



# 18-060986 ACET Post - Cannabis Campaign

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q1. Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	1111	625	96	85	289	16	319	352	440	236	200	314	228	251	860	939	172	816	285	100
	47.0%	47.5%	39.1%	56.1%	47.6%	38.3%	45.4%	47.3%	48.1%	44.1%	52.5%	49.4%	45.5%	48.5%	46.6%	47.1%	46.6%	47.5%	51.1%	40.0%
No	1252	692	149	67	318	26	384	393	475	300	181	322	274	267	984	1054	197	903	273	150
	53.0%	52.5%	60.9%	43.9%	52.4%	61.7%	54.6%	52.7%	51.9%	55.9%	47.5%	50.6%	54.5%	51.5%	53.4%	52.9%	53.4%	52.5%	48.9%	60.0%
		D	BDE								K									

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

q2. Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Have seen ad over the past three weeks	1143	616	96	105	310	16	337	360	446	252	201	325	235	259	884	967	176	807	329	100
Weighted	1111	625	96*	85*	289	16**	319	352	440	236	200	314	228	251	860	939	172	816	285	100*
Cinema	37	29	0	3	4	0	11	6	19	7	4	9	14	17	19	30	7	30	5	6
	3.3%	4.6%	0.5%	3.7%	1.5%	-	3.5%	1.8%	4.4%	3.0%	2.1%	2.9%	6.1%	6.9%	2.3%	3.2%	3.9%	3.7%	1.9%	6.1%
Facebook	213	130	22	19	39	3	56	72	85	43	39	67	36	61	152	186	27	177	45	12
	19.2%	20.8%	22.8%	21.8%	13.4%	20.9%	17.6%	20.4%	19.3%	18.4%	19.8%	21.3%	15.7%	24.3%	17.6%	19.8%	15.4%	21.7%	15.9%	11.7%
Internet website	148	85	16	13	33	2	33	51	64	29	34	43	22	41	107	122	26	121	27	12
	13.3%	13.5%	16.5%	14.8%	11.5%	10.2%	10.4%	14.5%	14.4%	12.1%	16.8%	13.8%	9.6%	16.1%	12.5%	13.0%	15.0%	14.8%	9.6%	11.5%
Magazines	28	19	3	2	4	0	6	5	17	5	3	10	8	18	9	23	5	23	6	2
	2.5%	3.0%	3.4%	2.2%	1.4%	-	1.8%	1.5%	3.8%	2.1%	1.3%	3.3%	3.4%	7.4%	1.1%	2.5%	2.6%	2.8%	2.1%	2.5%
Newspaper (daily)	119	53	4	4	58	0	24	46	50	15	25	42	16	27	93	97	23	87	30	12
	10.7%	8.6%	4.3%	4.9%	19.9%	-	7.4%	13.0%	11.3%	6.5%	12.5%	13.2%	7.0%	10.6%	10.8%	10.3%	13.3%	10.6%	10.4%	11.8%
Newspaper (weekly or community)	70	40	3	4	24	0	14	24	32	10	15	20	16	15	55	57	13	52	15	7
	6.3%	6.4%	3.0%	4.4%	8.1%	-	4.4%	6.8%	7.3%	4.4%	7.5%	6.4%	7.2%	6.0%	6.4%	6.1%	7.5%	6.4%	5.2%	6.6%
Outdoor billboards	33	20	3	5	3	3	9	10	13	9	1	10	6	10	23	27	6	28	7	4
	3.0%	3.1%	2.8%	5.9%	1.0%	17.1%	3.0%	3.0%	3.0%	3.9%	0.5%	3.2%	2.5%	3.9%	2.7%	2.9%	3.5%	3.5%	2.5%	4.3%
Pamphlet or brochure in the mail	36	17	1	3	14	0	10	8	18	5	4	13	9	8	28	29	7	25	10	3
	3.2%	2.7%	1.3%	4.0%	5.0%	-	3.0%	2.4%	4.1%	2.2%	1.8%	4.2%	3.8%	3.3%	3.2%	3.1%	3.8%	3.0%	3.4%	2.6%
Public transit (bus or subway)	62	49	4	6	2	1	20	11	31	16	9	16	13	21	41	46	17	51	11	11
	5.6%	7.9%	4.2%	6.9%	0.6%	8.1%	6.4%	3.1%	7.0%	6.8%	4.5%	5.2%	5.7%	8.2%	4.8%	4.9%	9.6%	6.2%	4.0%	10.6%
Radio	160	101	12	18	29	0	39	52	69	28	36	44	32	52	109	135	25	128	31	14
	14.4%	16.2%	13.0%	21.5%	9.9%	-	12.3%	14.9%	15.6%	11.7%	18.1%	14.2%	14.0%	20.5%	12.6%	14.4%	14.7%	15.7%	11.0%	13.7%
Television	751	381	64	53	244	10	231	250	270	169	138	204	156	152	599	652	98	530	215	61
	67.6%	61.0%	66.1%	61.9%	84.4%	60.3%	72.3%	70.9%	61.4%	71.7%	69.1%	65.0%	68.5%	60.5%	69.6%	69.5%	57.2%	64.9%	75.6%	61.4%
Twitter	51	34	2	9	4	1	9	10	31	8	5	17	18	24	27	47	3	48	10	1
	4.6%	5.5%	2.0%	10.3%	1.4%	9.1%	2.9%	2.9%	7.0%	3.3%	2.4%	5.3%	7.9%	9.4%	3.1%	5.0%	1.9%	5.9%	3.6%	1.1%
YouTube	168	117	16	24	8	4	51	42	76	33	24	57	38	63	105	136	32	140	33	25
	15.1%	18.7%	16.4%	28.3%	2.6%	22.3%	15.9%	11.9%	17.2%	13.8%	12.1%	18.1%	16.8%	25.1%	12.2%	14.5%	18.4%	17.1%	11.7%	24.8%
Instagram	47	34	1	11	2	0	13	9	25	4	9	18	12	22	25	40	7	44	11	4
	4.2%	5.4%	0.6%	12.4%	0.7%	-	4.2%	2.5%	5.7%	1.5%	4.6%	5.8%	5.4%	8.8%	2.9%	4.3%	3.9%	5.4%	3.9%	4.0%
LinkedIn	17	14	0	2	0	0	2	2	12	3	0	9	2	10	8	14	4	13	4	5
	1.6%	2.3%	-	2.9%	0.2%	-	0.8%	0.7%	2.8%	1.3%	-	2.9%	1.0%	3.8%	0.9%	1.5%	2.1%	1.6%	1.3%	5.3%
Snapchat	18	15	0	2	0	0	6	3	9	2	2	7	4	12	6	15	2	17	3	2
	1.6%	2.5%	-	2.9%	-	-	1.8%	0.9%	2.1%	0.8%	1.0%	2.3%	1.7%	4.9%	0.7%	1.6%	1.4%	2.1%	1.0%	1.6%
Spotify	19	15	0	4	0	0	7	2	10	4	0	9	4	10	9	16	2	18	5	2
	1.7%	2.3%	-	4.9%	-	-	2.3%	0.5%	2.2%	1.6%	-	2.7%	1.7%	3.8%	1.1%	1.8%	1.4%	2.1%	1.7%	1.8%
Other	12	5	3	0	1	2	2	5	4	2	3	4	2	0	11	9	3	7	2	3
	1.0%	0.9%	3.1%	0.5%	0.4%	10.2%	0.6%	1.6%	1.0%	1.0%	1.7%	1.1%	1.0%	0.2%	1.3%	0.9%	1.7%	0.8%	0.8%	3.0%
(Dk/Ns)	1	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0	1	0	0
	0.1%	0.2%	-	-	-	-	-	-	0.2%	-	-	-	-	-	0.1%	0.1%	-	0.1%	-	-

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

q3. What do you remember about this ad?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Unemployed (Not in the Workforce)	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-\$50K	\$50K-\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Have seen ad over the past three weeks	1143	616	96	105	310	16	337	360	446	252	201	325	235	259	884	967	176	807	329	100
Weighted	1111	625	96*	85*	289	16**	319	352	440	236	200	314	228	251	860	939	172	816	285	100*
Cannabis - NET	4.2%	3.6%	4.9%	2.9%	1.2%	-	3.5%	4.1%	4.8%	4.4%	5.0%	5.2%	3.7%	5.9%	3.7%	5.6%	3.4%	6.5%	3.7%	4.4%
Cannabis/ legalization of cannabis rules/ laws	41	31	5	2	3	0	10	13	18	8	10	14	7	15	26	32	9	23	17	4
Dangers of driving under the influence of cannabis	9	7	1	0	0	0	3	1	4	4	2	2	1	0	9	7	2	7	2	0
Pipeline - NET	2.4%	1.5%	2.9%	3.7%	3.8%	-	2.9%	2.0%	2.3%	1.7%	1.0%	2.5%	1.5%	1.3%	2.7%	2.3%	2.5%	2.8%	0.7%	2.2%
Trans Mountain Pipeline	4	2	0	0	2	0	1	2	1	0	1	0	4	2	4	2	4	0	1	1
Pipeline (unspecified)	16	6	1	2	8	0	6	3	6	4	1	5	3	1	15	14	2	14	2	0
Oil/ gas	6	1	2	1	2	0	2	2	2	0	3	0	2	4	6	1	5	0	2	2
Government - NET	16.9	7.7	15	16	59	2	54	59	55	36	25	47	34	36	133	144	25	133	28	18
Government ad (unspecified)	2.2%	1.9%	6.3%	-	1.9%	3.8%	1.0%	2.1%	3.1%	2.7%	3.0%	0.7%	2.8%	2.2%	2.2%	2.6%	-	2.6%	0.8%	1.6%
Upcoming elections/ voting	5.2	2.2	0.8%	7.0%	8.0%	-	7.3%	3.6%	3.7%	4.4%	1.8%	5.0%	4.1%	4.8%	4.7%	4.5%	6.1%	4.9%	3.3%	6.1%
NAFTA/ USMCA trade deal	0.4%	-	1.3%	1.5%	0.8%	-	0.5%	0.4%	0.5%	-	1.5%	0.6%	-	-	0.6%	1.2%	0.4%	0.4%	0.7%	0.6%
Political parties	3.3	2.0	2	3	8	1	11	11	11	11	3	13	2	6	27	30	3	27	3	6
Ad showed Justin Trudeau	4.9	1.7	5	7	19	1	16	23	11	10	8	11	16	11	38	41	8	37	11	3
Government trying to better Canada	3	2	0	1	0	0	0	0	3	0	0	2	0	0	5	3	2	3	1	1
Negative mentions about the Government	2.7	1.2	4	2	8	1	9	12	5	6	4	5	8	6	21	25	2	23	3	1
Workforce - NET	4.3%	5.0%	2.8%	7.5%	2.6%	-	3.1%	4.1%	5.5%	2.4%	4.5%	5.6%	5.2%	4.3%	4.3%	3.8%	7.5%	4.7%	4.2%	5.9%
Ad to join RCMP/ military	1.7	1.2	3	0	3	0	1	8	8	2	4	7	2	2	15	11	7	13	5	2
Job opportunities/ recruitment	5.0	2.9	4.6	3.5	12.6	6	14.3	15.4	30.8	10.4	9.8	14.4	11.4	12.1	38.5	43.5	7.0	36.1	10.5	3.9
Miscellaneous - NET	45.5%	46.9%	46.8%	40.9%	43.7%	37.2%	44.9%	43.7%	47.3%	43.9%	49.1%	45.8%	49.8%	47.9%	44.7%	46.3%	40.8%	44.2%	54.3%	38.6%
Canadian economy	0.1%	-	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.4%	0.1%	0	0.6%
Immigration/ refugees	3	1	1	1	0	0	1	0	2	1	0	2	1	1	2	3	0	2	1	0
Asking for donations/ helping charities	0.3%	0.3%	1.3%	-	0.2%	-	0.4%	-	0.5%	0.5%	0.2%	1	0	2	4	0	4	0	0	0
Canadian national parks/ wildlife conservation	6	4	0	1	2	0	1	2	4	0	0	3	3	0	6	0	6	0	0	0
Health care/ benefits	1.2	0.9%	1.0%	0.7%	1.6%	-	1.1%	0.9%	1.1%	1.7%	0.7%	1.6%	0.7%	1.2%	1.2%	0.3%	1.2%	1.5%	0.6%	1.7%
Good/ informative ad	9	9	0	0	0	0	1	2	8	0	0	8	1	7	2	7	2	9	0	0
Carbon tax	3.6	2.2	2	3	8	1	11	11	13	6	7	11	9	9	27	32	4	33	5	3
Climate change	1.1	1.0%	0.6%	3.1%	0.4%	-	0.8%	0.9%	1.2%	0.3%	0.3%	1.2%	1.9%	1.2%	0.9%	0.8%	1.9%	0.7%	1.1%	2.1%
Opioids (incl. Fentanyl)	16.2	11.3	18	12	15	4	46	43	72	38	22	43	45	41	121	136	26	99	68	11
Banning single-use plastics	4.6	2.1	3	1	22	0	12	21	13	13	12	10	9	7	39	40	6	34	10	4
Drugs/ substance abuse/ addiction	2.9	1.7	4	3	6	0	10	9	10	7	2	9	9	11	18	23	6	21	8	3
Vaping	9	4	1	3	1	0	6	0	2	3	0	3	2	3	6	2	6	2	2	2
Conservative party/ Andrew Sheer (all mentions)	6.6	3.0	3	2	20	0	19	26	21	10	22	15	14	8	58	59	7	51	18	4
The importance of vaccination	1.1	6	0	1	4	0	2	3	6	1	3	0	3	8	11	0	10	4	0	0
Environmental issues/ protecting the environment/ green projects/ recycling	3.0	1.8	2	2	9	0	6	11	13	5	3	11	7	5	25	27	3	18	13	2
Help for seniors	2.3	1.0	2	0	11	1	4	10	10	6	6	7	2	2	21	21	2	12	14	1
Canada Pension Plan (CPP)	1.6	5	2	0	9	0	2	10	4	5	2	6	1	3	13	15	1	14	2	0
Veteran affairs/ military pension	0.6%	0.5%	1.7%	-	0.7%	-	0.5%	1.2%	0.2%	0.4%	1.4%	-	1.0%	0.5%	0.6%	0.6%	0.7%	0.5%	0.9%	-
Music/ jingle	1.1	8	0	0	3	0	1	3	7	1	7	1	2	2	9	11	0	9	1	2
Good Samaritan law	1.0%	1.0%	2.3%	0.7%	0.2%	6.1%	1.5%	0.5%	0.9%	0.6%	1.8%	0.6%	1.5%	1.0%	0.9%	1.0%	0.6%	0.7%	1.5%	1.0%
Showed the logo	6	4	0	1	1	0	2	1	3	0	1	2	0	3	3	6	0	5	1	0
Doug Ford mentions	0.7%	0.8%	1.0%	0.7%	0.4%	-	0.4%	1.1%	0.5%	0.8%	1.9%	-	0.3%	0.2%	0.8%	0.6%	1.2%	0.8%	0.3%	0.6%
Education/ training	0.8%	1.2%	0.8%	1.2%	-	-	0.8%	-	1.5%	0.5%	1.1%	0.8%	1.4%	1.7%	0.6%	0.7%	1.6%	0.9%	0.3%	1.3%
Taxes/ filing taxes	1.2	7	1	0	3	0	3	1	8	3	2	2	3	2	10	7	5	10	2	3
Indigenous issues	0.4%	0.1%	-	1.4%	1.0%	-	0.2%	0.4%	0.6%	-	1.0%	0.5%	0.5%	0.4%	0.4%	0.4%	0.3%	0.4%	0.3%	0.5%
Nothing	13.3	7.2	9	4	43	4	43	39	62	26	22	37	24	15	118	114	19	101	28	10
Other	14.4	7.8	11	16	37	2	31	48	58	34	27	32	33	39	105	121	23	108	31	15
(D/Ns)	9.5	5.7	8	6	21	2	31	32	32	27	14	27	14	27	68	78	16	69	24	11

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H - I/J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

q4. How did you know that it was an ad from the Government of Canada?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Have seen ad over the past three weeks	1143	616	96	105	310	16	337	360	446	252	201	325	235	259	884	967	176	807	329	100
Weighted	1111	625	96*	85*	289	16**	319	352	440	236	200	314	228	251	860	939	172	816	285	100*
Logo/ Canadian flag	208	120	22	14	48	4	54	58	96	46	32	67	40	48	160	173	35	141	70	15
	18.7%	19.2%	22.4%	17.0%	16.6%	24.6%	16.9%	16.4%	21.8%	19.3%	15.9%	21.3%	17.7%	19.0%	18.6%	18.4%	20.1%	17.3%	24.7%	15.2%
Government of Canada said verbally/ written	411	252	39	28	86	6	116	124	171	84	72	117	94	90	321	346	65	326	86	38
	37.0%	40.3%	40.2%	33.4%	29.8%	36.1%	36.3%	35.2%	38.9%	35.7%	35.9%	37.2%	41.4%	35.9%	37.3%	36.8%	37.8%	39.9%	30.1%	38.1%
Saw Justin Trudeau/ Prime Minister	75	24	7	8	35	1	32	27	15	17	17	11	19	12	62	68	7	45	26	7
	6.7%	3.8%	7.7%	9.6%	12.1%	3.5%	10.2%	7.8%	3.4%	7.1%	8.4%	3.5%	8.5%	4.9%	7.3%	7.3%	3.8%	5.5%	9.2%	6.6%
Saw political figures	28	11	3	3	11	0	11	10	7	9	8	7	3	5	23	24	3	23	9	2
	2.5%	1.8%	2.6%	3.0%	3.8%	-	3.4%	2.7%	1.6%	3.7%	3.9%	2.2%	1.3%	2.0%	2.6%	2.6%	1.8%	2.8%	3.0%	2.0%
The feel/ style of ad	3	2	0	1	1	0	2	1	1	1	1	0	1	1	3	2	1	3	1	0
	0.3%	0.3%	-	0.7%	0.3%	-	0.6%	0.3%	0.1%	0.3%	0.3%	-	0.6%	0.2%	0.3%	0.3%	0.6%	0.3%	0.2%	-
Mention of legalization of cannabis	4	3	1	0	0	0	1	0	3	1	0	3	0	3	1	1	3	3	1	1
	0.4%	0.5%	0.8%	-	-	-	0.4%	-	0.6%	0.2%	-	0.8%	-	1.4%	0.1%	0.1%	1.5%	0.4%	0.3%	0.6%
Was stated at the end	211	136	16	22	33	4	68	54	89	48	38	61	40	47	164	189	22	153	62	20
	19.0%	21.8%	16.8%	25.4%	11.3%	25.3%	21.2%	15.4%	20.2%	20.4%	18.9%	19.4%	17.5%	18.5%	19.1%	20.1%	12.6%	18.7%	21.7%	20.5%
Mention of voting/ elections	17	10	0	1	6	0	9	4	4	4	2	4	3	4	13	15	2	9	8	0
	1.5%	1.6%	-	1.2%	2.0%	-	2.7%	1.1%	1.0%	1.6%	1.0%	1.2%	1.5%	1.7%	1.5%	1.6%	0.9%	1.1%	2.8%	-
The contents of the message	6	1	1	0	5	0	2	4	0	0	2	3	0	0	6	6	0	3	3	0
	0.6%	0.1%	0.9%	-	1.7%	-	0.6%	1.2%	0.1%	0.2%	0.9%	0.9%	-	-	0.7%	0.7%	-	0.4%	1.2%	-
Sponsored by political parties	42	16	3	2	21	1	13	16	14	11	7	11	8	6	36	41	2	31	8	5
	3.8%	2.5%	3.2%	2.2%	7.2%	3.8%	3.9%	4.4%	3.2%	4.6%	3.5%	3.6%	3.6%	2.6%	4.2%	4.3%	0.9%	3.8%	3.0%	4.9%
It was clearly identified	28	18	3	0	8	0	6	6	16	5	11	6	5	6	22	23	5	13	16	1
	2.5%	2.8%	2.7%	-	2.7%	-	1.7%	1.7%	3.7%	2.1%	5.4%	2.0%	2.2%	2.5%	2.5%	2.5%	2.7%	1.6%	5.6%	0.6%
Saw on the government website	19	11	2	1	5	0	3	9	7	2	6	7	1	6	13	13	6	14	2	5
	1.7%	1.8%	2.0%	1.1%	1.6%	-	0.8%	2.7%	1.6%	1.0%	2.9%	2.2%	0.4%	2.4%	1.5%	1.3%	3.6%	1.7%	0.8%	4.9%
Saw an announcement on the news/ on TV	14	8	2	1	3	0	6	7	1	2	3	4	0	2	12	10	4	12	1	2
	1.3%	1.3%	2.1%	0.7%	1.1%	-	1.9%	1.9%	0.3%	0.9%	1.5%	1.4%	-	1.0%	1.3%	1.1%	2.2%	1.5%	0.4%	1.6%
I made an assumption	18	6	0	0	11	0	6	8	5	0	5	5	3	3	16	11	7	16	2	3
	1.6%	1.0%	-	0.5%	3.9%	-	1.8%	2.2%	1.0%	-	2.7%	1.7%	1.5%	1.1%	1.8%	1.2%	4.1%	1.9%	0.6%	2.7%
Good/ informative ad/ commercial	4	4	0	0	0	0	1	0	3	0	0	4	0	4	0	2	2	2	0	2
	0.4%	0.6%	-	-	-	-	0.4%	-	0.6%	-	-	1.3%	-	1.6%	-	0.2%	1.2%	0.2%	-	2.0%
The music/ jingle/ O Canada	48	25	6	2	14	1	9	11	28	2	12	13	12	17	31	42	5	33	16	2
	4.3%	4.0%	6.7%	1.8%	4.7%	6.1%	2.7%	3.2%	6.3%	1.0%	5.8%	4.0%	5.4%	6.7%	3.6%	4.5%	3.0%	4.1%	5.6%	2.1%
Nothing	4	3	0	0	0	1	1	1	2	1	0	1	2	3	1	3	1	3	1	0
	0.4%	0.5%	-	-	-	7.1%	0.4%	0.4%	0.4%	0.5%	-	0.3%	0.9%	1.2%	0.1%	0.4%	0.3%	0.4%	0.4%	-
Other	117	72	9	5	28	3	22	45	51	23	20	38	21	34	84	95	22	93	23	10
	10.6%	11.6%	9.8%	6.2%	9.5%	18.3%	7.0%	12.7%	11.5%	9.7%	10.0%	12.2%	9.3%	13.4%	9.7%	10.1%	12.8%	11.4%	7.9%	10.2%
(Dk/Ns)	72	44	3	8	14	1	17	25	29	22	7	23	16	16	56	58	13	52	14	8
	6.4%	7.1%	3.4%	10.0%	4.9%	6.7%	5.3%	7.2%	6.7%	9.3%	3.5%	7.4%	6.9%	6.3%	6.5%	6.2%	7.6%	6.4%	4.7%	7.9%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

t1a. Over the past three weeks, have you seen, read or heard any Government of Canada advertising about legal cannabis in Canada.?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	657	378	63	61	144	11	206	198	254	145	119	190	136	186	472	547	110	461	171	69
	27.8%	28.7%	25.6%	39.8%	23.7%	27.5%	29.3%	26.5%	27.7%	27.1%	31.1%	29.9%	27.0%	35.8%	25.6%	27.4%	29.8%	26.8%	30.6%	27.7%
No	1706	938	183	91	463	30	497	548	661	391	262	446	366	333	1372	1446	259	1258	387	180
	72.2%	71.3%	74.4%	60.2%	76.3%	72.5%	70.7%	73.5%	72.3%	72.9%	68.9%	70.1%	73.0%	64.2%	74.4%	72.6%	70.2%	73.2%	69.4%	72.3%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1b. Where have you seen, read or heard this Government of Canada ad about legal cannabis in Canada?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Have seen ad about the Cannabis Act	682	383	60	77	152	10	224	200	258	155	120	189	148	189	493	575	107	461	202	67
Weighted	657	378	63*	61*	144	11**	206	198	254	145	119	190	136	186	472	547	110*	461	171	69*
Cinema	24 3.6%	15 4.0%	2 2.8%	5 7.8%	2 1.5%	0 -	7 3.4%	8 3.9%	9 3.6%	7 4.6%	2 1.7%	7 3.6%	8 5.7%	7 3.9%	17 3.5%	21 3.9%	2 2.2%	23 5.0%	2 1.1%	2 2.7%
Facebook	103 15.6%	60 15.9%	17 26.6%	9 14.9%	14 10.0%	3 22.5%	28 13.8%	36 18.3%	38 15.0%	25 17.4%	15 12.2%	33 17.5%	19 14.4%	40 21.4%	63 13.4%	84 15.4%	18 16.7%	75 16.3%	27 15.6%	9 12.7%
Internet website	79 12.1%	46 12.2%	7 11.6%	12 20.0%	14 9.5%	0 -	27 13.3%	19 9.8%	33 12.9%	19 13.2%	14 11.4%	21 11.2%	14 10.4%	26 14.1%	53 11.3%	58 10.7%	21 19.1%	61 13.3%	15 8.7%	12 18.0%
Magazines	22 3.4%	17 4.6%	1 1.2%	0 -	4 2.8%	0 -	5 2.5%	5 2.7%	12 4.6%	4 2.9%	3 2.3%	7 3.7%	7 5.5%	10 5.3%	12 2.6%	17 3.1%	5 4.6%	18 4.0%	3 1.9%	4 5.4%
Newspaper (daily)	69 10.4%	35 9.4%	3 4.3%	4 6.2%	25 17.4%	2 14.3%	16 7.9%	25 12.8%	27 10.7%	10 6.6%	13 11.1%	19 10.0%	16 11.7%	12 6.3%	57 12.0%	53 9.7%	16 14.2%	44 9.6%	19 11.0%	8 10.9%
Newspaper (weekly or community)	49 7.4%	28 7.3%	1 1.9%	1 1.6%	17 12.1%	2 14.3%	14 7.0%	15 7.8%	19 7.6%	8 5.6%	13 11.1%	13 7.1%	11 8.4%	11 6.2%	37 7.9%	37 6.8%	12 10.6%	37 8.0%	7 4.2%	8 12.1%
Outdoor billboards	41 6.2%	29 7.7%	1 1.9%	7 11.5%	0 0.3%	3 24.0%	12 6.0%	10 5.0%	18 7.3%	9 6.1%	4 3.6%	15 8.1%	10 7.7%	14 7.6%	27 5.6%	34 6.2%	7 6.0%	36 7.7%	5 3.0%	5 7.9%
Pamphlet or brochure in the mail	15 2.3%	10 2.8%	2 2.4%	1 1.7%	1 0.8%	1 11.3%	3 1.5%	3 1.8%	9 3.4%	4 2.7%	4 3.4%	2 1.1%	5 3.9%	7 3.9%	8 1.7%	11 1.9%	5 4.3%	11 2.5%	3 1.5%	2 3.3%
Public transit (bus or subway)	59 9.0%	54 14.2%	2 2.4%	4 6.6%	0 -	0 -	15 7.3%	16 8.0%	28 11.2%	13 8.9%	9 7.2%	21 11.3%	11 8.5%	23 12.5%	36 7.7%	47 8.5%	13 11.4%	47 10.1%	7 3.8%	12 17.3%
Radio	117 17.8%	69 18.1%	13 21.3%	11 17.4%	25 17.2%	0 -	38 18.2%	38 19.0%	42 16.7%	26 18.1%	26 21.6%	25 13.0%	30 22.4%	37 20.2%	80 16.9%	95 17.4%	22 20.1%	86 18.6%	26 15.4%	10 15.0%
Television	384 58.4%	198 52.2%	41 65.6%	26 43.4%	112 77.8%	7 61.6%	122 59.4%	139 70.2%	123 48.5%	100 69.1%	71 60.2%	107 56.4%	63 46.6%	94 50.7%	290 61.5%	333 60.9%	51 46.4%	252 54.8%	122 71.4%	32 46.6%
Twitter	25 3.8%	15 4.1%	5 7.7%	5 8.0%	0 -	0 -	7 3.3%	5 2.5%	13 5.3%	6 4.4%	2 2.1%	7 3.5%	7 5.0%	12 6.7%	13 2.7%	23 4.2%	2 2.1%	25 5.3%	2 1.4%	2 2.7%
YouTube	78 11.8%	51 13.4%	12 19.1%	7 10.9%	5 3.8%	3 23.1%	21 10.1%	19 9.6%	38 14.9%	17 11.4%	7 5.9%	30 16.0%	18 13.6%	33 17.6%	45 9.5%	63 11.4%	15 13.6%	63 13.7%	17 9.9%	12 17.6%
Instagram	32 4.9%	23 6.1%	3 5.5%	6 9.5%	0 -	0 -	7 3.5%	10 5.0%	15 6.0%	6 3.8%	4 3.0%	11 5.6%	10 7.7%	16 8.8%	16 3.4%	28 5.2%	4 3.8%	28 6.0%	5 3.1%	5 7.6%
LinkedIn	8 1.1%	6 1.7%	0 -	1 2.0%	0 -	0 -	1 0.6%	1 0.6%	5 2.0%	1 0.9%	0 -	2 1.3%	3 2.4%	6 3.0%	2 0.4%	8 1.4%	0 -	8 1.6%	1 0.7%	1 1.9%
Snapchat	14 2.1%	9 2.3%	1 1.0%	5 7.4%	0 -	0 -	5 2.6%	2 0.8%	7 2.7%	2 1.6%	1 1.1%	5 2.4%	4 2.8%	7 3.7%	7 1.5%	11 2.0%	3 2.7%	12 2.5%	4 2.3%	2 2.7%
Spotify	13 1.9%	10 2.6%	0 -	3 5.1%	0 -	0 -	3 1.5%	0 -	10 3.8%	1 0.4%	1 1.1%	8 4.0%	3 1.9%	7 4.0%	5 1.1%	12 2.2%	1 0.9%	13 2.8%	4 2.5%	0 -
Word of mouth (family/ friends)	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Email	2 0.2%	0 -	0 -	0 -	0 -	2 14.3%	0 -	2 0.8%	0 -	0 -	2 1.4%	0 -	0 -	0 -	2 0.3%	2 0.3%	0 -	0 -	0 -	2 2.4%
Advertisements online	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Other	9 1.3%	3 0.7%	2 2.6%	1 2.0%	2 1.6%	1 10.0%	2 0.9%	2 0.8%	5 2.1%	4 2.7%	2 1.8%	1 0.6%	0 -	2 0.8%	7 1.6%	6 1.1%	3 2.5%	5 1.1%	1 0.7%	3 4.0%
Don't know	1 0.1%	0 -	0 -	1 0.9%	0 -	0 -	1 0.3%	0 -	0 -	1 0.4%	0 -	0 -	0 -	0 -	1 0.1%	1 0.1%	0 -	1 0.1%	0 -	0 -

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

t1c. What do you remember about this ad?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Have seen ad about the Cannabis Act	682	383	60	77	152	10	224	200	258	155	120	189	148	189	493	575	107	461	202	67
Weighted	657	378	63*	61*	144	11**	206	198	254	145	119	190	136	186	472	547	110*	461	171	69*
Cannabis - NET	441	258	42	42	91	7	132	138	171	94	67	134	94	114	326	365	75	309	107	49
	67.0%	68.2%	67.0%	69.9%	63.2%	60.9%	64.2%	69.6%	67.3%	64.9%	56.4%	70.3%	69.6%	61.6%	69.2%	66.7%	68.4%	67.1%	62.7%	70.8%
Cannabis/ legalization of cannabis	84	50	12	7	12	3	24	27	32	20	19	24	15	19	65	66	18	60	18	8
	12.8%	13.3%	19.2%	11.5%	8.0%	28.4%	11.8%	13.8%	12.8%	13.8%	15.6%	12.4%	10.7%	10.3%	13.8%	12.1%	16.0%	13.1%	10.7%	11.9%
October legalization date (cannabis)	7	3	0	0	4	0	1	2	4	1	0	3	1	1	5	7	0	5	2	0
	1.0%	0.8%	-	-	2.5%	-	0.3%	0.8%	1.8%	0.9%	-	1.4%	0.8%	0.6%	1.2%	1.2%	-	1.1%	1.0%	-
Don't drive under the influence of cannabis	121	68	7	14	29	2	25	43	54	29	17	31	24	26	95	108	13	96	23	9
	18.4%	18.1%	11.3%	22.3%	20.4%	21.2%	11.9%	21.6%	21.1%	19.9%	14.6%	16.2%	17.8%	14.1%	20.1%	19.7%	11.8%	20.9%	13.2%	12.4%
Laws/ regulations about cannabis	38	22	6	3	6	1	8	9	21	13	5	5	12	14	24	32	6	30	9	6
	5.8%	5.8%	9.0%	5.1%	4.3%	11.3%	3.8%	4.7%	8.2%	8.7%	4.5%	2.5%	8.5%	7.6%	5.1%	5.8%	5.4%	6.5%	5.1%	8.3%
Health and safety information on cannabis	32	23	3	4	3	0	13	5	14	3	3	13	8	10	22	25	7	29	2	5
	4.8%	6.0%	4.2%	6.1%	2.0%	-	6.1%	2.7%	5.5%	2.1%	2.5%	6.8%	6.0%	5.2%	4.7%	4.6%	6.2%	6.2%	1.1%	6.6%
Legal age to consume cannabis	16	10	1	3	0	1	5	4	6	6	3	5	3	7	9	12	3	5	7	4
	2.4%	2.7%	1.0%	5.5%	0.3%	11.3%	2.6%	2.0%	2.5%	4.0%	2.2%	2.5%	2.0%	3.9%	1.8%	2.3%	3.1%	1.1%	4.0%	5.5%
Where you can purchase cannabis	43	22	4	1	14	1	17	10	15	12	7	8	9	8	34	27	16	26	8	9
	6.5%	5.8%	6.7%	2.0%	9.7%	11.3%	8.3%	5.3%	5.9%	8.5%	6.0%	4.3%	6.7%	4.4%	7.3%	4.9%	14.4%	5.7%	4.5%	13.7%
Where/ when you can consume cannabis	17	13	1	0	3	0	7	0	10	3	2	7	4	6	11	13	4	10	5	3
	2.6%	3.4%	1.5%	-	2.1%	-	3.4%	-	4.0%	1.8%	1.7%	3.4%	2.9%	3.1%	2.4%	2.4%	3.6%	2.2%	3.1%	3.8%
Cannabis sales good for the economy	3	1	0	0	2	0	2	1	0	1	0	1	1	0	3	2	1	2	1	1
	0.5%	0.4%	-	-	1.4%	-	1.2%	0.5%	-	0.8%	-	0.7%	0.8%	0.2%	0.6%	0.4%	1.2%	0.4%	0.6%	1.5%
Availability/ legalization date of edibles	25	11	1	2	10	0	7	10	8	3	3	8	7	3	22	20	5	22	2	1
	3.7%	2.9%	2.2%	3.0%	7.2%	-	3.4%	4.8%	3.1%	2.1%	2.9%	4.0%	5.1%	1.5%	4.6%	3.6%	4.4%	4.8%	1.1%	0.9%
Be careful/ use responsibly/ in moderation	44	25	5	3	12	0	12	15	18	4	6	18	13	16	28	37	7	25	18	3
	6.7%	6.5%	7.8%	4.5%	8.3%	-	5.7%	7.4%	7.0%	2.8%	5.2%	9.3%	9.7%	8.5%	6.0%	6.7%	6.5%	5.4%	10.7%	4.7%
Dangers of cannabis/ side effects	41	27	3	6	5	0	17	7	17	7	6	20	7	9	32	34	7	24	18	2
	6.2%	7.1%	4.8%	10.5%	3.4%	-	8.1%	3.8%	6.6%	4.7%	5.2%	10.4%	5.2%	5.1%	6.7%	6.2%	6.2%	5.2%	10.8%	2.5%
Information on how to talk to your kids about cannabis	17	10	2	2	2	0	7	5	5	2	2	8	3	5	11	16	1	12	2	3
	2.5%	2.6%	3.5%	3.2%	1.7%	-	3.6%	2.3%	1.8%	1.2%	1.8%	4.1%	2.1%	2.8%	2.4%	2.9%	0.7%	2.6%	1.1%	3.8%
Keep cannabis away from kids, teenagers and pets	11	9	2	0	0	0	5	4	2	3	2	1	2	1	9	9	1	6	3	1
	1.6%	2.4%	2.8%	-	-	-	2.3%	1.9%	0.9%	2.1%	1.7%	0.8%	1.6%	0.7%	2.0%	1.7%	1.2%	1.4%	1.8%	1.9%
Illegal to travel with cannabis outside of Canada	4	3	0	1	0	0	0	1	3	1	0	2	1	0	4	3	1	1	2	1
	0.7%	0.8%	-	2.0%	-	-	-	0.5%	1.3%	0.8%	-	1.1%	0.7%	-	0.9%	0.6%	1.0%	0.3%	1.2%	1.6%
Informative (unspecified)	1	1	0	0	0	0	0	0	1	0	0	0	1	0	1	1	0	1	0	0
	0.1%	0.2%	-	-	-	-	-	-	0.3%	-	-	-	0.5%	-	0.1%	0.1%	-	0.1%	-	-
Good/ great/ like it	10	9	0	1	0	0	1	2	7	0	1	6	3	7	3	9	1	10	0	0
	1.5%	2.5%	-	1.0%	-	-	0.3%	1.1%	2.9%	-	0.5%	3.2%	2.1%	3.9%	0.6%	1.7%	0.9%	2.2%	-	-
Ad aimed at youth	5	1	1	0	1	2	2	3	0	1	3	0	0	0	5	5	0	2	1	2
	0.8%	0.3%	1.8%	-	1.0%	14.3%	1.0%	1.5%	-	0.8%	2.6%	-	-	-	1.1%	0.9%	-	0.5%	0.7%	2.4%
Information about opioids (dangers, what do do when you witness an overdose, etc.)	8	6	0	0	2	0	1	0	6	1	0	5	2	5	3	7	1	7	6	1
	1.2%	1.7%	-	-	1.3%	-	0.7%	0.2%	2.5%	0.9%	-	2.4%	1.6%	2.9%	0.6%	1.4%	0.7%	1.5%	3.4%	1.1%
Dangers of vaping in young people	5	3	2	0	0	0	1	0	4	2	1	1	1	2	2	2	3	2	1	3
	0.7%	0.8%	2.4%	-	-	-	0.5%	-	1.5%	1.0%	0.9%	0.5%	0.9%	1.3%	0.5%	0.4%	2.5%	0.5%	0.6%	3.9%
Nothing	56	23	5	4	22	1	20	15	21	11	13	13	13	13	43	47	9	42	12	6
	8.5%	6.2%	8.5%	7.4%	15.0%	8.2%	9.6%	7.6%	8.2%	7.8%	11.4%	7.0%	9.3%	6.9%	9.1%	8.5%	8.1%	9.1%	6.9%	8.8%
Other	63	42	7	5	9	0	23	16	24	17	16	16	10	28	35	51	12	42	21	4
	9.6%	11.2%	11.1%	8.6%	5.9%	-	11.1%	8.3%	9.4%	11.4%	13.3%	8.4%	7.2%	15.0%	7.5%	9.3%	11.1%	9.0%	12.5%	6.1%
(Di/Ns)	72	37	6	8	20	2	26	24	22	19	18	17	13	17	55	61	10	48	23	5
	10.9%	9.6%	9.2%	13.2%	13.7%	16.6%	12.6%	11.9%	8.8%	13.2%	15.6%	8.9%	9.3%	9.1%	11.6%	11.2%	9.5%	10.5%	13.3%	7.0%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



t1d\_a. [The health effects of cannabis use] Please rate your level of knowledge on each of the following topics related to cannabis:

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Very knowledgeable	341	208	37	8	81	6	94	120	126	87	48	91	71	69	272	289	52	229	109	32
	14.4%	15.8%	15.0%	5.5%	13.4%	14.7%	13.4%	16.1%	13.8%	16.2%	12.7%	14.3%	14.1%	13.4%	14.7%	14.5%	14.0%	13.3%	19.5%	12.8%
4	597	354	56	45	126	16	169	166	263	109	96	186	143	156	441	508	90	445	148	50
	25.3%	26.9%	22.9%	29.5%	20.8%	38.3%	24.0%	22.2%	28.7%	20.4%	25.3%	29.2%	28.6%	30.1%	23.9%	25.5%	24.3%	25.9%	26.5%	20.1%
3	775	407	80	60	220	8	211	239	326	172	123	205	174	169	606	663	112	576	165	83
	32.8%	30.9%	32.5%	39.7%	36.3%	19.0%	30.0%	32.1%	35.6%	32.2%	32.2%	32.3%	34.6%	32.6%	32.9%	33.3%	30.4%	33.5%	29.6%	33.2%
2	395	224	42	27	98	4	127	133	134	93	72	100	81	85	310	325	70	305	65	53
	16.7%	17.0%	17.2%	17.7%	16.1%	9.4%	18.1%	17.9%	14.7%	17.3%	19.0%	15.7%	16.1%	16.3%	16.8%	16.3%	18.9%	17.8%	11.7%	21.1%
1 - Not at all knowledgeable	255	124	30	12	82	8	102	87	66	74	42	54	33	40	215	209	46	164	72	32
	10.8%	9.4%	12.4%	7.6%	13.4%	18.6%	14.5%	11.7%	7.2%	13.9%	10.9%	8.5%	6.7%	7.6%	11.7%	10.5%	12.4%	9.5%	12.8%	12.8%
Top 2 Box	938	562	93	53	208	22	263	286	389	196	145	277	214	225	713	797	141	674	256	82
	39.7%	42.7%	37.9%	35.0%	34.2%	53.0%	37.5%	38.4%	42.5%	36.7%	37.9%	43.5%	42.6%	43.5%	38.6%	40.0%	38.3%	39.2%	45.9%	32.8%
Bottom 2 Box	649	348	73	39	179	12	229	220	200	167	114	154	114	124	525	534	116	469	137	85
	27.5%	26.4%	29.6%	25.3%	29.5%	28.0%	32.6%	29.6%	21.9%	31.2%	29.9%	24.2%	22.8%	24.0%	28.5%	26.8%	31.3%	27.3%	24.5%	33.9%
Mean	3.2	3.2	3.1	3.1	3	3.2	3	3.1	3.3	3.1	3.1	3.3	3.3	3.3	3.1	3.2	3.1	3.2	3.3	3

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1d\_b. [Laws related to the possession and use of cannabis] Please rate your level of knowledge on each of the following topics related to cannabis:

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Very knowledgeable	236	142	29	8	52	5	71	72	92	56	29	66	54	55	181	204	32	176	63	20
	10.0%	10.8%	11.6%	5.3%	8.6%	10.9%	10.1%	9.7%	10.1%	10.4%	7.7%	10.4%	10.7%	10.5%	9.8%	10.2%	8.6%	10.2%	11.3%	8.1%
4	462	280	37	32	109	4	122	139	201	84	88	136	106	112	350	405	57	337	118	38
	19.5%	21.3%	15.1%	21.3%	17.9%	9.1%	17.3%	18.7%	22.0%	15.7%	23.0%	21.4%	21.1%	21.6%	19.0%	20.3%	15.4%	19.6%	21.2%	15.3%
3	805	436	90	57	207	16	241	244	321	182	126	220	178	181	624	679	126	605	184	80
	34.1%	33.1%	36.7%	37.3%	34.2%	37.5%	34.2%	32.7%	35.1%	33.9%	33.0%	34.6%	35.4%	35.0%	33.8%	34.1%	34.1%	35.2%	33.0%	32.2%
2	514	288	45	39	137	6	153	164	197	112	78	138	117	108	406	431	83	369	101	63
	21.8%	21.8%	18.2%	25.5%	22.5%	15.4%	21.8%	22.0%	21.6%	20.9%	20.5%	21.8%	23.3%	20.8%	22.0%	21.6%	22.5%	21.5%	18.2%	25.4%
1 - Not at all knowledgeable	346	171	45	16	102	11	116	126	104	102	60	75	48	63	283	274	71	232	91	48
	14.6%	13.0%	18.4%	10.6%	16.8%	27.1%	16.5%	16.9%	11.3%	19.1%	15.9%	11.8%	9.5%	12.1%	15.3%	13.8%	19.3%	13.5%	16.4%	19.1%
Top 2 Box	698	422	66	41	161	8	193	211	293	140	117	202	160	167	531	609	89	512	181	58
	29.5%	32.1%	26.7%	26.7%	26.5%	20.0%	27.5%	28.4%	32.0%	26.1%	30.7%	31.9%	31.8%	32.1%	28.8%	30.5%	24.0%	29.8%	32.5%	23.4%
Bottom 2 Box	860	459	90	55	239	18	269	290	301	214	138	213	165	171	689	705	155	601	193	111
	36.4%	34.8%	36.6%	36.1%	39.4%	42.5%	38.3%	38.9%	32.9%	40.0%	36.3%	33.6%	32.8%	32.9%	37.4%	35.4%	41.8%	35.0%	34.5%	44.4%
Mean	2.9	3	2.8	2.9	2.8	2.6	2.8	2.8	3	2.8	2.9	3	3	3	2.9	2.9	2.7	2.9	2.9	2.7

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1d\_c. [Impact of the use of cannabis while driving] Please rate your level of knowledge on each of the following topics related to cannabis:

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Very knowledgeable	640	349	74	33	169	15	201	217	223	146	108	182	130	131	509	549	91	486	148	60
	27.1%	26.5%	30.1%	21.5%	27.8%	36.4%	28.6%	29.1%	24.3%	27.2%	28.2%	28.6%	26.0%	25.3%	27.6%	27.6%	24.6%	28.3%	26.6%	24.1%
4	716	412	64	58	173	9	210	205	301	134	108	214	173	169	547	606	111	531	152	84
	30.3%	31.3%	26.2%	37.9%	28.5%	22.1%	29.9%	27.5%	32.9%	25.1%	28.4%	33.7%	34.5%	32.6%	29.7%	30.4%	30.0%	30.9%	27.3%	33.5%
3	562	307	61	41	144	10	151	165	247	121	93	143	124	126	436	471	91	399	141	56
	23.8%	23.3%	24.7%	26.7%	23.7%	23.3%	21.4%	22.1%	27.0%	22.6%	24.5%	22.5%	24.8%	24.3%	23.7%	23.6%	24.7%	23.2%	25.2%	22.4%
2	231	133	21	11	65	2	60	84	87	58	46	57	48	52	180	190	41	167	53	24
	9.8%	10.1%	8.4%	7.3%	10.7%	5.3%	8.6%	11.3%	9.5%	10.7%	12.0%	9.0%	9.5%	9.9%	9.7%	9.6%	11.0%	9.7%	9.5%	9.8%
1 - Not at all knowledgeable	213	115	26	10	57	5	81	74	57	77	26	39	26	41	172	177	36	135	63	26
	9.0%	8.7%	10.7%	6.5%	9.3%	12.9%	11.6%	10.0%	6.3%	14.3%	6.9%	6.2%	5.2%	7.9%	9.3%	8.9%	9.7%	7.9%	11.4%	10.2%
Top 2 Box	1356	762	138	90	342	24	411	422	524	280	216	396	304	300	1056	1155	202	1017	300	144
	57.4%	57.9%	56.3%	59.4%	56.3%	58.5%	58.4%	56.6%	57.3%	52.3%	56.6%	62.4%	60.5%	57.9%	57.3%	57.9%	54.6%	59.2%	53.9%	57.6%
Bottom 2 Box	444	248	47	21	121	8	141	159	144	134	72	96	74	92	352	368	77	303	116	50
	18.8%	18.8%	19.0%	13.9%	20.0%	18.2%	20.1%	21.3%	15.8%	25.1%	18.9%	15.2%	14.7%	17.8%	19.1%	18.4%	20.7%	17.6%	20.9%	20.0%
Mean	3.6	3.6	3.6	3.6	3.5	3.6	3.6	3.5	3.6	3.4	3.6	3.7	3.7	3.6	3.6	3.6	3.5	3.6	3.5	3.5
										J	J	J						S		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1d\_d. [Laws on travelling outside Canada with cannabis] Please rate your level of knowledge on each of the following topics related to cannabis:

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Very knowledgeable	466	270	47	16	129	6	130	148	189	94	65	130	121	81	385	389	77	351	106	51
	19.7%	20.5%	19.0%	10.4%	21.2%	14.2%	18.5%	19.8%	20.6%	17.5%	17.0%	20.4%	24.0%	15.7%	20.9%	19.5%	20.9%	20.4%	19.1%	20.6%
4	535	306	27	30	167	5	136	152	247	96	85	172	122	119	416	456	78	405	108	49
	22.6%	23.2%	11.1%	19.8%	27.4%	12.8%	19.3%	20.4%	27.0%	17.8%	22.4%	27.0%	24.4%	22.9%	22.6%	22.9%	21.2%	23.6%	19.4%	19.5%
3	543	312	64	41	117	9	152	167	224	119	89	153	109	144	399	468	75	408	121	49
	23.0%	23.7%	26.0%	27.0%	19.3%	21.2%	21.6%	22.4%	24.5%	22.1%	23.3%	24.1%	21.6%	27.7%	21.6%	23.5%	20.2%	23.7%	21.7%	19.7%
2	354	204	37	31	73	9	120	114	120	86	67	81	79	80	274	288	66	238	92	52
	15.0%	15.5%	15.0%	20.4%	12.0%	20.7%	17.0%	15.4%	13.1%	16.0%	17.5%	12.7%	15.8%	15.4%	14.9%	14.5%	17.9%	13.8%	16.5%	20.8%
1 - Not at all knowledgeable	465	225	71	34	121	13	166	164	135	143	75	100	71	95	370	391	73	317	130	48
	19.7%	17.1%	28.9%	22.4%	20.0%	31.1%	23.6%	22.1%	14.7%	26.6%	19.8%	15.8%	14.1%	18.2%	20.1%	19.6%	19.8%	18.5%	23.4%	19.4%
Top 2 Box	1001	575	74	46	295	11	266	300	436	189	150	302	243	200	801	846	155	756	214	100
	42.4%	43.7%	30.1%	30.1%	48.6%	27.0%	37.8%	40.2%	47.6%	35.3%	39.4%	47.5%	48.4%	38.6%	43.4%	42.4%	42.1%	44.0%	38.4%	40.1%
Bottom 2 Box	819	430	108	65	195	22	285	279	255	228	142	181	150	175	644	680	139	555	222	100
	34.7%	32.6%	43.9%	42.8%	32.0%	51.8%	40.6%	37.4%	27.8%	42.6%	37.3%	28.5%	30.0%	33.7%	34.9%	34.1%	37.7%	32.3%	39.8%	40.2%
Mean	3.1	3.1	2.8	2.8	3.2	2.6	2.9	3	3.3	2.8	3	3.2	3.3	3	3.1	3.1	3.1	3.1	2.9	3
		CDF			CDF				GH			JK	JK					S		

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1d\_e. [Laws on using cannabis in the workplace] Please rate your level of knowledge on each of the following topics related to cannabis:

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Very knowledgeable	342	236	27	9	63	5	96	116	129	75	51	97	84	77	265	294	48	244	84	36
	14.5%	17.9%	11.1%	6.2%	10.4%	13.2%	13.7%	15.6%	14.1%	14.0%	13.3%	15.2%	16.7%	14.9%	14.3%	14.7%	13.0%	14.2%	15.1%	14.5%
4	435	281	32	32	86	5	129	131	176	85	60	136	107	112	323	376	59	330	96	39
	18.4%	21.3%	12.9%	21.2%	14.1%	11.3%	18.3%	17.6%	19.2%	15.8%	15.7%	21.4%	21.4%	21.6%	17.5%	18.9%	16.0%	19.2%	17.3%	15.7%
3	633	360	62	43	155	14	168	192	273	134	110	176	134	150	483	532	101	471	149	68
	26.8%	27.3%	25.2%	28.2%	25.5%	34.4%	24.0%	25.7%	29.9%	25.1%	28.8%	27.7%	26.6%	29.0%	26.2%	26.7%	27.3%	27.4%	26.7%	27.1%
2	432	233	46	35	114	5	127	134	172	83	82	109	98	85	347	361	71	307	99	48
	18.3%	17.7%	18.6%	23.0%	18.8%	11.0%	18.0%	17.9%	18.8%	15.5%	21.6%	17.1%	19.5%	16.3%	18.8%	18.1%	19.3%	17.9%	17.7%	19.2%
1 - Not at all knowledgeable	521	207	79	32	190	12	183	173	165	158	78	118	79	94	427	431	90	367	129	58
	22.0%	15.7%	32.2%	21.4%	31.3%	30.0%	26.0%	23.2%	18.1%	29.6%	20.5%	18.6%	15.8%	18.2%	23.1%	21.6%	24.4%	21.4%	23.2%	23.4%
Top 2 Box	777	517	59	42	149	10	225	247	305	160	111	233	191	189	587	670	107	573	181	75
	32.9%	39.3%	24.0%	27.4%	24.5%	24.5%	32.0%	33.1%	33.3%	29.8%	29.0%	36.6%	38.0%	36.5%	31.9%	33.6%	29.0%	33.4%	32.4%	30.2%
Bottom 2 Box	953	440	125	67	304	17	309	307	337	242	161	227	177	179	774	791	161	674	228	106
	40.3%	33.4%	50.7%	44.3%	50.0%	41.1%	44.0%	41.1%	36.8%	45.1%	42.2%	35.7%	35.3%	34.5%	42.0%	39.7%	43.7%	39.2%	40.9%	42.6%
Mean	2.8	3.1	2.5	2.7	2.5	2.7	2.8	2.8	2.9	2.7	2.8	3	3	3	2.8	2.9	2.7	2.9	2.8	2.8
		CDE							G			JK	JK	O						

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1d\_t2. [Top 2 Box] Please rate your level of knowledge on each of the following topics related to cannabis:

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
The health effects of cannabis use	938	562	93	53	208	22	263	286	389	196	145	277	214	225	713	797	141	674	256	82
	39.7%	42.7%	37.9%	35.0%	34.2%	53.0%	37.5%	38.4%	42.5%	36.7%	37.9%	43.5%	42.6%	43.5%	38.6%	40.0%	38.3%	39.2%	45.9%	32.8%
		E				DE						J							RT	
Laws related to the possession and use of cannabis	698	422	66	41	161	8	193	211	293	140	117	202	160	167	531	609	89	512	181	58
	29.5%	32.1%	26.7%	26.7%	26.5%	20.0%	27.5%	28.4%	32.0%	26.1%	30.7%	31.9%	31.8%	32.1%	28.8%	30.5%	24.0%	29.8%	32.5%	23.4%
		E										J				Q			T	T
Impact of the use of cannabis while driving	1356	762	138	90	342	24	411	422	524	280	216	396	304	300	1056	1155	202	1017	300	144
	57.4%	57.9%	56.3%	59.4%	56.3%	58.5%	58.4%	56.6%	57.3%	52.3%	56.6%	62.4%	60.5%	57.9%	57.3%	57.9%	54.6%	59.2%	53.9%	57.6%
												J	J					S		
Laws on travelling outside Canada with cannabis	1001	575	74	46	295	11	266	300	436	189	150	302	243	200	801	846	155	756	214	100
	42.4%	43.7%	30.1%	30.1%	48.6%	27.0%	37.8%	40.2%	47.6%	35.3%	39.4%	47.5%	48.4%	38.6%	43.4%	42.4%	42.1%	44.0%	38.4%	40.1%
		CDF			CDF				GH			JK	JK					S		
Laws on using cannabis in the workplace	777	517	59	42	149	10	225	247	305	160	111	233	191	189	587	670	107	573	181	75
	32.9%	39.3%	24.0%	27.4%	24.5%	24.5%	32.0%	33.1%	33.3%	29.8%	29.0%	36.6%	38.0%	36.5%	31.9%	33.6%	29.0%	33.4%	32.4%	30.2%
		CDE										JK	JK							

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1d\_b2. [Bottom 2 Box] Please rate your level of knowledge on each of the following topics related to cannabis:

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
The health effects of cannabis use	649	348	73	39	179	12	229	220	200	167	114	154	114	124	525	534	116	469	137	85
	27.5%	26.4%	29.6%	25.3%	29.5%	28.0%	32.6%	29.6%	21.9%	31.2%	29.9%	24.2%	22.8%	24.0%	28.5%	26.8%	31.3%	27.3%	24.5%	33.9%
							I	I		LM	M									RS
Laws related to the possession and use of cannabis	860	459	90	55	239	18	269	290	301	214	138	213	165	171	689	705	155	601	193	111
	36.4%	34.8%	36.6%	36.1%	39.4%	42.5%	38.3%	38.9%	32.9%	40.0%	36.3%	33.6%	32.8%	32.9%	37.4%	35.4%	41.8%	35.0%	34.5%	44.4%
							I	I		LM							P			RS
Impact of the use of cannabis while driving	444	248	47	21	121	8	141	159	144	134	72	96	74	92	352	368	77	303	116	50
	18.8%	18.8%	19.0%	13.9%	20.0%	18.2%	20.1%	21.3%	15.8%	25.1%	18.9%	15.2%	14.7%	17.8%	19.1%	18.4%	20.7%	17.6%	20.9%	20.0%
							I	I		KLM										
Laws on travelling outside Canada with cannabis	819	430	108	65	195	22	285	279	255	228	142	181	150	175	644	680	139	555	222	100
	34.7%	32.6%	43.9%	42.8%	32.0%	51.8%	40.6%	37.4%	27.8%	42.6%	37.3%	28.5%	30.0%	33.7%	34.9%	34.1%	37.7%	32.3%	39.8%	40.2%
			BE	BE		BE	I	I		LM	LM								R	R
Laws on using cannabis in the workplace	953	440	125	67	304	17	309	307	337	242	161	227	177	179	774	791	161	674	228	106
	40.3%	33.4%	50.7%	44.3%	50.0%	41.1%	44.0%	41.1%	36.8%	45.1%	42.2%	35.7%	35.3%	34.5%	42.0%	39.7%	43.7%	39.2%	40.9%	42.6%
			B	B	B		I			LM	M			N						

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1e\_a. [The health effects of cannabis use] I know where to find information on...

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	1664	957	169	121	389	28	470	533	661	361	268	459	360	397	1267	1407	257	1217	404	168
	70.4%	72.7%	68.7%	79.9%	64.1%	67.0%	66.9%	71.6%	72.2%	67.4%	70.4%	72.2%	71.7%	76.6%	68.7%	70.6%	69.6%	70.8%	72.4%	67.3%
No	699	360	77	31	218	14	233	212	254	175	113	176	142	122	577	586	112	501	154	82
	29.6%	27.3%	31.3%	20.1%	35.9%	33.0%	33.1%	28.4%	27.8%	32.6%	29.6%	27.8%	28.3%	23.4%	31.3%	29.4%	30.4%	29.2%	27.6%	32.7%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base



t1e\_b. [Laws related to the possession and use of cannabis] I know where to find information on...

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	1552	892	154	110	369	27	442	487	624	328	247	430	350	371	1181	1325	228	1147	369	149
	65.7%	67.7%	62.9%	72.1%	60.7%	66.0%	62.8%	65.4%	68.1%	61.1%	64.8%	67.7%	69.7%	71.5%	64.1%	66.4%	61.6%	66.7%	66.2%	59.9%
No	811	425	91	42	238	14	261	258	292	208	134	206	152	148	663	669	142	571	189	100
	34.3%	32.3%	37.1%	27.9%	39.3%	34.0%	37.2%	34.6%	31.9%	38.9%	35.2%	32.3%	30.3%	28.5%	35.9%	33.6%	38.4%	33.3%	33.8%	40.1%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1e\_c. [Impact of the use of cannabis while driving] I know where to find information on...

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	1634	930	164	126	389	26	476	522	635	342	269	453	360	393	1241	1384	250	1199	389	160
	69.1%	70.6%	66.8%	82.7%	64.1%	61.8%	67.8%	70.1%	69.4%	63.8%	70.6%	71.3%	71.7%	75.8%	67.3%	69.4%	67.6%	69.8%	69.7%	64.3%
No	729	387	81	26	218	16	227	223	280	194	112	183	142	125	604	609	120	519	169	89
	30.9%	29.4%	33.2%	17.3%	35.9%	38.2%	32.2%	29.9%	30.6%	36.2%	29.4%	28.7%	28.3%	24.2%	32.7%	30.6%	32.4%	30.2%	30.3%	35.7%
		D	D	D	BD	D					KLM				N					

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1e\_d. [Laws on travelling outside Canada with cannabis] I know where to find information on...

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	1515	874	151	104	361	25	427	483	605	304	237	428	346	353	1162	1286	228	1123	351	150
	64.1%	66.3%	61.6%	68.2%	59.5%	60.0%	60.7%	64.8%	66.1%	56.7%	62.3%	67.4%	68.9%	68.1%	63.0%	64.5%	61.8%	65.4%	63.0%	60.0%
No	848	443	94	48	246	17	276	262	310	232	144	207	156	166	683	707	141	595	206	100
	35.9%	33.7%	38.4%	31.8%	40.5%	40.0%	39.3%	35.2%	33.9%	43.3%	37.7%	32.6%	31.1%	31.9%	37.0%	35.5%	38.2%	34.6%	37.0%	40.0%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1e\_e. [Laws on using cannabis in the workplace] I know where to find information on...

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	1386	832	126	96	308	24	388	455	543	294	230	385	312	340	1045	1184	202	1030	330	123
	58.6%	63.2%	51.4%	63.1%	50.7%	56.8%	55.2%	61.0%	59.4%	54.9%	60.3%	60.6%	62.2%	65.6%	56.7%	59.4%	54.5%	59.9%	59.3%	49.1%
No	977	485	119	56	299	18	315	291	372	242	151	250	190	178	799	809	168	688	227	127
	41.4%	36.8%	48.6%	36.9%	49.3%	43.2%	44.8%	39.0%	40.6%	45.1%	39.7%	39.4%	37.8%	34.4%	43.3%	40.6%	45.5%	40.1%	40.7%	50.9%
			BD		BD		H			M					N					

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1e\_s1. [Yes Summary] I know where to find information on...

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
The health effects of cannabis use	1664	957	169	121	389	28	470	533	661	361	268	459	360	397	1267	1407	257	1217	404	168
	70.4%	72.7%	68.7%	79.9%	64.1%	67.0%	66.9%	71.6%	72.2%	67.4%	70.4%	72.2%	71.7%	76.6%	68.7%	70.6%	69.6%	70.8%	72.4%	67.3%
		E		CE					G					O						
Laws related to the possession and use of cannabis	1552	892	154	110	369	27	442	487	624	328	247	430	350	371	1181	1325	228	1147	369	149
	65.7%	67.7%	62.9%	72.1%	60.7%	66.0%	62.8%	65.4%	68.1%	61.1%	64.8%	67.7%	69.7%	71.5%	64.1%	66.4%	61.6%	66.7%	66.2%	59.9%
		E		E					G			J	J	O				T		
Impact of the use of cannabis while driving	1634	930	164	126	389	26	476	522	635	342	269	453	360	393	1241	1384	250	1199	389	160
	69.1%	70.6%	66.8%	82.7%	64.1%	61.8%	67.8%	70.1%	69.4%	63.8%	70.6%	71.3%	71.7%	75.8%	67.3%	69.4%	67.6%	69.8%	69.7%	64.3%
		E		BCEF							J	J	J	O						
Laws on travelling outside Canada with cannabis	1515	874	151	104	361	25	427	483	605	304	237	428	346	353	1162	1286	228	1123	351	150
	64.1%	66.3%	61.6%	68.2%	59.5%	60.0%	60.7%	64.8%	66.1%	56.7%	62.3%	67.4%	68.9%	68.1%	63.0%	64.5%	61.8%	65.4%	63.0%	60.0%
		E		E					G			J	J	O						
Laws on using cannabis in the workplace	1386	832	126	96	308	24	388	455	543	294	230	385	312	340	1045	1184	202	1030	330	123
	58.6%	63.2%	51.4%	63.1%	50.7%	56.8%	55.2%	61.0%	59.4%	54.9%	60.3%	60.6%	62.2%	65.6%	56.7%	59.4%	54.5%	59.9%	59.3%	49.1%
		CE		CE					G			J	J	O				T	T	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1e\_s2. [No Summary] I know where to find information on...

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
The health effects of cannabis use	699	360	77	31	218	14	233	212	254	175	113	176	142	122	577	586	112	501	154	82
	29.6%	27.3%	31.3%	20.1%	35.9%	33.0%	33.1%	28.4%	27.8%	32.6%	29.6%	27.8%	28.3%	23.4%	31.3%	29.4%	30.4%	29.2%	27.6%	32.7%
			D		BD		I							N						
Laws related to the possession and use of cannabis	811	425	91	42	238	14	261	258	292	208	134	206	152	148	663	669	142	571	189	100
	34.3%	32.3%	37.1%	27.9%	39.3%	34.0%	37.2%	34.6%	31.9%	38.9%	35.2%	32.3%	30.3%	28.5%	35.9%	33.6%	38.4%	33.3%	33.8%	40.1%
					BD		I			LM				N						R
Impact of the use of cannabis while driving	729	387	81	26	218	16	227	223	280	194	112	183	142	125	604	609	120	519	169	89
	30.9%	29.4%	33.2%	17.3%	35.9%	38.2%	32.2%	29.9%	30.6%	36.2%	29.4%	28.7%	28.3%	24.2%	32.7%	30.6%	32.4%	30.2%	30.3%	35.7%
			D		BD	D				KLM				N						
Laws on travelling outside Canada with cannabis	848	443	94	48	246	17	276	262	310	232	144	207	156	166	683	707	141	595	206	100
	35.9%	33.7%	38.4%	31.8%	40.5%	40.0%	39.3%	35.2%	33.9%	43.3%	37.7%	32.6%	31.1%	31.9%	37.0%	35.5%	38.2%	34.6%	37.0%	40.0%
					BD		I			LM				N						
Laws on using cannabis in the workplace	977	485	119	56	299	18	315	291	372	242	151	250	190	178	799	809	168	688	227	127
	41.4%	36.8%	48.6%	36.9%	49.3%	43.2%	44.8%	39.0%	40.6%	45.1%	39.7%	39.4%	37.8%	34.4%	43.3%	40.6%	45.5%	40.1%	40.7%	50.9%
			BD		BD		H			M				N						RS

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1h. Over the past three weeks, have you seen, read or heard these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	404	196	51	34	116	8	124	137	143	96	65	113	84	117	286	352	51	297	101	35
	17.1%	14.8%	20.7%	22.4%	19.0%	18.3%	17.6%	18.4%	15.6%	17.9%	17.0%	17.7%	16.7%	22.6%	15.5%	17.7%	13.8%	17.3%	18.1%	14.0%
No	1959	1121	195	118	492	34	579	608	772	440	316	523	418	402	1558	1641	318	1422	457	215
	82.9%	85.2%	79.3%	77.6%	81.0%	81.7%	82.4%	81.6%	84.4%	82.1%	83.0%	82.3%	83.3%	77.4%	84.5%	82.3%	86.2%	82.7%	81.9%	86.0%
		CDE												N						

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1i. Where have you seen, read or heard these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: Have seen ads at T1H	421	199	49	43	123	7	136	136	149	104	65	113	93	119	302	366	55	300	120	34
Weighted	404	196	51*	34*	116	8**	124	137	143	96*	65*	113	84*	117	286	352	51*	297	101	35*
Cinema	11	8	1	1	0	0	1	2	7	2	0	4	4	7	4	9	2	11	2	1
	2.7%	4.2%	2.6%	3.5%	-	-	1.0%	1.8%	5.0%	2.6%	-	3.2%	4.9%	6.2%	1.3%	2.5%	3.7%	3.6%	1.6%	1.7%
Facebook	59	32	12	5	9	2	13	18	28	12	9	20	13	24	35	52	7	48	17	4
	14.7%	16.3%	23.4%	15.7%	7.5%	21.4%	10.2%	13.4%	19.9%	12.9%	14.1%	17.6%	15.0%	20.7%	12.3%	14.8%	14.1%	16.0%	16.5%	11.8%
Internet Website	40	23	7	3	7	0	7	16	17	8	4	12	11	13	27	33	7	29	11	2
	9.8%	11.6%	13.9%	8.4%	6.2%	-	5.8%	11.5%	11.7%	8.8%	6.1%	10.8%	13.5%	11.1%	9.3%	9.3%	13.5%	9.9%	11.2%	4.6%
Magazines	7	4	1	0	2	0	1	1	5	1	0	1	4	4	3	4	3	4	3	0
	1.6%	2.1%	1.5%	-	1.5%	-	0.6%	0.4%	3.7%	0.6%	-	0.5%	4.2%	3.1%	1.0%	1.1%	5.0%	1.5%	2.9%	-
Newspaper (daily)	16	7	2	1	6	0	3	4	9	4	0	3	3	6	10	12	4	12	4	2
	3.9%	3.4%	3.8%	3.0%	5.4%	-	2.2%	2.7%	6.5%	4.2%	0.7%	3.0%	4.1%	4.7%	3.6%	3.5%	6.9%	4.0%	3.8%	6.5%
Newspaper (weekly or community)	19	11	1	2	6	0	6	4	9	7	1	3	5	8	11	15	5	13	4	4
	4.8%	5.5%	1.5%	5.5%	5.2%	-	4.6%	3.1%	6.5%	7.2%	2.0%	2.9%	6.0%	6.7%	4.0%	4.1%	9.4%	4.5%	4.1%	10.9%
Outdoor Billboards	12	10	1	0	0	0	2	3	7	5	0	4	3	5	7	9	3	9	2	2
	2.9%	5.3%	2.3%	-	-	-	1.3%	2.2%	4.9%	4.8%	-	3.3%	3.9%	4.1%	2.4%	2.6%	5.0%	3.1%	2.2%	6.5%
Pamphlet or brochure in the mail	6	5	0	1	0	0	1	2	3	1	0	4	1	3	3	5	1	6	2	0
	1.4%	2.6%	-	1.7%	-	-	0.5%	1.2%	2.4%	0.6%	-	4.0%	0.7%	2.4%	1.0%	1.4%	1.2%	1.9%	1.6%	-
Public transit (bus or subway)	10	9	0	1	1	0	3	1	6	5	0	2	4	6	4	6	4	6	1	6
	2.6%	4.4%	-	1.8%	1.1%	-	2.8%	0.9%	4.0%	4.9%	-	1.5%	4.9%	5.2%	1.5%	1.8%	7.9%	2.1%	0.6%	16.0%
Radio	27	14	5	2	6	0	6	13	8	6	1	6	10	10	18	26	2	22	8	0
	6.8%	7.0%	10.7%	7.0%	5.2%	-	5.2%	9.4%	5.7%	6.4%	1.5%	5.3%	11.8%	8.4%	6.1%	7.3%	3.5%	7.3%	8.0%	-
Television	302	134	39	15	107	7	95	113	94	79	51	73	59	79	223	267	35	218	76	26
	74.9%	68.5%	77.5%	44.0%	92.6%	90.0%	76.8%	82.9%	65.6%	82.7%	79.2%	64.7%	70.2%	67.2%	78.0%	75.8%	68.4%	73.4%	75.2%	74.6%
Twitter	15	12	1	0	1	0	2	1	12	1	2	7	4	8	6	15	0	15	4	0
	3.6%	6.1%	2.4%	-	1.2%	-	1.4%	0.9%	8.1%	0.6%	3.0%	6.1%	4.5%	7.0%	2.2%	4.1%	-	4.9%	4.4%	-
YouTube	84	54	11	12	5	2	27	23	34	26	8	25	18	30	54	69	15	70	17	12
	20.9%	27.6%	20.8%	34.7%	4.7%	31.4%	21.6%	17.1%	23.8%	27.1%	13.0%	22.6%	21.9%	25.5%	19.0%	19.6%	29.5%	23.7%	17.0%	35.5%
Instagram	22	16	2	3	0	0	5	3	14	3	2	6	9	14	7	18	4	18	6	3
	5.4%	8.3%	3.7%	9.3%	0.4%	-	3.7%	2.4%	9.8%	3.5%	2.7%	4.9%	10.8%	12.3%	2.6%	5.1%	7.3%	6.2%	6.1%	7.9%
LinkedIn	4	2	1	1	0	0	2	0	2	1	0	2	0	1	2	3	1	4	1	1
	0.9%	1.0%	1.2%	3.5%	-	-	1.5%	-	1.3%	0.6%	-	2.2%	-	1.0%	0.9%	0.9%	1.2%	1.2%	0.6%	1.7%
Snapchat	8	3	1	4	0	0	5	1	2	1	1	4	1	5	3	7	1	7	0	1
	1.9%	1.7%	1.2%	10.7%	-	-	3.9%	0.4%	1.5%	0.6%	2.0%	3.2%	0.7%	3.9%	1.1%	2.0%	1.2%	2.2%	-	2.8%
Spotify	6	3	0	3	0	0	3	0	3	1	1	2	1	3	3	6	0	5	2	0
	1.5%	1.5%	-	9.1%	-	-	2.5%	-	2.0%	0.6%	2.0%	2.1%	1.4%	2.5%	1.1%	1.7%	-	1.6%	1.7%	-
Other, specify	4	1	0	0	1	2	0	3	1	0	2	1	2	0	4	3	1	2	0	2
	1.1%	0.8%	-	-	1.1%	21.4%	-	2.3%	0.9%	-	2.5%	0.7%	2.4%	-	1.5%	0.9%	2.4%	0.7%	-	6.8%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



t1j. What do you think is the main point these ads are trying to get across?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed/ Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/Colleg e	University	Under \$40K	\$40K-~\$60K	\$60K-~\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Educate/ raise awareness/ provides information	550 23.3%	327 24.9%	53 21.7%	36 23.7%	127 20.9%	6 15.6%	146 20.8%	165 22.1%	239 26.2%	115 21.4%	84 22.1%	144 22.6%	129 25.7%	146 28.2%	404 21.9%	463 23.2%	87 23.6%	318 18.5%	208 37.3%	65 25.9%
Cannabis/ marijuana/ pot/ weed	32 1.3%	18 1.4%	5 1.9%	2 1.5%	6 1.0%	1 1.6%	12 1.7%	5 0.7%	15 1.6%	6 1.0%	4 1.2%	11 1.7%	2 0.5%	8 1.6%	23 1.3%	24 1.2%	8 2.1%	16 0.9%	12 2.1%	6 2.3%
Keep away from kids and pets	177 7.5%	88 6.7%	22 9.0%	14 9.0%	53 8.6%	1 1.3%	56 8.0%	65 8.7%	56 6.2%	47 8.8%	26 6.9%	48 7.6%	40 8.0%	44 8.6%	133 7.2%	140 7.0%	37 10.0%	127 7.4%	46 8.3%	15 5.8%
Public health and safety	154 6.5%	91 6.9%	16 6.6%	9 6.0%	36 5.9%	2 4.4%	45 6.3%	52 7.0%	57 6.3%	35 6.5%	22 5.8%	46 7.2%	31 6.2%	28 5.5%	125 6.8%	130 6.5%	24 6.4%	110 6.4%	40 7.1%	13 5.2%
Be safe/ careful/ responsible/ cautious/ use in moderation	561 23.7%	307 23.3%	55 22.3%	39 25.6%	156 25.7%	4 9.4%	157 22.3%	183 24.5%	221 24.2%	101 18.8%	95 24.9%	154 24.2%	139 27.6%	100 19.3%	460 25.0%	480 24.1%	80 21.7%	466 27.1%	78 14.0%	60 24.0%
Prevention	24 1.0%	16 1.2%	3 1.3%	1 0.9%	3 0.5%	0 -	8 1.2%	7 0.9%	9 1.0%	8 1.4%	4 0.9%	6 0.9%	4 0.8%	7 1.3%	17 0.9%	18 0.9%	5 1.5%	5 0.3%	17 3.1%	2 0.9%
Reasons for legalization of cannabis and the role of the government	253 10.7%	133 10.1%	25 10.4%	21 13.6%	69 11.4%	4 10.0%	66 9.4%	78 10.4%	109 11.9%	45 8.4%	42 11.0%	81 12.8%	58 11.6%	60 11.6%	192 10.4%	208 10.4%	44 12.0%	207 12.1%	35 6.2%	29 11.8%
Storage/ keep it in a safe place	125 5.3%	51 3.9%	23 9.5%	7 4.8%	43 7.0%	1 2.7%	43 6.2%	35 4.7%	47 5.1%	20 3.8%	22 5.7%	40 6.3%	22 4.4%	20 3.9%	105 5.7%	107 5.4%	18 4.8%	102 5.9%	18 3.2%	9 3.6%
Dangers of cannabis/ side effects/ cannabis is not good/ don't use	139 5.9%	66 5.0%	15 6.1%	6 4.2%	49 8.1%	3 6.6%	33 4.7%	46 6.2%	60 6.5%	39 7.3%	24 6.2%	33 5.2%	23 4.6%	27 5.2%	112 6.1%	115 5.8%	25 6.7%	90 5.2%	49 8.7%	15 5.8%
Cannabis is okay/ good	17 0.7%	9 0.7%	1 0.5%	1 0.9%	5 0.8%	1 2.2%	7 0.9%	5 0.6%	6 0.7%	4 0.8%	3 0.8%	1 0.2%	6 1.2%	4 0.8%	13 0.7%	17 0.8%	1 0.2%	16 0.9%	3 0.5%	0 -
Visit the website	104 4.4%	62 4.7%	13 5.3%	5 3.1%	20 3.3%	4 10.7%	36 5.1%	28 3.7%	40 4.4%	28 5.3%	13 3.5%	29 4.6%	24 4.7%	23 4.5%	80 4.4%	94 4.7%	10 2.7%	83 4.8%	15 2.7%	13 5.4%
Be smart/ knowledgeable/ informed/ educate yourself	74 3.1%	43 3.3%	9 3.5%	5 3.2%	15 2.5%	3 6.2%	27 3.8%	24 3.3%	23 2.5%	19 3.6%	15 3.9%	19 3.0%	12 2.3%	15 2.8%	60 3.2%	71 3.5%	4 1.0%	58 3.4%	17 3.0%	5 1.9%
Where to find information/ questions and answers	251 10.6%	154 11.7%	26 10.5%	12 8.0%	50 8.2%	9 22.4%	67 9.5%	69 9.3%	115 12.5%	53 9.8%	33 8.8%	73 11.4%	69 13.7%	58 11.1%	193 10.5%	218 11.0%	32 8.7%	202 11.7%	37 6.7%	26 10.5%
Law/ rules/ regulation/ guidelines on cannabis usage	179 7.6%	87 6.6%	23 9.4%	9 5.8%	58 9.5%	3 7.2%	59 8.3%	63 8.5%	57 6.3%	42 7.9%	35 9.2%	50 7.9%	33 6.5%	30 5.8%	149 8.1%	149 7.5%	30 8.1%	137 8.0%	35 6.3%	17 6.8%
Buy/ use legal cannabis	32 1.3%	15 1.1%	4 1.5%	1 0.4%	13 2.1%	0 -	9 1.3%	14 1.8%	9 1.0%	9 1.7%	8 2.0%	8 1.3%	4 0.8%	5 1.0%	27 1.4%	24 1.2%	8 2.1%	27 1.6%	2 0.3%	4 1.6%
Fighting against illegal sale	21 0.9%	8 0.6%	3 1.4%	3 1.7%	7 1.1%	1 1.4%	11 1.6%	8 1.1%	2 0.3%	9 1.6%	7 1.8%	3 0.5%	3 0.6%	4 0.8%	17 0.9%	16 0.8%	5 1.4%	15 0.9%	6 1.1%	0 -
Negative government mentions	33 1.4%	14 1.1%	5 2.1%	1 0.9%	11 1.8%	2 3.9%	11 1.5%	14 1.9%	8 0.9%	7 1.2%	9 2.4%	5 0.8%	7 1.4%	6 1.1%	27 1.5%	30 1.5%	3 0.7%	26 1.5%	4 0.8%	4 1.5%
Negative ad mentions	19 0.8%	8 0.6%	1 0.4%	0 -	9 1.5%	1 2.3%	7 1.0%	7 0.9%	5 0.6%	6 1.1%	1 0.3%	8 1.2%	1 0.2%	3 0.6%	16 0.9%	14 0.7%	5 1.3%	12 0.7%	7 1.3%	5 2.0%
Nothing	7 0.3%	5 0.4%	0 -	0 -	2 0.4%	0 -	3 0.4%	2 0.2%	3 0.3%	4 0.8%	0 -	1 0.2%	1 0.3%	1 0.3%	6 0.3%	7 0.3%	0 0.1%	4 0.2%	3 0.5%	0 0.2%
Other	134 5.7%	78 5.9%	10 4.0%	12 8.2%	32 5.4%	1 3.0%	44 6.2%	25 3.4%	66 7.2%	36 6.7%	19 5.1%	33 5.2%	29 5.7%	37 7.1%	98 5.3%	106 5.3%	28 7.7%	102 6.0%	30 5.4%	14 5.4%
(Dk/Ns)	124 5.2%	74 5.7%	17 6.9%	7 4.4%	19 3.2%	6 15.6%	45 6.4%	43 5.7%	37 4.0%	36 6.6%	17 4.4%	27 4.2%	24 4.9%	22 4.2%	102 5.5%	105 5.3%	19 5.0%	100 5.8%	19 3.5%	9 3.7%

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1k\_b. [These ads catch my attention] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Strongly Agree	273	152	36	23	58	4	91	76	106	74	38	79	56	78	194	236	36	191	81	26
	11.5%	11.6%	14.5%	15.2%	9.6%	8.8%	13.0%	10.2%	11.6%	13.8%	9.9%	12.5%	11.2%	15.1%	10.5%	11.9%	9.8%	11.1%	14.6%	10.3%
4	516	301	43	38	126	8	135	158	223	90	86	149	135	136	381	427	89	381	117	58
	21.9%	22.9%	17.5%	25.0%	20.8%	19.6%	19.3%	21.3%	24.3%	16.7%	22.5%	23.5%	26.9%	26.2%	20.6%	21.4%	24.2%	22.1%	21.0%	23.2%
3	811	462	81	53	201	13	235	257	319	159	138	235	167	174	636	677	134	589	187	95
	34.3%	35.1%	33.1%	35.1%	33.1%	30.9%	33.5%	34.4%	34.8%	29.6%	36.1%	37.0%	33.3%	33.6%	34.5%	34.0%	36.1%	34.3%	33.5%	37.9%
2	390	219	50	22	92	7	125	113	152	100	65	89	80	70	320	340	50	304	68	41
	16.5%	16.6%	20.4%	14.3%	15.2%	15.8%	17.8%	15.2%	16.6%	18.6%	17.1%	13.9%	16.0%	13.4%	17.3%	17.1%	13.4%	17.7%	12.2%	16.4%
1 - Strongly Disagree	374	182	36	16	130	10	116	141	116	114	55	84	64	61	313	313	61	254	104	30
	15.8%	13.8%	14.6%	10.4%	21.4%	24.9%	16.5%	19.0%	12.7%	21.3%	14.4%	13.2%	12.7%	11.7%	17.0%	15.7%	16.5%	14.8%	18.7%	12.2%
Top 2 Box	789	453	79	61	184	12	226	234	328	164	124	228	191	214	575	663	126	571	199	84
	33.4%	34.4%	32.0%	40.2%	30.4%	28.4%	32.2%	31.4%	35.9%	30.5%	32.4%	35.9%	38.1%	41.3%	31.2%	33.3%	34.0%	33.2%	35.6%	33.5%
Bottom 2 Box	763	401	86	38	222	17	241	254	268	213	120	172	144	130	633	653	110	558	172	71
	32.3%	30.5%	34.9%	24.7%	36.5%	40.7%	34.3%	34.1%	29.3%	39.8%	31.5%	27.1%	28.6%	25.1%	34.3%	32.8%	29.9%	32.5%	30.8%	28.5%
Mean	3	3	3	3.2	2.8	2.7	2.9	2.9	3.1	2.8	3	3.1	3.1	3.2	2.9	3	3	3	3	3

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1k\_a. [These ads are relevant to me] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Strongly Agree	205	126	22	16	36	5	75	59	71	50	32	62	46	67	138	174	31	147	62	15
	8.7%	9.6%	9.2%	10.7%	5.9%	11.4%	10.7%	7.9%	7.7%	9.2%	8.4%	9.7%	9.1%	12.9%	7.5%	8.7%	8.4%	8.5%	11.1%	6.0%
4	269	173	29	29	36	4	78	73	119	56	36	86	64	84	185	224	46	187	71	30
	11.4%	13.1%	11.7%	18.8%	5.9%	9.1%	11.0%	9.8%	13.0%	10.4%	9.6%	13.5%	12.9%	16.2%	10.0%	11.2%	12.3%	10.9%	12.7%	11.9%
3	531	327	49	43	101	12	142	169	220	96	85	144	136	132	400	457	74	401	114	57
	22.5%	24.8%	20.0%	28.1%	16.6%	28.2%	20.2%	22.7%	24.1%	18.0%	22.2%	22.7%	27.1%	25.4%	21.7%	22.9%	20.1%	23.3%	20.4%	23.0%
2	424	244	38	25	112	6	126	128	171	92	71	103	101	89	335	357	67	301	108	41
	17.9%	18.5%	15.5%	16.2%	18.5%	13.6%	17.9%	17.1%	18.6%	17.1%	18.7%	16.2%	20.2%	17.1%	18.2%	17.9%	18.0%	17.5%	19.4%	16.3%
1 - Strongly Disagree	933	448	107	40	322	16	282	317	334	243	157	240	154	147	786	781	152	682	203	107
	39.5%	34.0%	43.6%	26.3%	53.1%	37.7%	40.1%	42.5%	36.5%	45.3%	41.1%	37.8%	30.8%	28.4%	42.6%	39.2%	41.1%	39.7%	36.4%	42.8%
Top 2 Box	475	299	51	45	72	9	153	132	190	105	68	148	110	151	323	398	77	334	133	45
	20.1%	22.7%	20.8%	29.5%	11.8%	20.5%	21.8%	17.7%	20.7%	19.6%	17.9%	23.2%	22.0%	29.1%	17.5%	20.0%	20.8%	19.4%	23.9%	17.9%
Bottom 2 Box	1357	692	145	65	435	21	408	444	505	335	228	343	256	236	1121	1139	218	983	311	148
	57.4%	52.5%	59.1%	42.5%	71.6%	51.3%	58.0%	59.6%	55.2%	62.4%	59.8%	54.0%	50.9%	45.5%	60.8%	57.1%	59.1%	57.2%	55.7%	59.1%
Mean	2.3	2.5	2.3	2.7	1.9	2.4	2.3	2.2	2.4	2.2	2.3	2.4	2.5	2.7	2.2	2.3	2.3	2.3	2.4	2.2
		E	E	BCE		E						J	JK	O					T	

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1k\_c. [These ads are difficult to follow] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Strongly Agree	57	29	6	4	18	0	17	16	24	15	5	21	11	17	40	46	11	39	16	10
	2.4%	2.2%	2.4%	2.5%	3.0%	-	2.4%	2.2%	2.6%	2.9%	1.4%	3.2%	2.2%	3.2%	2.2%	2.3%	3.0%	2.3%	2.8%	4.0%
4	136	83	8	11	33	1	27	41	69	27	23	42	25	51	85	108	29	92	39	15
	5.8%	6.3%	3.5%	7.0%	5.5%	3.2%	3.8%	5.5%	7.6%	5.1%	6.0%	6.6%	5.0%	9.9%	4.6%	5.4%	7.7%	5.4%	7.0%	6.1%
3	335	187	37	15	94	2	100	120	115	87	64	67	65	78	256	285	49	244	73	31
	14.2%	14.2%	15.2%	9.8%	15.4%	5.1%	14.2%	16.1%	12.5%	16.2%	16.9%	10.5%	13.0%	15.1%	13.9%	14.3%	13.3%	14.2%	13.1%	12.4%
2	589	317	67	40	154	12	189	178	222	117	91	176	131	129	460	500	89	432	125	71
	24.9%	24.1%	27.1%	26.1%	25.3%	28.6%	26.9%	23.9%	24.3%	21.8%	23.8%	27.7%	26.2%	24.8%	24.9%	25.1%	24.0%	25.1%	22.4%	28.3%
1 - Strongly Disagree	1246	701	127	83	309	26	371	390	485	290	198	330	269	244	1002	1054	192	911	305	123
	52.7%	53.3%	51.8%	54.5%	50.8%	63.1%	52.8%	52.3%	53.0%	54.0%	51.8%	52.0%	53.6%	47.0%	54.4%	52.9%	52.0%	53.0%	54.7%	49.2%
Top 2 Box	194	112	14	14	51	1	43	57	93	43	28	62	36	68	125	154	40	132	55	25
	8.2%	8.5%	5.9%	9.5%	8.5%	3.2%	6.2%	7.6%	10.2%	8.0%	7.4%	9.8%	7.2%	13.1%	6.8%	7.7%	10.7%	7.7%	9.8%	10.1%
Bottom 2 Box	1835	1018	194	123	462	38	560	568	707	407	288	506	400	372	1462	1554	281	1343	430	193
	77.6%	77.3%	78.9%	80.6%	76.1%	91.7%	79.6%	76.2%	77.3%	75.9%	75.7%	79.7%	79.8%	71.8%	79.3%	78.0%	75.9%	78.1%	77.1%	77.5%
Mean	1.8	1.8	1.8	1.8	1.8	1.5	1.8	1.8	1.8	1.8	1.8	1.8	1.8	2	1.8	1.8	1.9	1.8	1.8	1.9

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1k\_d. [These ads do not favour one political party over another] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Strongly Agree	1039	553	106	67	298	14	320	308	411	239	163	292	220	206	833	882	157	766	256	98
	44.0%	42.0%	43.3%	44.3%	49.1%	34.0%	45.5%	41.3%	44.9%	44.6%	42.8%	46.0%	43.8%	39.7%	45.2%	44.2%	42.5%	44.5%	45.9%	39.3%
4	523	313	47	38	118	7	145	166	212	99	79	144	136	122	401	442	82	385	104	70
	22.1%	23.7%	19.3%	25.1%	19.5%	16.6%	20.7%	22.3%	23.2%	18.5%	20.8%	22.6%	27.0%	23.5%	21.8%	22.2%	22.1%	22.4%	18.6%	28.1%
3	528	311	56	30	118	12	149	180	199	123	93	131	102	134	394	443	84	377	128	53
	22.3%	23.6%	22.9%	19.6%	19.4%	30.0%	21.2%	24.1%	21.7%	22.9%	24.3%	20.6%	20.4%	25.8%	21.3%	22.2%	22.8%	21.9%	23.0%	21.4%
2	111	58	18	6	27	1	37	37	37	31	21	23	18	24	86	93	18	80	27	11
	4.7%	4.4%	7.2%	4.3%	4.5%	2.1%	5.2%	5.0%	4.0%	5.7%	5.4%	3.7%	3.7%	4.7%	4.7%	4.7%	4.8%	4.6%	4.8%	4.3%
1 - Strongly Disagree	163	82	18	10	46	7	52	54	56	44	25	45	26	33	130	134	29	112	43	17
	6.9%	6.2%	7.3%	6.8%	7.5%	17.3% BCDE	7.4%	7.3%	6.2%	8.2%	6.6%	7.2%	5.1%	6.3%	7.1%	6.7%	7.9%	6.5%	7.6%	6.9%
Top 2 Box	1562	865	154	105	416	21	465	474	623	339	242	436	356	328	1234	1323	239	1150	360	168
	66.1%	65.7%	62.6%	69.3%	68.6%	50.6%	66.2%	63.6%	68.1%	63.2%	63.6%	68.5%	70.9%	63.1%	66.9%	66.4%	64.6%	66.9%	64.5%	67.4%
Bottom 2 Box	274	140	36	17	73	8	89	92	93	75	46	69	44	57	216	227	47	191	69	28
	11.6%	10.6%	14.5%	11.1%	12.0%	19.4%	12.6%	12.3%	10.2%	13.9%	12.0%	10.8%	8.8%	11.0%	11.7%	11.4%	12.6%	11.1%	12.5%	11.2%
Mean	3.9	3.9	3.8	4	4	3.5	3.9	3.9	4	3.9	3.9	4	4	3.9	3.9	3.9	3.9	3.9	3.9	3.9
		F		F	F															

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1k\_e. [These ads talk about an important topic] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Strongly Agree	787	395	79	46	256	12	237	252	298	182	132	216	153	161	625	646	140	554	204	89
	33.3%	30.0%	32.0%	29.9%	42.1%	28.3%	33.7%	33.8%	32.6%	33.9%	34.7%	34.0%	30.6%	31.1%	33.9%	32.4%	38.0%	32.2%	36.6%	35.6%
4	701	429	63	52	147	10	201	206	294	138	110	202	174	188	514	606	96	512	168	70
	29.7%	32.6%	25.6%	34.5%	24.2%	25.1%	28.7%	27.7%	32.1%	25.8%	28.9%	31.8%	34.7%	36.2%	27.9%	30.4%	25.9%	29.8%	30.1%	28.2%
3	549	326	68	34	111	10	156	185	208	121	92	146	118	112	436	468	81	412	114	57
	23.2%	24.7%	27.6%	22.3%	18.3%	24.4%	22.2%	24.8%	22.7%	22.5%	24.0%	22.9%	23.6%	21.7%	23.7%	23.5%	21.9%	24.0%	20.5%	22.7%
2	171	87	20	13	46	5	61	45	64	52	23	35	28	32	139	140	30	133	24	21
	7.2%	6.6%	8.1%	8.7%	7.5%	11.3%	8.7%	6.0%	7.0%	9.6%	6.0%	5.5%	5.6%	6.1%	7.5%	7.0%	8.2%	7.8%	4.3%	8.5%
1 - Strongly Disagree	156	80	17	7	47	5	47	58	51	44	24	36	28	26	130	133	22	107	48	12
	6.6%	6.1%	6.7%	4.6%	7.8%	11.0%	6.7%	7.7%	5.6%	8.1%	6.4%	5.7%	5.5%	4.9%	7.0%	6.7%	6.0%	6.2%	8.6%	4.9%
Top 2 Box	1488	824	141	98	403	22	438	458	592	320	242	419	328	349	1139	1252	236	1066	371	159
	63.0%	62.6%	57.6%	64.5%	66.3%	53.3%	62.4%	61.5%	64.7%	59.7%	63.6%	65.9%	65.3%	67.3%	61.8%	62.8%	63.9%	62.0%	66.6%	63.8%
Bottom 2 Box	326	167	36	20	93	9	109	102	115	95	47	71	56	57	269	273	53	240	72	34
	13.8%	12.7%	14.8%	13.2%	15.3%	22.3%	15.4%	13.7%	12.6%	17.8%	12.4%	11.2%	11.1%	11.0%	14.6%	13.7%	14.2%	14.0%	12.9%	13.5%
Mean	3.8	3.7	3.7	3.8	3.9	3.5	3.7	3.7	3.8	3.7	3.8	3.8	3.8	3.8	3.7	3.7	3.8	3.7	3.8	3.8

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1k\_f. [These ads provide new information] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Strongly Agree	391	211	41	29	103	7	124	111	155	97	60	109	75	102	289	318	73	282	108	48
	16.5%	16.0%	16.6%	18.9%	17.0%	17.5%	17.7%	15.0%	17.0%	18.2%	15.8%	17.2%	15.0%	19.6%	15.7%	15.9%	19.8%	16.4%	19.4%	19.1%
4	620	372	53	49	140	5	174	176	270	114	101	197	143	157	463	526	93	439	143	76
	26.2%	28.3%	21.4%	32.2%	23.1%	12.8%	24.8%	23.6%	29.5%	21.2%	26.6%	31.0%	28.5%	30.3%	25.1%	26.4%	25.2%	25.5%	25.6%	30.6%
3	769	434	91	43	183	19	235	242	292	168	128	191	169	148	622	662	107	550	184	82
	32.6%	32.9%	37.1%	28.0%	30.1%	45.9%	33.5%	32.5%	31.9%	31.3%	33.6%	30.1%	33.6%	28.5%	33.7%	33.2%	29.0%	32.0%	33.0%	32.9%
2	328	178	25	20	100	6	92	123	114	72	61	84	62	65	263	279	49	256	63	26
	13.9%	13.5%	10.3%	12.8%	16.5%	13.4%	13.1%	16.5%	12.4%	13.5%	16.1%	13.2%	12.4%	12.6%	14.3%	14.0%	13.4%	14.9%	11.3%	10.2%
1 - Strongly Disagree	255	122	36	12	80	4	77	93	85	85	30	54	53	47	208	208	47	191	59	18
	10.8%	9.3%	14.6%	8.1%	13.2%	10.4%	11.0%	12.4%	9.3%	15.8%	7.9%	8.5%	10.5%	9.1%	11.3%	10.4%	12.7%	11.1%	10.6%	7.2%
Top 2 Box	1010	583	93	78	243	13	298	288	425	211	162	306	218	259	752	844	166	721	251	124
	42.8%	44.3%	38.0%	51.0%	40.1%	30.3%	42.4%	38.6%	46.4%	39.4%	42.5%	48.2%	43.5%	49.9%	40.8%	42.3%	45.0%	41.9%	45.1%	49.7%
Bottom 2 Box	583	300	61	32	181	10	169	215	199	157	91	138	115	112	471	487	96	447	122	44
	24.7%	22.8%	24.9%	20.9%	29.8%	23.8%	24.1%	28.9%	21.7%	29.3%	23.9%	21.7%	22.9%	21.6%	25.5%	24.4%	26.1%	26.0%	22.0%	17.5%
Mean	3.2	3.3	3.2	3.4	3.1	3.1	3.2	3.1	3.3	3.1	3.3	3.4	3.3	3.4	3.2	3.2	3.3	3.2	3.3	3.4
		E		CE					H			J		O						R

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1k\_g. [These ads clearly convey that the Government of Canada wants to educate Canadians about the new laws regarding cannabis use] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
5 - Strongly Agree	873	478	87	56	236	17	270	271	333	206	138	259	171	176	697	731	143	632	218	105
	37.0%	36.3%	35.3%	37.2%	38.9%	40.0%	38.4%	36.3%	36.4%	38.4%	36.3%	40.8%	34.1%	33.9%	37.8%	36.7%	38.6%	36.8%	39.1%	42.3%
4	732	430	68	49	181	5	193	222	317	134	109	204	183	182	551	621	112	533	169	75
	31.0%	32.6%	27.6%	32.2%	29.8%	12.1%	27.5%	29.8%	34.6%	25.0%	28.7%	32.2%	36.5%	35.0%	29.9%	31.1%	30.2%	31.0%	30.2%	30.3%
3	498	286	57	31	112	11	157	163	177	113	89	115	108	115	383	430	67	366	116	40
	21.1%	21.8%	23.2%	20.5%	18.5%	25.5%	22.4%	21.9%	19.4%	21.1%	23.5%	18.1%	21.5%	22.2%	20.7%	21.6%	18.2%	21.3%	20.8%	16.0%
2	148	70	24	9	40	5	40	50	59	40	30	37	20	24	124	123	25	112	25	17
	6.3%	5.3%	9.6%	6.0%	6.6%	11.9%	5.6%	6.7%	6.4%	7.5%	7.9%	5.8%	4.0%	4.6%	6.7%	6.2%	6.8%	6.5%	4.4%	6.7%
1 - Strongly Disagree	112	53	11	6	38	4	43	40	29	43	14	20	20	22	90	89	23	76	30	12
	4.7%	4.0%	4.3%	4.1%	6.2%	10.5%	6.1%	5.3%	3.2%	8.0%	3.8%	3.1%	3.9%	4.3%	4.9%	4.5%	6.2%	4.4%	5.4%	4.8%
Top 2 Box	1606	907	154	105	417	22	463	493	650	340	247	464	355	358	1248	1351	255	1165	387	181
	68.0%	68.9%	62.9%	69.4%	68.7%	52.1%	65.9%	66.1%	71.0%	63.4%	64.9%	73.0%	70.6%	68.9%	67.7%	67.8%	68.9%	67.8%	69.4%	72.5%
Bottom 2 Box	260	123	34	15	78	9	82	89	88	83	44	57	40	46	214	212	48	188	55	29
	11.0%	9.4%	13.9%	10.1%	12.8%	22.4%	11.7%	12.0%	9.6%	15.6%	11.6%	8.9%	7.9%	8.9%	11.6%	10.6%	13.0%	10.9%	9.8%	11.5%
Mean	3.9	3.9	3.8	3.9	3.9	3.6	3.9	3.9	3.9	3.8	3.9	4	3.9	3.9	3.9	3.9	3.9	3.9	3.9	4
												JK	J							

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base



t1k\_t2. [Top 2 Box] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
These ads catch my attention	789	453	79	61	184	12	226	234	328	164	124	228	191	214	575	663	126	571	199	84
	33.4%	34.4%	32.0%	40.2%	30.4%	28.4%	32.2%	31.4%	35.9%	30.5%	32.4%	35.9%	38.1%	41.3%	31.2%	33.3%	34.0%	33.2%	35.6%	33.5%
These ads are relevant to me	475	299	51	45	72	9	153	132	190	105	68	148	110	151	323	398	77	334	133	45
	20.1%	22.7%	20.8%	29.5%	11.8%	20.5%	21.8%	17.7%	20.7%	19.6%	17.9%	23.2%	22.0%	29.1%	17.5%	20.0%	20.8%	19.4%	23.9%	17.9%
These ads are difficult to follow	194	112	14	14	51	1	43	57	93	43	28	62	36	68	125	154	40	132	55	25
	8.2%	8.5%	5.9%	9.5%	8.5%	3.2%	6.2%	7.6%	10.2%	8.0%	7.4%	9.8%	7.2%	13.1%	6.8%	7.7%	10.7%	7.7%	9.8%	10.1%
These ads do not favour one political party over another	1562	865	154	105	416	21	465	474	623	339	242	436	356	328	1234	1323	239	1150	360	168
	66.1%	65.7%	62.6%	69.3%	68.6%	50.6%	66.2%	63.6%	68.1%	63.2%	63.6%	68.5%	70.9%	63.1%	66.9%	66.4%	64.6%	66.9%	64.5%	67.4%
These ads talk about an important topic	1488	824	141	98	403	22	438	458	592	320	242	419	328	349	1139	1252	236	1066	371	159
	63.0%	62.6%	57.6%	64.5%	66.3%	53.3%	62.4%	61.5%	64.7%	59.7%	63.6%	65.9%	65.3%	67.3%	61.8%	62.8%	63.9%	62.0%	66.6%	63.8%
These ads provide new information	1010	583	93	78	243	13	298	288	425	211	162	306	218	259	752	844	166	721	251	124
	42.8%	44.3%	38.0%	51.0%	40.1%	30.3%	42.4%	38.6%	46.4%	39.4%	42.5%	48.2%	43.5%	49.9%	40.8%	42.3%	45.0%	41.9%	45.1%	49.7%
These ads clearly convey that the Government of Canada wants to educate Canadians about the new laws regarding cannabis use	1606	907	154	105	417	22	463	493	650	340	247	464	355	358	1248	1351	255	1165	387	181
	68.0%	68.9%	62.9%	69.4%	68.7%	52.1%	65.9%	66.1%	71.0%	63.4%	64.9%	73.0%	70.6%	68.9%	67.7%	67.8%	68.9%	67.8%	69.4%	72.5%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

t1k\_b2. [Bottom 2 Box] Please indicate your level of agreement with the following statements about these ads?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
These ads catch my attention	763	401	86	38	222	17	241	254	268	213	120	172	144	130	633	653	110	558	172	71
	32.3%	30.5%	34.9%	24.7%	36.5%	40.7%	34.3%	34.1%	29.3%	39.8%	31.5%	27.1%	28.6%	25.1%	34.3%	32.8%	29.9%	32.5%	30.8%	28.5%
These ads are relevant to me	1357	692	145	65	435	21	408	444	505	335	228	343	256	236	1121	1139	218	983	311	148
	57.4%	52.5%	59.1%	42.5%	71.6%	51.3%	58.0%	59.6%	55.2%	62.4%	59.8%	54.0%	50.9%	45.5%	60.8%	57.1%	59.1%	57.2%	55.7%	59.1%
These ads are difficult to follow	1835	1018	194	123	462	38	560	568	707	407	288	506	400	372	1462	1554	281	1343	430	193
	77.6%	77.3%	78.9%	80.6%	76.1%	91.7%	79.6%	76.2%	77.3%	75.9%	75.7%	79.7%	79.8%	71.8%	79.3%	78.0%	75.9%	78.1%	77.1%	77.5%
These ads do not favour one political party over another	274	140	36	17	73	8	89	92	93	75	46	69	44	57	216	227	47	191	69	28
	11.6%	10.6%	14.5%	11.1%	12.0%	19.4%	12.6%	12.3%	10.2%	13.9%	12.0%	10.8%	8.8%	11.0%	11.7%	11.4%	12.6%	11.1%	12.5%	11.2%
These ads talk about an important topic	326	167	36	20	93	9	109	102	115	95	47	71	56	57	269	273	53	240	72	34
	13.8%	12.7%	14.8%	13.2%	15.3%	22.3%	15.4%	13.7%	12.6%	17.8%	12.4%	11.2%	11.1%	11.0%	14.6%	13.7%	14.2%	14.0%	12.9%	13.5%
These ads provide new information	583	300	61	32	181	10	169	215	199	157	91	138	115	112	471	487	96	447	122	44
	24.7%	22.8%	24.9%	20.9%	29.8%	23.8%	24.1%	28.9%	21.7%	29.3%	23.9%	21.7%	22.9%	21.6%	25.5%	24.4%	26.1%	26.0%	22.0%	17.5%
These ads clearly convey that the Government of Canada wants to educate Canadians about the new laws regarding cannabis use	260	123	34	15	78	9	82	89	88	83	44	57	40	46	214	212	48	188	55	29
	11.0%	9.4%	13.9%	10.1%	12.8%	22.4%	11.7%	12.0%	9.6%	15.6%	11.6%	8.9%	7.9%	8.9%	11.6%	10.6%	13.0%	10.9%	9.8%	11.5%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

d1. Which of the following categories best describes your current employment status? Are you ...

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Working full-time (35 or more hours per week)	956	956	0	0	0	0	174	312	471	115	144	328	300	277	679	799	158	701	229	100
	40.5%	72.6%	-	-	-	-	24.8%	41.8%	51.4%	21.4%	37.7%	51.7%	59.9%	53.4%	36.8%	40.1%	42.7%	40.8%	41.0%	40.0%
Working part-time (less than 35 hours per week)	215	215	0	0	0	0	64	74	78	66	35	53	31	44	171	182	33	159	40	30
	9.1%	16.3%	-	-	-	-	9.1%	9.9%	8.5%	12.3%	9.1%	8.3%	6.1%	8.6%	9.3%	9.1%	8.9%	9.2%	7.1%	12.0%
Self-employed	145	145	0	0	0	0	29	51	65	38	25	30	31	27	119	120	25	108	34	19
	6.1%	11.0%	-	-	-	-	4.1%	6.9%	7.1%	7.1%	6.5%	4.8%	6.1%	5.1%	6.4%	6.0%	6.8%	6.3%	6.1%	7.6%
Unemployed, but looking for work	102	0	102	0	0	0	39	26	37	52	13	17	6	19	83	87	15	73	24	14
	4.3%	-	41.5%	-	-	-	5.6%	3.5%	4.0%	9.7%	3.3%	2.6%	1.2%	3.7%	4.5%	4.4%	4.0%	4.2%	4.3%	5.5%
A student attending school full-time	152	0	0	152	0	0	119	12	21	28	25	26	49	90	62	130	22	118	35	20
	6.4%	-	-	100.0%	-	-	16.9%	1.6%	2.3%	5.3%	6.5%	4.2%	9.7%	17.4%	3.3%	6.5%	5.9%	6.9%	6.4%	7.9%
Retired	607	0	0	0	607	0	197	212	198	158	123	155	69	10	597	517	90	433	143	48
	25.7%	-	-	-	100.0%	-	28.1%	28.4%	21.6%	29.4%	32.3%	24.4%	13.8%	2.0%	32.4%	25.9%	24.5%	25.2%	25.7%	19.3%
Not in the workforce (Full-time homemaker or unemployed but not looking for work)	144	0	144	0	0	0	64	43	37	62	16	21	13	46	98	121	22	99	39	14
	6.1%	-	58.5%	-	-	-	9.0%	5.8%	4.0%	11.6%	4.1%	3.4%	2.6%	8.9%	5.3%	6.1%	6.1%	5.8%	7.1%	5.6%
Other employment status	42	0	0	0	0	42	17	16	9	17	2	4	4	5	37	37	4	27	13	5
	1.8%	-	-	-	-	100.0%	2.4%	2.1%	1.0%	3.2%	0.4%	0.7%	0.7%	0.9%	2.0%	1.9%	1.2%	1.6%	2.3%	2.2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

d2. What is the highest level of formal education that you have completed?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Grade 8 or less	11	0	5	2	3	0	11	0	0	5	0	1	1	3	7	7	3	2	6	3
	0.5%	-	2.2%	1.1%	0.6%	-	1.5%	-	-	0.9%	0.1%	0.2%	0.3%	0.6%	0.4%	0.4%	0.9%	0.1%	1.1%	1.0%
Some high school	132	21	20	68	18	6	132	0	0	37	19	27	34	80	52	122	9	97	45	8
	5.6%	1.6%	8.1%	44.8%	2.9%	13.3%	18.8%	-	-	6.9%	5.1%	4.3%	6.9%	15.3%	2.8%	6.1%	2.6%	5.7%	8.1%	3.4%
High school diploma or equivalent	560	246	78	49	176	11	560	0	0	185	108	116	73	81	479	493	67	428	113	44
	23.7%	18.7%	31.6%	32.2%	29.0%	27.1%	79.7%	-	-	34.6%	28.2%	18.3%	14.6%	15.7%	26.0%	24.7%	18.1%	24.9%	20.3%	17.8%
Registered Apprenticeship or other trades certificate or diploma	120	70	6	3	38	4	0	120	0	42	23	29	11	18	103	106	14	73	43	8
	5.1%	5.3%	2.3%	1.9%	6.3%	8.7%	-	16.2%	-	7.9%	6.0%	4.5%	2.1%	3.4%	5.6%	5.3%	3.8%	4.2%	7.7%	3.0%
College, CEGEP or other non-university certificate or diploma	625	366	63	9	174	12	0	625	0	150	119	169	101	107	517	552	72	446	157	53
	26.4%	27.8%	25.8%	6.0%	28.6%	29.7%	-	83.8%	-	27.9%	31.2%	26.6%	20.2%	20.7%	28.1%	27.7%	19.6%	26.0%	28.1%	21.1%
University certificate or diploma below bachelor's level	135	85	7	4	36	3	0	0	135	30	22	44	23	25	110	115	20	94	39	9
	5.7%	6.4%	2.9%	2.7%	5.9%	7.0%	-	-	14.8%	5.5%	5.7%	6.9%	4.6%	4.8%	6.0%	5.8%	5.3%	5.5%	6.9%	3.7%
Bachelor's degree	552	371	59	14	106	3	0	0	552	77	67	173	174	122	430	437	116	410	112	77
	23.4%	28.2%	23.9%	9.0%	17.5%	7.7%	-	-	60.3%	14.3%	17.5%	27.3%	34.6%	23.5%	23.3%	21.9%	31.3%	23.9%	20.1%	30.8%
Postgraduate degree above bachelor's level	228	158	8	3	56	3	0	0	228	10	23	76	84	83	145	160	68	168	43	48
	9.6%	12.0%	3.2%	2.1%	9.2%	6.6%	-	-	24.9%	1.9%	6.1%	12.0%	16.8%	15.9%	7.9%	8.0%	18.4%	9.8%	7.7%	19.2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

d3. Are there any children under the age of 18 currently living in your household?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Yes	519	348	65	90	10	5	164	125	230	70	63	148	188	519	0	426	93	374	123	71
	22.0%	26.4%	26.5%	59.5%	1.7%	11.4%	23.3%	16.8%	25.1%	13.1%	16.5%	23.2%	37.6%	100.0%	-	21.4%	25.1%	21.7%	22.1%	28.3%
No	1844	969	180	62	597	37	539	620	686	466	318	488	313	0	1844	1567	277	1345	435	179
	78.0%	73.6%	73.5%	40.5%	98.3%	88.6%	76.7%	83.2%	74.9%	86.9%	83.5%	76.8%	62.4%	-	100.0%	78.6%	74.9%	78.3%	77.9%	71.7%
		D	D	D	BCDF	BCD		GI		LM	LM	M			N			T		

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

d4. Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
under \$20,000	188	40	76	20	40	13	86	62	40	188	0	0	0	24	164	170	18	134	55	15
	8.0%	3.0%	31.0%	13.1%	6.6%	30.3%	12.2%	8.3%	4.4%	35.1%	-	-	-	4.6%	8.9%	8.5%	4.9%	7.8%	9.9%	5.9%
between \$20,000 and \$40,000	348	179	38	8	118	5	141	130	77	348	0	0	0	46	302	293	55	230	105	30
	14.7%	13.6%	15.6%	5.6%	19.4%	11.0%	20.1%	17.5%	8.4%	64.9%	-	-	-	8.9%	16.4%	14.7%	14.9%	13.4%	18.9%	11.9%
between \$40,000 and \$60,000	381	203	28	25	123	2	127	142	112	0	381	0	0	63	318	320	61	277	85	40
	16.1%	15.4%	11.5%	16.4%	20.3%	3.9%	18.1%	19.0%	12.2%	-	100.0%	-	-	12.1%	17.3%	16.1%	16.5%	16.1%	15.3%	16.0%
between \$60,000 and \$80,000	342	210	28	13	91	1	77	109	156	0	0	342	0	60	282	287	55	241	87	35
	14.5%	15.9%	11.2%	8.8%	14.9%	2.4%	11.0%	14.6%	17.1%	-	-	53.9%	-	11.5%	15.3%	14.4%	14.9%	14.0%	15.5%	13.9%
between \$80,000 and \$100,000	293	202	11	13	64	3	67	89	137	0	0	293	0	88	205	244	50	218	69	34
	12.4%	15.3%	4.3%	8.6%	10.6%	8.2%	9.6%	11.9%	15.0%	-	-	46.1%	-	16.9%	11.1%	12.2%	13.4%	12.7%	12.4%	13.8%
between \$100,000 and \$150,000	353	254	16	32	48	4	76	94	183	0	0	0	353	134	219	300	53	262	73	39
	14.9%	19.3%	6.4%	21.3%	7.8%	8.7%	10.9%	12.6%	20.0%	-	-	-	70.4%	25.8%	11.9%	15.1%	14.4%	15.3%	13.2%	15.8%
\$150,000 and above	149	108	3	16	21	0	32	18	98	0	0	0	149	55	94	125	23	121	25	16
	6.3%	8.2%	1.3%	10.7%	3.5%	-	4.6%	2.5%	10.7%	-	-	-	29.6%	10.6%	5.1%	6.3%	6.4%	7.0%	4.5%	6.6%
prefer not to say	309	122	46	24	102	15	95	102	112	0	0	0	0	50	259	254	54	236	58	40
	13.1%	9.3%	18.7%	15.5%	16.9%	35.5%	13.5%	13.7%	12.2%	-	-	-	-	9.6%	14.0%	12.8%	14.7%	13.7%	10.5%	16.2%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base



06. In what year did you first move to Canada?

	TOTAL	Employment Status					Education					Income					Children under 18 in house		Immigration Status		Language	
		Employed	Not in the workforce	Student	Retired	Other	High School or Less	Trade/College	University	Under \$40K	\$40K-\$50K	\$50K-\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language		
Base: Born outside of Canada	360	206	34	27	32	4	75	88	196	71	88	100	78	80	273	0	362	207	43	169		
Weighted	330	216	37	26	30	4	80	86	203	72	87	100	77	80	277	0	370	216	36	177		
1944	0.2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1945	0.2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1949	0.5%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1950	0.5%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1951	1.4%	0.3%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1952	0.3%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1953	0.3%	0.3%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1955	0.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1956	0.7%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1957	1.7%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1958	1.2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1959	1.1%	0.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1960	0.8%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1961	0.3%	0.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1962	0.3%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1964	0.5%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1965	2.2%	0.6%	4.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1966	1.7%	1.5%	2.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1967	2.8%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1968	0.9%	1.0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1969	1.3%	0.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1970	2.5%	0.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1971	0.9%	0.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1972	0.3%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1973	0.8%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1974	0.8%	0.5%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1975	3.4%	2.9%	3.2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1977	0.5%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1978	6	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1979	1.2%	1.5%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1980	2.1%	3.2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1981	0.3%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1982	0.7%	1.3%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1983	0.3%	0.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1984	0.3%	0.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1985	1.1%	1.5%	2.5%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1986	0.5%	1.0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1987	1.4%	2.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1988	1.7%	2.2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1989	3.5%	3.0%	4.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1990	2.7%	3.0%	5.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1991	2.2%	1.5%	9.3%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1992	1.5%	2.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1993	0.7%	0.7%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1994	0.4%	0.7%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1995	0.5%	0.9%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1996	1.6%	2.0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1997	10	7	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1998	7	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
1999	8	5	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2000	1.0%	1.7%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2001	2.9%	5.0%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2002	2.4%	2.7%	2.7%	2.1%	1.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2003	9	6	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2004	2.6%	2.9%	5.0%	5.9%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2005	3.4%	3.2%	6.1%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2006	2.0%	3.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2007	1.6%	1.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2008	3.1%	3.5%	4.0%	11.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2009	2.2%	1.6%	6.1%	6.2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2010	2.5%	4.0%	1.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2011	1.6%	1.9%	4.4%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2012	1.7%	2.9%	2.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2013	2.4%	2.1%	11.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2014	8	6	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2015	1.3%	0.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2016	1.2%	1.2%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2017	2.5%	3.6%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2018	12	8	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2019	8	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
2019	1.7%	1.5%	5.1%	4.8%	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		

Proportions/Mean: Columns Totals (% risk level - BODEF - GHI - JKLM - NO - PQ - RST) Overlap formula used - "small base" - very small base (under 30) - weights for weighting



d7. What is the language you first learned at home as a child and still understand?

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
English	1718	968	172	118	433	27	527	519	673	364	277	459	383	374	1345	1503	216	1718	81	76
	72.7%	73.5%	70.2%	77.5%	71.3%	65.8%	75.0%	69.6%	73.5%	67.9%	72.7%	72.2%	76.3%	72.0%	72.9%	75.4%	58.3%	100.0%	14.6%	30.5%
French	558	303	63	35	143	13	165	200	194	160	85	156	98	123	435	520	38	81	558	5
	23.6%	23.0%	25.8%	23.3%	23.6%	31.1%	23.4%	26.8%	21.2%	29.9%	22.3%	24.5%	19.6%	23.7%	23.6%	26.1%	10.2%	4.7%	100.0%	2.0%
Arabic	6	3	0	3	0	0	3	1	3	1	1	1	1	6	0	1	5	0	3	6
	0.3%	0.2%	-	2.0%	-	-	0.4%	0.1%	0.3%	0.2%	0.2%	0.2%	0.1%	1.2%	-	0.1%	1.4%	-	0.5%	2.5%
Bulgarian	3	1	2	0	0	0	0	0	3	2	1	0	0	2	2	0	3	1	0	3
	0.1%	0.1%	1.0%	-	-	-	-	-	0.4%	0.3%	0.2%	-	-	0.3%	0.1%	-	0.9%	0.1%	-	1.4%
Cantonese	31	20	1	3	6	1	6	5	21	4	6	6	13	12	19	9	22	13	0	31
	1.3%	1.5%	0.4%	2.1%	0.9%	3.0%	0.8%	0.6%	2.3%	0.7%	1.5%	1.0%	2.5%	2.3%	1.0%	0.4%	6.0%	0.7%	-	12.5%
Mandarin	4	3	0	0	1	0	0	1	3	0	0	2	2	1	3	0	4	0	0	4
	0.2%	0.3%	-	0.3%	0.1%	-	-	0.1%	0.4%	-	-	0.3%	0.5%	0.2%	0.2%	-	1.2%	0	-	1.8%
Chinese (unspecified)	16	13	1	1	1	0	2	2	11	1	1	6	6	5	11	5	10	9	0	16
	0.7%	1.0%	0.6%	0.4%	0.1%	-	0.3%	0.3%	1.2%	0.1%	0.3%	1.0%	1.1%	1.0%	0.6%	0.3%	2.8%	0.5%	-	6.3%
Tagalog	5	5	0	0	0	0	0	3	2	2	0	2	0	2	4	0	5	2	0	5
	0.2%	0.4%	-	-	-	-	-	0.4%	0.2%	0.3%	-	0.2%	-	0.3%	0.2%	-	1.4%	0.1%	-	2.0%
Spanish	12	9	0	3	0	0	4	2	5	5	3	2	1	1	10	3	9	5	0	12
	0.5%	0.7%	-	1.7%	-	-	0.6%	0.3%	0.6%	1.0%	0.7%	0.3%	0.1%	0.3%	0.5%	0.1%	2.4%	0.3%	-	4.6%
Russian	7	3	3	2	0	0	2	0	6	1	0	2	2	5	2	0	7	3	0	7
	0.3%	0.2%	1.2%	1.1%	-	-	0.2%	-	0.6%	0.2%	-	0.2%	0.4%	1.0%	0.1%	0	1.9%	0.2%	-	2.9%
Italian	15	9	1	1	4	0	6	5	4	2	5	2	0	4	11	11	4	1	0	15
	0.7%	0.7%	0.5%	0.8%	0.7%	-	0.9%	0.6%	0.5%	0.4%	1.4%	0.4%	-	0.8%	0.6%	0.6%	1.1%	0.1%	-	6.2%
German	23	8	2	0	11	2	5	9	9	3	5	8	1	1	22	8	15	1	0	23
	1.0%	0.6%	0.9%	-	1.9%	3.9%	0.7%	1.2%	1.0%	0.6%	1.3%	1.2%	0.2%	0.2%	1.2%	0.4%	4.1%	0.1%	-	9.4%
Greek	5	3	2	0	0	0	0	1	3	0	0	2	1	0	5	3	1	1	0	5
	0.2%	0.2%	0.7%	0.3%	-	-	0.1%	0.1%	0.4%	-	-	0.3%	0.2%	-	0.3%	0.2%	0.3%	0.1%	-	1.9%
Hungarian	5	3	1	0	1	0	2	2	2	0	1	3	1	0	5	1	4	1	0	5
	0.2%	0.2%	0.4%	-	0.2%	-	0.2%	0.2%	0.2%	-	0.2%	0.4%	0.1%	-	0.3%	0	1.1%	0.1%	-	1.9%
Korean	5	4	1	0	0	0	1	1	3	0	1	0	3	1	4	0	5	2	0	5
	0.2%	0.3%	0.5%	-	-	-	0.2%	0.1%	0.3%	-	0.3%	-	0.6%	0.2%	0.2%	-	1.4%	0.1%	-	2.1%
Punjabi	3	1	1	1	0	0	2	0	1	0	0	0	2	0	3	2	1	3	0	3
	0.1%	0.1%	0.2%	0.8%	-	-	0.3%	-	0.1%	-	-	-	0.4%	-	0.2%	0.1%	0.2%	0.2%	-	1.1%
Vietnamese	2	2	0	0	0	0	1	0	1	0	1	0	0	0	1	0	2	0	0	2
	0.1%	0.2%	-	-	-	-	0.1%	-	0.1%	0.2%	0.3%	-	-	0.2%	0.1%	-	0.6%	-	-	0.9%
Hindi	8	5	1	1	0	1	1	2	5	2	1	3	1	3	5	2	6	2	0	8
	0.3%	0.4%	0.5%	0.4%	-	3.0%	0.1%	0.2%	0.6%	0.3%	0.2%	0.4%	0.2%	0.5%	0.3%	0.1%	1.6%	0.1%	-	3.1%
Portuguese	15	10	1	0	3	1	5	2	7	4	3	5	3	4	11	3	12	4	1	15
	0.6%	0.7%	0.2%	-	0.5%	3.1%	0.7%	0.3%	0.8%	0.7%	0.8%	0.8%	0.5%	0.7%	0.6%	0.1%	3.2%	0.2%	0.2%	5.9%
Romanian	6	3	1	0	1	0	0	1	4	2	1	0	2	4	2	0	6	0	1	6
	0.2%	0.3%	0.4%	-	0.2%	-	-	0.2%	0.5%	0.4%	0.4%	-	0.4%	0.7%	0.1%	-	1.5%	-	0.3%	2.2%
Ukrainian	7	4	0	1	3	0	2	4	1	3	1	0	2	1	6	5	3	0	0	7
	0.3%	0.3%	-	0.7%	0.4%	-	0.3%	0.6%	0.1%	0.6%	0.4%	-	0.5%	0.2%	0.3%	0.2%	0.8%	-	-	3.0%
Gujarati	2	1	0	1	0	0	1	0	1	0	0	0	1	0	2	1	1	2	0	2
	0.1%	0.1%	-	0.4%	-	-	0.1%	-	0.1%	-	-	-	0.2%	-	0.1%	0.1%	0.2%	0.1%	-	0.7%
Other	67	39	8	3	17	0	14	17	36	13	8	26	14	18	49	18	49	24	0	67
	2.8%	2.9%	3.3%	1.9%	2.9%	-	2.0%	2.3%	3.9%	2.3%	2.2%	4.1%	2.9%	3.5%	2.7%	0.9%	13.2%	1.4%	-	26.9%
Don't know	2	0	2	0	0	0	0	2	0	0	0	0	0	0	2	0	2	2	0	2
	0.1%	-	0.7%	-	-	-	-	0.2%	-	-	-	-	-	-	0.1%	-	0.4%	0.1%	-	0.7%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base



Gender

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Male	1149	677	99	66	285	22	339	337	474	279	170	322	270	225	924	962	187	838	282	116
	48.6%	51.4%	40.2%	43.6%	47.0%	53.0%	48.2%	45.2%	51.8%	52.1%	44.5%	50.7%	53.8%	43.5%	50.1%	48.3%	50.7%	48.8%	50.6%	46.3%
Female	1214	640	147	86	322	20	364	409	441	257	212	313	232	293	920	1031	182	881	275	134
	51.4%	48.6%	59.8%	56.4%	53.0%	47.0%	51.8%	54.8%	48.2%	47.9%	55.5%	49.3%	46.2%	56.5%	49.9%	51.7%	49.3%	51.2%	49.4%	53.7%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

Region

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents	2363	1258	233	184	647	41	720	736	907	550	383	635	500	516	1847	2001	362	1637	649	238
Weighted	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
BC	321	175	35	15	86	9	97	85	140	79	49	88	58	58	263	264	57	293	12	41
	13.6%	13.3%	14.4%	10.1%	14.2%	21.5%	13.8%	11.4%	15.3%	14.6%	13.0%	13.9%	11.5%	11.2%	14.3%	13.2%	15.5%	17.1%	2.1%	16.4%
AB	263	140	32	11	78	1	69	93	101	32	35	88	65	58	205	215	48	239	3	34
	11.1%	10.6%	13.2%	7.1%	12.9%	2.4%	9.8%	12.4%	11.1%	6.0%	9.3%	13.9%	13.0%	11.1%	11.1%	10.8%	13.0%	13.9%	0.6%	13.5%
MB/SK	154	88	12	5	45	2	48	53	53	37	21	46	29	29	124	135	19	146	5	9
	6.5%	6.7%	4.9%	3.5%	7.5%	5.8%	6.8%	7.1%	5.8%	6.8%	5.5%	7.2%	5.8%	5.6%	6.7%	6.8%	5.1%	8.5%	0.8%	3.8%
ON	910	499	90	84	222	15	286	257	367	189	157	218	222	221	689	732	178	803	63	119
	38.5%	37.9%	36.6%	55.1%	36.6%	35.6%	40.6%	34.5%	40.1%	35.2%	41.1%	34.3%	44.2%	42.6%	37.3%	36.7%	48.2%	46.8%	11.3%	47.9%
QC	553	317	61	29	134	11	153	199	201	159	85	156	99	121	432	493	60	89	461	41
	23.4%	24.1%	24.9%	19.3%	22.1%	27.5%	21.8%	26.8%	21.9%	29.6%	22.4%	24.6%	19.8%	23.4%	23.4%	24.7%	16.1%	5.2%	82.6%	16.5%
AT	161	96	15	7	41	1	50	58	52	40	34	39	29	32	129	155	6	148	14	3
	6.8%	7.3%	6.0%	4.9%	6.8%	2.6%	7.2%	7.8%	5.7%	7.5%	8.8%	6.1%	5.7%	6.1%	7.0%	7.8%	1.7%	8.6%	2.6%	1.3%
NWT	1	0	0	0	0	1	0	0	1	1	0	0	0	0	1	0	1	0	0	1
	0.1%	-	-	-	-	3.1%	-	-	0.1%	0.2%	-	-	-	-	0.1%	-	0.4%	-	-	0.5%
YK	1	0	0	0	0	1	0	0	1	0	0	0	0	0	1	1	0	1	0	0
	0	-	-	-	-	1.5%	-	-	0.1%	-	-	-	-	-	0	0	-	0	-	-

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

Weight Matrix - Region

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Total	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
BC	321	175	35	15	86	9	97	85	140	79	49	88	58	58	263	264	57	293	12	41
	13.6%	13.3%	14.4%	10.1%	14.2%	21.5%	13.8%	11.4%	15.3%	14.6%	13.0%	13.9%	11.5%	11.2%	14.3%	13.2%	15.5%	17.1%	2.1%	16.4%
									H									S		S
AB	265	140	32	11	78	3	69	93	103	34	35	88	65	58	207	215	49	239	3	35
	11.2%	10.6%	13.2%	7.1%	12.9%	6.9%	9.8%	12.4%	11.3%	6.3%	9.3%	13.9%	13.0%	11.1%	11.2%	10.8%	13.4%	13.9%	0.6%	14.1%
					D							JK	J					S		S
MB/SK	154	88	12	5	45	2	48	53	53	37	21	46	29	29	124	135	19	146	5	9
	6.5%	6.7%	4.9%	3.5%	7.5%	5.8%	6.8%	7.1%	5.8%	6.8%	5.5%	7.2%	5.8%	5.6%	6.7%	6.8%	5.1%	8.5%	0.8%	3.8%
																		ST		S
ON	910	499	90	84	222	15	286	257	367	189	157	218	222	221	689	732	178	803	63	119
	38.5%	37.9%	36.6%	55.1%	36.6%	35.6%	40.6%	34.5%	40.1%	35.2%	41.1%	34.3%	44.2%	42.6%	37.3%	36.7%	48.2%	46.8%	11.3%	47.9%
				BCEF			H		H		L		JL	O			P	S		S
QC	553	317	61	29	134	11	153	199	201	159	85	156	99	121	432	493	60	89	461	41
	23.4%	24.1%	24.9%	19.3%	22.1%	27.5%	21.8%	26.8%	21.9%	29.6%	22.4%	24.6%	19.8%	23.4%	23.4%	24.7%	16.1%	5.2%	82.6%	16.5%
							GI			KM						Q			RT	R
AT	161	96	15	7	41	1	50	58	52	40	34	39	29	32	129	155	6	148	14	3
	6.8%	7.3%	6.0%	4.9%	6.8%	2.6%	7.2%	7.8%	5.7%	7.5%	8.8%	6.1%	5.7%	6.1%	7.0%	7.8%	1.7%	8.6%	2.6%	1.3%
																Q		ST		

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

Weight Matrix - Gender

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Total	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Male	1149	677	99	66	285	22	339	337	474	279	170	322	270	225	924	962	187	838	282	116
	48.6%	51.4%	40.2%	43.6%	47.0%	53.0%	48.2%	45.2%	51.8%	52.1%	44.5%	50.7%	53.8%	43.5%	50.1%	48.3%	50.7%	48.8%	50.6%	46.3%
Female	1214	640	147	86	322	20	364	409	441	257	212	313	232	293	920	1031	182	881	275	134
	51.4%	48.6%	59.8%	56.4%	53.0%	47.0%	51.8%	54.8%	48.2%	47.9%	55.5%	49.3%	46.2%	56.5%	49.9%	51.7%	49.3%	51.2%	49.4%	53.7%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

Weight Matrix - Age

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Total	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
16-17	148	57	7	81	2	1	102	15	30	16	18	41	64	148	0	133	15	112	42	9
	6.3%	4.3%	2.8%	53.1%	0.4%	3.1%	14.6%	2.0%	3.3%	2.9%	4.6%	6.5%	12.8%	28.5%	-	6.6%	4.1%	6.5%	7.5%	3.8%
		E	E	BCEF		E	HI					J	JKL	O						
18-34	546	411	55	69	1	9	151	143	252	125	93	142	116	133	413	459	86	443	98	63
	23.1%	31.2%	22.2%	45.3%	0.2%	22.8%	21.4%	19.2%	27.6%	23.4%	24.3%	22.4%	23.1%	25.5%	22.4%	23.0%	23.4%	25.8%	17.5%	25.4%
		CE	E	BCEF		E		GH										S		S
35-54	783	597	138	2	23	22	158	276	348	182	105	214	196	225	557	647	135	529	216	98
	33.1%	45.4%	56.2%	1.5%	3.8%	53.0%	22.5%	37.1%	38.0%	34.0%	27.5%	33.7%	39.1%	43.5%	30.2%	32.5%	36.6%	30.8%	38.7%	39.4%
		DE	BDE			DE		G	G	K		K	K	O					R	R
55+	887	251	46	0	581	9	291	311	285	213	166	238	125	13	874	754	133	635	202	78
	37.5%	19.1%	18.8%	-	95.6%	21.1%	41.5%	41.7%	31.1%	39.7%	43.6%	37.4%	25.0%	2.5%	47.4%	37.8%	35.9%	36.9%	36.3%	31.4%
		D	D		BCDF	D	I	I		M	M	M			N					

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

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	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-\$60K	\$60K-\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
TOTAL	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
GENDER Male	1149	677	99	66	285	22	339	337	474	279	170	322	270	225	924	962	187	838	282	116
GENDER Female	1214	640	147	86	322	20	364	409	441	257	212	313	232	293	920	1031	182	881	275	134
AGE 16-17	148	57	7	81	2	1	102	1	30	16	18	41	64	148	0	133	15	112	42	9
AGE 18-34	546	411	55	69	1	9	151	143	252	125	93	142	116	133	413	459	86	443	98	63
AGE 35-54	783	597	138	2	23	22	158	276	348	182	105	214	196	225	557	647	135	529	216	98
AGE 55+	887	251	46	0	581	9	291	311	285	213	166	238	125	13	874	754	133	635	202	78
GENDER AND AGE Male 16-17	55	26	2	25	1	0	33	7	14	5	4	17	24	55	0	49	6	45	10	2
GENDER AND AGE Male 18-34	295	219	31	39	1	5	93	67	134	78	43	76	64	65	230	244	50	249	46	33
GENDER AND AGE Male 35-54	384	310	44	2	14	13	86	121	177	95	41	116	102	104	280	314	70	260	112	48
GENDER AND AGE Male 55+	417	122	21	0	269	5	127	142	148	101	81	114	80	2	414	354	62	283	114	33
GENDER AND AGE Female 16-17	93	30	5	55	1	1	69	8	16	10	13	24	40	93	0	84	10	67	31	8
GENDER AND AGE Female 18-34	251	193	23	30	0	5	57	76	118	47	50	67	52	68	183	215	36	194	52	31
GENDER AND AGE Female 35-54	399	288	93	0	8	9	73	155	171	88	64	98	94	121	277	333	66	269	105	50
GENDER AND AGE Female 55+	470	129	25	0	312	4	165	169	136	111	85	124	45	11	459	400	71	351	88	46
REGION BC	321	175	35	15	86	9	97	85	140	79	49	88	58	58	263	264	57	293	12	41
REGION Alberta	265	140	32	11	78	3	69	93	103	34	35	88	65	58	207	215	49	239	3	35
REGION Saskatchewan / Manitoba	154	88	12	5	45	2	48	53	53	37	21	46	29	29	124	135	19	146	5	9
REGION Saskatchewan	62	35	5	1	21	1	17	21	24	16	9	21	11	8	55	56	7	59	2	2
REGION Manitoba	91	54	7	4	25	1	31	32	29	20	12	25	18	22	70	79	12	86	3	8
REGION Ontario	910	499	90	84	222	15	286	257	367	189	157	218	222	221	689	732	178	803	63	119
REGION Quebec	553	317	61	29	134	11	153	199	201	159	85	156	99	121	432	493	60	89	461	41
REGION Atlantic	161	96	15	7	41	1	50	58	52	40	34	39	29	32	129	155	6	148	14	3
Government Ad Recall Yes	1111	625	96	85	289	16	319	352	440	236	200	314	228	251	860	939	172	816	285	100
Government Ad Recall No	1252	692	149	67	318	26	384	393	475	300	181	322	274	267	984	1054	197	903	273	150
Cannabis Act Ad Recall Yes	657	378	63	61	144	11	206	198	254	145	119	190	136	186	472	547	110	461	171	69
Cannabis Act Ad Recall No	1706	938	183	91	463	30	497	548	661	391	262	446	366	333	1372	1446	259	1258	387	180

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base



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	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
TOTAL	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Employment Status Employed	1317	1317	0	0	0	0	267	437	614	218	203	411	362	348	969	1101	216	968	303	149
	55.7%	100.0%	-	-	-	-	38.0%	58.6%	67.0%	40.7%	53.3%	64.8%	72.1%	67.1%	52.5%	55.2%	58.4%	56.3%	54.3%	59.5%
		CDEF					G	GH		J	JK	JKL	O							
Employment Status Unemployed/Not in the Workforce	245	0	245	0	0	0	103	69	74	114	28	38	19	65	180	208	37	172	63	28
	10.4%	-	100.0%	-	-	-	14.6%	9.3%	8.0%	21.3%	7.4%	6.0%	3.7%	12.5%	9.8%	10.4%	10.1%	10.0%	11.4%	11.1%
			BDEF				HI			KLM	M									
Employment Status Student	152	0	0	152	0	0	119	12	21	28	25	26	49	90	62	130	22	118	35	20
	6.4%	-	-	100.0%	-	-	16.9%	1.6%	2.3%	5.3%	6.5%	4.2%	9.7%	17.4%	3.3%	6.5%	5.9%	6.9%	6.4%	7.9%
				BCEF			HI			JL			O							
Employment Status Retired	607	0	0	0	607	0	197	212	198	158	123	155	69	10	597	517	90	433	143	48
	25.7%	-	-	-	100.0%	-	28.1%	28.4%	21.6%	29.4%	32.3%	24.4%	13.8%	2.0%	32.4%	25.9%	24.5%	25.2%	25.7%	19.3%
					BCDF		I	I		M	LM	M		N				T		
Employment Status Other Employment Status	42	0	0	0	0	42	17	16	9	17	2	4	4	5	37	37	4	27	13	5
	1.8%	-	-	-	-	100.0%	2.4%	2.1%	1.0%	3.2%	0.4%	0.7%	0.7%	0.9%	2.0%	1.9%	1.2%	1.6%	2.3%	2.2%
						BCDE	I			KLM										
Education High School or Less	703	267	103	119	197	17	703	0	0	227	127	145	109	164	539	623	80	527	165	55
	29.7%	20.3%	41.9%	78.2%	32.5%	40.4%	100.0%	-	-	42.4%	33.4%	22.8%	21.7%	31.6%	29.2%	31.2%	21.6%	30.7%	29.5%	22.2%
			BE	BCEF	B	B	HI			KLM	LM			Q				T	T	
Education Trade/College	745	437	69	12	212	16	0	745	0	192	142	197	112	125	620	659	86	519	200	60
	31.5%	33.2%	28.1%	8.0%	34.9%	38.4%	-	100.0%	-	35.8%	37.2%	31.1%	22.3%	24.1%	33.6%	33.0%	23.4%	30.2%	35.8%	24.1%
		D	D		D	D		GI		M	M	M		N	Q			RT		
Education University	915	614	74	21	198	9	0	0	915	117	112	293	281	230	686	712	203	673	194	134
	38.7%	46.6%	30.0%	13.8%	32.6%	21.2%	-	-	100.0%	21.8%	29.4%	46.2%	56.0%	44.3%	37.2%	35.7%	55.0%	39.2%	34.7%	53.6%
		CDEF	D		D				GH	J	JK	JKL	O				P			RS
Income Under \$40K	536	218	114	28	158	17	227	192	117	536	0	0	0	70	466	463	73	364	160	44
	22.7%	16.6%	46.6%	18.7%	26.0%	41.3%	32.3%	25.8%	12.8%	100.0%	-	-	-	13.5%	25.3%	23.2%	19.8%	21.2%	28.7%	17.8%
			BDE		B	BDE	HI	I		KLM				N				RT		
Income \$40K-<\$60K	381	203	28	25	123	2	127	142	112	0	381	0	0	63	318	320	61	277	85	40
	16.1%	15.4%	11.5%	16.4%	20.3%	3.9%	18.1%	19.0%	12.2%	-	100.0%	-	-	12.1%	17.3%	16.1%	16.5%	16.1%	15.3%	16.0%
			F	BCF			I	I		JLM				N						
Income \$60K-<\$100K	635	411	38	26	155	4	145	197	293	0	0	635	0	148	488	531	105	459	156	69
	26.9%	31.2%	15.5%	17.4%	25.5%	10.6%	20.6%	26.5%	32.1%	-	-	100.0%	-	28.5%	26.4%	26.6%	28.3%	26.7%	27.9%	27.7%
		CDEF			CDF		G	GH				JKM								
Income \$100K+	502	362	19	49	69	4	109	112	281	0	0	0	502	188	313	425	77	383	98	56
	21.2%	27.5%	7.6%	32.0%	11.4%	8.7%	15.5%	15.0%	30.7%	-	-	-	100.0%	36.3%	17.0%	21.3%	20.8%	22.3%	17.6%	22.3%
		CEF		CEF				GH					JKL	O				S		
Children under 18 in house Children under 18 in house	519	348	65	90	10	5	164	125	230	70	63	148	188	519	0	426	93	374	123	71
	22.0%	26.4%	26.5%	59.5%	1.7%	11.4%	23.3%	16.8%	25.1%	13.1%	16.5%	23.2%	37.6%	100.0%	-	21.4%	25.1%	21.7%	22.1%	28.3%
		EF	EF	BCEF		E	H	H				JK	JKL	O						R
Children under 18 in house No	1844	969	180	62	597	37	539	620	686	466	318	488	313	0	1844	1567	277	1345	435	179
	78.0%	73.6%	73.5%	40.5%	98.3%	88.6%	76.7%	83.2%	74.9%	86.9%	83.5%	76.8%	62.4%	-	100.0%	78.6%	74.9%	78.3%	77.9%	71.7%
		D	D		BCDF	BCD	GI	GI		LM	LM	M		N				T		
Immigration Status Born in Canada	1993	1101	208	130	517	37	623	659	712	463	320	531	425	426	1567	1993	0	1503	520	73
	84.4%	83.6%	84.8%	85.6%	85.1%	89.6%	88.6%	88.4%	77.8%	86.4%	84.0%	83.5%	84.7%	82.1%	85.0%	100.0%	-	87.5%	93.2%	29.2%
							I	I						Q				T	RT	
Immigration Status Born outside of Canada	370	216	37	22	90	4	80	86	203	73	61	105	77	93	277	0	370	216	38	177
	15.6%	16.4%	15.2%	14.4%	14.9%	10.4%	11.4%	11.6%	22.2%	13.6%	16.0%	16.5%	15.3%	17.9%	15.0%	-	100.0%	12.5%	6.8%	70.8%
									GH								P	S		RS
Language English	1718	968	172	118	433	27	527	519	673	364	277	459	383	374	1345	1503	216	1718	81	76
	72.7%	73.5%	70.2%	77.5%	71.3%	65.8%	75.0%	69.6%	73.5%	67.9%	72.7%	72.2%	76.3%	72.0%	72.9%	75.4%	58.3%	100.0%	14.6%	30.5%
							H						J			Q		ST		S
Language French	558	303	63	35	143	13	165	200	194	160	85	156	98	123	435	520	38	81	558	5
	23.6%	23.0%	25.8%	23.3%	23.6%	31.1%	23.4%	26.8%	21.2%	29.9%	22.3%	24.5%	19.6%	23.7%	23.6%	26.1%	10.2%	4.7%	100.0%	2.0%
							I			KLM						Q			RT	
Language Other language	249	149	28	20	48	5	55	60	134	44	40	69	56	71	179	73	177	76	5	249
	10.6%	11.3%	11.3%	13.0%	7.9%	13.0%	7.9%	8.1%	14.6%	8.3%	10.5%	10.9%	11.1%	13.6%	9.7%	3.7%	47.8%	4.4%	0.9%	100.0%
		E		E				GH						O		P		S		RS

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base

Weight Matrix - Age/Gender

	Employment Status						Education			Income				Children under 18 in house		Immigration Status		Language		
	TOTAL	Employed	Unemployed /Not in the Workforce	Student	Retired	Other Employment Status	High School or Less	Trade/College	University	Under \$40K	\$40K-<\$60K	\$60K-<\$100K	\$100K+	Children under 18 in house	No	Born in Canada	Born outside of Canada	English	French	Other language
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Total	2363	1317	245	152	607	42*	703	745	915	536	381	635	502	519	1844	1993	370	1718	558	249
Male 16 - 24	162 6.9%	78 6.0%	19 7.5%	61 40.0%	1 0.2%	3 8.1%	89 12.7%	31 4.1%	42 4.6%	40 7.5%	19 5.0%	38 6.1%	40 7.9%	70 13.6%	92 5.0%	139 6.9%	24 6.4%	138 8.1%	23 4.2%	17 6.7%
Male 25 - 34	187 7.9%	166 12.6%	15 6.0%	3 2.2%	1 0.2%	1 3.2%	37 5.3%	43 5.8%	106 11.6%	43 8.0%	28 7.5%	54 8.5%	48 9.6%	49 9.4%	138 7.5%	155 7.8%	32 8.7%	156 9.1%	33 5.9%	18 7.1%
Male 35 - 44	181 7.7%	152 11.5%	20 8.1%	2 1.5%	1 0.2%	6 14.0%	39 5.5%	48 6.5%	94 10.3%	46 8.7%	20 5.1%	55 8.6%	43 8.6%	66 12.7%	116 6.3%	154 7.7%	28 7.5%	119 7.0%	57 10.2%	27 10.8%
Male 45 - 54	202 8.6%	158 12.0%	25 10.0%	0 -	13 2.2%	7 16.5%	47 6.7%	73 9.7%	82 9.0%	48 9.0%	21 5.6%	61 9.6%	59 11.8%	38 7.4%	164 8.9%	160 8.0%	42 11.4%	141 8.2%	55 9.8%	21 8.6%
Male 55 - 64	196 8.3%	93 7.0%	21 8.5%	0 -	79 13.0%	3 8.3%	72 10.3%	69 9.2%	55 6.0%	48 9.0%	32 8.5%	54 8.5%	46 9.2%	2 0.4%	194 10.5%	167 8.4%	29 7.9%	133 7.7%	54 9.6%	19 7.4%
Male 65 - 100	220 9.3%	30 2.3%	0 -	0 -	189 31.2%	1 3.0%	55 7.8%	73 9.8%	93 10.2%	53 9.9%	49 12.8%	60 9.4%	34 6.7%	0 -	220 12.0%	187 9.4%	33 9.0%	151 8.8%	60 10.8%	14 5.7%
Female 16 - 24	155 6.5%	62 4.7%	8 3.4%	81 53.1%	1 0.2%	3 6.2%	95 13.5%	23 3.1%	37 4.1%	24 4.4%	29 7.6%	38 6.0%	46 9.3%	97 18.6%	58 3.2%	134 6.7%	21 5.6%	115 6.7%	43 7.6%	19 7.5%
Female 25 - 34	189 8.0%	161 12.2%	20 8.0%	5 3.3%	0 -	4 8.4%	32 4.5%	61 8.2%	97 10.6%	34 6.4%	34 8.9%	53 8.4%	46 9.1%	64 12.4%	125 6.8%	164 8.2%	25 6.8%	145 8.4%	40 7.2%	19 7.8%
Female 35 - 44	189 8.0%	144 10.9%	39 16.1%	0 -	0 -	6 15.6%	30 4.2%	66 8.8%	94 10.3%	38 7.1%	27 7.1%	47 7.4%	52 10.3%	91 17.5%	99 5.3%	153 7.7%	37 10.0%	135 7.9%	44 7.9%	25 10.1%
Female 45 - 54	209 8.9%	144 10.9%	54 22.0%	0 -	8 1.4%	3 6.8%	43 6.1%	90 12.0%	77 8.4%	50 9.3%	37 9.6%	51 8.0%	43 8.5%	31 5.9%	179 9.7%	181 9.1%	29 7.8%	134 7.8%	61 10.9%	25 9.9%
Female 55 - 64	205 8.7%	103 7.8%	17 7.0%	0 -	81 13.3%	4 9.8%	72 10.2%	80 10.8%	53 5.8%	49 9.2%	27 7.1%	69 10.8%	17 3.4%	4 0.8%	201 10.9%	175 8.8%	30 8.1%	152 8.9%	38 6.7%	21 8.5%
Female 65 - 100	265 11.2%	26 2.0%	8 3.3%	0 -	231 38.1%	0 -	93 13.2%	89 12.0%	84 9.1%	62 11.6%	58 15.2%	55 8.7%	28 5.7%	7 1.3%	258 14.0%	225 11.3%	41 11.0%	199 11.6%	50 9.0%	24 9.8%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O - P/Q - R/S/T Overlap formulae used. \* small base