

088-17B DID ACET Po: #####

Age

	Total	Gender		Age					
		M	F	16-24	25-34	35-44	45-54	55-64	
AGER									
Weighted	2072	999	1057	287	327	323	359	357	
Total:	2072	1017	1039	406	194	298	425	381	
16-24	14.00%	10% ----	17% ++++	100% ++++	0% ----	0% ----	0% ----	0% ----	
25-34	16.00%	20% ++++	12% ----	0% ----	100% ++++	0% ----	0% ----	0% ----	
35-44	16.00%	17% ++	14% --	0% ----	0% ----	100% ++++	0% ----	0% ----	
45-54	17.00%	18.00%	17.00%	0% ----	0% ----	0% ----	100% ++++	0% ----	
55-64	17.00%	17.00%	17.00%	0% ----	0% ----	0% ----	0% ----	100% ++++	
65 up	20.00%	18% ---	23% +++	0% ----	0% ----	0% ----	0% ----	0% ----	
Chi2:	-	99.9		99.9					
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02	

Are you...

	Total	Gender		Age					
		M	F	16-24	25-34	35-44	45-54	55-64	
D1B									
Weighted	2072	999	1057	287	327	323	359	357	
Total:	2072	1017	1039	406	194	298	425	381	
Male	48.00%	100% ++++	0% ----	35% ----	62% ++++	54% ++	49.00%	47.00%	
Female	51.00%	0% ----	100% ++++	64% ++++	38% ----	45% --	50.00%	51.00%	
Prefer to s	0.00%	0% ---	0% ---	1% +++	0.00%	1.00%	0.00%	1.00%	
Prefer not	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	1.00%	
Chi2:	-	99.9		-99.9					
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02	

A few questions in the survey are also intended for parents. Are you the parent or legal guardian of a

	Total	Gender		Age					
		M	F	16-24	25-34	35-44	45-54	55-64	
QCHILD									
Weighted	2072	999	1057	287	327	323	359	357	
Total:	2072	1017	1039	406	194	298	425	381	
Yes (please	38.00%	41% +++	36% --	11% ----	39.00%	67% ++++	61% ++++	37.00%	
No	61.00%	58% ---	63% +++	87% ++++	60.00%	33% ----	38% ----	62.00%	
Prefer not	1.00%	1.00%	1.00%	2.00%	1.00%	0.00%	1.00%	0.00%	
Chi2:	-	99		99.9					
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02	

What are the ages of children in the home?

	Total	Gender		Age					
		M	F	16-24	25-34	35-44	45-54	55-64	
QCHILDDA									
Weighted	794	414	377	31	129	217	218	133	
Total:	822	437	382	39	70	195	271	173	
Under 5	26.00%	27.00%	25.00%	89% ++++	70% ++++	36% ++++	4% ----	1% ----	
6 to 12	33.00%	36% +	30% -	16% --	51% ++++	61% ++++	24% ----	2% ----	

13 to 15	20.00%	22.00%	18.00%	0% ---	6% ---	28% +++	36% ++++	7% ----
16 to 18	21.00%	22.00%	21.00%	3% ---	0% ----	15% --	45% ++++	23.00%
19 to 24	28.00%	30% +	25% -	3% ----	2% ----	9% ----	46% ++++	58% ++++
25 or older	11.00%	10.00%	13.00%	0% --	0% ---	0% ----	7% --	32% ++++
Prefer not	1.00%	1.00%	1.00%	0.00%	0.00%	1.00%	1.00%	0.00%
Chi2:	-	-	-	-99.9				
Margin of l	3.42	4.69	5.01	15.69	11.71	7.02	5.95	7.45

In which province or territory do you live?

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
D1E								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
Newfound	2.00%	2.00%	2.00%	0% ---	2.00%	1.00%	3% +++	2.00%
Prince Edw	0.00%	0% ---	1% +++	1.00%	1.00%	0.00%	0.00%	0.00%
Nova Scoti	3.00%	3.00%	2.00%	1% --	2.00%	3.00%	3.00%	2.00%
New Bruns	2.00%	2.00%	3.00%	3.00%	3.00%	1.00%	4% +++	2.00%
Quebec	23.00%	21% --	25% +	41% ++++	22.00%	22.00%	20% -	18% ---
Ontario	38.00%	39.00%	38.00%	36.00%	31% --	36.00%	38.00%	47% ++++
Manitoba	4.00%	4.00%	3.00%	3.00%	4.00%	4.00%	4.00%	2.00%
Saskatchev	3.00%	3.00%	3.00%	1% --	3.00%	4.00%	3.00%	3.00%
Alberta	11.00%	13% ++	10% --	7% ---	18% ++++	16% +++	10.00%	11.00%
British Colt	14.00%	13.00%	14.00%	8% ----	15.00%	13.00%	14.00%	13.00%
Yukon	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Northwest	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Nunavut	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Prefer not	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chi2:	-	-95	-	-99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

Over the past three weeks, have you seen, read or heard any advertising from the Government of Ca

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
Q1								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
Yes	37.00%	39% +	36.00%	55% ++++	37.00%	32% --	35.00%	33% --
No	32.00%	35% ++	30% --	25% ---	44% ++++	35.00%	32.00%	29% -
Don't reme	31.00%	26.00%	35.00%	20.00%	19.00%	33.00%	33.00%	39.00%
Chi2:	-	95	-	99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

Think about the most recent ad from the Government of Canada that comes to mind. Where have yo

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
Q2								
Weighted	772	391	377	157	121	103	127	116
Total:	799	415	380	234	70	91	147	128
Cinema	3.00%	2.00%	3.00%	4.00%	1.00%	1.00%	5% ++	2.00%

Internet w	17.00%	19.00%	16.00%	26% ++++	13.00%	21.00%	16.00%	8% ---
Magazines	4.00%	3.00%	4.00%	3.00%	4.00%	1.00%	4.00%	5.00%
Newspape	15.00%	16.00%	14.00%	10% --	2% ----	13.00%	11.00%	24% +++
Newspape	5.00%	3% --	6% ++	6.00%	5.00%	1% -	6.00%	4.00%
Outdoor bi	5.00%	5.00%	5.00%	10% ++++	5.00%	3.00%	2% -	5.00%
Pamphlet (6.00%	4% ---	8% +++	7.00%	2.00%	6.00%	2% --	6.00%
Public tran	7.00%	8.00%	7.00%	16% ++++	13% ++	9.00%	3% --	1% ---
Radio	23.00%	28% +++	19% ---	23.00%	32% ++	24.00%	24.00%	23.00%
Television	64.00%	66.00%	64.00%	46% ----	54% --	69.00%	69.00%	76% +++
Twitter	7.00%	7.00%	6.00%	9.00%	15% ++++	5.00%	5.00%	2% --
Facebook	25.00%	23.00%	26.00%	42% ++++	35% ++	16% --	18% -	14% ---
YouTube	9.00%	8.00%	10.00%	27% ++++	11.00%	7.00%	2% ---	3% ---
Instagram	4.00%	3.00%	5% +	15% ++++	3.00%	1.00%	0% ---	1% -
LinkedIn	1.00%	2% +++	0% ---	0.00%	1.00%	1.00%	3% ++	2.00%
Spotify	1.00%	1.00%	1.00%	3% ++++	2.00%	0.00%	0.00%	0.00%
Other, spe	1.00%	1.00%	2.00%	1.00%	2.00%	0.00%	1.00%	2.00%
Don't reme	4.00%	3.00%	4.00%	1.00%	2.00%	6.00%	5.00%	5.00%
Chi2: -		-99		-99.9				
Margin of l	3.47	4.81	5.03	6.41	11.71	10.27	8.08	8.66

What do you remember about this ad?

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
Q3								
Weighted	772	391	377	157	121	103	127	116
Total:	799	415	380	234	70	91	147	128
DRIVING U	10.00%	10.00%	9.00%	22% ++++	11.00%	8.00%	4% --	10.00%
PARKS CAN	2.00%	3.00%	1.00%	1.00%	0.00%	2.00%	2.00%	2.00%
WASTE OF	3.00%	5% ++++	0% ----	0% --	6% +	2.00%	3.00%	3.00%
ELECTIONS	1.00%	1.00%	1.00%	2% ++	0.00%	0.00%	2% ++	0.00%
TAX REFOR	1.00%	1.00%	1.00%	0.00%	0.00%	2.00%	2% +	1.00%
SMALL BU\$	0.00%	0.00%	1.00%	1.00%	0.00%	0.00%	0.00%	2% ++
INDIGENOI	1.00%	0.00%	1.00%	0.00%	3% ++++	1.00%	0.00%	0.00%
PRIME MIN	1.00%	1.00%	1.00%	1.00%	0.00%	1.00%	2% +	1.00%
MARIJUAN	3.00%	3.00%	4.00%	4.00%	2.00%	4.00%	2.00%	3.00%
PROMOTIC	2.00%	2.00%	2.00%	1.00%	1.00%	1.00%	2.00%	1.00%
ECONOMY	1.00%	2.00%	1.00%	1.00%	4% ++	4% +	1.00%	0.00%
FAMILY/CH	1.00%	1.00%	2.00%	0.00%	2.00%	2.00%	2.00%	1.00%
TRADE NEC	3.00%	2.00%	3.00%	1% -	0.00%	3.00%	4.00%	4.00%
POLITICAL	2.00%	1.00%	3.00%	4% +	1.00%	0.00%	2.00%	0.00%
IMMIGRAT	1.00%	1.00%	1.00%	0.00%	3% ++	1.00%	2.00%	0.00%
HEALTH CA	2.00%	1% ---	3% +++	3.00%	2.00%	1.00%	0.00%	5% +++
INFRASTRU	0.00%	0.00%	0.00%	1.00%	0.00%	1.00%	1.00%	0.00%
CANADA LI	1.00%	1.00%	1.00%	1.00%	0.00%	2.00%	3.00%	1.00%
DANGEROI	2.00%	1.00%	2.00%	3% ++	1.00%	0.00%	0.00%	2.00%
EMPLOYM	2.00%	1.00%	2.00%	1.00%	1.00%	0.00%	3% ++	3.00%
ENVIRONM	1.00%	1.00%	0.00%	0.00%	0.00%	2% +	2.00%	0.00%
ENERGY IS	1.00%	0.00%	1.00%	0.00%	0.00%	1.00%	1.00%	2% ++
CAREERS/F	1.00%	1.00%	1.00%	2% +	2.00%	1.00%	0.00%	0.00%
REMEMBR	1.00%	0% ---	2% +++	0% -	3% ++	2.00%	0.00%	1.00%

MINIMUM	1.00%	1.00%	1.00%	1.00%	0.00%	0.00%	0.00%	3% ++++
INCLUSION	1.00%	1.00%	1.00%	1.00%	0.00%	0.00%	0.00%	1.00%
POSITIVE/I	1.00%	1.00%	1.00%	2% +	0.00%	0.00%	1.00%	1.00%
EDUCATIO	1.00%	2.00%	1.00%	3.00%	3.00%	0.00%	0.00%	0.00%
SEXUAL AS	1.00%	1.00%	1.00%	1.00%	1.00%	0.00%	1.00%	1.00%
ANTI SMOI	2.00%	0% ---	3% +++	3% ++	3.00%	0.00%	0% -	1.00%
WORKPLA	0.00%	0.00%	0.00%	1% +	0.00%	0.00%	0.00%	0.00%
TOURISM,	1.00%	0% --	2% ++	1.00%	2.00%	1.00%	0.00%	1.00%
OLYMPICS,	1.00%	1.00%	0.00%	0.00%	0.00%	0.00%	2% ++	1.00%
CANADA 1.	0.00%	0% -	1% +	0.00%	0.00%	0.00%	1.00%	1.00%
ACCIDENTS	1.00%	1.00%	2.00%	2.00%	2.00%	3% +	0.00%	0.00%
INSURANC	0.00%	0.00%	1.00%	1.00%	0.00%	0.00%	1.00%	0.00%
OPIOIDS, S	1.00%	1.00%	1.00%	2% ++	1.00%	0.00%	2.00%	0.00%
CANADA P	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
SENIORS, F	0.00%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%
Other	4.00%	4.00%	4.00%	1% --	3.00%	4.00%	6% +	6.00%
Don't reme	51.00%	54.00%	48.00%	41.00%	51.00%	62.00%	51.00%	49.00%
Chi2:	-	-99	-99.9					
Margin of l	3.47	4.81	5.03	6.41	11.71	10.27	8.08	8.66

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

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
Q4								
Weighted	772	391	377	157	121	103	127	116
Total:	799	415	380	234	70	91	147	128
ANNOUNC	34.00%	30% --	38% ++	45% ++++	40.00%	42% +	23% ---	29.00%
GOVERNMENT	21.00%	21.00%	21.00%	24.00%	31% ++	26.00%	23.00%	12% ---
PRIME TIME	4.00%	3.00%	5.00%	1% --	2.00%	2.00%	9% ++++	6.00%
ASSUMED	0.00%	0.00%	1.00%	1.00%	0.00%	1.00%	0.00%	1.00%
WRITTEN/ID	3.00%	3.00%	3.00%	5% ++	5.00%	4.00%	1.00%	1.00%
IDENTIFIED	5.00%	6.00%	4.00%	4.00%	3.00%	1% --	5.00%	8.00%
WEBSITE I	2.00%	1.00%	2.00%	2.00%	3.00%	4% ++	1.00%	2.00%
DEPARTMENT	4.00%	5% +	2% -	4.00%	6.00%	2.00%	5.00%	2.00%
MINISTERS	3.00%	2% --	4% ++	1% -	2.00%	1.00%	2.00%	2.00%
BASED ON	6.00%	6.00%	6.00%	3% --	5.00%	5.00%	11% ++	9.00%
Other	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	2% ++	0.00%
Don't reme	24.00%	28.00%	21.00%	16.00%	16.00%	22.00%	24.00%	35.00%
Chi2:	-	-	-99.9					
Margin of l	3.47	4.81	5.03	6.41	11.71	10.27	8.08	8.66

Over the past three weeks, have you seen, read or heard any Government of Canada advertising abc

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
T1A								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
Yes	49.00%	50.00%	48.00%	62% ++++	43% --	40% ----	48.00%	56% +++
No	40.00%	41.00%	40.00%	31% ----	52% ++++	48% +++	40.00%	32% ----
Don't reme	10.00%	9.00%	12.00%	6.00%	5.00%	12.00%	12.00%	12.00%

Chi2:	-	-		99.9					
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02	

Where have you seen, read or heard this Government of Canada ad about driving while under the in

	Total	Gender		Age					
		M	F	16-24	25-34	35-44	45-54	55-64	
T1B									
Weighted	1023	504	511	179	139	130	173	202	
Total:	1027	516	502	252	79	110	196	214	
Cinema	3.00%	3.00%	3.00%	5% +	4.00%	4.00%	2.00%	2.00%	
Internet w	8.00%	8.00%	7.00%	10.00%	8.00%	7.00%	9.00%	6.00%	
Magazines	1.00%	1.00%	1.00%	3% +	0.00%	0.00%	0.00%	0.00%	
Newspape	7.00%	5% --	9% ++	6.00%	2% -	2% --	2% ---	9.00%	
Newspape	3.00%	2% -	4% ++	5% ++	0.00%	6% ++	2.00%	1.00%	
Outdoor bi	3.00%	2% --	4% +	6% ++	4.00%	7% ++	3.00%	1% -	
Pamphlet c	1.00%	1.00%	1.00%	2% ++	0.00%	0.00%	0.00%	1.00%	
Public tran	3.00%	4.00%	3.00%	8% +	3.00%	4.00%	3.00%	2% -	
Radio	26.00%	30% +++	22% ---	24.00%	35% +	37% +++	35% +++	19% --	
Television	70.00%	70.00%	71.00%	43% ----	58% --	66.00%	77% ++	84% +	
Twitter	2.00%	3.00%	2.00%	4% ++	5.00%	0.00%	2.00%	0% --	
Facebook	11.00%	10.00%	13.00%	30% +	11.00%	10.00%	7% -	5% ---	
YouTube	7.00%	8.00%	7.00%	29% +	10.00%	3% -	0% ----	2% ----	
Instagram	2.00%	1.00%	2.00%	9% +	0.00%	0.00%	1.00%	0% --	
LinkedIn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Other, spe	2.00%	1.00%	2.00%	6% +	2.00%	0.00%	1.00%	0% --	
Don't reme	2.00%	2.00%	2.00%	2.00%	4.00%	2.00%	1.00%	1.00%	
Chi2:	-	-95		-99.9					
Margin of l	3.06	4.31	4.37	6.17	11.03	9.34	7	6.7	

What do you remember about this ad?

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
T1C								
Weighted	1023	504	511	179	139	130	173	202
Total:	1027	516	502	252	79	110	196	214
DRIVING U	20.00%	22.00%	18% -	31% +	19.00%	19.00%	19.00%	19.00%
IT IS ILLEG/	9.00%	11.00%	9.00%	3% ----	4% --	14% +	11.00%	11.00%
COMPARIS	12.00%	11.00%	14% +	6% ----	8.00%	15.00%	15.00%	16% ++
DANGERS/	6.00%	6.00%	5.00%	6.00%	5.00%	8.00%	8.00%	4.00%
LEGALIZAT	1.00%	1.00%	2.00%	3.00%	1.00%	0.00%	0.00%	1.00%
DIFFICULT	1.00%	0% ---	2% ++	1.00%	0.00%	0.00%	1.00%	1.00%
GOING TO,	3.00%	2% ---	5% ++	1% ---	2.00%	1% -	3.00%	4.00%
ENCOURAC	1.00%	1.00%	1.00%	1.00%	2.00%	3% ++	0.00%	1.00%
TEENS ALL	7.00%	5% --	9% ++	7.00%	14% +	9.00%	9.00%	4% --
LEGAL LIM	1.00%	1.00%	1.00%	1.00%	0.00%	1.00%	1.00%	2% +
REACTION	3.00%	3.00%	3.00%	2.00%	3.00%	4.00%	2.00%	5% ++
POLICE PU	1.00%	1.00%	2.00%	0% --	0.00%	0.00%	2.00%	2.00%
ANIMATED	3.00%	2.00%	3.00%	0% ---	1.00%	3.00%	3.00%	5% ++
LEADS TO /	12.00%	10.00%	13.00%	18% +	17% +	10.00%	15.00%	6% ---
GOVERNMENT	1.00%	2% ++	1% --	0% --	3.00%	1.00%	2.00%	2.00%

OTHER NEI	3.00%	5% ++	2% --	3.00%	4.00%	2.00%	3.00%	3.00%
POSITIVES	1.00%	2.00%	1.00%	1.00%	2.00%	0.00%	1.00%	1.00%
TEEN/YOU'	2.00%	1% ---	4% +++	0% --	0.00%	1.00%	1.00%	5% ++++
TARGETED	2.00%	2.00%	2.00%	0% --	3.00%	4% +	1.00%	1.00%
Other	5.00%	3% --	6% +	8% ++	6.00%	2.00%	4.00%	2% -
Don't reme	28.00%	30.00%	27.00%	29.00%	32.00%	31.00%	26.00%	26.00%
Chi2:	-	-99.9		-99.9				
Margin of l	3.06	4.31	4.37	6.17	11.03	9.34	7	6.7

To what extent do you agree or disagree with the statement. Marijuana has a negative impact on a p

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
T1D								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	12.00%	15% ++++	9% ----	15% ++	18% +++	12.00%	9% -	12.00%
MODERATI	5.00%	5.00%	5.00%	9% ++++	3.00%	5.00%	5.00%	6.00%
HIGH (4-5)	80.00%	78% --	83% +++	72% ----	78.00%	79.00%	84% ++	80.00%
Strongly di	6.00%	7.00%	5.00%	9.00%	8.00%	5.00%	6.00%	6.00%
Somewhat	6.00%	8.00%	4.00%	7.00%	9.00%	7.00%	3.00%	6.00%
Neither agi	5.00%	5.00%	5.00%	9.00%	3.00%	5.00%	5.00%	6.00%
Somewhat	21.00%	22.00%	21.00%	27.00%	26.00%	21.00%	15.00%	17.00%
Strongly ag	59.00%	57.00%	62.00%	45.00%	52.00%	58.00%	69.00%	63.00%
Don't knov	2.00%	2.00%	3.00%	4.00%	1.00%	3.00%	2.00%	2.00%
Chi2:	-	99		99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	4.25	4.15	4.34	3.97	4.04	4.24	4.41	4.29
Standard D	1.19	1.26	1.11	1.28	1.3	1.18	1.12	1.18
Student's T*		99.9	99.9	99.9	95 -		99 -	

How comfortable would you be trying to stop a friend or family member from driving if you thought

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
T1E								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	10.00%	12% ++	9% --	11.00%	14% ++	11.00%	11.00%	7% -
MODERATI	13.00%	13.00%	12.00%	14.00%	17% ++	13.00%	9% --	10.00%
HIGH (4-5)	74.00%	71% ---	77% +++	70% -	67% --	72.00%	77.00%	79% ++
Not at all c	3.00%	4.00%	2.00%	4.00%	5.00%	3.00%	4.00%	2.00%
Not very co	7.00%	8.00%	6.00%	7.00%	9.00%	8.00%	6.00%	6.00%
Moderatel	13.00%	13.00%	12.00%	14.00%	17.00%	13.00%	9.00%	10.00%
Comfortab	23.00%	22.00%	23.00%	27.00%	23.00%	24.00%	21.00%	25.00%
Very comfr	51.00%	49.00%	54.00%	43.00%	45.00%	48.00%	55.00%	54.00%
Don't knov	2.00%	2.00%	2.00%	2.00%	0.00%	4.00%	1.00%	3.00%
No respon:	1.00%	2.00%	1.00%	3.00%	2.00%	1.00%	2.00%	0.00%
Chi2:	-	95		99				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	4.16	4.08	4.23	4.04	3.94	4.12	4.2	4.29
Standard D	1.1	1.16	1.04	1.12	1.21	1.11	1.14	0.99

Student's T* 99 99 95 99 - - 99

How comfortable would you be trying to stop a friend or family member from accepting a ride from

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
T1F								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	8.00%	10% +++	6% ---	10.00%	11.00%	7.00%	8.00%	8.00%
MODERATE	9.00%	10% +	8% -	11.00%	15% +++	10.00%	7% --	7.00%
HIGH (4-5)	80.00%	76% ----	83% +++++	72% ----	73% ---	80.00%	82.00%	83% +
Not at all c	3.00%	4.00%	2.00%	4.00%	5.00%	2.00%	4.00%	3.00%
Not very c	5.00%	6.00%	4.00%	6.00%	5.00%	4.00%	5.00%	5.00%
Moderate	9.00%	10.00%	8.00%	11.00%	15.00%	10.00%	7.00%	7.00%
Comfortab	21.00%	22.00%	21.00%	22.00%	23.00%	23.00%	18.00%	22.00%
Very comf	58.00%	55.00%	62.00%	49.00%	49.00%	57.00%	65.00%	61.00%
Don't knov	2.00%	1.00%	2.00%	3.00%	0.00%	2.00%	1.00%	1.00%
No respon:	1.00%	2.00%	1.00%	4.00%	2.00%	1.00%	1.00%	0.00%
Chi2:	-	99		99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	4.3	4.21	4.39	4.15	4.08	4.32	4.4	4.36
Standard D	1.05	1.12	0.98	1.12	1.17	0.99	1.05	1.01
Student's T*		99.9	99.9	99	99 -		90 -	

Have you used marijuana in the past 12 months?

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
T1G								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
Yes	22.00%	26% +++++	17% ----	35% +++++	42% +++++	21.00%	17% --	17% ---
No	76.00%	71% ----	81% +++++	61% ----	54% ----	77.00%	80% ++	82% +++
No respon:	2.00%	2.00%	2.00%	4.00%	3.00%	2.00%	2.00%	2.00%
Chi2:	-	99.9		99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

Over the past three weeks, have you seen, read or heard this ad?

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
T1H								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
Yes	40.00%	43% ++	38% --	42.00%	33% --	37.00%	45% ++	47% +++
No	60.00%	57.00%	62.00%	58.00%	67.00%	63.00%	55.00%	53.00%
Chi2:	-	-		-				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

Where have you seen, read or heard this ad?

Total	Gender		Age				
	M	F	16-24	25-34	35-44	45-54	55-64

T11

Weighted	831	426	400	122	108	120	162	169
Total:	837	443	389	170	68	103	184	177
Cinema	7.00%	8.00%	5.00%	7.00%	9.00%	9.00%	7.00%	7.00%
Internet w	8.00%	7.00%	8.00%	11.00%	7.00%	6.00%	8.00%	6.00%
Magazines	0.00%	0.00%	0.00%	1% +	0.00%	0.00%	1.00%	0.00%
Newspape	2.00%	2.00%	2.00%	2.00%	1.00%	0.00%	1.00%	2.00%
Newspape	1.00%	1.00%	1.00%	1.00%	0.00%	1.00%	0.00%	1.00%
Outdoor bi	0.00%	0.00%	1.00%	2% ++	0.00%	1% +	0.00%	0.00%
Pamphlet c	0.00%	0.00%	0.00%	1% ++	0.00%	0.00%	0.00%	0.00%
Public tran	1.00%	0.00%	1.00%	4% ++++	0.00%	0.00%	0.00%	1.00%
Radio	7.00%	7.00%	7.00%	10% +	11% +	5.00%	5.00%	5.00%
Television	82.00%	81.00%	84.00%	62% ----	73% --	77.00%	94% ++++	89% ++
Twitter	1.00%	2.00%	1.00%	2.00%	1.00%	1.00%	1.00%	1.00%
Facebook	11.00%	10.00%	12.00%	28% ++++	18% ++	13.00%	3% ----	5% ---
YouTube	12.00%	12.00%	11.00%	39% ++++	20% ++	16.00%	2% ----	3% ----
Instagram	1.00%	1.00%	2.00%	8% ++++	0.00%	0.00%	0% -	0.00%
LinkedIn	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other, spei	1.00%	1.00%	1.00%	5% ++++	1.00%	0.00%	0.00%	0.00%
Don't reme	2.00%	3.00%	1.00%	2.00%	2.00%	4.00%	1.00%	3.00%
Chi2:	-	-		-99.9				
Margin of l	3.39	4.66	4.97	7.52	11.88	9.66	7.22	7.37

What do you think is the main point this ad is trying to get across?

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
T11								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
DON'T SM	43.00%	44.00%	41.00%	40.00%	47.00%	46.00%	42.00%	44.00%
DON'T DRI	6.00%	6.00%	5.00%	3% --	3% --	6.00%	7.00%	5.00%
COMPARIS	4.00%	4.00%	5.00%	4.00%	4.00%	5.00%	5.00%	4.00%
DO NOT GI	2.00%	2.00%	2.00%	1.00%	1.00%	2.00%	2.00%	2.00%
RESULTS IN	9.00%	7% ----	11% ++++	10.00%	8.00%	8.00%	10.00%	9.00%
IMPAIRS A	10.00%	8% ---	11% +++	8.00%	10.00%	8.00%	9.00%	14% +++
GOVERNMENT	3.00%	4% +++	2% ---	2% -	7% +++	3.00%	3.00%	4.00%
WARNING!	1.00%	1.00%	1.00%	2.00%	1.00%	1.00%	0.00%	0% -
BE RESPON	1.00%	2.00%	1.00%	2.00%	0.00%	1.00%	1.00%	2.00%
DO NOT T/A	2.00%	1.00%	2.00%	1.00%	0.00%	1.00%	1.00%	1.00%
LEGAL COM	0.00%	1% ++	0% --	0.00%	0.00%	0.00%	1.00%	1.00%
DO NOT DI	4.00%	4.00%	4.00%	2% --	4.00%	4.00%	6% ++	5.00%
USE OF TE	1.00%	1% +	0% -	1.00%	2% +	1.00%	1.00%	1.00%
Other	1.00%	2% +	1% --	0.00%	1.00%	2.00%	1.00%	1.00%
Don't know	13.00%	14.00%	13.00%	24.00%	12.00%	13.00%	10.00%	8.00%
Chi2:	-	-99.9		-99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

This ad catches my attention

Total	Gender		Age				
	M	F	16-24	25-34	35-44	45-54	55-64

T1KA Please indicate your level of agreement with the following statements about this ad?

Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	16.00%	19% +++	13% ----	19% +	21% ++	20% ++	15.00%	12% --
MODERATE	22.00%	22.00%	22.00%	19.00%	24.00%	27% ++	23.00%	20.00%
HIGH (4-5)	58.00%	55% -	60% ++	57.00%	49% ---	49% ----	59.00%	63% ++
1 Strongly	7.00%	8.00%	5.00%	8.00%	8.00%	8.00%	7.00%	6.00%
2	9.00%	11.00%	8.00%	11.00%	14.00%	12.00%	8.00%	6.00%
3	22.00%	22.00%	22.00%	19.00%	24.00%	27.00%	23.00%	20.00%
4	28.00%	30.00%	27.00%	30.00%	31.00%	27.00%	27.00%	30.00%
5 Strongly	29.00%	25.00%	33.00%	27.00%	18.00%	22.00%	32.00%	34.00%
Don't Know	5.00%	4.00%	5.00%	4.00%	6.00%	5.00%	3.00%	5.00%
Chi2:	-	99		99.9				
Margin of Error	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	3.67	3.56	3.78	3.6	3.4	3.45	3.72	3.83
Standard Deviation	1.2	1.22	1.17	1.24	1.18	1.21	1.21	1.17
Student's T*		99.9	99.9	-	99.9	99.9	-	99

This ad is relevant to me

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
T1KB Please indicate your level of agreement with the following statements about this ad?								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	54.00%	55.00%	54.00%	46% ----	48% --	57.00%	49% --	62% +++
MODERATE	18.00%	19.00%	17.00%	16.00%	25% +++	18.00%	20.00%	15.00%
HIGH (4-5)	22.00%	22.00%	22.00%	34% ++++	20.00%	21.00%	27% ++	18% --
1 Strongly	37.00%	36.00%	38.00%	32.00%	25.00%	34.00%	36.00%	44.00%
2	17.00%	19.00%	16.00%	14.00%	23.00%	23.00%	14.00%	18.00%
3	18.00%	19.00%	17.00%	16.00%	25.00%	18.00%	20.00%	15.00%
4	11.00%	11.00%	10.00%	16.00%	12.00%	10.00%	11.00%	10.00%
5 Strongly	12.00%	11.00%	13.00%	17.00%	8.00%	11.00%	15.00%	9.00%
Don't Know	5.00%	4.00%	7.00%	5.00%	7.00%	4.00%	4.00%	4.00%
Chi2:	-	-		99.9				
Margin of Error	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	2.4	2.4	2.39	2.71	2.51	2.39	2.55	2.18
Standard Deviation	1.41	1.38	1.44	1.52	1.25	1.36	1.48	1.35
Student's T*		-	-	99.9	-	-	95	99.9

This ad is difficult to follow

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
T1KC Please indicate your level of agreement with the following statements about this ad?								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	68.00%	68.00%	67.00%	72% ++	66.00%	67.00%	70.00%	72% +
MODERATE	13.00%	13.00%	13.00%	11.00%	13.00%	15.00%	12.00%	11.00%
HIGH (4-5)	15.00%	15.00%	14.00%	12.00%	15.00%	13.00%	15.00%	14.00%
1 Strongly	43.00%	41.00%	45.00%	45.00%	39.00%	45.00%	47.00%	47.00%
2	25.00%	27.00%	22.00%	28.00%	26.00%	22.00%	23.00%	24.00%

3	13.00%	13.00%	13.00%	11.00%	13.00%	15.00%	12.00%	11.00%
4	9.00%	9.00%	9.00%	7.00%	9.00%	9.00%	10.00%	10.00%
5 Strongly	6.00%	6.00%	5.00%	6.00%	7.00%	4.00%	5.00%	4.00%
Don't Know	4.00%	3.00%	5.00%	5.00%	6.00%	5.00%	3.00%	3.00%
Chi2:	-	-		90				
Margin of I	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	2.05	2.09	2.01	1.97	2.11	2.01	1.99	1.97
Standard D	1.22	1.23	1.21	1.19	1.25	1.19	1.22	1.2
Student's T*	-	-	-	-	-	-	-	-

This ad does not favour one political party over another

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
T1KD Please indicate your level of agreement with the following statements about this ad?								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	9.00%	11% ++++	6% ----	12% ++	10.00%	10.00%	9.00%	6% -
MODERATE	8.00%	8.00%	7.00%	12% +++	6.00%	10% +	8.00%	7.00%
HIGH (4-5)	75.00%	74.00%	76.00%	64% ----	76.00%	73.00%	76.00%	81% +++
1 Strongly	6.00%	8.00%	4.00%	8.00%	9.00%	5.00%	6.00%	5.00%
2	3.00%	3.00%	3.00%	4.00%	1.00%	5.00%	2.00%	2.00%
3	8.00%	8.00%	7.00%	12.00%	6.00%	10.00%	8.00%	7.00%
4	12.00%	13.00%	10.00%	15.00%	10.00%	12.00%	9.00%	13.00%
5 Strongly	63.00%	61.00%	65.00%	48.00%	66.00%	61.00%	67.00%	68.00%
Don't Know	8.00%	6.00%	11.00%	13.00%	8.00%	6.00%	7.00%	6.00%
Chi2:	-	99.9		99				
Margin of I	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	4.35	4.23	4.47	4.05	4.34	4.27	4.38	4.46
Standard D	1.17	1.27	1.04	1.3	1.25	1.18	1.17	1.05
Student's T*		99.9	99.9	99.9	-	-	-	95

This ad talks about an important topic

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
T1KE Please indicate your level of agreement with the following statements about this ad?								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	7.00%	10% ++++	4% ----	6.00%	12% +++	9.00%	6.00%	7.00%
MODERATE	8.00%	10% ++	7% --	10.00%	7.00%	12% +++	8.00%	7.00%
HIGH (4-5)	80.00%	77% ----	83% ++++	80.00%	75% --	74% ---	83.00%	83.00%
1 Strongly	4.00%	5.00%	3.00%	3.00%	7.00%	5.00%	4.00%	3.00%
2	3.00%	5.00%	2.00%	3.00%	5.00%	4.00%	2.00%	4.00%
3	8.00%	10.00%	7.00%	10.00%	7.00%	12.00%	8.00%	7.00%
4	18.00%	20.00%	17.00%	23.00%	27.00%	20.00%	17.00%	14.00%
5 Strongly	62.00%	57.00%	67.00%	57.00%	48.00%	54.00%	66.00%	69.00%
Don't Know	4.00%	3.00%	5.00%	4.00%	6.00%	5.00%	3.00%	4.00%
Chi2:	-	99.9		99.9				
Margin of I	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	4.37	4.23	4.51	4.33	4.1	4.19	4.43	4.48
Standard D	1.05	1.16	0.92	1.01	1.21	1.15	1.04	0.99

Student's T* 99.9 99.9 - 99.9 99 - 95

This ad provides new information

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
T1KF Please indicate your level of agreement with the following statements about this ad?								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	54.00%	60% ++++	48% ----	45% ----	69% ++++	62% +++	52.00%	53.00%
MODERATE	21.00%	20.00%	23.00%	24.00%	14% ---	21.00%	21.00%	21.00%
HIGH (4-5)	19.00%	16% ----	22% ++++	26% ++++	10% ----	12% ----	21.00%	21.00%
1 Strongly	28.00%	33.00%	24.00%	22.00%	38.00%	34.00%	30.00%	28.00%
2	25.00%	27.00%	24.00%	23.00%	31.00%	28.00%	22.00%	25.00%
3	21.00%	20.00%	23.00%	24.00%	14.00%	21.00%	21.00%	21.00%
4	12.00%	9.00%	14.00%	15.00%	7.00%	6.00%	13.00%	12.00%
5 Strongly	8.00%	7.00%	8.00%	11.00%	3.00%	5.00%	7.00%	9.00%
Don't Know	6.00%	4.00%	7.00%	5.00%	6.00%	5.00%	6.00%	5.00%
Chi2:	-	99.9		99.9				
Margin of Error	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	2.41	2.27	2.56	2.68	2	2.17	2.42	2.45
Standard Deviation	1.25	1.22	1.26	1.3	1.09	1.16	1.28	1.28
Student's T*		99.9	99.9	99.9	99.9	99.9 -		-

This ad clearly conveys that the Government of Canada had been advertising about driving while unc

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
T1KG Please indicate your level of agreement with the following statements about this ad?								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
LOW (1-2)	9.00%	10.00%	9.00%	8.00%	8.00%	10.00%	11.00%	10.00%
MODERATE	14.00%	15.00%	13.00%	14.00%	11.00%	18% ++	15.00%	12.00%
HIGH (4-5)	71.00%	70.00%	71.00%	72.00%	73.00%	66% -	68.00%	73.00%
1 Strongly	4.00%	4.00%	5.00%	4.00%	4.00%	5.00%	6.00%	4.00%
2	5.00%	6.00%	4.00%	4.00%	4.00%	5.00%	6.00%	5.00%
3	14.00%	15.00%	13.00%	14.00%	11.00%	18.00%	15.00%	12.00%
4	22.00%	22.00%	22.00%	23.00%	24.00%	21.00%	22.00%	25.00%
5 Strongly	48.00%	48.00%	49.00%	49.00%	49.00%	45.00%	46.00%	48.00%
Don't Know	6.00%	5.00%	8.00%	6.00%	9.00%	6.00%	6.00%	5.00%
Chi2:	-	-		-				
Margin of Error	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02
Mean:	4.13	4.1	4.15	4.17	4.21	4.02	4.04	4.13
Standard Deviation	1.13	1.14	1.13	1.1	1.08	1.17	1.19	1.13
Student's T*		-	-	-	-	90	90 -	

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

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
D1								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381

Working full	36.00%	45% +++++	26% ----	15% ----	59% +++++	56% +++++	55% +++++	31% --
Working part	8.00%	5% ----	11% +++++	17% +++++	9.00%	7.00%	9.00%	7.00%
Self-employed	10.00%	12% +++	8% ----	2% ----	8.00%	15% +++	14% +++	14% +++
Unemployed	3.00%	3.00%	3.00%	7% +++++	6% ++	3.00%	3.00%	2% -
A student	9.00%	8.00%	9.00%	53% +++++	6.00%	2% ----	0% ----	0% ----
Retired	24.00%	21% ---	27% +++	0% ----	0% ----	1% ----	4% ----	35% +++++
Not in the	6.00%	2% ----	10% +++++	3% ---	6.00%	11% +++++	7.00%	7.00%
DISABILITY	1.00%	1% -	2% +	0% --	0.00%	3% ++	2% +	2.00%
Other emp	1.00%	1.00%	1.00%	1.00%	3% +++	0.00%	1.00%	1.00%
Prefer not	2.00%	2.00%	2.00%	2.00%	2.00%	3.00%	3.00%	1.00%
Chi2:	-	99.9		-99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

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

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
D2								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
Grade 8 or	1.00%	1% ++	0% --	1.00%	0.00%	0.00%	1.00%	1.00%
Some high	6.00%	7.00%	6.00%	17% +++++	3% --	2% ----	3% ---	6.00%
High school	34.00%	34.00%	35.00%	44% +++++	17% ----	21% ----	23% ----	46% +++++
Registered	6.00%	9% +++++	4% ----	2% ----	12% +++++	9% +	6.00%	7.00%
College, CE	22.00%	21.00%	23.00%	20.00%	22.00%	26.00%	33% +++++	19.00%
University	7.00%	6% --	8% ++	5.00%	8.00%	8.00%	10% +++	4% --
Bachelor's	12.00%	12.00%	13.00%	7% ----	22% +++++	18% +++++	13.00%	7% ---
Post gradu	10.00%	10.00%	10.00%	1% ----	16% +++	17% +++++	11.00%	7% --
Prefer not	1.00%	1.00%	1.00%	3.00%	0.00%	1.00%	1.00%	3.00%
Chi2:	-	99.9		-99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

Which of the following categories best describes your total annual household income, including income from all sources?

	Gender		Age					
	Total	M	F	16-24	25-34	35-44	45-54	55-64
D4								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
Under \$20,000	7.00%	5% ----	9% +++	22% +++++	3% ---	6.00%	5% --	6.00%
Between \$20,000 and \$24,999	14.00%	11% ----	17% +++++	19% +++++	10.00%	8% ---	11% --	13.00%
Between \$25,000 and \$29,999	12.00%	11.00%	14% +	10.00%	13.00%	10.00%	6% ----	13.00%
Between \$30,000 and \$34,999	12.00%	12.00%	11.00%	7% ---	18% +++	10.00%	11.00%	12.00%
Between \$35,000 and \$39,999	12.00%	16% +++++	9% ----	7% ----	19% +++	12.00%	13.00%	13.00%
Between \$40,000 and \$44,999	15.00%	18% +++++	13% ---	8% ----	17.00%	24% +++++	20% +++	15.00%
\$150,000 or more	12.00%	16% +++++	9% ----	5% ----	13.00%	20% +++++	20% +++++	12.00%
Prefer not	14.00%	10.00%	19.00%	21.00%	8.00%	11.00%	14.00%	16.00%
Chi2:	-	99.9		99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

Where were you born?

Gender Age

	Total	M	F	16-24	25-34	35-44	45-54	55-64
D5								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
Born in Can	88.00%	87.00%	89.00%	81% ----	88.00%	92% ++	88.00%	92% +++
Born outsi	11.00%	11.00%	11.00%	18% ++++	10.00%	8% --	11.00%	7% ---
Prefer not	1.00%	1.00%	1.00%	1.00%	2.00%	0.00%	1.00%	1.00%
Chi2:	-	-	-	99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

In what year did you first move to Canada?

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
AD6								
Weighted	228	115	111	51	32	25	39	26
Total:	266	141	123	73	22	28	52	36
Before 199	50.00%	46.00%	54.00%	0% ----	4.00%	42.00%	70% +++	82% ++++
1990 - 199	10.00%	11.00%	9.00%	8.00%	22.00%	14.00%	12.00%	8.00%
2000 - 201	17.00%	18.00%	16.00%	32% ++++	26.00%	30.00%	17.00%	2% ---
2011 or lat	15.00%	14.00%	15.00%	50% ++++	20.00%	8.00%	0% ----	0% ---
Prefer not	8.00%	11.00%	6.00%	11.00%	28.00%	6.00%	1.00%	7.00%
Chi2:	-	-	-	-99.9				
Margin of l	6.01	8.25	8.84	11.47	20.89	18.52	13.59	16.33

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

	Total	Gender		Age				
		M	F	16-24	25-34	35-44	45-54	55-64
D7								
Weighted	2072	999	1057	287	327	323	359	357
Total:	2072	1017	1039	406	194	298	425	381
English	74.00%	77% ++	72% --	61% ----	77.00%	75.00%	77.00%	79% ++
French	23.00%	21% --	25% ++	37% ++++	22.00%	26.00%	20% -	19% -
EAST ASIAN	1.00%	1.00%	1.00%	3% ++++	2.00%	0.00%	1.00%	0% -
RUSSIAN	0.00%	0.00%	0.00%	1.00%	1.00%	0.00%	0.00%	0.00%
EUROPEAN	5.00%	4% -	6% +	4.00%	4.00%	3% -	5.00%	4.00%
ARABIC	0.00%	0.00%	1.00%	2% ++++	0.00%	0.00%	0.00%	0.00%
SOUTH ASI	2.00%	2% +	1% -	6% ++++	1.00%	1.00%	2.00%	1.00%
INDIGENOI	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
OTHER WE	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
AFRICAN	0.00%	0.00%	0.00%	1% ++++	0.00%	0.00%	0.00%	0.00%
Other	0.00%	0.00%	0.00%	1% ++	1.00%	1.00%	0.00%	0.00%
Prefer not	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%	0.00%	1.00%
Chi2:	-	-	-	-99.9				
Margin of l	2.15	3.07	3.04	4.86	7.04	5.68	4.75	5.02

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
0% ----	8% ---	9% --	8% --		13.00%	24% ++++	9% -
0% ----	17.00%	25% ++++	17.00%	13% ---		15.00%	17.00%
0% ----	15.00%	22% +++	19.00%	15.00%	15.00%	15.00%	11% -
0% ----	18.00%	16.00%	18.00%	17.00%	15% -		26% +++
0% ----	16.00%	16.00%	15.00%	21% ++++	13% ---		17.00%
100% ++++	27% +++	13% ---	22.00%	21.00%	18.00%	20.00%	
	99.9						
	5.11	6.24	6.24	8	3.63	4.24	7.72

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
42% ---	46.00%	55% ++	53.00%	49.00%	44% --		46.00%
58% +++	53.00%	44% --	46.00%	51.00%	54% +		54.00%
	0.00%	1.00%	1.00%	1.00%	0% --	1% ++	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	-90						
	5.11	6.24	6.24	8	3.63	4.24	7.72

any children currently living in the household? If so, how many?

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
16% ----	38.00%	41.00%	44.00%	38.00%	33% ---		49% +++
83% ++++	61.00%	58.00%	56.00%	61.00%	66% +++		50% ---
	1.00%	2.00%	1.00%	0.00%	1.00%	1.00%	1.00%
	95						
	5.11	6.24	6.24	8	3.63	4.24	7.72

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	67	106	97	60	300	161	69
	74	95	111	71	303	159	81
4% ----	27.00%	25.00%	21.00%	23.00%	37% ++++		16% --
3% ----	28.00%	35.00%	36.00%	25% ----	45% ++++		41.00%

8% ---	22.00%	23.00%	28.00%	22.00%	16.00%	13% -
13% -	21.00%	16.00%	33% ++	19.00%	20.00%	31% ++
31.00%	22.00%	32.00%	23.00%	33% ++	21% --	28.00%
47% ++++	14.00%	8.00%	7.00%	15% ++	7% --	12.00%
5.00%	0.00%	1.00%	1.00%	2.00%	0.00%	0.00%
	99.9					
11.39	10.05	9.3	11.63	5.63	7.77	10.89

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
1% -	0% --	0% --		0.00%	0% ----	0% ----	23% ++++
	1.00%	0.00%	0.00%	0.00%	0% --	0% -	6% ++++
5% ++	0% ---	0% ---	0% --	0% ----	0% ----		39% ++++
1% --	0% --	0% --	0% -	0% ----	0% ----		32% ++++
	21.00%	0% ----	0% ----	0% ----	0% ----	100% ++++	0% ----
	40.00%	0% ----	0% ----	0% ----	100% ++++	0% ----	0% ----
	5.00%	0% ---	0% ---	55% ++++	0% ----	0% ----	0% --
	3.00%	0% ---	0% ---	45% ++++	0% ----	0% ----	0% --
7% ---	0% ----	100% ++++	0% ----	0% ----	0% ----	0% ----	0% ----
18% +++	100% ++++	0% ----	0% ----	0% ----	0% ----	0% ----	0% ----
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
		-99.9					
	5.11	6.24	6.24	8	3.63	4.24	7.72

Canada?

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
35.00%	26% ----		33.00%	28% --	40% +	45% ++++	35.00%
29.00%	38% ++		34.00%	44% +++	28% ---	29% -	36.00%
36.00%	36.00%		33.00%	28.00%	32.00%	26.00%	29.00%
		99.9					
	5.11	6.24	6.24	8	3.63	4.24	7.72

you seen, read or heard this ad?

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	147	75	78	37	315	218	49
	129	71	88	43	288	253	56
1.00%	3.00%	4.00%	0.00%	3.00%	2.00%	1.00%	

16.00%	33% ++++	14.00%	17.00%	15.00%	12% --	34% ++++
4.00%	2.00%	11% ++++	2.00%	4.00%	3.00%	3.00%
30% ++++	18.00%	9.00%	15.00%	16.00%	16.00%	8.00%
5.00%	9% ++	4.00%	2.00%	5.00%	3.00%	6.00%
1% --	0% -	1% -	9.00%	4.00%	7% ++	9.00%
11% +++	3.00%	1% -	1.00%	7.00%	7.00%	8.00%
2% ---	6.00%	7.00%	0% -	8.00%	8.00%	8.00%
16% --	20.00%	33% ++	12% -	23.00%	20.00%	38% +++
76% +++	58.00%	56.00%	71.00%	65.00%	70% ++	56.00%
4.00%	5.00%	7.00%	11.00%	8.00%	4% -	10.00%
17% --	16% -	36% +++	24.00%	22.00%	23.00%	41% +++
0% ----	7.00%	5.00%	4.00%	9.00%	13% +++	5.00%
0% --	1.00%	4.00%	4.00%	4.00%	3.00%	6.00%
1.00%	2.00%	0.00%	5% ++	1.00%	1.00%	0.00%
0.00%	1.00%	0.00%	0.00%	0.00%	2% +	1.00%
2.00%	0.00%	2.00%	0.00%	2.00%	1.00%	2.00%
5.00%	6.00%	3.00%	9.00%	3.00%	2.00%	7.00%
	-99					
8.63	11.63	10.45	14.94	5.77	6.16	13.1

Provinces

65 up	BC	AB	SK,MB	ON	QC	ATL
147	75	78	37	315	218	49
129	71	88	43	288	253	56
2% ----	10.00%	8.00%	22% +++	8.00%	11.00%	7.00%
4% ++	5% +	3.00%	1.00%	1% -	3.00%	1.00%
3.00%	3.00%	0.00%	0.00%	4% ++	1% --	8% ++
0.00%	0.00%	1.00%	0.00%	1.00%	1.00%	0.00%
0.00%	2.00%	0.00%	0.00%	2.00%	0.00%	0.00%
0.00%	2% ++	0.00%	0.00%	0.00%	1.00%	2.00%
0.00%	1.00%	0.00%	0.00%	0% -	2% +++	0.00%
0.00%	1.00%	1.00%	1.00%	1.00%	0.00%	1.00%
5.00%	4.00%	5.00%	0.00%	3.00%	5.00%	1.00%
2.00%	3.00%	2.00%	0.00%	1.00%	1.00%	4.00%
0.00%	1.00%	3.00%	0.00%	1.00%	1.00%	3.00%
0.00%	0.00%	0.00%	0.00%	2% +	0% --	6% +++
4.00%	4.00%	0.00%	4.00%	3.00%	1.00%	4.00%
3.00%	4% +	0.00%	3.00%	2.00%	2.00%	0.00%
0.00%	0.00%	2.00%	0.00%	0.00%	1.00%	2.00%
0.00%	1.00%	0.00%	0.00%	3% ++	1.00%	0.00%
0.00%	0.00%	1.00%	0.00%	1.00%	0.00%	0.00%
1.00%	0.00%	2.00%	0.00%	2.00%	2.00%	0.00%
2.00%	0.00%	2.00%	1.00%	2.00%	2.00%	0.00%
1.00%	1.00%	4% ++	5% +	0% --	2.00%	2.00%
1.00%	2.00%	1.00%	2.00%	1.00%	0.00%	0.00%
0.00%	0.00%	1.00%	0.00%	1% ++	0.00%	0.00%
0.00%	2.00%	2.00%	0.00%	0% -	1.00%	1.00%
1.00%	2.00%	1.00%	0.00%	0% --	2.00%	3.00%

0.00%	0.00%	0.00%	0.00%	2% +++	0.00%	0.00%
1.00%	0.00%	0.00%	0.00%	0.00%	2% +++	1.00%
0.00%	0.00%	0.00%	0.00%	2% ++	0.00%	0.00%
2.00%	0.00%	2.00%	0.00%	2.00%	1.00%	2.00%
2.00%	1.00%	0.00%	0.00%	2% +	0.00%	2.00%
1.00%	0.00%	4% ++	0.00%	0% ---	4% +++	0.00%
0.00%	1% ++	0.00%	0.00%	0.00%	0.00%	0.00%
3% +	1.00%	3.00%	0.00%	2.00%	0% -	0.00%
1.00%	0.00%	0.00%	2.00%	1.00%	1.00%	0.00%
1.00%	0.00%	0.00%	0.00%	0.00%	1% +++	0.00%
0.00%	0.00%	1.00%	3.00%	1.00%	2.00%	0.00%
1.00%	1.00%	1.00%	0.00%	0.00%	0.00%	0.00%
0.00%	2.00%	2.00%	0.00%	2.00%	0% -	0.00%
1% ++	2% +++	1.00%	0.00%	0.00%	0.00%	0.00%
1.00%	0.00%	0.00%	3% +++	0.00%	0.00%	0.00%
4.00%	10% +++	2.00%	7.00%	4.00%	2% --	6.00%
56.00%	41.00%	53.00%	51.00%	52.00%	53.00%	47.00%
	-99					
8.63	11.63	10.45	14.94	5.77	6.16	13.1

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	147	75	78	37	315	218	49
	129	71	88	43	288	253	56
25% --	29.00%	34.00%	33.00%	37.00%	31.00%	34.00%	
10% ----	21.00%	23.00%	21.00%	16% --	28% ++++	12% -	
5.00%	4.00%	2.00%	11% ++	4.00%	3.00%	9% +	
0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	2.00%	
1.00%	2.00%	1.00%	5.00%	2% -	5% ++	4.00%	
8% +	1.00%	0% --	5.00%	7% ++	5.00%	5.00%	
0% -	4.00%	2.00%	1.00%	1.00%	2.00%	0.00%	
3.00%	6.00%	3.00%	2.00%	4.00%	2.00%	5.00%	
8% ++++	2.00%	1.00%	5.00%	2.00%	4.00%	7% +	
6.00%	10.00%	15% ++++	11.00%	3% ---	5.00%	10.00%	
0.00%	0.00%	2% +	0.00%	0.00%	0.00%	1.00%	
34.00%	25.00%	26.00%	19.00%	27.00%	22.00%	18.00%	
	-99						
8.63	11.63	10.45	14.94	5.77	6.16	13.1	

out driving while under the influence of marijuana?

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
48.00%	46.00%	55% ++	53.00%	50.00%	48.00%	46.00%	
39.00%	48% +++	37.00%	40.00%	38.00%	39.00%	43.00%	
13.00%	6.00%	8.00%	7.00%	12.00%	13.00%	10.00%	

5.11 6.24 6.24 8 3.63 4.24 7.72

fluence of marijuana?

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	201	130	129	73	394	232	65
	176	110	136	78	364	269	70
	2.00%	3.00%	8% +++++	1.00%	2.00%	3.00%	1.00%
	8.00%	6.00%	8.00%	5.00%	8.00%	9.00%	11.00%
	1.00%	1.00%	0.00%	0.00%	1.00%	1.00%	1.00%
17% +++++	4.00%	5.00%	5.00%	9% +	6.00%	12.00%	
	3.00%	5.00%	4.00%	1.00%	2.00%	2.00%	3.00%
1% -	4.00%	3.00%	10% +++++	2.00%	3.00%	0.00%	
	1.00%	0.00%	0.00%	2% ++	1.00%	0.00%	1.00%
1% --	9% +++++	3.00%	1.00%	3.00%	3.00%	0.00%	
14% ----	20.00%	38% +++++	22.00%	28.00%	19% ---	26.00%	
86% +++++	76.00%	69.00%	74.00%	70.00%	67.00%	70.00%	
	2.00%	0% -	3.00%	4.00%	3% +	0% --	5% +
6% ---	7% -	11.00%	11.00%	9% --	15% ++	26% +++++	
0% ----	2% --	9.00%	5.00%	6.00%	12% +++	8.00%	
0% -	1.00%	1.00%	3.00%	2.00%	1.00%	1.00%	
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	2.00%	0.00%	0.00%	2.00%	3% +++	0.00%
	2.00%	1.00%	2.00%	5.00%	2.00%	1.00%	1.00%
		-99.9					
	7.39	9.34	8.4	11.1	5.14	5.98	11.71

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	201	130	129	73	394	232	65
	176	110	136	78	364	269	70
14% --	20.00%	20.00%	27.00%	18.00%	23.00%	18.00%	
14% ++	9.00%	9.00%	6.00%	16% +++++	2% ----	5.00%	
	13.00%	12.00%	11.00%	9.00%	17% +++++	6% ----	14.00%
	5.00%	9.00%	6.00%	4.00%	5.00%	7.00%	2.00%
3% ++	1.00%	1.00%	4% ++	1.00%	2.00%	0.00%	
3% +++	1.00%	1.00%	0.00%	2.00%	1.00%	2.00%	
7% +++++	7% +++	3.00%	1.00%	3.00%	1% --	7% ++	
	0.00%	0.00%	1.00%	0.00%	2% +++++	0% -	0.00%
2% ---	9.00%	11% +	4.00%	6.00%	8.00%	2% -	
	0.00%	1.00%	1.00%	2.00%	0.00%	1.00%	0.00%
	1.00%	1.00%	3.00%	1.00%	2% -	7% +++++	1.00%
3% +	2.00%	0.00%	0.00%	3% +++	0% --	1.00%	
	3.00%	2.00%	3.00%	2.00%	4% ++	0% --	2.00%
7% --	8.00%	12.00%	13.00%	11.00%	16% ++	7.00%	
	1.00%	0.00%	0.00%	3.00%	2.00%	1.00%	2.00%

5.00%	5.00%	7% ++	5.00%	2% --	3.00%	2.00%
2.00%	1.00%	2.00%	0.00%	2.00%	1.00%	0.00%
5% ++	3.00%	1.00%	3.00%	3.00%	0% --	7% +++
2.00%	1.00%	4% +	0.00%	1.00%	2.00%	0.00%
6.00%	8.00%	3.00%	3.00%	4.00%	7% +	1.00%
27.00%	29.00%	30.00%	31.00%	23.00%	31.00%	41.00%
	-99.9					
7.39	9.34	8.4	11.1	5.14	5.98	11.71

erson's ability to drive.

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
8% ---	10.00%	12.00%	16.00%	12.00%	10.00%	19% +++	
3% --	6.00%	5.00%	6.00%	5.00%	4% -	7.00%	
87% ++++	83.00%	81.00%	72% ---	80.00%	85% +++	70% ----	
4.00%	5.00%	8.00%	10.00%	6.00%	5.00%	8.00%	
3.00%	6.00%	4.00%	6.00%	6.00%	5.00%	11.00%	
3.00%	6.00%	5.00%	6.00%	5.00%	4.00%	7.00%	
22.00%	23.00%	26.00%	16.00%	23.00%	17.00%	19.00%	
65.00%	60.00%	55.00%	56.00%	57.00%	68.00%	51.00%	
3.00%	0.00%	3.00%	6.00%	3.00%	1.00%	3.00%	
	95						
5.11	6.24	6.24	8	3.63	4.24	7.72	
4.43	4.29	4.2	4.08	4.22	4.4	3.97	
1.03	1.12	1.2	1.38	1.18	1.12	1.36	
99.9 -	-	-	-	-	99.9	99	

that they were impaired after using marijuana?

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
8% -	10.00%	10.00%	10.00%	9.00%	9.00%	17% +++	
13.00%	14.00%	10.00%	16.00%	13.00%	10% --	14.00%	
76.00%	74.00%	77.00%	69.00%	72.00%	80% ++++	65% ---	
2.00%	3.00%	5.00%	3.00%	2.00%	4.00%	7.00%	
6.00%	7.00%	5.00%	7.00%	8.00%	5.00%	10.00%	
13.00%	14.00%	10.00%	16.00%	13.00%	10.00%	14.00%	
18.00%	21.00%	21.00%	26.00%	24.00%	23.00%	21.00%	
58.00%	53.00%	56.00%	43.00%	48.00%	57.00%	44.00%	
2.00%	1.00%	3.00%	5.00%	3.00%	1.00%	2.00%	
1.00%	2.00%	1.00%	0.00%	2.00%	0.00%	2.00%	
	95						
5.11	6.24	6.24	8	3.63	4.24	7.72	
4.29	4.16	4.23	4.04	4.16	4.25	3.88	
1.03	1.1	1.13	1.11	1.05	1.1	1.3	

a driver who you thought was impaired after using marijuana?

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
6% -	8.00%	8.00%	6.00%	7% -	9.00%	14% +++	
	7.00%	10.00%	12.00%	11.00%	9.00%	7% --	10.00%
85% +++	80.00%	78.00%	80.00%	80.00%	80.00%	82% +	72% --
	3.00%	2.00%	7.00%	1.00%	1.00%	6.00%	7.00%
	3.00%	6.00%	1.00%	5.00%	5.00%	3.00%	8.00%
	7.00%	10.00%	12.00%	11.00%	9.00%	7.00%	10.00%
	20.00%	21.00%	20.00%	21.00%	23.00%	21.00%	17.00%
	65.00%	59.00%	57.00%	59.00%	57.00%	61.00%	55.00%
	1.00%	1.00%	1.00%	3.00%	2.00%	1.00%	2.00%
	1.00%	1.00%	1.00%	0.00%	2.00%	0.00%	1.00%
	90						
	5.11	6.24	6.24	8	3.63	4.24	7.72
	4.44	4.32	4.23	4.35	4.35	4.31	4.1
	0.96	1.02	1.16	0.96	0.96	1.12	1.27
	99 -	-	-	-	-	-	95

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
6% ----	26% +	21.00%	20.00%	21.00%	20.00%	28% +	
94% ++++	71% --	77.00%	80.00%	77.00%	79.00%	68% --	
	0.00%	3.00%	2.00%	0.00%	2.00%	1.00%	4.00%
	-						
	5.11	6.24	6.24	8	3.63	4.24	7.72

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
36% -	32% ---	45% +	41.00%	42.00%	41.00%	36.00%	
	64.00%	68.00%	55.00%	59.00%	58.00%	59.00%	64.00%
	-						
	5.11	6.24	6.24	8	3.63	4.24	7.72

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	

150	91	106	56	329	200	50
135	82	109	67	300	223	56
2% --	5.00%	9.00%	3.00%	10% +++	4% --	1% -
8.00%	4.00%	6.00%	9.00%	8.00%	9.00%	5.00%
0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%
6% ++++	2.00%	1.00%	5.00%	3.00%	1.00%	0.00%
0.00%	0.00%	2% ++	0.00%	1.00%	0.00%	0.00%
0.00%	2% ++	0.00%	0.00%	0.00%	0.00%	0.00%
0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
0.00%	0.00%	1.00%	0.00%	1.00%	1.00%	0.00%
5.00%	4.00%	9.00%	6.00%	7.00%	8.00%	1.00%
90% +++	90% ++	85.00%	89.00%	79% -	79.00%	84.00%
2.00%	0.00%	1.00%	0.00%	3% ++++	0% --	0.00%
7% -	12.00%	11.00%	5.00%	10.00%	13.00%	16.00%
0% ----	7.00%	22% ++++	8.00%	11.00%	13.00%	2% --
0.00%	1.00%	2.00%	3.00%	1.00%	1.00%	0.00%
1% ++	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
0.00%	0.00%	0.00%	0.00%	1.00%	1.00%	1.00%
2.00%	1.00%	3.00%	1.00%	2.00%	3.00%	1.00%
-						
8.43	10.82	9.39	11.97	5.66	6.56	13.1

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
	40.00%	41.00%	44.00%	43.00%	42.00%	45.00%	39.00%
9% +++	6.00%	6.00%	6.00%	6.00%	6.00%	6.00%	3.00%
	4.00%	3.00%	4.00%	4.00%	5.00%	4.00%	4.00%
3% +	4% +++	2.00%	1.00%	1.00%	2.00%	2.00%	
	8.00%	11.00%	9.00%	8.00%	10.00%	5% ---	11.00%
	9.00%	9.00%	8.00%	9.00%	10.00%	10.00%	10.00%
2% -	4.00%	4.00%	2.00%	3.00%	2.00%	7% +++	
	0.00%	1.00%	1.00%	1.00%	1.00%	1.00%	0.00%
	2.00%	1.00%	1.00%	3.00%	2.00%	1.00%	1.00%
4% ++++	1.00%	1.00%	2.00%	2.00%	2.00%	2.00%	2.00%
	0.00%	0.00%	0.00%	1.00%	0.00%	1.00%	1.00%
2% -	3.00%	4.00%	4.00%	6% ++++	2% ---		2.00%
	0.00%	0.00%	2% ++	3% ++++	0.00%	1.00%	0.00%
	1.00%	2.00%	1.00%	3% +	1% -	1.00%	2.00%
	14.00%	14.00%	13.00%	11.00%	12.00%	15.00%	17.00%
	-95						
	5.11	6.24	6.24	8	3.63	4.24	7.72

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	

419	284	233	136	792	484	141
368	247	247	150	730	534	161
11% ---	13.00%	18.00%	20.00%	14% -	17.00%	22% ++
20.00%	23.00%	24.00%	23.00%	22.00%	22.00%	14% --
64% +++	58.00%	53% -	52.00%	60.00%	57.00%	62.00%
5.00%	4.00%	7.00%	6.00%	7.00%	7.00%	8.00%
6.00%	8.00%	11.00%	14.00%	7.00%	10.00%	13.00%
20.00%	23.00%	24.00%	23.00%	22.00%	22.00%	14.00%
26.00%	32.00%	25.00%	25.00%	28.00%	29.00%	27.00%
38.00%	26.00%	27.00%	27.00%	31.00%	28.00%	35.00%
5.00%	7.00%	6.00%	4.00%	4.00%	4.00%	2.00%
-						
5.11	6.24	6.24	8	3.63	4.24	7.72
3.91	3.71	3.59	3.56	3.73	3.62	3.68
1.15	1.1	1.22	1.22	1.2	1.22	1.31
99.9 -	-	-	-	90 -	-	-

Provinces						
65 up	BC	AB	SK,MB	ON	QC	ATL
419	284	233	136	792	484	141
368	247	247	150	730	534	161
61% +++	50.00%	54.00%	55.00%	54.00%	57.00%	50.00%
15% -	20.00%	16.00%	23.00%	18.00%	18.00%	13% -
18% --	22.00%	22.00%	18.00%	22.00%	21.00%	33% ++++
47.00%	32.00%	36.00%	38.00%	37.00%	40.00%	35.00%
14.00%	18.00%	19.00%	17.00%	17.00%	17.00%	15.00%
15.00%	20.00%	16.00%	23.00%	18.00%	18.00%	13.00%
6.00%	13.00%	11.00%	13.00%	8.00%	11.00%	11.00%
11.00%	9.00%	11.00%	5.00%	14.00%	9.00%	22.00%
7.00%	7.00%	7.00%	4.00%	5.00%	4.00%	3.00%
-						
5.11	6.24	6.24	8	3.63	4.24	7.72
2.16	2.45	2.39	2.28	2.41	2.3	2.68
1.41	1.35	1.41	1.26	1.44	1.37	1.6
99.9 -	-	-	-	-	90	95

Provinces						
65 up	BC	AB	SK,MB	ON	QC	ATL
419	284	233	136	792	484	141
368	247	247	150	730	534	161
62% ---	69.00%	68.00%	67.00%	69.00%	66.00%	68.00%
17% ++	13.00%	11.00%	15.00%	12.00%	14.00%	17.00%
17.00%	12.00%	16.00%	15.00%	14.00%	18% ++	11.00%
38.00%	48.00%	45.00%	36.00%	44.00%	41.00%	44.00%
24.00%	21.00%	23.00%	30.00%	25.00%	25.00%	24.00%

17.00%	13.00%	11.00%	15.00%	12.00%	14.00%	17.00%
10.00%	9.00%	9.00%	7.00%	8.00%	12.00%	8.00%
7.00%	3.00%	7.00%	7.00%	6.00%	6.00%	3.00%
4.00%	6.00%	5.00%	4.00%	5.00%	2.00%	4.00%
-						
5.11	6.24	6.24	8	3.63	4.24	7.72
2.21	1.92	2.07	2.16	2.02	2.15	1.99
1.27	1.16	1.29	1.23	1.22	1.25	1.12
99	90	-	-	-	95	-

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
7% -	5% --	12% +	6.00%	9.00%	8.00%	11.00%	
6.00%	4% ---	7.00%	11.00%	7.00%	12% ++++	7.00%	
77.00%	81% ++	71.00%	76.00%	75.00%	74.00%	73.00%	
4.00%	4.00%	8.00%	4.00%	7.00%	5.00%	9.00%	
3.00%	1.00%	4.00%	3.00%	3.00%	3.00%	2.00%	
6.00%	4.00%	7.00%	11.00%	7.00%	12.00%	7.00%	
10.00%	12.00%	12.00%	10.00%	12.00%	12.00%	8.00%	
67.00%	69.00%	59.00%	66.00%	63.00%	62.00%	65.00%	
10.00%	11.00%	10.00%	7.00%	9.00%	6.00%	10.00%	
	99						
5.11	6.24	6.24	8	3.63	4.24	7.72	
4.49	4.58	4.22	4.42	4.34	4.3	4.31	
1.04	0.95	1.29	1.06	1.19	1.15	1.29	
99	99.9	-	-	-	-	-	

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
4% ---	10.00%	7.00%	7.00%	8.00%	5% --	7.00%	
6.00%	7.00%	9.00%	10.00%	8.00%	8.00%	8.00%	
85% ++	76% --	78.00%	79.00%	80.00%	85% +++	83.00%	
2.00%	3.00%	4.00%	5.00%	5.00%	2.00%	3.00%	
2.00%	6.00%	3.00%	2.00%	3.00%	2.00%	4.00%	
6.00%	7.00%	9.00%	10.00%	8.00%	8.00%	8.00%	
13.00%	21.00%	19.00%	19.00%	18.00%	18.00%	16.00%	
72.00%	54.00%	59.00%	60.00%	62.00%	67.00%	66.00%	
5.00%	8.00%	5.00%	4.00%	5.00%	2.00%	3.00%	
-							
5.11	6.24	6.24	8	3.63	4.24	7.72	
4.59	4.27	4.32	4.32	4.34	4.48	4.43	
0.86	1.1	1.08	1.09	1.1	0.93	0.99	

99.9 -

99 -

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
43% ----	52.00%	62% +++	55.00%	57% ++	45% ----	56.00%	
26% ++	23.00%	19.00%	15% --	22.00%	25% ++	14% --	
24% +++	17.00%	13% --	21.00%	15% ----	27% +++++	26% ++	
	19.00%	29.00%	36.00%	31.00%	29.00%	23.00%	29.00%
	24.00%	23.00%	26.00%	23.00%	28.00%	22.00%	26.00%
	26.00%	23.00%	19.00%	15.00%	22.00%	25.00%	14.00%
	15.00%	10.00%	10.00%	17.00%	8.00%	14.00%	20.00%
	9.00%	8.00%	3.00%	4.00%	7.00%	12.00%	6.00%
	8.00%	8.00%	6.00%	9.00%	6.00%	3.00%	4.00%
	99.9						
	5.11	6.24	6.24	8	3.63	4.24	7.72
	2.69	2.39	2.13	2.33	2.32	2.7	2.45
	1.24	1.26	1.13	1.26	1.2	1.32	1.29
	99.9 -		99.9 -		95	99.9 -	

for the influence of marijuana

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
	9.00%	10.00%	12.00%	8.00%	9.00%	9.00%	7.00%
13.00%	9% --	11.00%	18.00%	13.00%	19% +++++	12.00%	
71.00%	72.00%	70.00%	70.00%	71.00%	67% --	77% +	
	3.00%	6.00%	6.00%	4.00%	4.00%	4.00%	4.00%
	6.00%	4.00%	5.00%	4.00%	5.00%	6.00%	3.00%
	13.00%	9.00%	11.00%	18.00%	13.00%	19.00%	12.00%
	19.00%	24.00%	21.00%	31.00%	19.00%	22.00%	26.00%
	52.00%	48.00%	49.00%	39.00%	52.00%	44.00%	51.00%
	7.00%	9.00%	7.00%	4.00%	7.00%	5.00%	4.00%
	95						
	5.11	6.24	6.24	8	3.63	4.24	7.72
	4.19	4.14	4.09	4.01	4.19	4.03	4.21
	1.1	1.18	1.22	1.07	1.11	1.12	1.07
-	-	-	-		95	95 -	

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161

3% ----	33.00%	45% +++++	32.00%	37.00%	31% ---	34.00%
3% ----	9.00%	8.00%	11.00%	7.00%	10.00%	4% -
5% ---	12.00%	15% +++	11.00%	9.00%	7% ---	9.00%
0% ----	2.00%	5.00%	3.00%	2% -	4.00%	4.00%
0% ----	5% -	3% ---	4% -	9.00%	15% +++++	6.00%
86% +++++	26.00%	14% ----	25.00%	26.00%	24.00%	28.00%
2% ----	7.00%	6.00%	7.00%	5.00%	4% -	12% +++++
0% --	1.00%	1.00%	2.00%	2.00%	1.00%	1.00%
0% --	2.00%	1.00%	0.00%	1% -	2% +++	0.00%
0.00%	1.00%	2.00%	3.00%	2.00%	2.00%	2.00%
	-99.9					
5.11	6.24	6.24	8	3.63	4.24	7.72

Provinces

65 up	BC	AB	SK,MB	ON	QC	ATL
419	284	233	136	792	484	141
368	247	247	150	730	534	161
1.00%	0.00%	1.00%	0.00%	1.00%	2% +++++	0.00%
8.00%	7.00%	5.00%	9% +	6.00%	6.00%	4.00%
52% +++++	42% +++	28% --	38.00%	38% ++	25% ----	38.00%
3% ---	6.00%	11% +++	4.00%	4% ---	9% +++	5.00%
13% ----	17% --	23.00%	21.00%	22.00%	26% +++	21.00%
6.00%	9.00%	10% +	4.00%	5% --	9% +	6.00%
7% ----	10.00%	14.00%	15.00%	13.00%	12.00%	11.00%
8.00%	8.00%	8.00%	5% --	11.00%	10.00%	14.00%
0.00%	1.00%	2.00%	3.00%	1.00%	0.00%	1.00%
	-99.9					
5.11	6.24	6.24	8	3.63	4.24	7.72

me from all household members, before taxes are deducted?

Provinces

65 up	BC	AB	SK,MB	ON	QC	ATL
419	284	233	136	792	484	141
368	247	247	150	730	534	161
6.00%	5% -	3% ---	10.00%	6% --	13% +++++	9.00%
20% +++++	17% +	8% ---	9% -	12.00%	18% +++++	14.00%
20% +++++	12.00%	14.00%	6% --	12.00%	14.00%	12.00%
13.00%	14.00%	7% --	14.00%	13.00%	11.00%	13.00%
10% -	13.00%	15.00%	11.00%	11.00%	13.00%	13.00%
8% ----	17.00%	17.00%	24% +++	15.00%	12% --	13.00%
5% ----	8% --	20% +++++	13.00%	15% +++	7% ----	9.00%
17.00%	15.00%	15.00%	12.00%	15.00%	12.00%	18.00%
	99.9					
5.11	6.24	6.24	8	3.63	4.24	7.72

Provinces

65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
	86.00%	87.00%	92% +	92.00%	85% ---	89.00%	90.00%
	13.00%	12.00%	8.00%	7.00%	13% ++	9.00%	9.00%
	1.00%	0.00%	0.00%	0.00%	1.00%	1.00%	1.00%
		90					
	5.11	6.24	6.24	8	3.63	4.24	7.72

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	55	35	20	10	104	45	12
	55	34	26	14	118	60	12
	96% +++++	84% +++++	43.00%	50.00%	46.00%	35% --	38.00%
	2% --	4.00%	17.00%	3.00%	11.00%	13.00%	0.00%
	0% ----	6% --	18.00%	7.00%	20.00%	25% +	5.00%
	0% ----	7.00%	14.00%	34.00%	14.00%	21.00%	15.00%
	2.00%	0.00%	8.00%	7.00%	9.00%	6.00%	42.00%
		-95					
	13.21	16.81	19.22	26.19	9.02	12.65	28.29

Provinces							
65 up	BC	AB	SK,MB	ON	QC	ATL	
	419	284	233	136	792	484	141
	368	247	247	150	730	534	161
	75.00%	91% +++++	95% +++++	96% +++++	88% +++++	21% ----	92% +++++
	19% --	4% ----	3% ----	5% ----	5% ----	82% +++++	13% ---
	0.00%	2% +	1.00%	0.00%	1.00%	0% -	0.00%
	0.00%	0.00%	0.00%	0.00%	1% ++	0.00%	0.00%
	8% +++	5.00%	5.00%	4.00%	6.00%	4.00%	2.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	1% ++	0.00%
	0% ---	4% +++	1.00%	1.00%	2.00%	1% -	0% -
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	0.00%	0.00%	0.00%	1.00%	0% +	0.00%	0.00%
	0.00%	0.00%	0.00%	1.00%	0.00%	1% ++	0.00%
	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.00%
		-99.9					
	5.11	6.24	6.24	8	3.63	4.24	7.72