | | | | | | | | | | |
| Std. Err. | 0.38 | 1.12 | 1.1 | 1.59 | 0.58 | 0.84 | 1.36 | 0.66 | 0.78 | 0.84 | 0.87 | 0.79 | 0.42 |
| | | | | | | | | | | | | | |
| Median | 5 | 5.8 | 7 | 5 | 5 | 5 | 4.4 | 3 | 5 | 7 | 5 | 10 | 5 |
| | | | | | | | | | | | | | |

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

6. Which of the following best describes your 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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| I have children under the age of 18 living in my household | 176 | 19 | 25 | 16 | 65 | 34 | 17 | 50 | 39 | 51 | 27 | 167 | 8 |
| | 17% | 14% | 23% | 24% | 17% | 14% | 24% | 15% | 21% | 23% | 22% | 82% | 1% |
| | | * | * | * | | | E* | | | G | | L | |
| I have adult children aged 18 or older living in my household | 119 | 18 | 8 | 6 | 58 | 24 | 5 | 22 | 22 | 33 | 28 | 22 | 97 |
| | 12% | 13% | 8% | 9% | 15% | 10% | 7% | 6% | 12% | 15% | 22% | 11% | 12% |
| | | * | * | * | | | * | | | G | GH | | |
| I have adult children aged 18 or older who have moved out of my household | 260 | 36 | 23 | 12 | 108 | 64 | 18 | 75 | 57 | 60 | 26 | 15 | 244 |
| | 26% | 26% | 21% | 18% | 28% | 26% | 25% | 22% | 30% | 27% | 21% | 7% | 31% |
| | | * | * | * | | | * | | | | | | K |
| I don't have any children, but I am planning to have children | 122 | 13 | 18 | 3 | 45 | 28 | 14 | 38 | 23 | 29 | 18 | 11 | 111 |
| | 12% | 9% | 17% | 5% | 12% | 12% | 20% | 11% | 12% | 13% | 15% | 5% | 14% |
| | | * | * | * | | | AC* | | | | | | K |
| None of the above | 381 | 57 | 40 | 29 | 138 | 97 | 20 | 167 | 58 | 71 | 30 | 19 | 362 |
| | 38% | 43% | 37% | 45% | 36% | 40% | 27% | 49% | 31% | 31% | 25% | 10% | 45% |
| | | F* | * | F* | | | * | HIJ | | | | | K |
| Sigma | 1058 | 143 | 114 | 66 | 414 | 248 | 74 | 352 | 199 | 243 | 129 | 234 | 823 |
| | 105% | 106% | 107% | 101% | 107% | 103% | 103% | 103% | 106% | 108% | 104% | 115% | 103% |
| | | | | | | | | | | | | | |

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

7. At what age do you anticipate your children will be 100% financially independent?

| | | 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 Answering (unwtd) | 634 | 75 | 68 | 40 | 238 | 142 | 71 | 155 | 113 | 168 | 124 | 199 | 435 |
| Base: All Answering (wtd) | 624 | 77 | 67 | 36 | 247 | 144 | 52 | 174 | 131 | 155 | 93 | 185 | 439 |
| 18-24 | 84 | 4 | 8 | 3 | 32 | 29 | 9 | 23 | 20 | 20 | 17 | 43 | 41 |
| | 14% | 5% | 12% | 9% | 13% | 20% | 18% | 13% | 15% | 13% | 18% | 23% | 9% |
| | | * | * | ** | | A | A* | | * | | * | L | |
| 25-29 | 175 | 18 | 20 | 15 | 58 | 44 | 19 | 43 | 32 | 56 | 35 | 83 | 91 |
| | 28% | 24% | 30% | 42% | 23% | 31% | 37% | 25% | 24% | 36% | 38% | 45% | 21% |
| | | * | * | ** | | | D* | | * | | GH* | L | |
| 30-34 | 41 | 4 | 3 | 1 | 21 | 10 | 3 | 9 | 14 | 10 | 8 | 18 | 24 |
| | 7% | 5% | 5% | 2% | 8% | 7% | 5% | 5% | 10% | 6% | 9% | 9% | 5% |
| | | * | * | ** | | | * | | * | | * | | |
| 35 or older | 75 | 8 | 14 | 9 | 30 | 9 | 5 | 24 | 14 | 14 | 10 | 14 | 61 |
| | 12% | 11% | 21% | 24% | 12% | 6% | 10% | 14% | 10% | 9% | 11% | 8% | 14% |
| | | * | E* | ** | | | * | | * | | * | | |
| My children are already financially independent | 119 | 21 | 10 | 7 | 43 | 34 | 4 | 36 | 27 | 27 | 13 | 6 | 113 |
| | 19% | 27% | 15% | 18% | 17% | 24% | 8% | 21% | 20% | 17% | 14% | 3% | 26% |
| | | F* | * | ** | | F | * | | * | | * | | K |
| I don't know | 129 | 22 | 11 | 2 | 64 | 18 | 12 | 38 | 26 | 28 | 10 | 21 | 108 |
| | 21% | 29% | 17% | 5% | 26% | 12% | 22% | 22% | 20% | 18% | 11% | 11% | 25% |
| | | E* | * | ** | E | | * | J | * | | * | | K |
| Sigma | 624 | 77 | 67 | 36 | 247 | 144 | 52 | 174 | 131 | 155 | 93 | 185 | 439 |
| | 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 (*)

Table of Contents

8. Thinking about your children's standard of living and level of wealth when they become the age you are now , do you think it will be...

| | | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <$40K | $40K - <$60K | $60K - <$100K | $100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| | | | | | | | | | | | | | |
| Base: All Answering (unwtd) | 634 | 75 | 68 | 40 | 238 | 142 | 71 | 155 | 113 | 168 | 124 | 199 | 435 |
| Base: All Answering (wtd) | 624 | 77 | 67 | 36 | 247 | 144 | 52 | 174 | 131 | 155 | 93 | 185 | 439 |
| Better than yours | 252 | 27 | 31 | 18 | 95 | 55 | 27 | 92 | 53 | 52 | 37 | 91 | 161 |
| | 40% | 34% | 47% | 49% | 38% | 38% | 52% | 53% | 40% | 34% | 40% | 49% | 37% |
| | | * | * | ** | | | * | I | * | | * | L | |
| The same as yours | 188 | 20 | 18 | 9 | 80 | 44 | 17 | 32 | 43 | 55 | 32 | 51 | 137 |
| | 30% | 26% | 27% | 25% | 32% | 31% | 33% | 18% | 33% | 36% | 34% | 28% | 31% |
| | | * | * | ** | | | * | | G* | G | G* | | |
| Worse than yours | 183 | 31 | 18 | 9 | 72 | 45 | 8 | 50 | 36 | 48 | 25 | 42 | 141 |
| | 29% | 40% | 27% | 26% | 29% | 31% | 15% | 29% | 27% | 31% | 26% | 23% | 32% |
| | | F* | * | ** | F | F | * | | * | | * | | K |
| Sigma | 624 | 77 | 67 | 36 | 247 | 144 | 52 | 174 | 131 | 155 | 93 | 185 | 439 |
| | 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 (*)

Table of Contents

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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| Male | 487 | 52 | 52 | 37 | 184 | 124 | 38 | 165 | 91 | 129 | 70 | 100 | 388 |
| | 48% | 39% | 49% | 56% | 48% | 51% | 53% | 48% | 48% | 57% | 56% | 49% | 48% |
| | | * | * | * | | | * | | | | | | |
| Female | 518 | 82 | 54 | 29 | 201 | 117 | 33 | 176 | 98 | 96 | 54 | 105 | 413 |
| | 52% | 61% | 51% | 44% | 52% | 49% | 47% | 52% | 52% | 43% | 44% | 51% | 52% |
| | | * | * | * | | | * | | | | | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

AGE

| | | 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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| 18-34 (Net) | 280 | 36 | 45 | 18 | 107 | 47 | 27 | 87 | 53 | 62 | 36 | 86 | 195 |
| | 28% | 27% | 43% | 28% | 28% | 20% | 37% | 26% | 28% | 27% | 29% | 42% | 24% |
| | | * | ADE* | * | | | E* | | | | | L | |
| 18-24 | 154 | 16 | 32 | 5 | 64 | 25 | 11 | 55 | 22 | 32 | 16 | 37 | 117 |
| | 15% | 12% | 30% | 8% | 17% | 10% | 15% | 16% | 12% | 14% | 13% | 18% | 15% |
| | | * | ACDEF* | * | | | * | | | | | | |
| 25-34 | 126 | 19 | 13 | 13 | 43 | 22 | 16 | 32 | 31 | 30 | 19 | 49 | 78 |
| | 13% | 14% | 12% | 19% | 11% | 9% | 22% | 9% | 16% | 13% | 16% | 24% | 10% |
| | | * | * | E* | | | DE* | | | | | L | |
| 35-54 (Net) | 372 | 42 | 34 | 28 | 144 | 98 | 25 | 145 | 57 | 88 | 43 | 100 | 272 |
| | 37% | 32% | 31% | 44% | 37% | 41% | 35% | 43% | 30% | 39% | 35% | 49% | 34% |
| | | * | * | * | | | * | H | | | | L | |
| 35-44 | 123 | 10 | 19 | 13 | 47 | 26 | 8 | 46 | 18 | 34 | 15 | 41 | 82 |
| | 12% | 7% | 18% | 20% | 12% | 11% | 11% | 14% | 9% | 15% | 12% | 20% | 10% |
| | | * | A* | A* | | | * | | | | | L | |
| 45-54 | 248 | 33 | 14 | 15 | 97 | 72 | 17 | 99 | 39 | 54 | 28 | 59 | 189 |
| | 25% | 24% | 13% | 23% | 25% | 30% | 23% | 29% | 21% | 24% | 23% | 29% | 24% |
| | | * | * | * | B | B | * | | | | | | |
| 55+ (Net) | 353 | 56 | 28 | 19 | 134 | 96 | 20 | 108 | 79 | 76 | 44 | 18 | 334 |
| | 35% | 42% | 26% | 29% | 35% | 40% | 28% | 32% | 42% | 34% | 36% | 9% | 42% |
| | | B* | * | * | | B | * | | | | | | K |
| 55-64 | 236 | 24 | 16 | 17 | 101 | 65 | 14 | 80 | 54 | 51 | 29 | 14 | 222 |
| | 24% | 18% | 15% | 26% | 26% | 27% | 19% | 23% | 29% | 22% | 24% | 7% | 28% |
| | | * | * | * | B | B | * | | | | | | K |
| 65+ | 117 | 32 | 12 | 2 | 33 | 31 | 7 | 28 | 25 | 25 | 15 | 4 | 112 |
| | 12% | 24% | 11% | 3% | 9% | 13% | 9% | 8% | 13% | 11% | 12% | 2% | 14% |
| | | BCDEF* | * | * | | | * | | | | | | K |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | |
| Summary | | | | | | | | | | | | | |
| Mean | 46 | 49.6 | 40.5 | 44 | 45.4 | 48.9 | 43 | 45.8 | 47.2 | 45.7 | 46 | 38.1 | 48 |
| | | BDF* | * | * | B | BCDF | * | | | | | | K |
| STD. DEV. | 16.1 | 17.94 | 17.79 | 13.51 | 15.49 | 15.14 | 15.35 | 15.5 | 15.82 | 15.97 | 15.99 | 12.96 | 16.21 |
| | | | | | | | | | | | | | |
| STD. ERR. | 0.51 | 1.61 | 1.74 | 1.68 | 0.8 | 0.99 | 1.52 | 0.9 | 1.21 | 1.02 | 1.23 | 0.9 | 0.57 |
| | | | | | | | | | | | | | |
| Median | 49 | 52 | 38 | 46 | 49 | 51.9 | 45 | 49 | 51 | 47 | 49 | 38 | 52 |
| | | | | | | | | | | | | | |

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

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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| Primary School or less | 6 | - | - | 2 | 3 | - | 1 | 3 | - | - | - | - | 6 |
| | 1% | - | - | 2% | 1% | - | 1% | 1% | - | - | - | - | 1% |
| | | * | * | E* | | | * | | | | | | |
| Some high school | 77 | 5 | 13 | 2 | 23 | 30 | 6 | 44 | 10 | 7 | 3 | 22 | 55 |
| | 8% | 3% | 13% | 2% | 6% | 12% | 8% | 13% | 5% | 3% | 2% | 11% | 7% |
| | | * | A* | * | | ACD | * | HIJ | | | | | |
| Graduated high school | 373 | 47 | 24 | 31 | 140 | 97 | 34 | 136 | 88 | 70 | 29 | 62 | 311 |
| | 37% | 35% | 23% | 48% | 36% | 40% | 48% | 40% | 47% | 31% | 23% | 30% | 39% |
| | | * | * | B* | B | B | B* | J | IJ | | | | |
| Some college / CEGEP / Trade School | 123 | 24 | 20 | 4 | 42 | 27 | 5 | 46 | 19 | 23 | 17 | 28 | 94 |
| | 12% | 18% | 19% | 6% | 11% | 11% | 7% | 14% | 10% | 10% | 14% | 14% | 12% |
| | | CF* | CF* | * | | | * | | | | | | |
| Graduated from college / CEGEP / Trade School | 200 | 26 | 24 | 11 | 79 | 43 | 17 | 61 | 40 | 59 | 19 | 44 | 155 |
| | 20% | 19% | 22% | 17% | 20% | 18% | 23% | 18% | 21% | 26% | 15% | 22% | 19% |
| | | * | * | * | | | * | | | GJ | | | |
| Some university, but did not finish | 72 | 10 | 4 | 9 | 28 | 17 | 4 | 22 | 11 | 21 | 11 | 13 | 59 |
| | 7% | 8% | 4% | 13% | 7% | 7% | 5% | 6% | 6% | 9% | 9% | 6% | 7% |
| | | * | * | * | | | * | | | | | | |
| University undergraduate degree, such as a Bachelor's Degree | 111 | 18 | 16 | 5 | 49 | 19 | 4 | 23 | 15 | 32 | 31 | 24 | 87 |
| | 11% | 13% | 15% | 8% | 13% | 8% | 6% | 7% | 8% | 14% | 25% | 12% | 11% |
| | | * | * | * | | | * | | | G | GHI | | |
| University graduate degree, such as a Master's or PhD | 43 | 5 | 5 | 2 | 21 | 9 | 1 | 5 | 5 | 13 | 15 | 10 | 34 |
| | 4% | 4% | 5% | 2% | 6% | 4% | 1% | 2% | 3% | 6% | 12% | 5% | 4% |
| | | * | * | * | | | * | | | G | GH | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | |
| Summary | | | | | | | | | | | | | |
| <HS | 83 | 5 | 13 | 3 | 26 | 30 | 7 | 46 | 10 | 7 | 3 | 22 | 61 |
| | 8% | 3% | 13% | 5% | 7% | 12% | 9% | 14% | 5% | 3% | 2% | 11% | 8% |
| | | * | A* | * | | AD | * | HIJ | | | | | |
| HS | 373 | 47 | 24 | 31 | 140 | 97 | 34 | 136 | 88 | 70 | 29 | 62 | 311 |
| | 37% | 35% | 23% | 48% | 36% | 40% | 48% | 40% | 47% | 31% | 23% | 30% | 39% |
| | | * | * | B* | B | B | B* | J | IJ | | | | |
| Post Sec | 394 | 61 | 48 | 24 | 149 | 87 | 25 | 130 | 70 | 104 | 47 | 86 | 308 |
| | 39% | 45% | 45% | 37% | 39% | 36% | 35% | 38% | 37% | 46% | 38% | 42% | 38% |
| | | * | * | * | | | * | | | | | | |
| Univ Grad | 155 | 23 | 21 | 7 | 70 | 28 | 5 | 28 | 20 | 45 | 45 | 34 | 121 |
| | 15% | 17% | 20% | 11% | 18% | 12% | 7% | 8% | 11% | 20% | 37% | 17% | 15% |
| | | * | F* | * | F | | * | | | GH | 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 (*)

Table of Contents

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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| BC | 135 | 135 | - | - | - | - | - | 43 | 24 | 31 | 13 | 24 | 111 |
| | 13% | 100% | - | - | - | - | - | 13% | 12% | 14% | 10% | 12% | 14% |
| | | BCDEF* | * | * | | | * | | | | | | |
| AB | 107 | - | 107 | - | - | - | - | 38 | 16 | 23 | 14 | 31 | 75 |
| | 11% | - | 100% | - | - | - | - | 11% | 8% | 10% | 11% | 15% | 9% |
| | | * | ACDEF* | * | | | * | | | | | L | |
| SK/MB | 65 | - | - | 65 | - | - | - | 25 | 15 | 14 | 6 | 17 | 49 |
| | 7% | - | - | 100% | - | - | - | 7% | 8% | 6% | 5% | 8% | 6% |
| | | * | * | ABDEF* | | | * | | | | | | |
| Ontario | 385 | - | - | - | 385 | - | - | 111 | 78 | 90 | 56 | 75 | 310 |
| | 38% | - | - | - | 100% | - | - | 33% | 42% | 40% | 45% | 37% | 39% |
| | | * | * | * | ABCEF | | * | | | | G | | |
| Quebec | 241 | - | - | - | - | 241 | - | 100 | 42 | 55 | 21 | 38 | 204 |
| | 24% | - | - | - | - | 100% | - | 29% | 22% | 24% | 17% | 19% | 25% |
| | | * | * | * | | ABCDF | * | J | | | | | |
| Atlantic | 71 | - | - | - | - | - | 71 | 23 | 14 | 12 | 14 | 20 | 52 |
| | 7% | - | - | - | - | - | 100% | 7% | 7% | 5% | 12% | 10% | 6% |
| | | * | * | * | | | ABCDE* | | | | I | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| Under $15K | 83 | 12 | 1 | 11 | 23 | 28 | 8 | 83 | - | - | - | 9 | 74 |
| | 8% | 9% | 1% | 16% | 6% | 12% | 11% | 24% | - | - | - | 4% | 9% |
| | | B* | * | BD* | | BD | B* | HIJ | | | | | K |
| $15K to less than $20K | 30 | 6 | 6 | 1 | 10 | 5 | 2 | 30 | - | - | - | 3 | 27 |
| | 3% | 5% | 5% | 1% | 3% | 2% | 3% | 9% | - | - | - | 1% | 3% |
| | | * | * | * | | | * | HIJ | | | | | |
| $20K to less than $25K | 63 | 4 | 15 | 4 | 19 | 19 | 3 | 63 | - | - | - | 11 | 52 |
| | 6% | 3% | 14% | 6% | 5% | 8% | 4% | 19% | - | - | - | 5% | 7% |
| | | * | AD* | * | | | * | HIJ | | | | | |
| $25K to less than $30K | 47 | 6 | 4 | 2 | 14 | 15 | 5 | 47 | - | - | - | 6 | 42 |
| | 5% | 4% | 4% | 4% | 4% | 6% | 8% | 14% | - | - | - | 3% | 5% |
| | | * | * | * | | | * | HIJ | | | | | |
| $30K to less than $40K | 117 | 15 | 12 | 7 | 45 | 33 | 4 | 117 | - | - | - | 23 | 94 |
| | 12% | 11% | 11% | 11% | 12% | 14% | 6% | 34% | - | - | - | 11% | 12% |
| | | * | * | * | | | * | HIJ | | | | | |
| $40K to less than $50K | 99 | 14 | 11 | 4 | 42 | 17 | 11 | - | 99 | - | - | 20 | 79 |
| | 10% | 10% | 10% | 7% | 11% | 7% | 16% | - | 53% | - | - | 10% | 10% |
| | | * | * | * | | | E* | | GIJ | | | | |
| $50K to less than $75K | 317 | 47 | 28 | 23 | 128 | 73 | 17 | - | 89 | 100 | - | 68 | 249 |
| | 32% | 35% | 26% | 36% | 33% | 30% | 23% | - | 47% | 45% | - | 33% | 31% |
| | | * | * | * | | | * | | GJ | GJ | | | |
| $75K to less than $100K | 125 | 17 | 16 | 7 | 49 | 30 | 6 | - | - | 125 | - | 33 | 92 |
| | 12% | 13% | 15% | 11% | 13% | 12% | 8% | - | - | 55% | - | 16% | 12% |
| | | * | * | * | | | * | | | GHJ | | | |
| $100K to less than $150K | 90 | 5 | 12 | 6 | 38 | 16 | 13 | - | - | - | 90 | 22 | 68 |
| | 9% | 4% | 11% | 9% | 10% | 7% | 18% | - | - | - | 73% | 11% | 8% |
| | | * | * | * | | | AE* | | | | GHI | | |
| $150K or more | 34 | 8 | 2 | - | 17 | 5 | 2 | - | - | - | 34 | 11 | 23 |
| | 3% | 6% | 2% | - | 4% | 2% | 2% | - | - | - | 27% | 5% | 3% |
| | | * | * | * | | | * | | | | GHI | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | | | | | | | | | | | | | |
| Summary | | | | | | | | | | | | | |
| Under $50K | 440 | 57 | 49 | 30 | 152 | 118 | 34 | 340 | 99 | - | - | 71 | 368 |
| | 44% | 42% | 46% | 45% | 40% | 49% | 48% | 100% | 53% | - | - | 35% | 46% |
| | | * | * | * | | | * | HIJ | IJ | | | | K |
| $50K+ | 565 | 78 | 58 | 36 | 233 | 124 | 37 | - | 89 | 225 | 124 | 133 | 432 |
| | 56% | 58% | 54% | 55% | 60% | 51% | 52% | - | 47% | 100% | 100% | 65% | 54% |
| | | * | * | * | | | * | | G | GH | GH | L | |
| Under $40K | 340 | 43 | 38 | 25 | 111 | 100 | 23 | 340 | - | - | - | 51 | 289 |
| | 34% | 32% | 36% | 39% | 29% | 42% | 32% | 100% | - | - | - | 25% | 36% |
| | | * | * | * | | D | * | HIJ | | | | | K |
| $40K to less than $60K | 189 | 24 | 16 | 15 | 78 | 42 | 14 | - | 189 | - | - | 44 | 145 |
| | 19% | 17% | 15% | 23% | 20% | 17% | 20% | - | 100% | - | - | 21% | 18% |
| | | * | * | * | | | * | | GIJ | | | | |
| $60K to less than $100K | 225 | 31 | 23 | 14 | 90 | 55 | 12 | - | - | 225 | - | 59 | 167 |
| | 22% | 23% | 22% | 22% | 23% | 23% | 17% | - | - | 100% | - | 29% | 21% |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | * | * | * | | | * | | | GHJ | | L | |
| $100K or more | 124 | 13 | 14 | 6 | 56 | 21 | 14 | - | - | - | 124 | 33 | 91 |
| | 12% | 10% | 13% | 9% | 14% | 9% | 20% | - | - | - | 100% | 16% | 11% |
| | | * | * | * | | | AE* | | | | GHI | | |
| Mean (,000) | 59.7 | 59.9 | 60.2 | 51.2 | 64.2 | 54.1 | 61.1 | 23.5 | 49.4 | 78.4 | 143.3 | 68.1 | 57.6 |
| | | * | * | * | E | | * | | G | GH | GHI | L | |
| STD. DEV. | 41.45 | 42.04 | 40.83 | 31.75 | 44.54 | 37.97 | 41.1 | 10.37 | 5.02 | 11.93 | 44.31 | 43.4 | 40.7 |
| | | | | | | | | | | | | | |
| STD. ERR. | 1.31 | 3.62 | 3.95 | 3.93 | 2.27 | 2.44 | 4.86 | 0.56 | 0.37 | 0.79 | 3.99 | 3.04 | 1.44 |
| | | | | | | | | | | | | | |

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

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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| Kids | 204 | 24 | 31 | 17 | 75 | 38 | 20 | 51 | 44 | 59 | 33 | 204 | - |
| | 20% | 18% | 29% | 25% | 19% | 16% | 27% | 15% | 23% | 26% | 26% | 100% | - |
| | | * | E* | * | | | E* | | | G | G | L | |
| No Kids | 801 | 111 | 75 | 49 | 310 | 204 | 52 | 289 | 145 | 167 | 91 | - | 801 |
| | 80% | 82% | 71% | 75% | 81% | 84% | 73% | 85% | 77% | 74% | 74% | - | 100% |
| | | * | * | * | | BF | * | IJ | | | | | K |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| 1 | 265 | 38 | 23 | 18 | 93 | 79 | 14 | 160 | 43 | 26 | 8 | - | 265 |
| | 26% | 28% | 21% | 27% | 24% | 33% | 19% | 47% | 23% | 12% | 7% | - | 33% |
| | | * | * | * | | DF | * | HIJ | IJ | | | | K |
| 2 | 404 | 53 | 47 | 23 | 150 | 102 | 28 | 114 | 84 | 101 | 48 | 16 | 387 |
| | 40% | 39% | 44% | 36% | 39% | 42% | 39% | 33% | 44% | 45% | 39% | 8% | 48% |
| | | * | * | * | | | * | | G | G | | | K |
| 3 | 142 | 16 | 15 | 9 | 53 | 36 | 13 | 27 | 32 | 49 | 24 | 62 | 80 |
| | 14% | 12% | 14% | 13% | 14% | 15% | 19% | 8% | 17% | 22% | 20% | 30% | 10% |
| | | * | * | * | | | * | | G | G | G | L | |
| 4 | 140 | 14 | 16 | 12 | 70 | 20 | 10 | 28 | 25 | 35 | 32 | 82 | 58 |
| | 14% | 10% | 15% | 18% | 18% | 8% | 13% | 8% | 13% | 16% | 26% | 40% | 7% |
| | | * | * | E* | E | | * | | | G | GHI | L | |
| 5 | 34 | 7 | 3 | 3 | 14 | 3 | 5 | 8 | 3 | 13 | 6 | 28 | 7 |
| | 3% | 5% | 3% | 4% | 4% | 1% | 7% | 2% | 2% | 6% | 4% | 14% | 1% |
| | | * | * | * | | | E* | | | | | L | |
| 6 | 14 | 5 | - | 1 | 5 | 1 | 2 | 3 | 3 | 1 | 5 | 13 | 1 |
| | 1% | 4% | - | 1% | 1% | * | 2% | 1% | 1% | * | 4% | 6% | * |
| | | E* | * | * | | | * | | | | GI | L | |
| 7 | 4 | 3 | - | - | 1 | - | - | 1 | - | - | - | 1 | 3 |
| | * | 2% | - | - | * | - | - | * | - | - | - | 1% | * |
| | | * | * | * | | | * | | | | | | |
| 10 | 3 | - | 3 | - | - | - | - | - | - | - | - | 3 | - |
| | * | - | 2% | - | - | - | - | - | - | - | - | 1% | - |
| | | * | DE* | * | | | * | | | | | L | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| Employed full-time | 373 | 39 | 36 | 23 | 155 | 91 | 29 | 80 | 86 | 112 | 68 | 95 | 278 |
| | 37% | 29% | 34% | 36% | 40% | 38% | 40% | 23% | 45% | 50% | 55% | 46% | 35% |
| | | * | * | * | A | | * | | G | G | G | L | |
| Employed part-time | 106 | 12 | 22 | 14 | 38 | 11 | 9 | 39 | 28 | 16 | 11 | 22 | 85 |
| | 11% | 9% | 21% | 21% | 10% | 5% | 13% | 12% | 15% | 7% | 9% | 11% | 11% |
| | | * | ADE* | ADE* | E | | E* | | I | | | | |
| Self employed | 57 | 6 | 5 | 4 | 25 | 15 | 3 | 21 | 8 | 16 | 7 | 6 | 52 |
| | 6% | 4% | 4% | 6% | 6% | 6% | 4% | 6% | 4% | 7% | 5% | 3% | 6% |
| | | * | * | * | | | * | | | | | | |
| Unemployed but looking for a job | 54 | 9 | 2 | * | 20 | 15 | 8 | 32 | 5 | 8 | 5 | 12 | 42 |
| | 5% | 7% | 2% | 1% | 5% | 6% | 11% | 9% | 3% | 3% | 4% | 6% | 5% |
| | | * | * | * | | | BC* | HI | | | | | |
| Unemployed and not looking for a job/Long-term sick or disabled | 68 | 11 | 4 | 10 | 28 | 11 | 4 | 45 | 7 | 7 | 1 | 12 | 57 |
| | 7% | 8% | 4% | 15% | 7% | 5% | 6% | 13% | 4% | 3% | 1% | 6% | 7% |
| | | * | * | BE* | | | * | HIJ | | | | | |
| Full-time parent, homemaker | 50 | 5 | 5 | 4 | 16 | 18 | 4 | 21 | 10 | 10 | 5 | 20 | 30 |
| | 5% | 4% | 4% | 6% | 4% | 7% | 5% | 6% | 5% | 5% | 4% | 10% | 4% |
| | | * | * | * | | | * | | | | | L | |
| Retired | 184 | 39 | 17 | 6 | 58 | 55 | 9 | 56 | 33 | 42 | 19 | 5 | 179 |
| | 18% | 29% | 16% | 9% | 15% | 23% | 12% | 17% | 18% | 19% | 16% | 3% | 22% |
| | | BCDF* | * | * | | CD | * | | | | | | K |
| Student/Pupil | 84 | 12 | 13 | 3 | 35 | 17 | 4 | 36 | 10 | 13 | 7 | 32 | 52 |
| | 8% | 9% | 12% | 5% | 9% | 7% | 5% | 11% | 5% | 6% | 6% | 15% | 7% |
| | | * | * | * | | | * | | | | | L | |
| Military | 4 | - | 1 | - | - | 1 | 2 | - | - | 2 | 2 | - | 4 |
| | * | - | 1% | - | - | * | 2% | - | - | 1% | 1% | - | * |
| | | * | * | * | | | D* | | | | G | | |
| Prefer not to answer | 25 | 1 | 3 | 1 | 11 | 7 | 1 | 9 | * | - | - | 2 | 23 |
| | 2% | 1% | 3% | 2% | 3% | 3% | 1% | 3% | * | - | - | 1% | 3% |
| | | * | * | * | | | * | I | | | | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

USMAR2. What is your marital 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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| Single, never married | 342 | 40 | 40 | 24 | 119 | 97 | 21 | 171 | 45 | 56 | 25 | 47 | 295 |
| | 34% | 30% | 38% | 37% | 31% | 40% | 30% | 50% | 24% | 25% | 20% | 23% | 37% |
| | | * | * | * | | D | * | HIJ | | | | | K |
| Living with partner | 151 | 15 | 13 | 12 | 40 | 58 | 14 | 40 | 31 | 38 | 26 | 36 | 116 |
| | 15% | 11% | 12% | 18% | 10% | 24% | 20% | 12% | 16% | 17% | 21% | 17% | 14% |
| | | * | * | * | | ABD | D* | | | | G | | |
| Married | 366 | 58 | 40 | 24 | 162 | 55 | 27 | 60 | 77 | 116 | 67 | 101 | 265 |
| | 36% | 43% | 38% | 36% | 42% | 23% | 38% | 18% | 41% | 52% | 54% | 50% | 33% |
| | | E* | E* | * | E | | E* | | G | G | GH | L | |
| Widowed | 38 | 10 | 7 | 2 | 10 | 6 | 2 | 12 | 13 | 2 | 1 | * | 37 |
| | 4% | 8% | 7% | 3% | 3% | 3% | 3% | 3% | 7% | 1% | 1% | * | 5% |
| | | D* | * | * | | | * | | IJ | | | | K |
| Divorced or separated | 108 | 12 | 6 | 4 | 54 | 25 | 7 | 58 | 22 | 12 | 4 | 20 | 87 |
| | 11% | 9% | 6% | 6% | 14% | 10% | 9% | 17% | 12% | 6% | 4% | 10% | 11% |
| | | * | * | * | | | * | IJ | IJ | | | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

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

| | | 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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| All of it | 498 | 65 | 54 | 39 | 182 | 124 | 33 | 219 | 97 | 99 | 43 | 89 | 409 |
| | 50% | 48% | 51% | 60% | 47% | 52% | 47% | 64% | 52% | 44% | 35% | 44% | 51% |
| | | * | * | * | | | * | HIJ | J | | | | |
| Almost all of it | 222 | 26 | 20 | 12 | 94 | 54 | 16 | 53 | 51 | 55 | 38 | 47 | 175 |
| | 22% | 19% | 18% | 19% | 24% | 22% | 23% | 16% | 27% | 24% | 31% | 23% | 22% |
| | | * | * | * | | | * | | G | G | G | | |
| About half of it | 180 | 27 | 17 | 11 | 65 | 46 | 14 | 42 | 32 | 44 | 30 | 35 | 144 |
| | 18% | 20% | 16% | 17% | 17% | 19% | 20% | 12% | 17% | 20% | 24% | 17% | 18% |
| | | * | * | * | | | * | | | G | G | | |
| Less than half of it | 74 | 14 | 8 | 3 | 27 | 16 | 5 | 19 | 2 | 20 | 11 | 22 | 52 |
| | 7% | 10% | 7% | 5% | 7% | 7% | 8% | 6% | 1% | 9% | 9% | 11% | 6% |
| | | * | * | * | | | * | H | | H | H | | |
| None | 32 | 3 | 8 | - | 18 | 1 | 2 | 7 | 7 | 6 | 1 | 11 | 20 |
| | 3% | 2% | 8% | - | 5% | * | 3% | 2% | 4% | 3% | 1% | 6% | 3% |
| | | * | E* | * | E | | E* | | | | | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents

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.

| | | 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 (unwtd) | 1005 | 125 | 105 | 65 | 372 | 236 | 102 | 298 | 171 | 246 | 168 | 209 | 796 |
| Base: All Respondents (wtd) | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| Aboriginal (North American Indian, Métis, Inuit, etc.) | 16 | 3 | 9 | 3 | 2 | - | 1 | 14 | - | 1 | 1 | 5 | 11 |
| | 2% | 2% | 8% | 4% | 1% | - | 1% | 4% | - | 1% | 1% | 3% | 1% |
| | | * | DEF* | DE* | | | * | HI | | | | | |
| African | 4 | 1 | - | 3 | 1 | * | - | 3 | - | 1 | - | * | 4 |
| | * | * | - | 4% | * | * | - | 1% | - | * | - | * | * |
| | | * | * | DE* | | | * | | | | | | |
| American (US) | 7 | 1 | 1 | - | 2 | 3 | 1 | 1 | 1 | 1 | 2 | 1 | 6 |
| | 1% | * | 1% | - | * | 1% | 1% | * | * | * | 2% | * | 1% |
| | | * | * | * | | | * | | | | | | |
| Arabic / Middle Eastern | 6 | 1 | - | * | 1 | 3 | - | 4 | 1 | 1 | - | 4 | 1 |
| | 1% | 1% | - | 1% | * | 1% | - | 1% | 1% | 1% | - | 2% | * |
| | | * | * | * | | | * | | | | | L | |
| British | 29 | 10 | 2 | 1 | 15 | 1 | * | 6 | 5 | 11 | 3 | 1 | 27 |
| | 3% | 7% | 2% | 1% | 4% | * | 1% | 2% | 3% | 5% | 2% | 1% | 3% |
| | | EF* | * | * | E | | * | | | | | | |
| Cambodian | 1 | - | 1 | - | 1 | - | - | - | - | 1 | 1 | 1 | 1 |
| | * | - | * | - | * | - | - | - | - | * | * | * | * |
| | | * | * | * | | | * | | | | | | |
| Canadian | 781 | 94 | 75 | 46 | 280 | 219 | 69 | 269 | 141 | 176 | 95 | 153 | 628 |
| | 78% | 70% | 70% | 70% | 73% | 91% | 96% | 79% | 75% | 78% | 77% | 75% | 78% |
| | | * | * | * | | ABCD | ABCD* | | | | | | |
| Caribbean (not including Jamaican) | 2 | - | - | - | 2 | - | - | - | - | 1 | 1 | 2 | - |
| | * | - | - | - | 1% | - | - | - | - | * | 1% | 1% | - |
| | | * | * | * | | | * | | | | | L | |
| Chinese | 22 | 3 | 4 | - | 15 | * | - | 5 | 4 | 8 | 5 | 5 | 18 |
| | 2% | 2% | 4% | - | 4% | * | - | 1% | 2% | 4% | 4% | 2% | 2% |
| | | * | E* | * | E | | * | | | | | | |
| Dutch (Netherlands) | 6 | - | 1 | - | 6 | - | - | 2 | 2 | 2 | 1 | 1 | 6 |
| | 1% | - | * | - | 2% | - | - | 1% | 1% | 1% | * | * | 1% |
| | | * | * | * | | | * | | | | | | |
| East Indian (India) | 4 | - | 1 | 1 | 2 | - | - | 1 | - | 2 | 1 | 1 | 3 |
| | * | - | 1% | 2% | * | - | - | * | - | 1% | * | * | * |
| | | * | * | * | | | * | | | | | | |
| Filipino | 5 | 1 | 3 | 1 | - | - | - | 2 | 3 | 1 | - | 3 | 2 |
| | 1% | 1% | 3% | 2% | - | - | - | 1% | 1% | * | - | 2% | * |
| | | * | DE* | D* | | | * | | | | | L | |
| French | 9 | - | 1 | - | 1 | 7 | 1 | 1 | 4 | 3 | 2 | 1 | 8 |
| | 1% | - | 1% | - | * | 3% | 1% | * | 2% | 1% | 1% | * | 1% |
| | | * | * | * | | D | * | | | | | | |
| German | 9 | 3 | 3 | - | 3 | - | - | 3 | 1 | 3 | 2 | 1 | 8 |
| | 1% | 2% | 3% | - | 1% | - | - | 1% | * | 1% | 2% | * | 1% |
| | | * | E* | * | | | * | | | | | | |
| Greek | 2 | 1 | - | * | 1 | - | - | 2 | - | - | - | 1 | 1 |
| | * | 1% | - | 1% | * | - | - | 1% | - | - | - | 1% | * |
| | | * | * | * | | | * | | | | | | |
| Hungarian | 4 | 1 | - | 2 | 1 | - | - | - | 3 | 1 | - | - | 4 |
| | * | 1% | - | 2% | * | - | - | - | 1% | * | - | - | * |
| | | * | * | E* | | | * | | | | | | |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Iranian | 5 | 1 | - | - | 4 | - | - | 4 | - | * | 1 | 2 | 3 |
| | * | 1% | - | - | 1% | - | - | 1% | - | * | * | 1% | * |
| | | * | * | * | | | * | | | | | | |
| Irish | 12 | 2 | 1 | 1 | 6 | 1 | 1 | 4 | 5 | 1 | 2 | 1 | 11 |
| | 1% | 1% | 1% | 1% | 2% | * | 1% | 1% | 2% | * | 2% | * | 1% |
| | | * | * | * | | | * | | | | | | |
| Italian | 10 | - | - | 2 | 7 | 1 | - | 1 | 4 | 2 | 1 | 3 | 8 |
| | 1% | - | - | 3% | 2% | 1% | - | * | 2% | 1% | 1% | 1% | 1% |
| | | * | * | * | | | * | | | | | | |
| Jamaican / Caribbean | 8 | 3 | - | 1 | 4 | - | - | 2 | 5 | - | * | 5 | 3 |
| | 1% | 2% | - | 1% | 1% | - | - | 1% | 3% | - | * | 2% | * |
| | | * | * | * | | | * | | I | | | L | |
| Japanese | 7 | 5 | - | - | 2 | - | - | 3 | - | 2 | 2 | 2 | 5 |
| | 1% | 4% | - | - | * | - | - | 1% | - | 1% | 2% | 1% | 1% |
| | | DE* | * | * | | | * | | | | | | |
| Korean | 1 | 1 | - | - | - | - | - | - | - | 1 | - | 1 | - |
| | * | 1% | - | - | - | - | - | - | - | * | - | * | - |
| | | * | * | * | | | * | | | | | | |
| Latin American (other than Mexican) | 4 | 1 | 1 | - | 2 | * | - | * | 2 | 1 | 1 | 3 | 1 |
| | * | 1% | * | - | * | * | - | * | 1% | 1% | * | 1% | * |
| | | * | * | * | | | * | | | | | L | |
| Polish | 6 | 1 | - | 1 | 2 | 1 | - | 2 | 1 | 2 | - | * | 5 |
| | 1% | 1% | - | 1% | 1% | 1% | - | 1% | 1% | 1% | - | * | 1% |
| | | * | * | * | | | * | | | | | | |
| Portuguese | 5 | - | - | - | 4 | 1 | - | 1 | 3 | 1 | - | - | 5 |
| | * | - | - | - | 1% | * | - | * | 2% | * | - | - | 1% |
| | | * | * | * | | | * | | | | | | |
| Russian | 2 | - | - | - | 2 | - | - | 1 | - | - | * | * | 1 |
| | * | - | - | - | * | - | - | * | - | - | * | * | * |
| | | * | * | * | | | * | | | | | | |
| Spanish | 1 | - | - | - | 1 | - | - | - | 1 | - | - | - | 1 |
| | * | - | - | - | * | - | - | - | * | - | - | - | * |
| | | * | * | * | | | * | | | | | | |
| Ukrainian | 4 | - | - | 1 | 2 | 1 | - | 2 | * | - | 1 | - | 4 |
| | * | - | - | 2% | * | 1% | - | 1% | * | - | 1% | - | 1% |
| | | * | * | * | | | * | | | | | | |
| Vietnamese | 1 | - | 1 | - | - | - | - | - | - | 1 | - | 1 | - |
| | * | - | 1% | - | - | - | - | - | - | * | - | * | - |
| | | * | * | * | | | * | | | | | | |
| Other Central / Eastern European (Romanian, Slovak, etc.) | 4 | 1 | 1 | - | 2 | - | - | 2 | 2 | * | - | * | 4 |
| | * | 1% | 1% | - | * | - | - | 1% | 1% | * | - | * | * |
| | | * | * | * | | | * | | | | | | |
| Other Western European (Belgium, Norway, etc.) | 4 | 2 | * | - | 1 | * | - | * | 1 | 1 | * | 1 | 2 |
| | * | 1% | * | - | * | * | - | * | * | * | * | 1% | * |
| | | * | * | * | | | * | | | | | | |
| Other South Asian / South East Asian (Bangladeshi, Indonesian, etc.) | 4 | - | 1 | - | 4 | - | - | - | 1 | - | - | 2 | 2 |
| | * | - | 1% | - | 1% | - | - | - | 1% | - | - | 1% | * |
| | | * | * | * | | | * | | | | | | |
| Other | 6 | - | - | 2 | 4 | * | - | 2 | 1 | - | * | 1 | 5 |
| | 1% | - | - | 2% | 1% | * | - | 1% | * | - | * | 1% | 1% |
| | | * | * | * | | | * | | | | | | |
| Prefer not to say | 15 | 1 | 3 | 2 | 9 | 1 | - | 3 | 1 | 1 | 1 | 1 | 14 |
| | 2% | 1% | 2% | 3% | 2% | * | - | 1% | * | 1% | 1% | 1% | 2% |
| | | * | * | * | | | * | | | | | | |
| Sigma | 1005 | 135 | 107 | 65 | 385 | 241 | 71 | 340 | 189 | 225 | 124 | 204 | 801 |
| | 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 (*)

Table of Contents