| Are you... | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D1B |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Male gender | 48% | 52% | 45% | 49% | 43%  - | 50% | 100%  ++++ | 0%  ---- | 49% | 46% | 54%  +++ | 43%  -- | 46% |
| Female gender | 50% | 46% | 54%  + | 48% | 53% | 48% | 0%  ---- | 100%  ++++ | 46%  -- | 52% | 45%  -- | 57%  +++ | 54%  + |
| Gender diverse | 1% | 2% | 0%  -- | 2% | 2% | 2% | 0%  ---- | 0%  ---- | 4%  ++++ | 2% | 0%  -- | 0%  -- | 0%  --- |
| Prefer not to say | 1% | 0% | 0% | 1% | 2% | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 0% |
| Chi2: | - | - |  |  |  |  | 99.9 |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Are you... | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D1B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Male gender | 48% | 47% | 47% | 49%  + | 46% | 46% | 48% | 53%  ++++ | 40%  ---- | 46% | 48% | 49% | 36%  ---- | 48% | 59%  ++++ |
| Female gender | 50% | 50% | 52% | 49%  -- | 53% | 53% | 50% | 44%  ---- | 59%  ++++ | 52% | 50% | 49% | 61%  ++++ | 50% | 39%  ---- |
| Gender diverse | 1% | 2% | 0% | 2%  +++ | 1% | 0%  -- | 2%  ++ | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% |
| Prefer not to say | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% |
| Chi2: | - | - |  | - |  | 90 |  | 99.9 |  | - |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Age | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| AGE |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| 18-24 | 4% | 0%  -- | 3% | 4%  + | 4% | 3% | 3% | 3% | 13%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- |
| 25-34 | 25% | 29% | 17%  ---- | 26% | 29%  ++ | 26% | 26% | 23%  -- | 87%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- |
| 35-44 | 16% | 13% | 22%  ++++ | 15% | 14% | 14% | 16% | 17% | 0%  ---- | 100%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- |
| 45-54 | 18% | 19% | 14%  -- | 19% | 19% | 19% | 20%  ++ | 16%  -- | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- | 0%  ---- |
| 55-64 | 17% | 17% | 18% | 16% | 17% | 19% | 15%  -- | 19%  +++ | 0%  ---- | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- |
| 65 up | 21% | 23% | 26%  +++ | 19% | 18% | 19% | 20% | 22%  + | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 100%  ++++ |
| NR | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  | 95 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Age | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| AGE |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| 18-24 | 4% | 3%  --- | 5% | 3% | 3% | 1%  --- | 4%  +++ | 3% | 4% | 7%  ++++ | 2%  -- | 3% | 5%  +++ | 4% | 1%  ---- |
| 25-34 | 25% | 24% | 29% | 27%  ++++ | 17%  ---- | 26% | 24% | 34%  ++++ | 9%  ---- | 9%  ---- | 16%  ---- | 51%  ++++ | 16%  ---- | 28%  ++ | 32%  ++++ |
| 35-44 | 16% | 17% | 12%  - | 15%  -- | 21%  +++ | 39%  ++++ | 9%  ---- | 23%  ++++ | 5%  ---- | 13%  -- | 19%  ++ | 15% | 13%  -- | 14% | 21%  ++++ |
| 45-54 | 18% | 18% | 16% | 18% | 17% | 31%  ++++ | 13%  ---- | 23%  ++++ | 8%  ---- | 19% | 21%  +++ | 11%  ---- | 13%  --- | 14%  -- | 23%  ++++ |
| 55-64 | 17% | 18%  ++ | 12%  -- | 17% | 17% | 3%  ---- | 22%  ++++ | 14%  ---- | 23%  ++++ | 23%  ++++ | 19%  + | 9%  ---- | 20%  + | 17% | 13%  ---- |
| 65 up | 21% | 20% | 27%  ++ | 19%  -- | 24%  ++ | 1%  ---- | 28%  ++++ | 4%  ---- | 51%  ++++ | 28%  ++++ | 23%  ++ | 11%  ---- | 32%  ++++ | 22% | 10%  ---- |
| NR | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | 99 |  | 99.9 |  | 99.9 |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| In which province or territory do you live? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D1E |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Alberta | 11% | 0%  ---- | 0%  ---- | 0%  ---- | 63%  ++++ | 0%  ---- | 10% | 12% | 16%  ++++ | 10% | 12% | 8%  -- | 9%  - |
| British Columbia | 14% | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 99%  ++++ | 14% | 13% | 14% | 11% | 14% | 15% | 13% |
| Manitoba | 3% | 0%  -- | 0%  ---- | 0%  ---- | 19%  ++++ | 0%  ---- | 3% | 4% | 2%  -- | 3% | 4% | 5%  ++ | 4% |
| New Brunswick | 2% | 32%  ++++ | 0%  ---- | 0%  ---- | 0%  --- | 0%  --- | 2% | 2% | 2% | 2% | 3% | 2% | 3% |
| Newfoundland and Labrador | 1% | 22%  ++++ | 0%  --- | 0%  ---- | 0%  --- | 0%  -- | 2%  ++ | 1%  - | 2% | 0%  -- | 2% | 2% | 1% |
| Nova Scotia | 3% | 42%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  --- | 3% | 3% | 3% | 4% | 2% | 3% | 3% |
| Ontario | 38% | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- | 0%  ---- | 40% | 37% | 41% | 36% | 41% | 37% | 36% |
| Prince Edward Island | 0% | 4%  ++++ | 0% | 0%  - | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% |
| Quebec | 23% | 0%  ---- | 100%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 22% | 25%  + | 17%  ---- | 32%  ++++ | 19%  -- | 24% | 28%  +++ |
| Saskatchewan | 3% | 0%  - | 0%  ---- | 0%  ---- | 17%  ++++ | 0%  --- | 3% | 3% | 3% | 2%  - | 3% | 4% | 3% |
| Northwest Territories | 0% | 0% | 0% | 0% | 0% | 0%  ++ | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% |
| Nunavut | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Yukon | 0% | 0% | 0% | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| None of the above | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  | - |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| In which province or territory do you live? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D1E |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Alberta | 11% | 12%  + | 7%  -- | 14%  ++++ | 2%  ---- | 14%  ++ | 10%  -- | 12% | 11% | 11% | 12% | 10% | 10% | 10% | 13%  + |
| British Columbia | 14% | 13%  ---- | 20%  +++ | 16%  ++++ | 2%  ---- | 12% | 14% | 14% | 13% | 14% | 14% | 13% | 14% | 14% | 12% |
| Manitoba | 3% | 4%  + | 2%  - | 4%  ++++ | 0%  ---- | 4% | 3% | 3% | 4% | 5%  ++ | 3% | 3% | 3% | 3% | 3% |
| New Brunswick | 2% | 3%  +++ | 0%  -- | 3%  ++ | 3% | 2% | 2% | 2%  - | 3% | 3%  ++ | 2% | 2% | 3%  + | 3% | 1%  - |
| Newfoundland and Labrador | 1% | 2%  ++ | 0%  -- | 2%  +++ | 0%  --- | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 3%  ++ | 1% | 2% |
| Nova Scotia | 3% | 3%  + | 1% | 4%  ++++ | 0%  ---- | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 4% | 2% |
| Ontario | 38% | 37%  --- | 48%  ++++ | 45%  ++++ | 9%  ---- | 38% | 39% | 39% | 37% | 40% | 35%  --- | 42%  + | 32%  ---- | 35% | 44%  ++++ |
| Prince Edward Island | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  - | 0% | 0% | 1%  ++ | 0% |
| Quebec | 23% | 23% | 21% | 7%  ---- | 83%  ++++ | 23% | 23% | 23% | 25% | 19%  --- | 27%  +++ | 23% | 29%  ++++ | 25% | 19%  --- |
| Saskatchewan | 3% | 3%  ++ | 1%  - | 4%  +++ | 1%  --- | 3% | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 3% | 3% |
| Northwest Territories | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Nunavut | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Yukon | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| None of the above | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  | (99.9) |  | - |  | - |  | (95) |  |  | (99.9) |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| Q1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes | 49% | 49% | 44%  -- | 52%  + | 49% | 50% | 54%  ++++ | 45%  ---- | 52%  + | 48% | 48% | 49% | 46% |
| No | 29% | 31% | 31% | 26%  -- | 32% | 27% | 28% | 30% | 32%  + | 29% | 28% | 27% | 27% |
| Don't know/not sure | 22% | 19% | 25% | 22% | 20% | 23% | 18% | 26% | 16% | 23% | 24% | 24% | 27% |
| Chi2: | - | - |  |  |  |  | 99 |  | - |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| Q1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes | 49% | 49% | 46% | 51%  ++ | 46% | 50% | 49% | 50% | 47% | 45%  -- | 50% | 50% | 44%  --- | 50% | 52%  ++ |
| No | 29% | 28% | 33% | 28%  - | 31% | 29% | 29% | 29% | 29% | 29% | 27% | 31% | 32%  + | 28% | 29% |
| Don't know/not sure | 22% | 23% | 21% | 22% | 23% | 21% | 22% | 21% | 24% | 26% | 22% | 18% | 24% | 22% | 19% |
| Chi2: | - | - |  | 90 |  | - |  | - |  | - |  |  | 95 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| Q2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 988 | 68 | 206 | 400 | 176 | 138 | 515 | 454 | 298 | 156 | 172 | 170 | 191 |
| Total: | 1008 | 52 | 190 | 423 | 202 | 141 | 645 | 344 | 221 | 181 | 189 | 199 | 218 |
| Cinema | 2% | 0% | 4%  ++++ | 2% | 0% | 0% | 1% | 2% | 3%  +++ | 2% | 1% | 0%  -- | 0% |
| Facebook | 21% | 20% | 24% | 20% | 23% | 17% | 15%  ---- | 27%  ++++ | 25%  + | 23% | 20% | 18% | 16%  - |
| Internet website | 19% | 17% | 16% | 21% | 18% | 21% | 21% | 17% | 27%  ++++ | 18% | 14%  - | 16% | 14%  - |
| Magazines | 1% | 0% | 2%  + | 1% | 0% | 1% | 1% | 1% | 2% | 1% | 0%  - | 0%  - | 3%  ++ |
| Newspaper (daily) | 7% | 8% | 10%  + | 6% | 5% | 7% | 9%  ++ | 5%  -- | 2%  ---- | 3%  -- | 5% | 7% | 22%  ++++ |
| Newspaper (weekly or community) | 3% | 0% | 3% | 3% | 2% | 4% | 3%  + | 2% | 2% | 2% | 2% | 2% | 4%  + |
| Outdoor billboards | 5% | 4% | 7% | 6% | 3% | 5% | 5% | 5% | 9%  ++++ | 7% | 3% | 3%  - | 1%  --- |
| Pamphlet or brochure in the mail | 3% | 3% | 4% | 2% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 4% | 2% |
| Public transit (bus or subway) | 5% | 6% | 4% | 6% | 2%  -- | 5% | 4% | 5% | 12%  ++++ | 2%  - | 2%  - | 1%  -- | 0%  ---- |
| Radio | 27% | 23% | 33%  ++ | 25% | 31% | 20%  -- | 33%  ++++ | 20%  ---- | 32%  ++ | 33%  ++ | 27% | 22%  - | 18%  --- |
| Television | 59% | 65% | 64% | 60% | 56% | 50%  -- | 57% | 61% | 39%  ---- | 51%  -- | 59% | 77%  ++++ | 79%  ++++ |
| Twitter | 7% | 0%  -- | 3%  -- | 9%  ++ | 6% | 10% | 7% | 6% | 12%  ++++ | 8% | 7% | 3%  -- | 1%  ---- |
| YouTube | 20% | 16% | 21% | 21% | 16% | 27%  ++ | 24%  +++ | 16%  --- | 38%  ++++ | 22% | 17% | 10%  ---- | 4%  ---- |
| Instagram | 6% | 6% | 4% | 7%  + | 4% | 7% | 5%  - | 7% | 12%  ++++ | 4% | 6% | 1%  --- | 2%  --- |
| LinkedIn | 1% | 0% | 1% | 2% | 1% | 1% | 1% | 1% | 2%  ++ | 2% | 1% | 0%  - | 0% |
| Snapchat | 1% | 0% | 1% | 1% | 2% | 0% | 1% | 1% | 3%  ++++ | 0% | 0% | 0% | 0% |
| Spotify | 1% | 0% | 3%  + | 1% | 0% | 2% | 2% | 1% | 3%  ++++ | 1% | 1% | 0%  - | 0%  - |
| APPS (VARIOUS) | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  +++ | 0% | 0% | 0% |
| TIK TOK | 1% | 0% | 2%  + | 0% | 1% | 1% | 0%  --- | 2%  +++ | 3%  ++++ | 1% | 0% | 0% | 0% |
| Other, specify: | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% |
| Don't know/not sure | 1% | 0% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2% |
| Chi2: | - | (90) |  |  |  |  | (99.9) |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 3.09 | 13.59 | 7.11 | 4.76 | 6.90 | 8.25 | 3.86 | 5.28 | 6.59 | 7.28 | 7.13 | 6.95 | 6.64 |
| Mean: | 0.407 | 0.094 | 0.526 | 0.332 | 0.563 | 0.369 | 0.408 | 0.400 | 0.444 | 0.341 | 0.583 | 0.251 | 0.388 |
| Standard Deviation: | 2.82 | 1.11 | 4.67 | 1.82 | 2.43 | 1.94 | 3.50 | 2.00 | 2.04 | 1.86 | 5.27 | 1.57 | 2.05 |
| Student's T: | \* | 99 | - | - | - | - | - | - | - | - | - | 90 | - |

| Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| Q2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 988 | 858 | 108 | 771 | 194 | 248 | 728 | 595 | 340 | 255 | 390 | 323 | 242 | 239 | 378 |
| Total: | 1008 | 878 | 108 | 796 | 187 | 248 | 747 | 596 | 363 | 273 | 420 | 292 | 235 | 237 | 403 |
| Cinema | 2% | 1% | 3% | 1% | 3%  + | 1% | 2% | 2% | 0%  --- | 1% | 1% | 3%  + | 2% | 2% | 1% |
| Facebook | 21% | 21% | 20% | 20% | 24% | 27%  +++ | 19%  -- | 22% | 17%  -- | 25%  + | 20% | 19% | 23% | 27%  +++ | 17%  --- |
| Internet website | 19% | 18% | 24% | 19% | 19% | 19% | 19% | 20% | 17% | 17% | 17% | 24%  ++ | 17% | 19% | 21% |
| Magazines | 1% | 1% | 3% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |
| Newspaper (daily) | 7% | 7% | 8% | 7% | 10%  + | 3%  --- | 9%  +++ | 4%  ---- | 12%  ++++ | 8% | 8% | 6% | 8% | 7% | 6% |
| Newspaper (weekly or community) | 3% | 2%  --- | 7%  +++ | 2% | 2% | 2% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 3% |
| Outdoor billboards | 5% | 5%  -- | 10%  ++ | 4%  --- | 9%  +++ | 5% | 5% | 6% | 3%  -- | 5% | 4% | 7% | 5% | 6% | 4% |
| Pamphlet or brochure in the mail | 3% | 2% | 6%  ++ | 2%  - | 3% | 2% | 3% | 3% | 3% | 4% | 3% | 2% | 4% | 3% | 3% |
| Public transit (bus or subway) | 5% | 4% | 7% | 5% | 4% | 2%  --- | 6%  +++ | 6%  ++ | 2%  --- | 3%  - | 3%  --- | 9%  ++++ | 7%  ++ | 4% | 3%  - |
| Radio | 27% | 27% | 28% | 25%  -- | 32%  + | 38%  ++++ | 23%  ---- | 32%  ++++ | 18%  ---- | 21%  --- | 30%  ++ | 27% | 22%  - | 25% | 32%  +++ |
| Television | 59% | 60%  + | 54% | 58% | 69%  +++ | 45%  ---- | 64%  ++++ | 52%  ---- | 69%  ++++ | 64%  + | 61% | 52%  --- | 61% | 61% | 54%  -- |
| Twitter | 7% | 7% | 6% | 7% | 7% | 6% | 7% | 8%  ++ | 3%  ---- | 5%  - | 4%  --- | 12%  ++++ | 4%  - | 5% | 10%  +++ |
| YouTube | 20% | 19%  -- | 26% | 21% | 17% | 21% | 20% | 25%  ++++ | 12%  ---- | 16%  -- | 17%  - | 27%  ++++ | 18% | 17%  - | 23%  + |
| Instagram | 6% | 5%  - | 9%  + | 6% | 6% | 6% | 6% | 6% | 4%  -- | 5% | 5% | 8%  + | 5% | 6% | 7% |
| LinkedIn | 1% | 1% | 0% | 1% | 2% | 3%  +++ | 1%  -- | 1% | 1% | 0% | 1% | 3%  +++ | 1% | 1% | 2% |
| Snapchat | 1% | 0%  ---- | 3%  +++ | 0%  --- | 1% | 1% | 1% | 0%  -- | 2%  +++ | 1% | 1% | 1% | 0%  - | 2%  +++ | 0%  - |
| Spotify | 1% | 1% | 0% | 1%  -- | 3%  +++ | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| APPS (VARIOUS) | 0% | 0% | 0% | 0% | 0% | 0% | 0%  -- | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| TIK TOK | 1% | 1% | 0% | 1% | 2% | 0%  - | 1%  + | 2%  ++ | 0%  -- | 0%  - | 1% | 2%  +++ | 2% | 1% | 1% |
| Other, specify: | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% |
| Don't know/not sure | 1% | 2% | 0% | 2% | 1% | 1% | 2% | 1% | 2% | 3% | 0% | 2% | 2% | 0% | 2% |
| Chi2: | - | (99.9) |  | (95) |  | (99.9) |  | (99.9) |  | (99.9) |  |  | (95) |  |  |
| Margin of Error,around 50% | 3.09 | 3.31 | 9.43 | 3.47 | 7.17 | 6.22 | 3.59 | 4.01 | 5.14 | 5.93 | 4.78 | 5.73 | 6.39 | 6.37 | 4.88 |
| Mean: | 0.407 | 0.437 | 0.150 | 0.368 | 0.537 | 0.474 | 0.372 | 0.361 | 0.448 | 0.310 | 0.456 | 0.421 | 0.289 | 0.687 | 0.353 |
| Standard Deviation: | 2.82 | 2.98 | 1.16 | 1.95 | 4.85 | 4.48 | 1.98 | 3.18 | 2.17 | 1.84 | 3.83 | 2.01 | 1.77 | 4.80 | 1.85 |
| Student's T: | \* | 95 | 99 | - | - | - | - | - | - | - | - | - | - | 90 | - |

| What do you remember about this ad? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| Q3 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 988 | 68 | 206 | 400 | 176 | 138 | 515 | 454 | 298 | 156 | 172 | 170 | 191 |
| Total: | 1008 | 52 | 190 | 423 | 202 | 141 | 645 | 344 | 221 | 181 | 189 | 199 | 218 |
| COVID (VACCINATIONS, SAFETY, REOPENING ECONOMY, BORDERS...) | 23% | 28% | 21% | 21% | 23% | 26% | 20% | 25%  + | 30%  ++++ | 26% | 20% | 19% | 13%  ---- |
| JUSTIN TRUDEAU FEATURED | 1% | 0% | 0% | 0% | 1% | 2%  ++ | 0% | 1% | 1% | 0% | 1% | 1% | 0% |
| NEGATIVES, VARIOUS: PROPAGANDA, WASTE OF TAX PAYER MONEY, DI | 6% | 4% | 2%  --- | 7% | 7% | 7% | 7%  ++ | 3%  --- | 3%  -- | 10%  +++ | 8% | 5% | 6% |
| INDIGENOUS ISSUES, RESIDENTIAL SCHOOLS | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% |
| GUN CONTROL/VIOLENCE | 14% | 17% | 7%  --- | 15% | 18%  + | 13% | 16%  ++ | 10%  --- | 13% | 13% | 16% | 14% | 13% |
| SENIORS INITIATIVES (MORE MONEY, HOUSING CREDITS, PENSION IN | 4% | 5% | 6% | 3% | 4% | 4% | 3%  - | 5%  ++ | 1%  --- | 1%  -- | 0%  --- | 12%  ++++ | 7%  ++ |
| PARKS CANADA | 0% | 0% | 0% | 0% | 1%  ++++ | 0% | 0%  - | 0% | 1% | 1% | 0% | 0% | 0% |
| CANADIAN ARMED FORCES, RECRUIT FOR CAF | 2% | 4% | 4%  ++ | 1% | 2% | 1% | 2% | 2% | 3% | 1% | 1% | 2% | 2% |
| TOURISM, TRAVELLING IN CANADA | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++ |
| LOGO, JINGLE, GOVERNMENT OF CANADA FEATURED | 2% | 1% | 1%  - | 3% | 4%  ++ | 2% | 2% | 3% | 3% | 3% | 4% | 1% | 1%  - |
| NEGATIVE ADS TOWARDS OPPOSING GOVERNMENT POLITICAL PARTIES | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% |
| WHAT GOVERNMENT IS DOING/PROGRAMS/INITIATIVES (GENERAL) | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% |
| UKRAINE WAR, POLICY MEASURES/DONATIONS - NEW | 2% | 0% | 3% | 0%  -- | 3% | 2% | 1% | 2% | 1% | 0%  - | 2% | 1% | 5%  ++++ |
| CRA/TAX SERVICES (CREDITS (VARIOUS), REMINDERS TO FILE, CRA | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 3% | 2% | 1%  - | 1%  - | 6%  +++ | 3% |
| VETERANS SERVICES/SUPPORT - NEW | 1% | 0% | 1% | 0% | 1% | 1% | 0%  - | 1%  + | 1% | 1% | 1% | 1% | 1% |
| ECONOMY, TRADE, JOB CREATION/EMPLOYMENT OPPORTUNITIES IN CER | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 2% | 1% | 1% |
| ENVIRONMENT, CLIMATE CHANGE ACTION/POLICY - NEW | 1% | 0% | 1% | 1% | 3%  ++ | 1% | 1% | 2%  + | 2% | 0%  - | 3% | 0% | 2% |
| IMMIGRATION POLICY/ISSUES - NEW | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + |
| HEALTH CARE, MENTAL HEALTH - NEW | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| EMERGENCY PREPAREDNESS - NEW | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| ON LINE SCAMS/SECURITY, FRAUD AWARENESS - NEW | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 0% | 0% |
| Other - Please specify: | 4% | 0% | 5% | 3% | 3% | 6% | 2%  -- | 6%  +++ | 5% | 5% | 2% | 2% | 4% |
| Don't know/not sure | 35% | 38% | 45% | 36% | 24% | 31% | 38% | 33% | 32% | 35% | 39% | 31% | 41% |
| Chi2: | - | (90) |  |  |  |  | (99) |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 3.09 | 13.59 | 7.11 | 4.76 | 6.90 | 8.25 | 3.86 | 5.28 | 6.59 | 7.28 | 7.13 | 6.95 | 6.64 |

| What do you remember about this ad? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| Q3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 988 | 858 | 108 | 771 | 194 | 248 | 728 | 595 | 340 | 255 | 390 | 323 | 242 | 239 | 378 |
| Total: | 1008 | 878 | 108 | 796 | 187 | 248 | 747 | 596 | 363 | 273 | 420 | 292 | 235 | 237 | 403 |
| COVID (VACCINATIONS, SAFETY, REOPENING ECONOMY, BORDERS...) | 23% | 22% | 24% | 23% | 21% | 23% | 23% | 26%  +++ | 17%  --- | 16%  --- | 20% | 29%  ++++ | 23% | 24% | 20%  - |
| JUSTIN TRUDEAU FEATURED | 1% | 0%  - | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 1% |
| NEGATIVES, VARIOUS: PROPAGANDA, WASTE OF TAX PAYER MONEY, DI | 6% | 6%  + | 1%  -- | 6% | 3% | 10%  ++++ | 4%  ---- | 6% | 4% | 4% | 7% | 4% | 2%  --- | 6% | 6% |
| INDIGENOUS ISSUES, RESIDENTIAL SCHOOLS | 0% | 0%  -- | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| GUN CONTROL/VIOLENCE | 14% | 15%  +++ | 4%  --- | 16%  ++++ | 9%  -- | 12% | 14% | 14% | 14% | 11% | 18%  ++++ | 10%  - | 11% | 14% | 17%  +++ |
| SENIORS INITIATIVES (MORE MONEY, HOUSING CREDITS, PENSION IN | 4% | 4% | 6% | 3%  - | 5% | 2%  -- | 5%  ++ | 3%  -- | 7%  +++ | 6% | 4% | 3% | 5% | 6%  ++ | 2%  -- |
| PARKS CANADA | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CANADIAN ARMED FORCES, RECRUIT FOR CAF | 2% | 2% | 2% | 2% | 4%  ++ | 1% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 3% | 2% |
| TOURISM, TRAVELLING IN CANADA | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% |
| LOGO, JINGLE, GOVERNMENT OF CANADA FEATURED | 2% | 3% | 1% | 3%  + | 0%  -- | 5%  ++ | 2%  -- | 3% | 1% | 2% | 3% | 1% | 2% | 2% | 3% |
| NEGATIVE ADS TOWARDS OPPOSING GOVERNMENT POLITICAL PARTIES | 0% | 0% | 0% | 0% | 0% | 0%  + | 0%  - | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| WHAT GOVERNMENT IS DOING/PROGRAMS/INITIATIVES (GENERAL) | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% |
| UKRAINE WAR, POLICY MEASURES/DONATIONS - NEW | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1%  - | 3%  ++ | 4%  +++ | 2% | 0%  --- | 3%  ++ | 2% | 1% |
| CRA/TAX SERVICES (CREDITS (VARIOUS), REMINDERS TO FILE, CRA | 2% | 3% | 2% | 2% | 3% | 2% | 3% | 2%  -- | 4%  ++ | 1% | 2% | 4%  ++ | 3% | 3% | 3% |
| VETERANS SERVICES/SUPPORT - NEW | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% |
| ECONOMY, TRADE, JOB CREATION/EMPLOYMENT OPPORTUNITIES IN CER | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 2%  ++ | 1% | 0% |
| ENVIRONMENT, CLIMATE CHANGE ACTION/POLICY - NEW | 1% | 1%  ---- | 6%  ++++ | 1% | 1% | 2% | 1% | 1%  - | 2% | 3%  + | 1% | 1% | 0% | 1% | 1% |
| IMMIGRATION POLICY/ISSUES - NEW | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0%  - | 1%  + | 0% | 0% | 0% | 1%  ++ | 0% | 0% |
| HEALTH CARE, MENTAL HEALTH - NEW | 1% | 1% | 1% | 1%  - | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 2%  + |
| EMERGENCY PREPAREDNESS - NEW | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  - | 1%  ++ | 0% | 0% | 0% | 1%  +++ | 0% | 0% |
| ON LINE SCAMS/SECURITY, FRAUD AWARENESS - NEW | 0% | 1% | 0% | 1% | 0% | 1%  + | 0%  - | 0%  - | 1%  + | 1%  ++ | 0%  - | 0% | 0% | 1% | 0%  - |
| Other - Please specify: | 4% | 4% | 7% | 4% | 3% | 4% | 4% | 4% | 3% | 4% | 3% | 5% | 3% | 5% | 4% |
| Don't know/not sure | 35% | 34% | 43% | 33% | 43% | 34% | 36% | 34% | 37% | 40% | 34% | 34% | 39% | 31% | 36% |
| Chi2: | - | (99) |  | (90) |  | (99) |  | (99.9) |  | (99) |  |  | (90) |  |  |
| Margin of Error,around 50% | 3.09 | 3.31 | 9.43 | 3.47 | 7.17 | 6.22 | 3.59 | 4.01 | 5.14 | 5.93 | 4.78 | 5.73 | 6.39 | 6.37 | 4.88 |

| How did you know that it was an ad from the Government of Canada? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| Q4 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 988 | 68 | 206 | 400 | 176 | 138 | 515 | 454 | 298 | 156 | 172 | 170 | 191 |
| Total: | 1008 | 52 | 190 | 423 | 202 | 141 | 645 | 344 | 221 | 181 | 189 | 199 | 218 |
| STATED/MENTIONED IN AD, SAID AT THE END | 45% | 50% | 30%  ---- | 47% | 53%  ++ | 45% | 45% | 43% | 50%  ++ | 45% | 42% | 47% | 35%  --- |
| LOGO, CANADIAN FLAG/MAPLE LEAF EMBLEM, MUSIC/JINGLE AT THE E | 27% | 25% | 30% | 28% | 21%  -- | 25% | 25% | 28% | 26% | 29% | 31%  + | 26% | 21%  -- |
| WRITTEN/PRINTED IN AD | 1% | 0% | 4%  ++++ | 0%  - | 0% | 1% | 1% | 1% | 2%  + | 0% | 0% | 2% | 0% |
| INDICATED/SPECIFIED, INDENTIFIED AS SUCH (GENERAL MENTION) | 7% | 3% | 11%  ++ | 6% | 6% | 3% | 7% | 6% | 2%  ---- | 9% | 5% | 10%  ++ | 11%  +++ |
| SUBJECT MATTER/CONTENT, FORMAT/SCHEME WITHIN THE CONTENT | 5% | 9% | 4% | 3%  -- | 5% | 8%  ++ | 5% | 4% | 4% | 5% | 5% | 3% | 7% |
| MINISTERS/PEOPLE FEATURED IN IT (INCLUDING JUSTIN TRUDEAU) | 2% | 0% | 2% | 2% | 2% | 1% | 1% | 2% | 1% | 0%  - | 3% | 0% | 4%  ++ |
| FEDERAL GOVERNMENT DEPARTMENT WAS FEATURED | 1% | 0% | 3%  +++ | 1%  - | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 2% |
| ASSUMED, OBVIOUS | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| ON WEBSITE/LINK TO WEBSITE WAS SHOWN, WAS ON SOCIAL MEDIA PA | 2% | 0% | 1% | 3%  + | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 2% |
| Please specify: | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2%  + | 1% | 1% | 1% | 1% | 3%  + |
| Don't know/not sure | 10% | 12% | 14% | 8% | 8% | 14% | 11% | 9% | 9% | 10% | 10% | 6% | 16% |
| Chi2: | - | (99.9) |  |  |  |  | - |  | (99) |  |  |  |  |
| Margin of Error,around 50% | 3.09 | 13.59 | 7.11 | 4.76 | 6.90 | 8.25 | 3.86 | 5.28 | 6.59 | 7.28 | 7.13 | 6.95 | 6.64 |

| How did you know that it was an ad from the Government of Canada? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| Q4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 988 | 858 | 108 | 771 | 194 | 248 | 728 | 595 | 340 | 255 | 390 | 323 | 242 | 239 | 378 |
| Total: | 1008 | 878 | 108 | 796 | 187 | 248 | 747 | 596 | 363 | 273 | 420 | 292 | 235 | 237 | 403 |
| STATED/MENTIONED IN AD, SAID AT THE END | 45% | 46%  ++ | 36%  - | 48%  ++++ | 33%  ---- | 46% | 44% | 47%  + | 40%  -- | 44% | 44% | 44% | 42% | 45% | 45% |
| LOGO, CANADIAN FLAG/MAPLE LEAF EMBLEM, MUSIC/JINGLE AT THE E | 27% | 26% | 30% | 25% | 30% | 24% | 28% | 27% | 26% | 25% | 22%  -- | 34%  ++++ | 27% | 27% | 27% |
| WRITTEN/PRINTED IN AD | 1% | 1% | 2% | 1%  -- | 4%  ++++ | 0%  - | 1%  + | 1% | 1% | 1% | 1% | 1% | 2%  ++ | 1% | 1% |
| INDICATED/SPECIFIED, INDENTIFIED AS SUCH (GENERAL MENTION) | 7% | 7% | 7% | 6%  - | 11%  +++ | 5% | 7% | 5%  --- | 10%  +++ | 8% | 7% | 5% | 5% | 8% | 6% |
| SUBJECT MATTER/CONTENT, FORMAT/SCHEME WITHIN THE CONTENT | 5% | 4% | 6% | 5% | 4% | 6% | 4% | 4% | 6% | 4% | 6% | 4% | 6% | 4% | 4% |
| MINISTERS/PEOPLE FEATURED IN IT (INCLUDING JUSTIN TRUDEAU) | 2% | 1%  -- | 4%  ++ | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 1% |
| FEDERAL GOVERNMENT DEPARTMENT WAS FEATURED | 1% | 1% | 3% | 1%  -- | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% |
| ASSUMED, OBVIOUS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| ON WEBSITE/LINK TO WEBSITE WAS SHOWN, WAS ON SOCIAL MEDIA PA | 2% | 1%  -- | 1% | 2% | 0%  -- | 2% | 2% | 2% | 1% | 0%  -- | 2% | 2% | 1% | 2% | 1% |
| Please specify: | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2%  + | 2% | 2% | 1% | 2% | 1% | 1% |
| Don't know/not sure | 10% | 10% | 9% | 10% | 14% | 12% | 10% | 10% | 11% | 12% | 12% | 6% | 11% | 9% | 11% |
| Chi2: | - | - |  | (99.9) |  | - |  | (95) |  | - |  |  | - |  |  |
| Margin of Error,around 50% | 3.09 | 3.31 | 9.43 | 3.47 | 7.17 | 6.22 | 3.59 | 4.01 | 5.14 | 5.93 | 4.78 | 5.73 | 6.39 | 6.37 | 4.88 |

| Over the past three weeks, have you seen, read or heard any Government of Canada advertising about firearms or gun violence? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1A |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes | 30% | 30% | 24%  --- | 32%  + | 33% | 29% | 36%  ++++ | 25%  ---- | 23%  ---- | 29% | 33% | 35%  +++ | 32% |
| No | 62% | 61% | 65%  + | 60% | 59% | 64% | 57%  ---- | 65%  ++++ | 72%  ++++ | 65% | 57%  -- | 54%  ---- | 57%  --- |
| Don't know/not sure | 8% | 9% | 11% | 8% | 8% | 7% | 7% | 10% | 5% | 6% | 10% | 10% | 12% |
| Chi2: | - | 90 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Over the past three weeks, have you seen, read or heard any Government of Canada advertising about firearms or gun violence? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes | 30% | 31%  ++ | 24%  -- | 32%  ++++ | 27% | 27% | 30% | 30% | 30% | 28% | 33%  ++ | 27% | 25%  --- | 29% | 33%  ++ |
| No | 62% | 61%  -- | 67%  + | 61%  - | 63% | 67%  +++ | 60%  -- | 63% | 60% | 62% | 59%  -- | 65%  ++ | 65% | 64% | 60% |
| Don't know/not sure | 8% | 8% | 9% | 8% | 10% | 5% | 9% | 7% | 10% | 10% | 8% | 7% | 10% | 7% | 7% |
| Chi2: | - | 95 |  | 90 |  | 95 |  | - |  | 95 |  |  | 95 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Where have you seen, read or heard this advertising about firearms or gun violence? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1B |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 602 | 41 | 112 | 249 | 118 | 81 | 342 | 251 | 133 | 94 | 118 | 123 | 133 |
| Total: | 649 | 35 | 110 | 279 | 135 | 90 | 441 | 199 | 104 | 115 | 132 | 142 | 156 |
| Cinema | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | 0% |
| Facebook | 5% | 0% | 6% | 4% | 5% | 8% | 4% | 6%  + | 1%  - | 7% | 7% | 4% | 5% |
| Internet Websites | 6% | 4% | 5% | 5% | 9% | 9% | 7% | 5% | 6% | 11%  ++ | 5% | 5% | 5% |
| Magazines | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% |
| Newspaper (daily) | 3% | 2% | 3% | 3% | 2% | 6% | 4% | 3% | 1% | 1%  - | 1% | 4% | 9%  ++++ |
| Newspaper (weekly or community) | 1% | 0% | 1% | 1% | 1% | 3%  ++ | 1% | 1% | 0% | 0% | 3%  + | 1% | 2% |
| Outdoor billboards/signage | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% |
| Pamphlet or brochure in the mail | 1% | 0% | 0% | 0% | 2%  ++ | 0% | 0%  -- | 1% | 0% | 0% | 1% | 1% | 1% |
| Public transit (bus or subway) | 0% | 0% | 0% | 1% | 1% | 0% | 0%  -- | 1% | 1% | 0% | 1% | 0% | 0% |
| Radio | 30% | 20% | 29% | 27% | 39%  ++ | 34% | 36%  +++ | 23%  --- | 41%  +++ | 46%  ++++ | 34% | 21%  --- | 13%  ---- |
| Television | 65% | 75% | 70% | 66% | 59%  - | 61% | 63% | 68% | 45%  ---- | 54%  --- | 62% | 77%  +++ | 87%  ++++ |
| Twitter | 2% | 0% | 0%  - | 4%  ++ | 2% | 3% | 3% | 1% | 2% | 4% | 3% | 1% | 0% |
| YouTube | 12% | 22%  + | 9% | 14% | 10% | 11% | 14%  + | 9%  -- | 20%  +++ | 13% | 12% | 13% | 3%  ---- |
| Instagram | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 0% |
| LinkedIn | 0% | 0% | 0% | 1%  + | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 0% |
| Snapchat | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% |
| Spotify | 1% | 0% | 2%  + | 1% | 0% | 0% | 1% | 1% | 2%  +++ | 0% | 1% | 0% | 0% |
| Other, specify: | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Don't know/not sure | 2% | 0% | 2% | 2% | 5% | 0% | 1% | 3% | 6% | 2% | 1% | 0% | 1% |
| Chi2: | - | - |  |  |  |  | (95) |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 3.85 | 16.56 | 9.34 | 5.87 | 8.43 | 10.33 | 4.67 | 6.95 | 9.61 | 9.14 | 8.53 | 8.22 | 7.85 |

| Where have you seen, read or heard this advertising about firearms or gun violence? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 602 | 538 | 56 | 485 | 113 | 136 | 455 | 354 | 220 | 158 | 253 | 175 | 138 | 139 | 236 |
| Total: | 649 | 578 | 61 | 529 | 114 | 153 | 485 | 382 | 240 | 177 | 286 | 169 | 143 | 145 | 270 |
| Cinema | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 1% |
| Facebook | 5% | 5% | 6% | 4% | 7% | 4% | 5% | 5% | 4% | 4% | 6%  + | 2%  -- | 4% | 7%  + | 2%  -- |
| Internet Websites | 6% | 6% | 9% | 7% | 4% | 6% | 6% | 6% | 6% | 7% | 7% | 5% | 5% | 5% | 6% |
| Magazines | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Newspaper (daily) | 3% | 4% | 0% | 4% | 2% | 0%  --- | 4%  +++ | 1%  ---- | 7%  ++++ | 4% | 3% | 2% | 3% | 5% | 2% |
| Newspaper (weekly or community) | 1% | 1%  --- | 5%  +++ | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2%  + | 1% | 2% | 0% | 1% |
| Outdoor billboards/signage | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 1% |
| Pamphlet or brochure in the mail | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 0%  - | 1% | 0% | 2%  ++ | 0% |
| Public transit (bus or subway) | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 2%  +++ | 0% | 0% | 0% |
| Radio | 30% | 31% | 26% | 31% | 25% | 45%  ++++ | 26%  ---- | 40%  ++++ | 16%  ---- | 25%  - | 32% | 34% | 23%  -- | 23%  -- | 41%  ++++ |
| Television | 65% | 65% | 73% | 63%  -- | 72% | 55%  --- | 69%  +++ | 55%  ---- | 81%  ++++ | 69% | 67% | 59%  -- | 72%  + | 71%  + | 57%  ---- |
| Twitter | 2% | 2% | 0% | 2% | 2% | 3% | 2% | 3%  ++ | 1%  - | 3% | 1% | 3% | 1% | 1% | 3% |
| YouTube | 12% | 12% | 12% | 14%  ++ | 9% | 12% | 12% | 12% | 9%  - | 9% | 13% | 14% | 9% | 12% | 12% |
| Instagram | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% |
| LinkedIn | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% |
| Snapchat | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Spotify | 1% | 1% | 0% | 0%  - | 3%  +++ | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 0% |
| Other, specify: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Don't know/not sure | 2% | 2% | 0% | 2% | 2% | 4% | 1% | 2% | 2% | 1% | 2% | 3% | 0% | 0% | 4% |
| Chi2: | - | - |  | - |  | (90) |  | (99.9) |  | - |  |  | (95) |  |  |
| Margin of Error,around 50% | 3.85 | 4.08 | 12.55 | 4.26 | 9.18 | 7.92 | 4.45 | 5.01 | 6.33 | 7.37 | 5.79 | 7.54 | 8.20 | 8.14 | 5.96 |

| What do you remember about this ad? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1C |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 602 | 41 | 112 | 249 | 118 | 81 | 342 | 251 | 133 | 94 | 118 | 123 | 133 |
| Total: | 649 | 35 | 110 | 279 | 135 | 90 | 441 | 199 | 104 | 115 | 132 | 142 | 156 |
| GUN VIOLENCE INFORMATION, STATS/VICTIMS | 26% | 17% | 29% | 27% | 26% | 24% | 20%  ---- | 35%  ++++ | 27% | 26% | 11%  ---- | 32%  + | 34%  ++ |
| RESTRICTIONS/CONTROL ON FIREARMS (GENERAL MENTION) | 16% | 12% | 20% | 16% | 15% | 13% | 15% | 18% | 17% | 13% | 17% | 16% | 17% |
| NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROB | 24% | 31% | 13%  --- | 24% | 28% | 31% | 30%  ++++ | 15%  ---- | 25% | 30% | 31%  ++ | 22% | 15%  --- |
| CURBING/REDUCING GUN VIOLENCE | 19% | 15% | 16% | 19% | 20% | 20% | 16%  -- | 23%  ++ | 20% | 21% | 21% | 19% | 13%  - |
| ASKED FOR OPINION/AGREEMENT ON GUN CONTROL | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 0% |
| BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS | 13% | 19% | 8%  - | 16%  + | 10% | 14% | 12% | 15% | 13% | 10% | 15% | 14% | 15% |
| CONFISCATION OF FIREARMS, BUYBACK PLAN/RETURNING GUNS | 1% | 0% | 0% | 2% | 2% | 1% | 2% | 0% | 2% | 0% | 1% | 1% | 1% |
| ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECOR | 4% | 0% | 4% | 5%  + | 2% | 3% | 2%  --- | 6%  +++ | 5% | 3% | 1% | 5% | 3% |
| Please specify: | 2% | 3% | 3% | 2% | 3% | 2% | 3% | 2% | 2% | 3% | 3% | 2% | 3% |
| Don't know/not sure | 17% | 15% | 20% | 15% | 15% | 20% | 19% | 14% | 16% | 20% | 18% | 12% | 18% |
| Chi2: | - | - |  |  |  |  | (99.9) |  | - |  |  |  |  |
| Margin of Error,around 50% | 3.85 | 16.56 | 9.34 | 5.87 | 8.43 | 10.33 | 4.67 | 6.95 | 9.61 | 9.14 | 8.53 | 8.22 | 7.85 |

| What do you remember about this ad? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 602 | 538 | 56 | 485 | 113 | 136 | 455 | 354 | 220 | 158 | 253 | 175 | 138 | 139 | 236 |
| Total: | 649 | 578 | 61 | 529 | 114 | 153 | 485 | 382 | 240 | 177 | 286 | 169 | 143 | 145 | 270 |
| GUN VIOLENCE INFORMATION, STATS/VICTIMS | 26% | 26% | 33% | 25% | 31% | 18%  -- | 29%  +++ | 22%  --- | 32%  +++ | 29% | 25% | 26% | 32%  + | 33%  ++ | 19%  --- |
| RESTRICTIONS/CONTROL ON FIREARMS (GENERAL MENTION) | 16% | 15% | 21% | 16% | 16% | 18% | 15% | 15% | 17% | 13% | 18% | 17% | 21%  ++ | 14% | 17% |
| NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROB | 24% | 25% | 13%  -- | 25% | 21% | 27% | 23% | 28%  +++ | 17%  --- | 19%  - | 29%  ++ | 23% | 9%  ---- | 20% | 34%  ++++ |
| CURBING/REDUCING GUN VIOLENCE | 19% | 17%  -- | 28%  ++ | 19% | 14% | 20% | 19% | 20% | 17% | 13%  -- | 20% | 23%  + | 23%  + | 14% | 19% |
| ASKED FOR OPINION/AGREEMENT ON GUN CONTROL | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 2%  ++ | 1% | 0% |
| BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS | 13% | 14% | 11% | 15% | 9% | 14% | 14% | 13% | 14% | 14% | 9%  --- | 19%  +++ | 17% | 12% | 14% |
| CONFISCATION OF FIREARMS, BUYBACK PLAN/RETURNING GUNS | 1% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECOR | 4% | 3% | 5% | 3% | 3% | 3% | 4% | 3% | 5% | 6%  + | 3% | 2% | 5% | 3% | 4% |
| Please specify: | 2% | 2% | 3% | 3% | 1% | 3% | 2% | 3% | 1% | 2% | 2% | 3% | 1% | 3% | 3% |
| Don't know/not sure | 17% | 17% | 10% | 16% | 19% | 18% | 16% | 17% | 17% | 19% | 16% | 12% | 17% | 17% | 14% |
| Chi2: | - | - |  | - |  | - |  | (95) |  | - |  |  | (99.9) |  |  |
| Margin of Error,around 50% | 3.85 | 4.08 | 12.55 | 4.26 | 9.18 | 7.92 | 4.45 | 5.01 | 6.33 | 7.37 | 5.79 | 7.54 | 8.20 | 8.14 | 5.96 |

| Have you heard anything about reducing gun violence in Canada? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1DA |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes, I have heard about it and I recall some of the details | 31% | 32% | 20%  ---- | 35%  +++ | 38%  ++++ | 30% | 38%  ++++ | 25%  ---- | 32% | 29% | 36%  ++ | 29% | 29% |
| Yes, I have heard about it but I don't know any of the details | 35% | 32% | 35% | 34% | 37% | 34% | 32%  -- | 37%  ++ | 33% | 33% | 33% | 34% | 40%  +++ |
| Don't know/not sure | 34% | 36% | 45% | 31% | 25% | 36% | 30% | 37% | 35% | 38% | 32% | 37% | 31% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | 95 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Have you heard anything about reducing gun violence in Canada? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1DA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes, I have heard about it and I recall some of the details | 31% | 32% | 26%  - | 34%  ++++ | 21%  ---- | 32% | 31% | 34%  +++ | 27%  --- | 23%  ---- | 34%  + | 35%  ++ | 23%  ---- | 29% | 39%  ++++ |
| Yes, I have heard about it but I don't know any of the details | 35% | 34%  --- | 45%  ++++ | 35% | 35% | 32% | 36%  ++ | 33%  -- | 39%  +++ | 37% | 34% | 34% | 36% | 38%  + | 32%  - |
| Don't know/not sure | 34% | 35% | 29% | 30% | 45% | 36% | 33% | 34% | 34% | 39% | 33% | 31% | 41% | 33% | 29% |
| Chi2: | - | 99 |  | 99.9 |  | - |  | 99 |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Where have you seen, read or heard about reducing gun violence? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1DB |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1330 | 88 | 254 | 539 | 272 | 178 | 668 | 636 | 370 | 204 | 246 | 220 | 290 |
| Total: | 1359 | 69 | 240 | 575 | 293 | 182 | 843 | 490 | 283 | 235 | 258 | 251 | 332 |
| Cinema | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Internet website | 17% | 16% | 12%  -- | 19% | 16% | 21% | 19%  + | 15%  - | 26%  ++++ | 21%  + | 17% | 8%  ---- | 9%  ---- |
| Magazines | 1% | 1% | 0% | 1% | 0% | 1% | 1%  + | 0% | 1% | 1% | 0% | 1% | 1% |
| Newspaper (daily) | 14% | 6%  - | 20%  ++++ | 16%  + | 8%  --- | 10% | 15% | 13% | 11% | 12% | 9%  -- | 15% | 22%  ++++ |
| Newspaper (weekly or community) | 4% | 1% | 2% | 4% | 3% | 7%  +++ | 4% | 3% | 4% | 1%  -- | 3% | 1%  -- | 6%  +++ |
| Outdoor billboard | 1% | 1% | 0% | 0% | 2%  ++ | 1% | 1% | 0% | 1%  + | 0% | 1% | 0% | 0% |
| Pamphlet or brochure in the mail | 0% | 0% | 0% | 0% | 1%  +++ | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% |
| Public transit (bus or subway) | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% |
| Radio | 29% | 22% | 29% | 30% | 34%  + | 25% | 32%  ++ | 27%  -- | 33% | 36%  ++ | 33% | 26% | 20%  ---- |
| Television | 50% | 57% | 51% | 54%  ++ | 44%  -- | 43%  -- | 50% | 50% | 30%  ---- | 36%  ---- | 54% | 64%  ++++ | 71%  ++++ |
| Twitter | 6% | 3% | 3%  -- | 8%  +++ | 6% | 6% | 7%  ++ | 4%  --- | 8%  ++ | 7% | 8% | 4% | 1%  ---- |
| YouTube | 8% | 11% | 6% | 9% | 10% | 7% | 12%  ++++ | 5%  ---- | 14%  ++++ | 9% | 8% | 8% | 2%  ---- |
| Facebook | 9% | 10% | 7% | 8% | 11% | 12% | 8% | 11% | 12%  ++ | 12% | 14%  +++ | 5%  --- | 4%  ---- |
| Instagram | 2% | 0% | 1% | 2% | 2% | 1% | 1% | 2% | 3%  +++ | 1% | 1% | 1% | 0%  -- |
| LinkedIn | 0% | 0% | 0% | 0% | 1% | 0% | 1%  + | 0%  - | 1%  + | 0% | 1% | 0% | 0% |
| Snapchat | 0% | 0% | 0% | 0% | 1%  +++ | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% |
| Spotify | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 1%  ++ | 1% | 0% | 0% | 0% |
| FRIENDS/FAMILY, WORD OF MOUTH | 1% | 0% | 1% | 1% | 2%  + | 2% | 0%  ---- | 2%  +++ | 2% | 1% | 1% | 1% | 1% |
| INTERNET NEWS SITES/APPS | 0% | 0% | 1%  + | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| REDDIT | 1% | 3%  ++ | 0% | 1% | 0% | 1% | 1%  ++ | 0%  --- | 2%  ++++ | 0% | 0% | 0% | 0% |
| TIK TOK | 0% | 2%  ++++ | 0% | 0% | 0% | 0% | 0% | 0%  + | 1%  ++ | 0% | 0% | 0% | 0% |
| Other, specify: | 0% | 0% | 0% | 0% | 1% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% | 1% |
| Don't know/not sure | 9% | 14% | 8% | 8% | 9% | 14% | 9% | 10% | 14% | 11% | 7% | 8% | 6% |
| Chi2: | - | (99.9) |  |  |  |  | (99.9) |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 2.66 | 11.80 | 6.33 | 4.09 | 5.73 | 7.26 | 3.38 | 4.43 | 5.83 | 6.39 | 6.10 | 6.19 | 5.38 |

| Where have you seen, read or heard about reducing gun violence? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1DB |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1330 | 1140 | 169 | 1061 | 235 | 317 | 1000 | 791 | 481 | 343 | 521 | 445 | 327 | 325 | 509 |
| Total: | 1359 | 1164 | 170 | 1099 | 228 | 321 | 1024 | 800 | 508 | 367 | 559 | 409 | 320 | 326 | 541 |
| Cinema | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + |
| Internet website | 17% | 17% | 17% | 18%  +++ | 11%  --- | 21%  ++ | 15%  -- | 20%  +++ | 13%  --- | 15% | 15% | 20%  ++ | 15% | 15% | 20%  ++ |
| Magazines | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% |
| Newspaper (daily) | 14% | 14% | 14% | 13%  -- | 19%  +++ | 11% | 15% | 11%  ---- | 18%  ++++ | 10%  --- | 12% | 19%  ++++ | 10%  -- | 14% | 14% |
| Newspaper (weekly or community) | 4% | 3% | 5% | 4% | 2% | 2% | 4% | 3% | 4% | 2%  - | 4% | 4% | 4% | 2% | 4% |
| Outdoor billboard | 1% | 0%  - | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 0%  -- | 1%  ++ | 1% | 1% | 1% |
| Pamphlet or brochure in the mail | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1%  ++ | 0% | 1% | 1% |
| Public transit (bus or subway) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  - | 1%  ++ | 0% | 0% | 0% |
| Radio | 29% | 30% | 28% | 30% | 28% | 37%  ++++ | 27%  ---- | 36%  ++++ | 19%  ---- | 20%  ---- | 32%  + | 34%  ++ | 21%  ---- | 30% | 34%  +++ |
| Television | 50% | 51% | 47% | 50% | 55% | 40%  ---- | 53%  ++++ | 43%  ---- | 62%  ++++ | 53% | 55%  +++ | 41%  ---- | 53% | 49% | 46%  -- |
| Twitter | 6% | 6% | 6% | 7%  ++ | 5% | 8%  + | 5%  - | 8%  ++++ | 2%  ---- | 5% | 3%  --- | 10%  ++++ | 4% | 3%  --- | 10%  ++++ |
| YouTube | 8% | 8%  -- | 12% | 9%  +++ | 5%  -- | 9% | 8% | 9% | 7% | 7% | 8% | 10% | 10% | 7% | 8% |
| Facebook | 9% | 10% | 8% | 10% | 8% | 13%  ++ | 8%  -- | 11%  +++ | 6%  --- | 11% | 10% | 7%  - | 9% | 11% | 9% |
| Instagram | 2% | 1%  --- | 4%  +++ | 2% | 1% | 2% | 1% | 2% | 1%  - | 2% | 1%  -- | 2% | 2% | 1%  - | 2% |
| LinkedIn | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  - | 1% | 1%  ++ | 0% | 0% |
| Snapchat | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 1% | 0% | 0% |
| Spotify | 0% | 0% | 1% | 0%  --- | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1%  ++ | 0%  - |
| FRIENDS/FAMILY, WORD OF MOUTH | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% |
| INTERNET NEWS SITES/APPS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| REDDIT | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 1%  + | 0% | 1% | 1% |
| TIK TOK | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  ++ | 0% | 1%  ++ | 0% |
| Other, specify: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1%  + | 0% | 0% | 0% | 0% | 0% |
| Don't know/not sure | 9% | 9% | 10% | 9% | 10% | 9% | 10% | 10% | 8% | 12% | 7% | 11% | 10% | 9% | 9% |
| Chi2: | - | - |  | (95) |  | (95) |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |
| Margin of Error,around 50% | 2.66 | 2.87 | 7.52 | 2.96 | 6.49 | 5.47 | 3.06 | 3.46 | 4.35 | 5.12 | 4.14 | 4.85 | 5.48 | 5.43 | 4.21 |

| Have you heard of any new measures the Government of Canada has announced lately to address gun-related violence? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1E |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes | 21% | 23% | 15%  ---- | 22% | 26%  +++ | 20% | 27%  ++++ | 15%  ---- | 20% | 23% | 22% | 21% | 18% |
| No | 64% | 63% | 66% | 65% | 62% | 65% | 60%  ---- | 68%  ++++ | 71%  +++ | 65% | 61% | 60%  - | 62% |
| Don't know/not sure | 15% | 14% | 20% | 13% | 12% | 15% | 13% | 17% | 10% | 12% | 16% | 19% | 20% |
| Chi2: | - | 99 |  |  |  |  | 99.9 |  | 90 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Have you heard of any new measures the Government of Canada has announced lately to address gun-related violence? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1E |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes | 21% | 21% | 17% | 22%  +++ | 19% | 25%  +++ | 19%  --- | 22%  ++ | 18%  -- | 15%  ---- | 23%  ++ | 23%  + | 14%  ---- | 20% | 26%  ++++ |
| No | 64% | 64%  - | 70%  + | 63%  - | 64% | 65% | 64% | 64% | 64% | 70%  ++++ | 62%  -- | 63% | 68%  ++ | 65% | 63% |
| Don't know/not sure | 15% | 15% | 13% | 14% | 18% | 10% | 17% | 13% | 18% | 15% | 15% | 14% | 18% | 15% | 11% |
| Chi2: | - | 90 |  | - |  | 99 |  | 95 |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| What new measures have you heard about or seen? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1E2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 415 | 31 | 68 | 167 | 94 | 55 | 257 | 149 | 113 | 76 | 80 | 72 | 75 |
| Total: | 452 | 26 | 66 | 187 | 112 | 61 | 326 | 117 | 92 | 94 | 87 | 88 | 91 |
| BANNING ASSAULT WEAPONS/MILITARY STYLE WEAPONS | 18% | 16% | 8%  -- | 23%  ++ | 18% | 18% | 19% | 18% | 15% | 12%  - | 19% | 26%  ++ | 21% |
| RESTRICTIONS/LIMITS ON FIREARMS (GENERAL MENTION) | 9% | 11% | 15%  + | 7% | 9% | 8% | 7%  -- | 14%  ++ | 9% | 5%  - | 8% | 7% | 17%  +++ |
| NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROB | 17% | 18% | 11% | 15% | 22%  + | 20% | 21%  ++ | 9%  --- | 12% | 19% | 27%  +++ | 20% | 9%  -- |
| MUNICIPALITIES GIVEN BUDGET/AUTHORITY TO ADDRESS HAND GUNS | 2% | 0% | 2% | 2% | 2% | 0% | 2% | 2% | 3% | 0% | 3% | 0% | 1% |
| BUY BACK PLAN, VOLUNTARY/NO PENALTY | 4% | 0% | 3% | 5% | 5% | 2% | 3% | 5% | 5% | 4% | 5% | 4% | 0%  -- |
| ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECOR | 7% | 8% | 11% | 7% | 6% | 4% | 6% | 10% | 8% | 10% | 4% | 5% | 9% |
| LEGISLATION/BILLS PUT FORTH | 3% | 4% | 3% | 2% | 6%  ++ | 0% | 2%  -- | 6%  +++ | 4% | 2% | 2% | 5% | 2% |
| BANNING CERTAIN TYPES OF OTHER FIRE ARMS | 17% | 25% | 13% | 16% | 15% | 21% | 19% | 13% | 24%  ++ | 21% | 15% | 11% | 10%  -- |
| MANDATORY CONFISCATION OF WEAPONS | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% |
| OTHER REGULATIONS (AMMUNITION RESTRICTIONS, SAFE STORAGE OF | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 2%  +++ | 0% |
| Please specify: | 3% | 2% | 7%  ++ | 3% | 1% | 3% | 3% | 2% | 1% | 2% | 1% | 4% | 7%  ++ |
| Don't know/not sure | 20% | 16% | 27% | 19% | 15% | 22% | 18% | 22% | 19% | 25% | 15% | 17% | 23% |
| Chi2: | - | - |  |  |  |  | (99) |  | (95) |  |  |  |  |
| Margin of Error,around 50% | 4.61 | 19.22 | 12.06 | 7.17 | 9.26 | 12.55 | 5.43 | 9.06 | 10.22 | 10.11 | 10.51 | 10.45 | 10.27 |

| What new measures have you heard about or seen? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1E2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 415 | 367 | 40 | 337 | 79 | 125 | 285 | 267 | 132 | 82 | 177 | 147 | 76 | 97 | 187 |
| Total: | 452 | 399 | 44 | 373 | 78 | 135 | 311 | 290 | 144 | 96 | 203 | 142 | 78 | 103 | 215 |
| BANNING ASSAULT WEAPONS/MILITARY STYLE WEAPONS | 18% | 19% | 18% | 20%  ++ | 10%  -- | 16% | 19% | 16%  - | 24%  ++ | 20% | 21% | 14% | 23% | 17% | 15% |
| RESTRICTIONS/LIMITS ON FIREARMS (GENERAL MENTION) | 9% | 10% | 4% | 7%  --- | 18%  +++ | 9% | 10% | 8%  - | 12% | 14%  + | 8% | 9% | 9% | 12% | 9% |
| NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROB | 17% | 18%  + | 7%  - | 17% | 14% | 22%  ++ | 14%  -- | 21%  +++ | 11%  -- | 15% | 20% | 15% | 6%  --- | 10%  -- | 26%  ++++ |
| MUNICIPALITIES GIVEN BUDGET/AUTHORITY TO ADDRESS HAND GUNS | 2% | 2% | 0% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 2% |
| BUY BACK PLAN, VOLUNTARY/NO PENALTY | 4% | 4% | 0% | 4% | 4% | 5% | 3% | 6%  ++ | 1%  -- | 5% | 3% | 4% | 3% | 3% | 5% |
| ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECOR | 7% | 6%  ---- | 20%  ++++ | 7% | 4% | 5% | 8% | 7% | 8% | 10% | 5% | 9% | 12%  + | 4% | 6% |
| LEGISLATION/BILLS PUT FORTH | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 4% | 2% | 4% | 2% | 4% | 1% | 5% | 1%  -- |
| BANNING CERTAIN TYPES OF OTHER FIRE ARMS | 17% | 16% | 16% | 18% | 12% | 19% | 16% | 18% | 13% | 9%  -- | 17% | 20% | 20% | 19% | 16% |
| MANDATORY CONFISCATION OF WEAPONS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1%  + | 0% | 0% | 0% | 0% | 0% |
| OTHER REGULATIONS (AMMUNITION RESTRICTIONS, SAFE STORAGE OF | 0% | 0%  ---- | 3%  ++++ | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% |
| Please specify: | 3% | 3% | 5% | 2%  --- | 7%  ++ | 1% | 3% | 2%  - | 4% | 2% | 2% | 3% | 3% | 5% | 1%  -- |
| Don't know/not sure | 20% | 19% | 23% | 19% | 26% | 17% | 21% | 18% | 21% | 18% | 21% | 19% | 23% | 22% | 18% |
| Chi2: | - | (99) |  | (95) |  | - |  | (95) |  | - |  |  | (99) |  |  |
| Margin of Error,around 50% | 4.61 | 4.91 | 14.77 | 5.07 | 11.10 | 8.43 | 5.56 | 5.75 | 8.17 | 10.00 | 6.88 | 8.22 | 11.10 | 9.66 | 6.68 |

| How much of a threat to public safety do you think gun violence is in your community? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1F |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| LOW THREAT (1-2) | 57% | 63% | 45%  ---- | 56% | 64%  +++ | 71%  ++++ | 65%  ++++ | 50%  ---- | 63%  +++ | 60% | 63%  ++ | 54% | 46%  ---- |
| MODERATE THREAT (3) | 22% | 25% | 23% | 24% | 23% | 16%  --- | 20%  --- | 25%  +++ | 22% | 22% | 22% | 23% | 25% |
| HIGH THREAT (4-5) | 19% | 9%  --- | 30%  ++++ | 19% | 12%  ---- | 11%  ---- | 14%  ---- | 23%  ++++ | 14%  --- | 17% | 13%  --- | 22%  + | 27%  ++++ |
| No threat at all | 17% | 15% | 10% | 17% | 24% | 20% | 23% | 11% | 19% | 19% | 21% | 16% | 9% |
| A minimal threat | 41% | 48% | 35% | 40% | 40% | 51% | 42% | 39% | 44% | 41% | 42% | 38% | 37% |
| A moderate threat | 22% | 25% | 23% | 24% | 23% | 16% | 20% | 25% | 22% | 22% | 22% | 23% | 25% |
| A considerable threat | 11% | 6% | 15% | 12% | 8% | 7% | 8% | 14% | 9% | 11% | 7% | 12% | 16% |
| A significant threat | 8% | 3% | 16% | 7% | 4% | 4% | 6% | 10% | 5% | 7% | 7% | 10% | 12% |
| Don't know/not sure | 2% | 3% | 2% | 1% | 0% | 2% | 1% | 2% | 2% | 1% | 2% | 1% | 2% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 2.52 | 2.32 | 2.91 | 2.52 | 2.29 | 2.23 | 2.33 | 2.71 | 2.36 | 2.45 | 2.35 | 2.61 | 2.84 |
| Standard Deviation: | 1.13 | 0.92 | 1.24 | 1.12 | 1.05 | 0.99 | 1.11 | 1.14 | 1.06 | 1.13 | 1.10 | 1.18 | 1.16 |
| Student's T: | \* | 95 | 99.9 | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | - | 99 | 90 | 99.9 |

| How much of a threat to public safety do you think gun violence is in your community? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1F |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| LOW THREAT (1-2) | 57% | 58%  + | 52%  - | 62%  ++++ | 41%  ---- | 62%  ++ | 56%  --- | 61%  ++++ | 51%  ---- | 58% | 59% | 54%  - | 51%  ---- | 61%  + | 61%  +++ |
| MODERATE THREAT (3) | 22% | 23% | 23% | 22% | 25% | 22% | 23% | 22% | 24% | 22% | 22% | 25%  + | 23% | 22% | 22% |
| HIGH THREAT (4-5) | 19% | 18%  -- | 22% | 14%  ---- | 32%  ++++ | 15%  -- | 20%  +++ | 16%  ---- | 23%  ++++ | 19% | 18% | 20% | 24%  ++++ | 15%  -- | 16%  -- |
| No threat at all | 17% | 17% | 11% | 19% | 12% | 22% | 14% | 17% | 15% | 18% | 18% | 13% | 13% | 18% | 19% |
| A minimal threat | 41% | 41% | 41% | 44% | 29% | 40% | 41% | 44% | 36% | 40% | 40% | 41% | 38% | 43% | 43% |
| A moderate threat | 22% | 23% | 23% | 22% | 25% | 22% | 23% | 22% | 24% | 22% | 22% | 25% | 23% | 22% | 22% |
| A considerable threat | 11% | 10% | 11% | 9% | 16% | 8% | 12% | 9% | 14% | 10% | 10% | 12% | 13% | 9% | 9% |
| A significant threat | 8% | 7% | 11% | 5% | 16% | 7% | 8% | 7% | 10% | 9% | 8% | 8% | 11% | 6% | 7% |
| Don't know/not sure | 2% | 1% | 3% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 0% |
| Chi2: | - | - |  | 99.9 |  | 95 |  | 99.9 |  | - |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 2.52 | 2.49 | 2.69 | 2.38 | 2.96 | 2.37 | 2.58 | 2.44 | 2.67 | 2.51 | 2.47 | 2.60 | 2.71 | 2.42 | 2.43 |
| Standard Deviation: | 1.13 | 1.12 | 1.16 | 1.06 | 1.27 | 1.13 | 1.13 | 1.09 | 1.18 | 1.16 | 1.14 | 1.11 | 1.18 | 1.08 | 1.10 |
| Student's T: | \* | 99 | 95 | 99.9 | 99.9 | 99 | 99.9 | 99.9 | 99.9 | - | - | 95 | 99.9 | 95 | 99 |

| Would you say that the regulation of firearms in Canada is too strict, not strict enough, or strikes the right balance? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1G |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Not strict enough | 44% | 42% | 60%  ++++ | 44% | 30%  ---- | 35%  --- | 34%  ---- | 53%  ++++ | 34%  ---- | 39%  - | 34%  ---- | 50%  +++ | 64%  ++++ |
| Strikes the right balance | 28% | 29% | 21%  ---- | 28% | 32%  + | 33%  + | 30%  + | 26%  - | 34%  ++++ | 29% | 29% | 23%  -- | 20%  ---- |
| Too strict | 20% | 18% | 10%  ---- | 20% | 32%  ++++ | 22% | 29%  ++++ | 11%  ---- | 22% | 23% | 29%  ++++ | 17%  - | 10%  ---- |
| Don't know/not sure | 9% | 11% | 10% | 8% | 7% | 10% | 7% | 11% | 10% | 9% | 7% | 10% | 7% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 1.74 | 1.74 | 1.45 | 1.74 | 2.02 | 1.86 | 1.95 | 1.53 | 1.88 | 1.82 | 1.94 | 1.63 | 1.42 |
| Standard Deviation: | 0.794 | 0.779 | 0.681 | 0.793 | 0.814 | 0.788 | 0.824 | 0.698 | 0.780 | 0.804 | 0.826 | 0.778 | 0.670 |
| Student's T: | \* | - | 99.9 | - | 99.9 | 95 | 99.9 | 99.9 | 99.9 | 90 | 99.9 | 99 | 99.9 |

| Would you say that the regulation of firearms in Canada is too strict, not strict enough, or strikes the right balance? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1G |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Not strict enough | 44% | 43% | 50%  + | 40%  ---- | 59%  ++++ | 35%  ---- | 47%  ++++ | 38%  ---- | 54%  ++++ | 43% | 42% | 48%  +++ | 52%  ++++ | 43% | 38%  ---- |
| Strikes the right balance | 28% | 28% | 27% | 30%  ++++ | 19%  ---- | 30% | 27% | 30%  +++ | 23%  --- | 29% | 26% | 28% | 23%  --- | 30% | 31%  ++ |
| Too strict | 20% | 21%  ++ | 12%  --- | 23%  ++++ | 12%  ---- | 27%  ++++ | 17%  ---- | 23%  ++++ | 14%  ---- | 19% | 23%  ++ | 16%  --- | 14%  ---- | 18% | 25%  ++++ |
| Don't know/not sure | 9% | 8% | 11% | 8% | 10% | 7% | 9% | 9% | 8% | 9% | 9% | 8% | 11% | 8% | 6% |
| Chi2: | - | 99 |  | 99.9 |  | 99.9 |  | 99.9 |  | 95 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 1.74 | 1.75 | 1.58 | 1.81 | 1.48 | 1.92 | 1.66 | 1.84 | 1.56 | 1.74 | 1.79 | 1.66 | 1.56 | 1.73 | 1.85 |
| Standard Deviation: | 0.794 | 0.799 | 0.718 | 0.802 | 0.718 | 0.818 | 0.769 | 0.804 | 0.744 | 0.783 | 0.816 | 0.763 | 0.744 | 0.774 | 0.807 |
| Student's T: | \* | 95 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | - | 95 | 99 | 99.9 | - | 99.9 |

| Here are some ads that have recently been broadcast on various media.  <Video ads>  Over the past two months, have you seen these ads? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1IA |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes | 30% | 34% | 23%  ---- | 32%  + | 31% | 30% | 33%  ++++ | 26%  --- | 27%  - | 22%  ---- | 34%  + | 34%  ++ | 32% |
| No | 62% | 58% | 67%  ++ | 61% | 60% | 63% | 59%  --- | 65%  +++ | 69%  ++++ | 70%  ++++ | 57%  -- | 57%  -- | 56%  --- |
| Don't remember/not sure | 8% | 8% | 10% | 7% | 9% | 7% | 8% | 8% | 4% | 7% | 9% | 9% | 12% |
| Chi2: | - | 95 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Here are some ads that have recently been broadcast on various media.  <Video ads>  Over the past two months, have you seen these ads? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1IA |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes | 30% | 30% | 26% | 32%  ++++ | 26%  - | 27% | 30% | 29% | 30% | 26%  -- | 33%  +++ | 28% | 27% | 29% | 31% |
| No | 62% | 62% | 66% | 61%  - | 65% | 66%  ++ | 61%  - | 64%  + | 60%  - | 64% | 59%  -- | 66%  ++ | 63% | 63% | 62% |
| Don't remember/not sure | 8% | 8% | 8% | 7% | 10% | 7% | 8% | 7% | 10% | 10% | 8% | 6% | 10% | 8% | 7% |
| Chi2: | - | - |  | 95 |  | 90 |  | - |  | 95 |  |  | - |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Here are some ads that have recently been broadcast on various media.  <Banner ads #1>  Over the past two months, have you seen this ad? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1IB |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes | 12% | 13% | 8%  --- | 13% | 15%  ++ | 13% | 14%  +++ | 9%  ---- | 13% | 11% | 16%  +++ | 9%  - | 9%  - |
| No | 77% | 78% | 82%  +++ | 77% | 72%  --- | 76% | 76% | 79% | 80% | 79% | 75% | 78% | 74%  -- |
| Don't remember/not sure | 11% | 9% | 10% | 10% | 13% | 11% | 10% | 12% | 7% | 9% | 9% | 13% | 17% |
| Chi2: | - | 99 |  |  |  |  | 99 |  | 95 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Here are some ads that have recently been broadcast on various media.  <Banner ads #1>  Over the past two months, have you seen this ad? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1IB |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes | 12% | 12% | 12% | 13%  ++++ | 9%  -- | 13% | 12% | 13%  ++ | 10%  - | 9%  -- | 14%  ++ | 12% | 11% | 11% | 14%  ++ |
| No | 77% | 77% | 79% | 76%  --- | 82%  +++ | 79% | 77% | 78% | 77% | 79% | 75%  -- | 79% | 76% | 79% | 78% |
| Don't remember/not sure | 11% | 11% | 9% | 11% | 9% | 8% | 12% | 9% | 13% | 12% | 11% | 9% | 13% | 10% | 8% |
| Chi2: | - | - |  | 99 |  | - |  | 90 |  | 95 |  |  | - |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Here are some ads that have recently been broadcast on various media.  <Banner ads #2>  Over the past two months, have you seen this ad? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1IC |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes | 8% | 9% | 6%  - | 9% | 8% | 9% | 9%  ++ | 7%  -- | 8% | 8% | 11%  ++ | 6% | 7% |
| No | 81% | 81% | 84%  + | 80% | 80% | 83% | 81% | 82% | 85%  ++ | 84% | 80% | 82% | 76%  ---- |
| Don't remember/not sure | 10% | 10% | 10% | 11% | 11% | 8% | 10% | 11% | 7% | 9% | 9% | 12% | 17% |
| Chi2: | - | - |  |  |  |  | 95 |  | 90 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Here are some ads that have recently been broadcast on various media.  <Banner ads #2>  Over the past two months, have you seen this ad? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1IC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes | 8% | 8% | 10% | 10%  ++++ | 6% | 10%  ++ | 7%  -- | 8% | 8% | 8% | 9% | 7% | 7% | 7% | 9% |
| No | 81% | 82% | 80% | 80%  -- | 84% | 82% | 81% | 84%  +++ | 78%  --- | 81% | 81% | 84% | 79%  - | 84%  + | 82% |
| Don't remember/not sure | 10% | 11% | 10% | 10% | 10% | 8% | 11% | 9% | 13% | 12% | 11% | 9% | 14% | 9% | 9% |
| Chi2: | - | - |  | 95 |  | 95 |  | - |  | - |  |  | - |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Where have you seen these <video ads/ads>? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1J |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 730 | 58 | 136 | 300 | 140 | 97 | 383 | 333 | 198 | 93 | 151 | 131 | 158 |
| Total: | 755 | 46 | 124 | 326 | 158 | 101 | 487 | 254 | 150 | 111 | 161 | 153 | 180 |
| Cinema | 1% | 2% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 0% |
| Magazines | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 2%  + | 1% |
| Newspaper (daily) | 4% | 3% | 6% | 3% | 3% | 7% | 5% | 3% | 1%  -- | 7%  + | 3% | 4% | 8%  +++ |
| Newspaper (weekly or community) | 1% | 0% | 1% | 1% | 2% | 4%  ++ | 2% | 1% | 1% | 1% | 2% | 3% | 1% |
| Outdoor billboards/signage | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% |
| Pamphlet or brochure in the mail | 1% | 0% | 0% | 1% | 1%  + | 0% | 1% | 0% | 1% | 2%  ++ | 0% | 0% | 0% |
| Public transit (bus or subway) | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 2%  ++ | 0% | 1% | 1% | 0% |
| Radio | 8% | 7% | 5% | 8% | 10% | 6% | 10%  ++ | 5%  --- | 7% | 9% | 12%  ++ | 8% | 3%  -- |
| Television | 60% | 68% | 63% | 56%  - | 57% | 67% | 58% | 62% | 44%  ---- | 55% | 63% | 70%  +++ | 72%  ++++ |
| Facebook | 11% | 13% | 13% | 7%  --- | 12% | 16%  + | 9% | 13% | 15%  ++ | 16%  + | 11% | 6%  -- | 6%  -- |
| Twitter | 3% | 0% | 3% | 4% | 2% | 4% | 4%  + | 2%  -- | 6%  ++ | 2% | 5% | 2% | 0%  -- |
| YouTube | 20% | 17% | 18% | 21% | 21% | 20% | 24%  +++ | 15%  --- | 36%  ++++ | 27%  ++ | 15% | 13%  -- | 5%  ---- |
| Instagram | 3% | 2% | 3% | 2% | 4% | 4% | 3% | 2% | 5%  ++ | 4% | 3% | 1%  - | 1% |
| Spotify | 0% | 1% | 0% | 0% | 0% | 2%  ++ | 1% | 0% | 1% | 2%  + | 1% | 0% | 0% |
| Internet Websites | 11% | 3%  - | 9% | 14%  ++ | 11% | 6% | 12% | 9% | 19%  ++++ | 15% | 7% | 8% | 3%  ---- |
| Other, specify: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Don't know/not sure | 13% | 16% | 10% | 14% | 15% | 9% | 13% | 13% | 5% | 11% | 12% | 17% | 22% |
| Chi2: | - | - |  |  |  |  | (99) |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 3.57 | 14.45 | 8.80 | 5.43 | 7.80 | 9.75 | 4.44 | 6.15 | 8.00 | 9.30 | 7.72 | 7.92 | 7.30 |

| Where have you seen these <video ads/ads>? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1J |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 730 | 637 | 81 | 593 | 136 | 168 | 552 | 431 | 265 | 189 | 302 | 225 | 186 | 167 | 281 |
| Total: | 755 | 660 | 83 | 624 | 129 | 173 | 573 | 440 | 282 | 201 | 328 | 209 | 184 | 170 | 304 |
| Cinema | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1%  + | 0% | 2% | 1% | 1% | 1% | 0% | 2%  + |
| Magazines | 1% | 1% | 2%  + | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% |
| Newspaper (daily) | 4% | 4% | 3% | 4% | 6% | 4% | 4% | 3%  - | 6%  ++ | 3% | 4% | 4% | 2% | 4% | 5% |
| Newspaper (weekly or community) | 1% | 1% | 0% | 2% | 0% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% |
| Outdoor billboards/signage | 2% | 1%  -- | 3% | 2% | 0% | 2% | 1% | 2% | 1% | 1% | 1%  - | 3%  ++ | 2% | 1% | 2% |
| Pamphlet or brochure in the mail | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 1%  + | 0% | 0% | 0%  - | 1%  ++ | 1% | 0% | 0% |
| Public transit (bus or subway) | 1% | 1%  - | 2% | 1% | 0% | 0% | 1% | 0% | 2%  + | 1% | 1% | 1% | 2% | 0% | 1% |
| Radio | 8% | 8% | 9% | 8% | 7% | 13%  +++ | 6%  --- | 10%  ++ | 5%  -- | 5% | 12%  ++++ | 5%  -- | 3%  -- | 8% | 12%  +++ |
| Television | 60% | 60% | 60% | 59% | 64% | 56% | 61% | 55%  --- | 68%  ++++ | 59% | 62% | 57% | 62% | 61% | 58% |
| Facebook | 11% | 11% | 6%  - | 11% | 14% | 15%  ++ | 10%  -- | 13%  + | 8%  -- | 12% | 11% | 11% | 12% | 15%  + | 10% |
| Twitter | 3% | 3% | 3% | 3% | 3% | 1% | 4% | 4% | 2% | 2% | 1%  -- | 7%  ++++ | 2% | 2% | 6%  +++ |
| YouTube | 20% | 19% | 26% | 21%  + | 16% | 24%  + | 18%  -- | 22%  ++ | 13%  ---- | 18% | 20% | 22% | 17% | 21% | 20% |
| Instagram | 3% | 3% | 5% | 3% | 2% | 2% | 3% | 3% | 3% | 4% | 3% | 2% | 3% | 3% | 3% |
| Spotify | 0% | 0% | 0% | 0% | 0% | 1% | 0%  - | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 1% |
| Internet Websites | 11% | 10% | 16%  + | 11% | 5%  -- | 11% | 11% | 13%  ++ | 6%  ---- | 10% | 7%  --- | 16%  +++ | 10% | 8% | 12% |
| Other, specify: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Don't know/not sure | 13% | 14% | 7% | 13% | 10% | 10% | 14% | 10% | 18% | 16% | 15% | 7% | 14% | 16% | 11% |
| Chi2: | - | - |  | - |  | (95) |  | (99.9) |  | (99) |  |  | - |  |  |
| Margin of Error,around 50% | 3.57 | 3.81 | 10.76 | 3.92 | 8.63 | 7.45 | 4.09 | 4.67 | 5.84 | 6.91 | 5.41 | 6.78 | 7.22 | 7.52 | 5.62 |

| What do you think is the main point these ads are trying to get across? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1K |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 730 | 58 | 136 | 300 | 140 | 97 | 383 | 333 | 198 | 93 | 151 | 131 | 158 |
| Total: | 755 | 46 | 124 | 326 | 158 | 101 | 487 | 254 | 150 | 111 | 161 | 153 | 180 |
| GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE | 19% | 12% | 16% | 23%  ++ | 15% | 22% | 16%  -- | 22%  + | 27%  +++ | 21% | 17% | 14%  - | 15% |
| LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS | 16% | 13% | 19% | 19% | 15% | 10%  - | 13%  --- | 21%  +++ | 16% | 11% | 14% | 16% | 22%  ++ |
| NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...) | 21% | 19% | 12%  --- | 23% | 25% | 22% | 30%  ++++ | 9%  ---- | 15%  -- | 25% | 29%  +++ | 23% | 16%  - |
| MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME | 34% | 23%  - | 36% | 35% | 33% | 33% | 26%  ---- | 43%  ++++ | 39% | 28% | 29% | 36% | 33% |
| GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL | 5% | 10% | 3% | 6% | 7% | 2%  - | 4%  -- | 8%  ++ | 9%  ++ | 5% | 5% | 3%  - | 4% |
| BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS | 19% | 26% | 16% | 19% | 22% | 15% | 16%  -- | 23%  ++ | 20% | 17% | 16% | 18% | 24%  + |
| CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS | 1% | 0% | 1% | 2% | 0% | 2% | 1% | 1% | 0% | 0% | 2% | 2% | 2% |
| ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...) | 7% | 8% | 6% | 7% | 4%  - | 14%  ++ | 5%  --- | 11%  ++++ | 8% | 3%  - | 6% | 7% | 11%  + |
| Please specify: | 2% | 0% | 1% | 2% | 2% | 6%  +++ | 2% | 2% | 3% | 1% | 2% | 3% | 1% |
| Don't know/No response | 8% | 11% | 11% | 6% | 7% | 10% | 11% | 5% | 6% | 15% | 6% | 9% | 8% |
| Chi2: | - | (95) |  |  |  |  | (99.9) |  | (99) |  |  |  |  |
| Margin of Error,around 50% | 3.57 | 14.45 | 8.80 | 5.43 | 7.80 | 9.75 | 4.44 | 6.15 | 8.00 | 9.30 | 7.72 | 7.92 | 7.30 |

| What do you think is the main point these ads are trying to get across? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1K |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 730 | 637 | 81 | 593 | 136 | 168 | 552 | 431 | 265 | 189 | 302 | 225 | 186 | 167 | 281 |
| Total: | 755 | 660 | 83 | 624 | 129 | 173 | 573 | 440 | 282 | 201 | 328 | 209 | 184 | 170 | 304 |
| GUN VIOLENCE INFORMATION, GUN VIOLENCE/CRIMES ON THE RISE | 19% | 19% | 23% | 20% | 17% | 20% | 19% | 20% | 19% | 18% | 17% | 24%  ++ | 20% | 20% | 17% |
| LEGISLATION/REGULATIONS/CONTROL ON FIREARMS, STRICTER REGULATIONS ON GUN RESTRICTIONS | 16% | 17%  + | 11% | 16% | 17% | 14% | 17% | 14%  - | 21%  ++ | 16% | 16% | 18% | 15% | 18% | 16% |
| NEGATIVES TOWARDS POLICY (INEFFECTUAL, DOES NOT ADDRESS PROBLEM, FEAR/SCARE TACTICS TOWARDS POPULATION, TARGETING LAW ABIDING CITIZENS INSTEAD OF CRIMINALS, SELF SERVING AGENDA/FOR VOTES, MISINFORMED POLICY...) | 21% | 21% | 14% | 21% | 16% | 22% | 20% | 23%  ++ | 15%  --- | 15%  -- | 25%  ++ | 19% | 11%  ---- | 19% | 27%  +++ |
| MEASURES TO CURB/REDUCE GUN VIOLENCE AND CRIME | 34% | 33% | 40% | 35% | 30% | 34% | 34% | 34% | 35% | 31% | 33% | 37% | 40%  + | 37% | 31% |
| GET INVOLVED/HELP SUPPORT ACTION, ASKED FOR OPINION/AGREEMENT ON GUN CONTROL | 5% | 5% | 9% | 6% | 3% | 8%  + | 4%  -- | 8%  ++++ | 1%  ---- | 2%  --- | 5% | 9%  +++ | 5% | 6% | 5% |
| BANNING/PROHIBITING CERTAIN FIREARMS/ASSAULT WEAPONS | 19% | 20% | 17% | 20%  + | 19% | 19% | 19% | 18% | 22% | 21% | 17% | 21% | 20% | 18% | 19% |
| CONFISCATION OF FIREARMS, BANNING GUNS, BUYBACK PLAN/RETURNING GUNS | 1% | 1% | 2% | 1% | 0% | 1% | 1% | 1% | 2%  + | 1% | 2% | 0% | 2%  + | 0%  - | 1% |
| ACCESS RESTRICTIONS (LONGER BACK GROUND CHECKS, BETTER RECORD KEEPING, BORDER CONTROL MEASURES, CHANGES TO HOW THEY ARE PURCHASED/TRANSPORTED...) | 7% | 8% | 6% | 7% | 8% | 7% | 8% | 6% | 10%  ++ | 6% | 9% | 7% | 8% | 8% | 7% |
| Please specify: | 2% | 1%  -- | 5%  ++ | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 4%  ++ | 0%  -- | 4%  ++ | 2% |
| Don't know/No response | 8% | 8% | 6% | 8% | 10% | 7% | 8% | 8% | 9% | 12% | 7% | 5% | 10% | 8% | 7% |
| Chi2: | - | - |  | - |  | - |  | (99.9) |  | (95) |  |  | (95) |  |  |
| Margin of Error,around 50% | 3.57 | 3.81 | 10.76 | 3.92 | 8.63 | 7.45 | 4.09 | 4.67 | 5.84 | 6.91 | 5.41 | 6.78 | 7.22 | 7.52 | 5.62 |

| These ads catch my attention | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1LA  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| DISAGREE (1-2) | 31% | 25% | 29% | 32% | 34% | 30% | 36%  ++++ | 26%  ---- | 37%  ++++ | 40%  ++++ | 30% | 25%  --- | 21%  ---- |
| NEITHER (3) | 28% | 23% | 27% | 29% | 27% | 27% | 26% | 29% | 30% | 29% | 31% | 25% | 23%  -- |
| AGREE (4-5) | 36% | 44%  + | 38% | 33%  - | 34% | 36% | 32%  --- | 40%  ++++ | 30%  --- | 26%  ---- | 33% | 44%  ++++ | 46%  ++++ |
| 1 - Strongly disagree | 14% | 13% | 12% | 13% | 16% | 15% | 18% | 10% | 15% | 20% | 15% | 11% | 9% |
| 2 | 17% | 11% | 17% | 19% | 17% | 15% | 18% | 16% | 22% | 20% | 15% | 13% | 13% |
| 3 | 28% | 23% | 27% | 29% | 27% | 27% | 26% | 29% | 30% | 29% | 31% | 25% | 23% |
| 4 | 21% | 29% | 22% | 19% | 19% | 21% | 21% | 21% | 19% | 19% | 19% | 24% | 23% |
| 5 - Strongly agree | 15% | 15% | 17% | 14% | 16% | 15% | 11% | 19% | 11% | 7% | 15% | 21% | 22% |
| No response | 6% | 8% | 6% | 5% | 5% | 8% | 6% | 6% | 3% | 4% | 6% | 7% | 10% |
| Chi2: | - | - |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 3.06 | 3.23 | 3.14 | 3.01 | 3.00 | 3.07 | 2.88 | 3.24 | 2.89 | 2.72 | 3.03 | 3.31 | 3.42 |
| Standard Deviation: | 1.27 | 1.28 | 1.27 | 1.24 | 1.32 | 1.29 | 1.28 | 1.25 | 1.22 | 1.22 | 1.27 | 1.29 | 1.27 |
| Student's T: | \* | - | - | - | - | - | 99.9 | 99.9 | 99.9 | 99.9 | - | 99.9 | 99.9 |

| These ads catch my attention | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1LA  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| DISAGREE (1-2) | 31% | 31% | 30% | 31% | 29% | 37%  +++ | 29%  ---- | 34%  ++++ | 25%  ---- | 29% | 33% | 30% | 27%  -- | 32% | 31% |
| NEITHER (3) | 28% | 28% | 24% | 28% | 27% | 29% | 28% | 29% | 26% | 28% | 26% | 29% | 28% | 26% | 30%  + |
| AGREE (4-5) | 36% | 35% | 41%  + | 35% | 39% | 30%  --- | 38%  ++++ | 33%  ---- | 42%  ++++ | 35% | 36% | 37% | 39%  + | 39% | 34% |
| 1 - Strongly disagree | 14% | 14% | 10% | 14% | 12% | 19% | 12% | 15% | 11% | 14% | 15% | 12% | 13% | 13% | 14% |
| 2 | 17% | 17% | 20% | 17% | 17% | 18% | 17% | 19% | 15% | 16% | 17% | 19% | 14% | 19% | 17% |
| 3 | 28% | 28% | 24% | 28% | 27% | 29% | 28% | 29% | 26% | 28% | 26% | 29% | 28% | 26% | 30% |
| 4 | 21% | 21% | 21% | 21% | 20% | 17% | 22% | 21% | 22% | 18% | 20% | 24% | 21% | 24% | 21% |
| 5 - Strongly agree | 15% | 14% | 21% | 14% | 18% | 13% | 16% | 12% | 20% | 17% | 15% | 13% | 18% | 15% | 12% |
| No response | 6% | 6% | 5% | 6% | 5% | 4% | 6% | 5% | 7% | 8% | 6% | 3% | 6% | 4% | 5% |
| Chi2: | - | - |  | - |  | 99 |  | 99.9 |  | - |  |  | - |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 3.06 | 3.05 | 3.24 | 3.03 | 3.16 | 2.87 | 3.14 | 2.95 | 3.27 | 3.09 | 3.03 | 3.09 | 3.17 | 3.10 | 3.01 |
| Standard Deviation: | 1.27 | 1.27 | 1.29 | 1.27 | 1.29 | 1.30 | 1.25 | 1.25 | 1.28 | 1.29 | 1.31 | 1.21 | 1.30 | 1.26 | 1.23 |
| Student's T: | \* | - | 95 | - | 90 | 99.9 | 99.9 | 99.9 | 99.9 | - | - | - | 95 | - | - |

| These ads are relevant to me | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1LB  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| DISAGREE (1-2) | 39% | 36% | 38% | 36%  - | 44%  ++ | 42% | 45%  ++++ | 33%  ---- | 42% | 43%  + | 43%  + | 35%  - | 31%  ---- |
| NEITHER (3) | 24% | 24% | 24% | 26%  ++ | 20%  - | 21% | 22%  - | 26%  + | 26% | 25% | 26% | 21% | 21%  - |
| AGREE (4-5) | 31% | 34% | 31% | 32% | 30% | 30% | 28%  --- | 35%  +++ | 28%  - | 28% | 26%  -- | 35%  + | 39%  ++++ |
| 1 - Strongly disagree | 22% | 17% | 21% | 21% | 28% | 23% | 28% | 17% | 24% | 24% | 24% | 21% | 19% |
| 2 | 16% | 19% | 18% | 15% | 15% | 19% | 17% | 16% | 18% | 19% | 19% | 14% | 12% |
| 3 | 24% | 24% | 24% | 26% | 20% | 21% | 22% | 26% | 26% | 25% | 26% | 21% | 21% |
| 4 | 16% | 18% | 18% | 16% | 13% | 14% | 15% | 17% | 17% | 17% | 12% | 15% | 18% |
| 5 - Strongly agree | 15% | 16% | 13% | 16% | 17% | 16% | 13% | 18% | 11% | 11% | 15% | 20% | 21% |
| No response | 6% | 6% | 6% | 5% | 6% | 8% | 5% | 7% | 4% | 4% | 5% | 9% | 9% |
| Chi2: | - | - |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 2.84 | 2.97 | 2.83 | 2.90 | 2.73 | 2.80 | 2.66 | 3.03 | 2.72 | 2.70 | 2.73 | 2.99 | 3.11 |
| Standard Deviation: | 1.39 | 1.34 | 1.34 | 1.38 | 1.47 | 1.41 | 1.39 | 1.36 | 1.32 | 1.32 | 1.37 | 1.46 | 1.45 |
| Student's T: | \* | - | - | - | - | - | 99.9 | 99.9 | 95 | 95 | 90 | 95 | 99.9 |

| These ads are relevant to me | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1LB  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| DISAGREE (1-2) | 39% | 39% | 34% | 39% | 41% | 43%  ++ | 37%  --- | 41%  +++ | 34%  ---- | 43%  ++ | 40% | 34%  --- | 35%  -- | 42%  + | 40% |
| NEITHER (3) | 24% | 24% | 26% | 24% | 22% | 25% | 23% | 25% | 22% | 20%  -- | 24% | 27%  ++ | 23% | 23% | 25% |
| AGREE (4-5) | 31% | 31% | 34% | 32% | 31% | 28%  - | 33%  ++ | 29%  -- | 36%  ++++ | 29% | 31% | 35%  ++ | 35%  ++ | 31% | 31% |
| 1 - Strongly disagree | 22% | 23% | 17% | 23% | 23% | 25% | 21% | 22% | 21% | 25% | 24% | 18% | 21% | 22% | 23% |
| 2 | 16% | 16% | 17% | 16% | 18% | 18% | 16% | 19% | 13% | 18% | 16% | 16% | 14% | 20% | 16% |
| 3 | 24% | 24% | 26% | 24% | 22% | 25% | 23% | 25% | 22% | 20% | 24% | 27% | 23% | 23% | 25% |
| 4 | 16% | 16% | 17% | 16% | 17% | 16% | 16% | 16% | 18% | 14% | 13% | 21% | 17% | 15% | 16% |
| 5 - Strongly agree | 15% | 15% | 17% | 16% | 14% | 12% | 16% | 14% | 18% | 15% | 17% | 13% | 18% | 16% | 15% |
| No response | 6% | 6% | 6% | 6% | 6% | 4% | 7% | 5% | 8% | 8% | 5% | 4% | 7% | 4% | 4% |
| Chi2: | - | - |  | - |  | 95 |  | 99.9 |  | 99 |  |  | - |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 2.84 | 2.84 | 3.00 | 2.85 | 2.80 | 2.71 | 2.90 | 2.78 | 3.00 | 2.75 | 2.84 | 2.96 | 2.96 | 2.83 | 2.82 |
| Standard Deviation: | 1.39 | 1.39 | 1.35 | 1.39 | 1.38 | 1.35 | 1.40 | 1.35 | 1.43 | 1.42 | 1.42 | 1.30 | 1.41 | 1.39 | 1.38 |
| Student's T: | \* | - | 90 | - | - | 95 | 99 | 95 | 99.9 | 90 | - | 99 | 95 | - | - |

| These ads are difficult to follow | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1LC  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| DISAGREE (1-2) | 66% | 64% | 63%  - | 71%  +++ | 64% | 65% | 61%  ---- | 72%  ++++ | 75%  ++++ | 68% | 67% | 61%  -- | 58%  ---- |
| NEITHER (3) | 15% | 19% | 18%  ++ | 13%  -- | 15% | 14% | 18%  ++++ | 12%  ---- | 11%  -- | 14% | 15% | 17% | 19%  +++ |
| AGREE (4-5) | 10% | 8% | 11% | 9% | 11% | 11% | 12%  +++ | 8%  -- | 8%  - | 10% | 11% | 12% | 11% |
| 1 - Strongly disagree | 40% | 38% | 39% | 44% | 36% | 38% | 33% | 47% | 45% | 44% | 39% | 36% | 36% |
| 2 | 26% | 26% | 24% | 27% | 29% | 27% | 27% | 25% | 30% | 25% | 27% | 25% | 22% |
| 3 | 15% | 19% | 18% | 13% | 15% | 14% | 18% | 12% | 11% | 14% | 15% | 17% | 19% |
| 4 | 6% | 5% | 8% | 5% | 6% | 6% | 7% | 6% | 5% | 6% | 6% | 7% | 7% |
| 5 - Strongly agree | 4% | 3% | 4% | 3% | 5% | 5% | 5% | 3% | 3% | 4% | 5% | 5% | 4% |
| No response | 9% | 9% | 8% | 8% | 10% | 10% | 9% | 8% | 6% | 9% | 8% | 10% | 12% |
| Chi2: | - | 90 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 1.98 | 2.01 | 2.06 | 1.89 | 2.05 | 2.03 | 2.15 | 1.84 | 1.84 | 1.92 | 2.01 | 2.12 | 2.11 |
| Standard Deviation: | 1.12 | 1.09 | 1.14 | 1.08 | 1.14 | 1.17 | 1.17 | 1.06 | 1.02 | 1.12 | 1.14 | 1.18 | 1.17 |
| Student's T: | \* | - | - | 99 | - | - | 99.9 | 99.9 | 99.9 | - | - | 95 | 95 |

| These ads are difficult to follow | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1LC  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| DISAGREE (1-2) | 66% | 67% | 68% | 68%  +++ | 63%  - | 67% | 67% | 68%  + | 64%  - | 62%  -- | 63%  --- | 76%  ++++ | 66% | 67% | 70%  ++ |
| NEITHER (3) | 15% | 15% | 12% | 14%  - | 17% | 14% | 15% | 14% | 15% | 16% | 17%  + | 12%  --- | 15% | 16% | 13% |
| AGREE (4-5) | 10% | 10% | 10% | 9% | 13%  ++ | 10% | 10% | 10% | 10% | 11% | 11% | 8%  -- | 10% | 9% | 10% |
| 1 - Strongly disagree | 40% | 40% | 46% | 41% | 37% | 42% | 40% | 40% | 40% | 36% | 39% | 46% | 42% | 40% | 40% |
| 2 | 26% | 27% | 22% | 27% | 25% | 26% | 27% | 28% | 24% | 27% | 24% | 30% | 24% | 28% | 30% |
| 3 | 15% | 15% | 12% | 14% | 17% | 14% | 15% | 14% | 15% | 16% | 17% | 12% | 15% | 16% | 13% |
| 4 | 6% | 6% | 7% | 6% | 8% | 6% | 6% | 6% | 7% | 7% | 6% | 5% | 7% | 5% | 6% |
| 5 - Strongly agree | 4% | 4% | 3% | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 3% | 3% | 4% | 4% |
| No response | 9% | 8% | 9% | 8% | 7% | 8% | 8% | 8% | 10% | 10% | 10% | 5% | 9% | 8% | 7% |
| Chi2: | - | - |  | 95 |  | - |  | - |  | 99.9 |  |  | - |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 1.98 | 1.99 | 1.89 | 1.96 | 2.12 | 1.97 | 1.99 | 1.97 | 2.00 | 2.08 | 2.03 | 1.83 | 1.95 | 1.97 | 1.97 |
| Standard Deviation: | 1.12 | 1.12 | 1.13 | 1.10 | 1.19 | 1.13 | 1.11 | 1.10 | 1.14 | 1.15 | 1.15 | 1.03 | 1.11 | 1.09 | 1.10 |
| Student's T: | \* | - | - | 90 | 95 | - | - | - | - | 95 | - | 99.9 | - | - | - |

| These ads do not favour one political party over another | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1LD  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| DISAGREE (1-2) | 24% | 27% | 14%  ---- | 27%  ++ | 28%  + | 28% | 34%  ++++ | 15%  ---- | 26% | 26% | 32%  ++++ | 21%  - | 16%  ---- |
| NEITHER (3) | 16% | 14% | 17% | 18%  + | 15% | 15% | 17% | 16% | 18% | 17% | 19% | 13%  - | 15% |
| AGREE (4-5) | 50% | 52% | 59%  ++++ | 47%  -- | 49% | 47% | 42%  ---- | 59%  ++++ | 48% | 49% | 40%  ---- | 54% | 60%  ++++ |
| 1 - Strongly disagree | 16% | 19% | 7% | 18% | 20% | 17% | 23% | 9% | 16% | 16% | 21% | 13% | 12% |
| 2 | 9% | 8% | 7% | 9% | 8% | 10% | 11% | 6% | 10% | 9% | 11% | 8% | 5% |
| 3 | 16% | 14% | 17% | 18% | 15% | 15% | 17% | 16% | 18% | 17% | 19% | 13% | 15% |
| 4 | 17% | 18% | 20% | 17% | 15% | 17% | 17% | 17% | 18% | 19% | 16% | 15% | 18% |
| 5 - Strongly agree | 33% | 34% | 39% | 30% | 35% | 30% | 24% | 42% | 30% | 30% | 24% | 38% | 42% |
| No response | 9% | 8% | 10% | 8% | 8% | 11% | 8% | 10% | 8% | 8% | 9% | 12% | 8% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 3.48 | 3.44 | 3.85 | 3.35 | 3.39 | 3.35 | 3.10 | 3.85 | 3.39 | 3.40 | 3.12 | 3.66 | 3.81 |
| Standard Deviation: | 1.48 | 1.55 | 1.27 | 1.50 | 1.58 | 1.52 | 1.53 | 1.33 | 1.47 | 1.48 | 1.51 | 1.48 | 1.40 |
| Student's T: | \* | - | 99.9 | 99 | - | - | 99.9 | 99.9 | - | - | 99.9 | 95 | 99.9 |

| These ads do not favour one political party over another | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1LD  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| DISAGREE (1-2) | 24% | 25%  ++ | 16%  --- | 27%  ++++ | 16%  ---- | 29%  +++ | 22%  ---- | 27%  +++ | 19%  ---- | 21%  -- | 26%  + | 23% | 18%  ---- | 22% | 29%  ++++ |
| NEITHER (3) | 16% | 17% | 13% | 17% | 17% | 17% | 16% | 18%  +++ | 14%  -- | 14%  -- | 18% | 18% | 20%  ++ | 14% | 16% |
| AGREE (4-5) | 50% | 50% | 58%  ++ | 48%  --- | 58%  ++++ | 44%  --- | 53%  ++++ | 47%  ---- | 57%  ++++ | 53% | 47%  -- | 53% | 52% | 56%  +++ | 48% |
| 1 - Strongly disagree | 16% | 16% | 10% | 18% | 10% | 20% | 14% | 17% | 12% | 14% | 18% | 13% | 11% | 14% | 19% |
| 2 | 9% | 9% | 6% | 9% | 6% | 9% | 9% | 10% | 7% | 7% | 8% | 10% | 7% | 9% | 10% |
| 3 | 16% | 17% | 13% | 17% | 17% | 17% | 16% | 18% | 14% | 14% | 18% | 18% | 20% | 14% | 16% |
| 4 | 17% | 17% | 22% | 17% | 19% | 16% | 18% | 18% | 17% | 18% | 17% | 18% | 15% | 22% | 18% |
| 5 - Strongly agree | 33% | 33% | 36% | 32% | 40% | 28% | 35% | 29% | 40% | 36% | 30% | 35% | 37% | 34% | 30% |
| No response | 9% | 8% | 12% | 8% | 9% | 10% | 9% | 8% | 10% | 12% | 9% | 6% | 10% | 7% | 7% |
| Chi2: | - | 99 |  | 99.9 |  | 99 |  | 99.9 |  | 95 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 3.48 | 3.45 | 3.77 | 3.38 | 3.79 | 3.25 | 3.57 | 3.35 | 3.73 | 3.62 | 3.36 | 3.55 | 3.67 | 3.59 | 3.32 |
| Standard Deviation: | 1.48 | 1.49 | 1.36 | 1.51 | 1.36 | 1.54 | 1.44 | 1.47 | 1.43 | 1.47 | 1.51 | 1.43 | 1.39 | 1.43 | 1.52 |
| Student's T: | \* | 90 | 99 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 95 | 99 | - | 99.9 | 90 | 99.9 |

| These ads talk about an important topIC | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1LE  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| DISAGREE (1-2) | 16% | 16% | 7%  ---- | 18%  + | 23%  ++++ | 20% | 23%  ++++ | 9%  ---- | 20%  ++ | 20%  + | 20%  ++ | 14% | 8%  ---- |
| NEITHER (3) | 14% | 12% | 13% | 13% | 14% | 19%  ++ | 16%  + | 13%  -- | 17%  + | 17%  + | 15% | 12% | 10%  --- |
| AGREE (4-5) | 67% | 71% | 77%  ++++ | 66% | 61%  --- | 58%  ---- | 57%  ---- | 76%  ++++ | 62%  -- | 61%  -- | 60%  --- | 71%  ++ | 79%  ++++ |
| 1 - Strongly disagree | 10% | 12% | 3% | 10% | 13% | 13% | 14% | 5% | 11% | 12% | 12% | 7% | 6% |
| 2 | 7% | 4% | 4% | 8% | 10% | 7% | 9% | 5% | 9% | 8% | 8% | 7% | 2% |
| 3 | 14% | 12% | 13% | 13% | 14% | 19% | 16% | 13% | 17% | 17% | 15% | 12% | 10% |
| 4 | 20% | 23% | 17% | 21% | 20% | 21% | 21% | 20% | 25% | 21% | 22% | 16% | 15% |
| 5 - Strongly agree | 46% | 48% | 59% | 44% | 41% | 37% | 37% | 56% | 37% | 40% | 38% | 56% | 64% |
| No response | 3% | 2% | 3% | 2% | 2% | 4% | 3% | 2% | 2% | 2% | 4% | 3% | 3% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 3.90 | 3.93 | 4.31 | 3.84 | 3.67 | 3.65 | 3.58 | 4.20 | 3.70 | 3.70 | 3.70 | 4.08 | 4.34 |
| Standard Deviation: | 1.34 | 1.36 | 1.05 | 1.36 | 1.44 | 1.39 | 1.45 | 1.14 | 1.35 | 1.38 | 1.39 | 1.29 | 1.14 |
| Student's T: | \* | - | 99.9 | - | 99.9 | 99 | 99.9 | 99.9 | 99.9 | 99 | 99 | 99 | 99.9 |

| These ads talk about an important topIC | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1LE  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| DISAGREE (1-2) | 16% | 17%  +++ | 8%  ---- | 19%  ++++ | 9%  ---- | 22%  ++++ | 14%  ---- | 20%  ++++ | 10%  ---- | 13%  -- | 20%  ++++ | 14%  - | 12%  --- | 13%  -- | 22%  ++++ |
| NEITHER (3) | 14% | 14% | 12% | 15%  ++ | 11%  - | 14% | 14% | 16%  ++++ | 11%  ---- | 15% | 14% | 14% | 11%  -- | 18%  +++ | 14% |
| AGREE (4-5) | 67% | 66%  -- | 76%  ++++ | 64%  ---- | 77%  ++++ | 62%  --- | 69%  ++++ | 62%  ---- | 75%  ++++ | 68% | 63%  -- | 71%  ++ | 75%  ++++ | 67% | 62%  ---- |
| 1 - Strongly disagree | 10% | 10% | 5% | 11% | 5% | 13% | 8% | 11% | 7% | 7% | 12% | 8% | 7% | 7% | 13% |
| 2 | 7% | 7% | 4% | 8% | 4% | 9% | 6% | 9% | 3% | 6% | 8% | 6% | 6% | 6% | 9% |
| 3 | 14% | 14% | 12% | 15% | 11% | 14% | 14% | 16% | 11% | 15% | 14% | 14% | 11% | 18% | 14% |
| 4 | 20% | 20% | 20% | 21% | 18% | 21% | 20% | 22% | 18% | 18% | 17% | 26% | 18% | 21% | 22% |
| 5 - Strongly agree | 46% | 46% | 56% | 43% | 59% | 41% | 49% | 40% | 57% | 50% | 46% | 45% | 56% | 46% | 40% |
| No response | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 4% | 5% | 2% | 1% | 2% | 2% | 3% |
| Chi2: | - | 99.9 |  | 99.9 |  | 99.9 |  | 99.9 |  | 99 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 3.90 | 3.86 | 4.23 | 3.78 | 4.25 | 3.69 | 3.98 | 3.73 | 4.20 | 4.02 | 3.79 | 3.95 | 4.15 | 3.94 | 3.69 |
| Standard Deviation: | 1.34 | 1.35 | 1.12 | 1.37 | 1.13 | 1.43 | 1.28 | 1.37 | 1.21 | 1.27 | 1.42 | 1.25 | 1.23 | 1.25 | 1.42 |
| Student's T: | \* | 99 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99 | 99 | - | 99.9 | - | 99.9 |

| These ads provide new information | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1LF  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| DISAGREE (1-2) | 38% | 36% | 28%  ---- | 40% | 43%  ++ | 43%  + | 47%  ++++ | 28%  ---- | 40% | 42%  + | 46%  ++++ | 32%  -- | 30%  ---- |
| NEITHER (3) | 24% | 18% | 26% | 26% | 22% | 20% | 22% | 25% | 21% | 24% | 23% | 25% | 27%  + |
| AGREE (4-5) | 31% | 37% | 37%  +++ | 29%  - | 28% | 28% | 24%  ---- | 38%  ++++ | 33% | 27%  - | 25%  --- | 35%  + | 33% |
| 1 - Strongly disagree | 21% | 22% | 12% | 23% | 28% | 25% | 30% | 13% | 21% | 24% | 28% | 18% | 17% |
| 2 | 17% | 14% | 16% | 18% | 15% | 18% | 18% | 16% | 19% | 18% | 17% | 15% | 13% |
| 3 | 24% | 18% | 26% | 26% | 22% | 20% | 22% | 25% | 21% | 24% | 23% | 25% | 27% |
| 4 | 20% | 25% | 25% | 18% | 19% | 17% | 17% | 23% | 23% | 18% | 17% | 21% | 20% |
| 5 - Strongly agree | 11% | 12% | 12% | 10% | 9% | 12% | 7% | 15% | 11% | 9% | 7% | 14% | 12% |
| No response | 7% | 9% | 10% | 6% | 7% | 9% | 6% | 8% | 5% | 7% | 7% | 8% | 10% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 2.81 | 2.89 | 3.10 | 2.75 | 2.63 | 2.69 | 2.51 | 3.12 | 2.83 | 2.67 | 2.55 | 2.99 | 2.97 |
| Standard Deviation: | 1.32 | 1.38 | 1.23 | 1.31 | 1.35 | 1.37 | 1.30 | 1.27 | 1.33 | 1.31 | 1.30 | 1.33 | 1.30 |
| Student's T: | \* | - | 99.9 | - | 99 | - | 99.9 | 99.9 | - | 95 | 99.9 | 99 | 99 |

| These ads provide new information | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1LF  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| DISAGREE (1-2) | 38% | 39%  +++ | 29%  --- | 41%  ++++ | 29%  ---- | 45%  ++++ | 35%  ---- | 41%  ++++ | 31%  ---- | 35%  -- | 41%  ++ | 36% | 31%  ---- | 38% | 43%  ++++ |
| NEITHER (3) | 24% | 24% | 25% | 23% | 25% | 19%  --- | 25%  +++ | 24% | 25% | 26%  + | 23% | 24% | 25% | 24% | 23% |
| AGREE (4-5) | 31% | 30%  -- | 39%  +++ | 29%  --- | 37%  +++ | 28% | 32%  ++ | 29%  -- | 35%  +++ | 29% | 28%  -- | 37%  ++++ | 35%  +++ | 32% | 28%  -- |
| 1 - Strongly disagree | 21% | 22% | 16% | 23% | 13% | 27% | 19% | 23% | 17% | 18% | 26% | 18% | 17% | 17% | 26% |
| 2 | 17% | 17% | 13% | 17% | 16% | 18% | 16% | 18% | 14% | 16% | 16% | 18% | 15% | 20% | 17% |
| 3 | 24% | 24% | 25% | 23% | 25% | 19% | 25% | 24% | 25% | 26% | 23% | 24% | 25% | 24% | 23% |
| 4 | 20% | 20% | 21% | 20% | 25% | 20% | 20% | 19% | 22% | 18% | 17% | 26% | 22% | 20% | 19% |
| 5 - Strongly agree | 11% | 10% | 19% | 10% | 12% | 8% | 12% | 10% | 13% | 11% | 11% | 11% | 14% | 12% | 9% |
| No response | 7% | 7% | 7% | 7% | 9% | 8% | 7% | 6% | 9% | 10% | 8% | 3% | 8% | 6% | 6% |
| Chi2: | - | 99 |  | 99.9 |  | 99.9 |  | 99.9 |  | 99 |  |  | 99 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 2.81 | 2.77 | 3.14 | 2.72 | 3.08 | 2.60 | 2.89 | 2.73 | 2.99 | 2.86 | 2.69 | 2.94 | 3.01 | 2.88 | 2.66 |
| Standard Deviation: | 1.32 | 1.31 | 1.35 | 1.32 | 1.25 | 1.34 | 1.31 | 1.31 | 1.31 | 1.29 | 1.36 | 1.29 | 1.31 | 1.30 | 1.32 |
| Student's T: | \* | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99 | 99.9 | - | 99 | 99 | 99.9 | - | 99.9 |

| These ads clearly convey that the Government of Canada has taken measures recently to address gun-related violence | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| T1LG  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| DISAGREE (1-2) | 27% | 26% | 16%  ---- | 29% | 30%  + | 36%  ++++ | 34%  ++++ | 20%  ---- | 28% | 28% | 35%  ++++ | 21%  --- | 23%  -- |
| NEITHER (3) | 24% | 20% | 30%  ++++ | 24% | 22% | 18%  --- | 22%  - | 26%  ++ | 22% | 29%  ++ | 19%  -- | 26% | 24% |
| AGREE (4-5) | 43% | 47% | 48%  +++ | 41% | 42% | 37%  -- | 38%  ---- | 48%  ++++ | 45% | 36%  --- | 39% | 46% | 45% |
| 1 - Strongly disagree | 15% | 17% | 6% | 16% | 20% | 17% | 21% | 9% | 13% | 14% | 22% | 14% | 12% |
| 2 | 12% | 9% | 10% | 12% | 11% | 19% | 13% | 11% | 15% | 14% | 14% | 7% | 11% |
| 3 | 24% | 20% | 30% | 24% | 22% | 18% | 22% | 26% | 22% | 29% | 19% | 26% | 24% |
| 4 | 26% | 28% | 31% | 26% | 24% | 23% | 25% | 28% | 31% | 22% | 25% | 25% | 26% |
| 5 - Strongly agree | 17% | 19% | 17% | 16% | 19% | 13% | 13% | 20% | 15% | 14% | 15% | 22% | 18% |
| No response | 6% | 7% | 6% | 6% | 5% | 10% | 6% | 6% | 5% | 7% | 6% | 7% | 8% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |
| Mean: | 3.19 | 3.24 | 3.47 | 3.13 | 3.12 | 2.98 | 2.96 | 3.42 | 3.21 | 3.09 | 2.97 | 3.36 | 3.30 |
| Standard Deviation: | 1.31 | 1.37 | 1.10 | 1.33 | 1.41 | 1.35 | 1.36 | 1.21 | 1.26 | 1.27 | 1.40 | 1.32 | 1.28 |
| Student's T: | \* | - | 99.9 | 90 | - | 99 | 99.9 | 99.9 | - | 90 | 99 | 99 | 90 |

| These ads clearly convey that the Government of Canada has taken measures recently to address gun-related violence | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| T1LG  Please indicate your level of agreement with the following statements about these ads. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| DISAGREE (1-2) | 27% | 27% | 21%  -- | 29%  ++++ | 18%  ---- | 32%  +++ | 25%  ---- | 29%  +++ | 22%  ---- | 24% | 28% | 27% | 21%  ---- | 26% | 30%  ++ |
| NEITHER (3) | 24% | 24% | 21% | 23%  -- | 28%  ++ | 22% | 24% | 24% | 24% | 25% | 23% | 24% | 24% | 26% | 24% |
| AGREE (4-5) | 43% | 42%  -- | 52%  +++ | 42%  - | 49%  +++ | 41% | 44%  ++ | 41%  - | 47%  ++ | 43% | 41% | 46%  + | 49%  ++++ | 43% | 41% |
| 1 - Strongly disagree | 15% | 15% | 10% | 16% | 9% | 18% | 13% | 16% | 11% | 14% | 17% | 12% | 10% | 12% | 18% |
| 2 | 12% | 12% | 11% | 13% | 9% | 13% | 12% | 13% | 10% | 11% | 11% | 15% | 11% | 14% | 12% |
| 3 | 24% | 24% | 21% | 23% | 28% | 22% | 24% | 24% | 24% | 25% | 23% | 24% | 24% | 26% | 24% |
| 4 | 26% | 26% | 31% | 25% | 31% | 25% | 27% | 26% | 28% | 25% | 25% | 30% | 30% | 25% | 26% |
| 5 - Strongly agree | 17% | 16% | 22% | 17% | 17% | 15% | 17% | 16% | 19% | 18% | 16% | 16% | 19% | 19% | 15% |
| No response | 6% | 6% | 5% | 6% | 5% | 5% | 6% | 6% | 8% | 8% | 8% | 3% | 6% | 6% | 5% |
| Chi2: | - | 95 |  | 99.9 |  | 95 |  | 99 |  | - |  |  | 99 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |
| Mean: | 3.19 | 3.17 | 3.45 | 3.14 | 3.42 | 3.06 | 3.25 | 3.12 | 3.34 | 3.24 | 3.13 | 3.23 | 3.38 | 3.26 | 3.08 |
| Standard Deviation: | 1.31 | 1.31 | 1.26 | 1.34 | 1.17 | 1.35 | 1.28 | 1.32 | 1.27 | 1.30 | 1.34 | 1.26 | 1.24 | 1.28 | 1.34 |
| Student's T: | \* | 95 | 99 | 99.9 | 99.9 | 95 | 99.9 | 99 | 99.9 | - | - | - | 99.9 | - | 99 |

| Which of the following categories best describes your current employment status? Are you... | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Working full-time (30 or more hours per week) | 45% | 43% | 46% | 44% | 45% | 43% | 53%  ++++ | 37%  ---- | 66%  ++++ | 63%  ++++ | 57%  ++++ | 28%  ---- | 4%  ---- |
| Working part-time (less than 30 hours per week) | 6% | 7% | 4% | 6% | 5% | 7% | 3%  ---- | 8%  ++++ | 6% | 6% | 5% | 6% | 4% |
| Self-employed | 9% | 2%  -- | 8% | 10% | 10% | 11% | 11%  ++ | 7%  --- | 5%  ---- | 14%  ++++ | 15%  ++++ | 12%  ++ | 3%  ---- |
| Unemployed, but looking for work | 3% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 4%  +++ | 2% | 3% | 2% | 0%  ---- |
| A student attending full-time school | 3% | 4% | 3% | 2% | 3% | 3% | 3% | 2% | 9%  ++++ | 1%  - | 0%  ---- | 0%  ---- | 0%  ---- |
| Retired | 25% | 28% | 30%  ++ | 25% | 21%  -- | 23% | 23%  - | 28%  +++ | 0%  ---- | 1%  ---- | 3%  ---- | 37%  ++++ | 88%  ++++ |
| Not in the workforce (Full-time homemaker, unemployed but not looking for work) | 5% | 8% | 4% | 5% | 7%  + | 6% | 2%  ---- | 9%  ++++ | 3%  -- | 7% | 10%  ++++ | 8%  ++ | 1%  ---- |
| Other employment status | 3% | 4% | 2% | 3% | 4% | 4% | 2%  --- | 4%  + | 5%  ++ | 3% | 3% | 3% | 1%  --- |
| Prefer not to say | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 3% | 3% | 0% |
| Chi2: | - | - |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Which of the following categories best describes your current employment status? Are you... | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Working full-time (30 or more hours per week) | 45% | 44% | 46% | 46%  ++ | 44% | 61%  ++++ | 39%  ---- | 75%  ++++ | 0%  ---- | 30%  ---- | 42%  - | 61%  ++++ | 25%  ---- | 47% | 66%  ++++ |
| Working part-time (less than 30 hours per week) | 6% | 6% | 5% | 6% | 6% | 7% | 5% | 9%  ++++ | 0%  ---- | 6% | 5% | 6% | 7% | 5% | 4%  -- |
| Self-employed | 9% | 9% | 9% | 9% | 9% | 13%  ++++ | 8%  ---- | 15%  ++++ | 0%  ---- | 7%  - | 11%  ++ | 8% | 8% | 8% | 10%  + |
| Unemployed, but looking for work | 3% | 3% | 1% | 3% | 1%  - | 2% | 3% | 0%  ---- | 7%  ++++ | 3% | 3% | 2% | 5%  ++++ | 2% | 1%  --- |
| A student attending full-time school | 3% | 2%  ---- | 4%  + | 2% | 3% | 2% | 3% | 0%  ---- | 8%  ++++ | 4%  + | 1%  ---- | 4%  ++ | 4%  ++ | 3% | 1%  --- |
| Retired | 25% | 25% | 28% | 24%  --- | 29%  + | 1%  ---- | 34%  ++++ | 0%  ---- | 70%  ++++ | 35%  ++++ | 29%  +++ | 13%  ---- | 38%  ++++ | 27% | 12%  ---- |
| Not in the workforce (Full-time homemaker, unemployed but not looking for work) | 5% | 6%  +++ | 2%  -- | 6%  ++ | 4%  - | 7%  ++ | 5%  -- | 0%  ---- | 15%  ++++ | 10%  ++++ | 5% | 2%  ---- | 8%  ++ | 6% | 2%  ---- |
| Other employment status | 3% | 4% | 2% | 3% | 3% | 5%  ++ | 3%  -- | 0%  ---- | 0%  ---- | 3% | 3% | 3% | 5%  +++ | 2%  -- | 2%  - |
| Prefer not to say | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 1% |
| Chi2: | - | 90 |  | - |  | 99.9 |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| What is the highest level of formal education that you have completed? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Grade 8 or less | 0% | 0% | 1%  ++ | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% |
| Some high school | 3% | 4% | 2% | 3% | 4% | 3% | 3% | 3% | 1%  --- | 2% | 4% | 5%  ++ | 4% |
| High school diploma or equivalent | 25% | 28% | 20%  --- | 26% | 28% | 25% | 24% | 26% | 14%  ---- | 20%  -- | 26% | 33%  ++++ | 35%  ++++ |
| Registered Apprenticeship or other trades certificate or diploma | 6% | 5% | 8% | 3%  ---- | 10%  +++ | 8% | 10%  ++++ | 3%  ---- | 5%  - | 8% | 7% | 6% | 7% |
| College, CEGEP or other non-university certificate or diploma | 24% | 22% | 27%  + | 25% | 19%  --- | 23% | 22%  -- | 26%  + | 14%  ---- | 31%  ++++ | 30%  +++ | 28%  + | 23% |
| University certificate or diploma below bachelor's level | 8% | 6% | 10% | 6%  -- | 10%  + | 9% | 7% | 9% | 5%  -- | 6%  - | 9% | 9% | 13%  ++++ |
| Bachelor's degree | 19% | 18% | 18% | 19% | 19% | 19% | 19% | 19% | 36%  ++++ | 16% | 13%  --- | 10%  ---- | 9%  ---- |
| Post graduate degree above bachelor's level | 13% | 16% | 13% | 15%  ++ | 9%  --- | 11% | 14% | 12% | 24%  ++++ | 14% | 7%  ---- | 7%  ---- | 8%  ---- |
| Prefer not to say | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 2% |
| Chi2: | - | (99.9) |  |  |  |  | (99.9) |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| What is the highest level of formal education that you have completed? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Grade 8 or less | 0% | 0% | 0% | 0%  -- | 1%  ++ | 0% | 0% | 0% | 0% | 1%  ++++ | 0%  -- | 0% | 1% | 0% | 0% |
| Some high school | 3% | 3% | 3% | 3%  + | 2%  - | 3% | 3% | 2%  --- | 5%  ++++ | 11%  ++++ | 0%  ---- | 0%  ---- | 6%  ++++ | 2% | 2%  -- |
| High school diploma or equivalent | 25% | 26%  +++ | 19%  -- | 26%  ++ | 23% | 18%  ---- | 27%  ++++ | 19%  ---- | 35%  ++++ | 88%  ++++ | 0%  ---- | 0%  ---- | 35%  ++++ | 25% | 16%  ---- |
| Registered Apprenticeship or other trades certificate or diploma | 6% | 6% | 5% | 6% | 7% | 7% | 6% | 6% | 6% | 0%  ---- | 16%  ++++ | 0%  ---- | 5% | 8% | 7% |
| College, CEGEP or other non-university certificate or diploma | 24% | 25%  +++ | 17%  -- | 23% | 27% | 29%  +++ | 22%  ---- | 25% | 23% | 0%  ---- | 62%  ++++ | 0%  ---- | 24% | 26% | 22% |
| University certificate or diploma below bachelor's level | 8% | 8% | 8% | 8% | 11%  + | 8% | 8% | 6%  ---- | 12%  ++++ | 0%  ---- | 21%  ++++ | 0%  ---- | 9% | 7% | 9% |
| Bachelor's degree | 19% | 18%  -- | 25%  +++ | 19% | 16% | 19% | 19% | 23%  ++++ | 10%  ---- | 0%  ---- | 0%  ---- | 59%  ++++ | 14%  ---- | 19% | 23%  ++++ |
| Post graduate degree above bachelor's level | 13% | 11%  ---- | 22%  ++++ | 12%  - | 14% | 14% | 13% | 17%  ++++ | 8%  ---- | 0%  ---- | 0%  ---- | 41%  ++++ | 6%  ---- | 12% | 20%  ++++ |
| Prefer not to say | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | 1% |
| Chi2: | - | (99.9) |  | (95) |  | (99) |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Are there any children under the age of 18 currently living in your household? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D3 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes | 25% | 22% | 25% | 24% | 29%  ++ | 22% | 24% | 26% | 24% | 59%  ++++ | 42%  ++++ | 4%  ---- | 1%  ---- |
| No | 74% | 77% | 75% | 75% | 70%  -- | 76% | 75% | 73% | 75% | 39%  ---- | 56%  ---- | 95%  ++++ | 99%  ++++ |
| Prefer not to say | 1% | 1% | 0% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 0% |
| Chi2: | - | - |  |  |  |  | - |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Are there any children under the age of 18 currently living in your household? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes | 25% | 25% | 21% | 25% | 28% | 100%  ++++ | 0%  ---- | 34%  ++++ | 9%  ---- | 18%  ---- | 28%  +++ | 25% | 12%  ---- | 22%  - | 38%  ++++ |
| No | 74% | 74% | 77% | 75% | 72% | 0%  ---- | 100%  ++++ | 65%  ---- | 91%  ++++ | 81%  ++++ | 70%  ---- | 74% | 88%  ++++ | 78%  ++ | 61%  ---- |
| Prefer not to say | 1% | 1% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 2% | 1% | 0% | 1% | 1% |
| Chi2: | - | - |  | - |  | 99.9 |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D4 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Under $20,000 | 4% | 8%  + | 5% | 4% | 3% | 5% | 3%  ---- | 6%  +++ | 4% | 2%  -- | 5% | 7%  ++ | 5% |
| Between $20,000 and $39,999 | 11% | 15% | 15%  +++ | 7%  ---- | 9% | 13% | 8%  ---- | 13%  ++++ | 7%  --- | 10% | 7%  -- | 11% | 18%  ++++ |
| Between $40,000 and $59,999 | 12% | 11% | 15%  ++ | 11% | 13% | 11% | 10%  -- | 14%  ++ | 10%  - | 10% | 8%  -- | 13% | 20%  ++++ |
| Between $60,000 and $79,999 | 13% | 13% | 17%  +++ | 11%  - | 10% | 13% | 13% | 12% | 14% | 9%  -- | 9%  -- | 11% | 18%  ++++ |
| Between $80,000 and $99,999 | 11% | 17%  ++ | 9% | 11% | 12% | 12% | 12% | 11% | 13% | 13% | 10% | 14% | 8%  --- |
| Between $100,000 and $149,999 | 20% | 22% | 17%  - | 21% | 22% | 19% | 24%  ++++ | 16%  ---- | 24%  +++ | 23% | 22% | 16%  -- | 13%  ---- |
| $150,000 or above | 16% | 5%  --- | 13%  -- | 20%  ++++ | 17% | 14% | 20%  ++++ | 12%  ---- | 17% | 24%  ++++ | 25%  ++++ | 11%  --- | 4%  ---- |
| Prefer not to say | 13% | 9% | 10% | 15% | 15% | 14% | 11% | 15% | 10% | 10% | 14% | 18% | 15% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | 99.9 |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Which of the following categories best describes your total annual household income, including income from all household members, before taxes are deducted? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Under $20,000 | 4% | 4% | 4% | 4% | 4% | 1%  ---- | 6%  ++++ | 1%  ---- | 9%  ++++ | 10%  ++++ | 3%  --- | 2%  ---- | 16%  ++++ | 0%  ---- | 0%  ---- |
| Between $20,000 and $39,999 | 11% | 11% | 10% | 10%  - | 13%  + | 6%  ---- | 12%  ++++ | 7%  ---- | 16%  ++++ | 15%  ++++ | 12% | 5%  ---- | 39%  ++++ | 0%  ---- | 0%  ---- |
| Between $40,000 and $59,999 | 12% | 13%  + | 9% | 12% | 15%  ++ | 6%  ---- | 14%  ++++ | 11%  -- | 15%  +++ | 15%  ++ | 12% | 10%  -- | 45%  ++++ | 0%  ---- | 0%  ---- |
| Between $60,000 and $79,999 | 13% | 12% | 16%  + | 12%  - | 17%  +++ | 9%  --- | 14%  +++ | 11%  -- | 16%  ++++ | 14% | 13% | 11% | 0%  ---- | 52%  ++++ | 0%  ---- |
| Between $80,000 and $99,999 | 11% | 11% | 11% | 12% | 11% | 12% | 11% | 13%  +++ | 9%  -- | 10% | 12% | 12% | 0%  ---- | 48%  ++++ | 0%  ---- |
| Between $100,000 and $149,999 | 20% | 20% | 18% | 21% | 18% | 29%  ++++ | 17%  ---- | 25%  ++++ | 12%  ---- | 14%  ---- | 22% | 24%  +++ | 0%  ---- | 0%  ---- | 56%  ++++ |
| $150,000 or above | 16% | 16% | 17% | 17%  + | 14% | 26%  ++++ | 12%  ---- | 23%  ++++ | 4%  ---- | 9%  ---- | 13%  -- | 25%  ++++ | 0%  ---- | 0%  ---- | 44%  ++++ |
| Prefer not to say | 13% | 13% | 16% | 13% | 8% | 11% | 13% | 9% | 17% | 13% | 13% | 11% | 0% | 0% | 0% |
| Chi2: | - | - |  | 95 |  | 99.9 |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Where were you born? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D5 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Born in Canada | 87% | 97%  ++++ | 88% | 84%  --- | 92%  ++++ | 80%  ---- | 86% | 87% | 83%  -- | 89% | 88% | 91%  +++ | 85% |
| Born outside Canada (Specify the country): | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| UNITED KINGDOM, IRELAND, WALES, SCOTLAND | 2% | 2% | 1%  -- | 3%  ++ | 1%  - | 3% | 2% | 2% | 1%  -- | 0%  --- | 2% | 2% | 6%  ++++ |
| OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...) | 2% | 1% | 4%  ++++ | 1% | 0%  -- | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 3%  +++ |
| NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND...) | 0% | 0% | 0% | 1% | 0% | 1% | 1%  ++ | 0%  -- | 0% | 1% | 0% | 0% | 1% |
| EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....) | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 1%  ++ | 0% | 1% |
| SOUTH ASIA (PAKISTAN, INDIA...) | 1% | 0% | 0%  -- | 2%  ++++ | 0%  - | 1% | 2%  + | 1% | 2%  ++++ | 1% | 0%  - | 1% | 1% |
| SOUTH EAST ASIA (CHINA, HONG, KONG...) | 1% | 0% | 2% | 1% | 0%  - | 3%  +++ | 2% | 1% | 3%  ++++ | 1% | 1% | 0%  -- | 0%  --- |
| CARIBBEAN (JAMAICA, HAITI...) | 1% | 0% | 0% | 1%  +++ | 0% | 0% | 0% | 1% | 0% | 1% | 1%  ++ | 1% | 0%  -- |
| CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR... | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 2%  ++++ | 0% | 0% | 0% | 0% |
| AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...) | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% |
| RUSSIA | 0% | 0% | 0% | 0%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...) | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 1%  +++ | 1% | 0% | 0% | 0%  - |
| U.S.A | 1% | 0% | 1% | 1% | 1% | 3%  +++ | 1% | 1% | 1% | 1% | 1% | 2% | 2% |
| OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI) | 1% | 0% | 1% | 0%  -- | 1% | 2%  ++++ | 1% | 1% | 1% | 1% | 1% | 0% | 1% |
| Prefer not to say | 2% | 0% | 2% | 2% | 2% | 3% | 2% | 1% | 3% | 3% | 1% | 1% | 0% |
| Chi2: | - | (99.9) |  |  |  |  | - |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Where were you born? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Born in Canada | 87% | 100%  ++++ | 0%  ---- | 91%  ++++ | 92%  ++++ | 88% | 87% | 86% | 87% | 90%  +++ | 89%  +++ | 80%  ---- | 89%  + | 86% | 87% |
| Born outside Canada (Specify the country): | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| UNITED KINGDOM, IRELAND, WALES, SCOTLAND | 2% | 0%  ---- | 19%  ++++ | 3%  ++++ | 0%  --- | 1%  -- | 3%  ++ | 1%  ---- | 4%  ++++ | 2% | 3%  ++ | 2% | 2% | 3% | 2% |
| OTHER WESTERN EUROPE (FRANCE, GERMAN, BELGIUM...) | 2% | 0%  ---- | 14%  ++++ | 0%  ---- | 3%  ++++ | 1% | 2%  + | 1%  - | 2% | 1% | 1% | 3%  +++ | 1% | 2% | 2% |
| NORTHERN EUROPE, SCANDANAVIAN (NETHERLANDS, HOLLAND...) | 0% | 0%  ---- | 4%  ++++ | 0%  ---- | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 1% |
| EASTERN/CENTRAL EUROPE (POLAND, ROMANIA....) | 0% | 0%  ---- | 3%  ++++ | 0%  ---- | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0%  - |
| SOUTH ASIA (PAKISTAN, INDIA...) | 1% | 0%  ---- | 9%  ++++ | 1%  -- | 0%  -- | 1% | 1% | 1%  + | 1% | 0%  --- | 0%  --- | 3%  ++++ | 1% | 1% | 1% |
| SOUTH EAST ASIA (CHINA, HONG, KONG...) | 1% | 0%  ---- | 10%  ++++ | 1%  --- | 0%  -- | 1% | 1% | 2%  ++ | 0%  -- | 1% | 1% | 2%  ++ | 1% | 2%  ++ | 1% |
| CARIBBEAN (JAMAICA, HAITI...) | 1% | 0%  ---- | 6%  ++++ | 1% | 0% | 2%  +++ | 0%  --- | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% |
| CENTRAL/SOUTH/LATIN AMERICA (COLUMBIA, GUYANA, EL SAVADOR... | 1% | 0%  ---- | 7%  ++++ | 0%  ---- | 0% | 0% | 1% | 1% | 1% | 1% | 0%  -- | 1%  ++ | 1% | 1% | 0%  - |
| AFRICA (SOUTH AFRICA, ZIMBABWE, NIGERIA...) | 1% | 0%  ---- | 7%  ++++ | 0%  --- | 1% | 1% | 1%  -- | 1%  ++ | 0%  -- | 1% | 1% | 1% | 1% | 0% | 1% |
| RUSSIA | 0% | 0%  ---- | 1%  ++++ | 0%  - | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| WESTERN/CENTRAL ASIA (LEBANON, IRAN, ISRAEL...) | 1% | 0%  ---- | 4%  ++++ | 0%  ---- | 0% | 1% | 1% | 0% | 0% | 0% | 0%  --- | 1%  ++++ | 0% | 0% | 1% |
| U.S.A | 1% | 0%  ---- | 10%  ++++ | 1%  + | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% |
| OCEANIA (NEW ZEALAND, AUSTRALIA, FIJI) | 1% | 0%  ---- | 6%  ++++ | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% |
| Prefer not to say | 2% | 0% | 0% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% |
| Chi2: | - | (99.9) |  | (99.9) |  | (95) |  | (99.9) |  | (99.9) |  |  | - |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| In what year did you first move to Canada? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| AD6 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 228 | 4 | 49 | 107 | 22 | 46 | 107 | 118 | 77 | 26 | 35 | 28 | 63 |
| Total: | 227 | 4 | 43 | 107 | 25 | 48 | 135 | 89 | 57 | 28 | 36 | 33 | 73 |
| <1950 | 2% | 0% | 0% | 1% | 8% | 4% | 4% | 1% | 0% | 0% | 0% | 0% | 8%  ++++ |
| 1951-1970 | 20% | 19% | 15% | 21% | 27% | 22% | 22% | 20% | 0%  ---- | 0% | 0%  ---- | 36%  ++ | 58%  ++++ |
| 1971-1990 | 26% | 51% | 40%  ++ | 24% | 21% | 16%  - | 22% | 30% | 8%  ---- | 25% | 41%  ++ | 50%  +++ | 30% |
| 1991-2010 | 33% | 0% | 17%  --- | 41%  ++ | 21% | 40% | 33% | 32% | 59%  ++++ | 48% | 35% | 10%  --- | 4%  ---- |
| 2011+ | 18% | 30% | 29%  ++ | 13%  -- | 23% | 17% | 20% | 17% | 33%  ++++ | 27% | 24% | 4%  -- | 0%  ---- |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  | - |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 6.50 | 49.00 | 14.94 | 9.47 | 19.60 | 14.14 | 8.43 | 10.39 | 12.98 | 18.52 | 16.33 | 17.06 | 11.47 |
| Mean: | 225 | 57 | 210 | 275 | 119 | 329 | 223 | 231 | 270 | 160 | 194 | 158 | 296 |
| Standard Deviation: | 630 | 334 | 613 | 687 | 472 | 740 | 627 | 637 | 686 | 543 | 592 | 537 | 704 |
| Student's T: | \* | 99.9 | - | 99 | 99.9 | 99 | - | - | 90 | 95 | - | 95 | 95 |

| In what year did you first move to Canada? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| AD6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 228 | 0 | 228 | 123 | 28 | 49 | 175 | 137 | 81 | 48 | 70 | 108 | 54 | 65 | 77 |
| Total: | 227 | 0 | 227 | 130 | 25 | 47 | 177 | 130 | 89 | 51 | 74 | 99 | 52 | 65 | 81 |
| <1950 | 2% | 0% | 2% | 3% | 0% | 0% | 3% | 0%  --- | 6%  +++ | 3% | 3% | 1% | 3% | 2% | 2% |
| 1951-1970 | 20% | 0% | 20% | 25%  + | 10% | 3%  ---- | 26%  ++++ | 7%  ---- | 46%  ++++ | 34%  +++ | 31%  +++ | 8%  ---- | 22% | 25% | 12%  -- |
| 1971-1990 | 26% | 0% | 26% | 27% | 32% | 20% | 29% | 21%  -- | 31% | 21% | 37%  ++ | 22% | 35%  + | 18%  - | 22% |
| 1991-2010 | 33% | 0% | 33% | 34% | 18% | 45%  ++ | 29%  -- | 48%  ++++ | 10%  ---- | 21%  -- | 21%  -- | 46%  ++++ | 21%  -- | 37% | 44%  ++ |
| 2011+ | 18% | 0% | 18% | 11%  --- | 40% | 32%  +++ | 14%  --- | 24%  +++ | 7%  ---- | 21% | 7%  --- | 23%  + | 18% | 17% | 19% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | (99) |  | (99.9) |  | (99.9) |  | (99.9) |  |  | - |  |  |
| Margin of Error,around 50% | 6.50 | \* | 6.50 | 8.60 | 19.60 | 14.29 | 7.37 | 8.60 | 10.39 | 13.72 | 11.39 | 9.85 | 13.59 | 12.16 | 10.89 |
| Mean: | 225 | 0 | 1915 | 160 | 130 | 195 | 232 | 231 | 221 | 170 | 178 | 337 | 194 | 266 | 214 |
| Standard Deviation: | 630 | 0 | 378 | 541 | 493 | 595 | 638 | 639 | 623 | 555 | 567 | 748 | 590 | 677 | 617 |
| Student's T: | \* | 99.9 | 99.9 | 99.9 | 99.9 | - | - | - | - | 99 | 99 | 99.9 | - | - | - |

| What is the language you first learned at home as a child and still understand? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D7 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| English | 75% | 96%  ++++ | 24%  ---- | 89%  ++++ | 93%  ++++ | 91%  ++++ | 77%  + | 73%  -- | 81%  ++++ | 71%  -- | 77% | 74% | 71%  -- |
| French | 21% | 9%  ---- | 76%  ++++ | 5%  ---- | 3%  ---- | 3%  ---- | 21% | 22% | 15%  ---- | 28%  ++++ | 20% | 21% | 25%  ++ |
| WESTERN EUROPEAN LANGUAGES (GERMAN, GREEK, ITALIAN...) | 2% | 0%  - | 4%  + | 3% | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 4%  + | 3% |
| NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...) | 1% | 1% | 0%  - | 0% | 1% | 1%  ++ | 1% | 0% | 0% | 0%  - | 1% | 1% | 1%  + |
| EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGAR | 1% | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 0% | 1% | 2%  +++ | 1% | 1% |
| SOUTH ASIAN LANGUAGES (URDU, HINDI...) | 1% | 0% | 0%  -- | 3%  ++++ | 0%  - | 1% | 1% | 1% | 2%  +++ | 1% | 1% | 1% | 1% |
| SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...) | 1% | 0% | 1% | 1% | 1% | 3%  ++ | 1% | 1% | 3%  ++++ | 1% | 1% | 0%  -- | 0%  -- |
| AFRICAN LANGUAGES | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 1%  +++ | 0% | 0% | 0% | 0% |
| RUSSIAN | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...) | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 0% | 1%  ++++ | 0% | 0% | 0% | 0%  - |
| INDIGENOUS LANGUAGES | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% |
| SPANISH | 1% | 0% | 1% | 0% | 1% | 1% | 0%  - | 1% | 2%  ++++ | 0%  - | 0% | 1% | 0%  - |
| CREOLE | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% |
| Other language, specify: | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++ |
| Prefer not to say | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 2% | 0% |
| Chi2: | - | (99.9) |  |  |  |  | - |  | (99.9) |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| What is the language you first learned at home as a child and still understand? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| English | 75% | 79%  ++++ | 53%  ---- | 100%  ++++ | 16%  ---- | 75% | 76% | 77% | 74% | 79%  ++ | 74% | 74% | 72%  -- | 74% | 79%  ++ |
| French | 21% | 23%  ++++ | 12%  ---- | 5%  ---- | 100%  ++++ | 24% | 20% | 21% | 21% | 19% | 24%  +++ | 20% | 25%  +++ | 24%  + | 19%  - |
| WESTERN EUROPEAN LANGUAGES (GERMAN, GREEK, ITALIAN...) | 2% | 1%  ---- | 9%  ++++ | 0%  ---- | 0%  --- | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 2% | 3% | 3% |
| NORTHERN EUROPEAN LANGUAGES (SWEDISH, DANISH, FINNISH...) | 1% | 0%  ---- | 3%  ++++ | 0%  ---- | 0%  - | 0% | 1% | 0%  - | 1%  ++ | 1% | 0% | 1% | 1% | 0% | 1% |
| EASTERN//CENTRAL EUROPEAN EUROPEAN LANGUAGES (POLISH, HUNGAR | 1% | 1%  --- | 3%  ++++ | 0%  ---- | 0%  -- | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0%  -- | 1% |
| SOUTH ASIAN LANGUAGES (URDU, HINDI...) | 1% | 0%  ---- | 7%  ++++ | 1%  ---- | 0%  -- | 2%  + | 1% | 2%  + | 1% | 0%  --- | 0%  --- | 3%  ++++ | 1% | 1% | 1% |
| SOUTHEAST ASIAN LANGUAGES (MANDARIN, JAPANESE...) | 1% | 0%  ---- | 8%  ++++ | 1%  ---- | 0%  --- | 1% | 1% | 2% | 1%  - | 1% | 1%  - | 2%  +++ | 1% | 2% | 1% |
| AFRICAN LANGUAGES | 0% | 0%  ---- | 3%  ++++ | 0%  --- | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1%  +++ | 0% | 0%  -- |
| RUSSIAN | 0% | 0%  ---- | 2%  ++++ | 0%  --- | 0% | 0% | 0% | 0% | 0% | 0% | 0%  - | 0% | 0% | 0% | 0% |
| WESTERN/CENTRAL ASIAN LANGUAGES (FARSI, IRANIAN...) | 1% | 0%  ---- | 3%  ++++ | 0%  ---- | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1%  ++ | 0%  - | 1% | 1% |
| INDIGENOUS LANGUAGES | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| SPANISH | 1% | 0%  ---- | 4%  ++++ | 0%  ---- | 0% | 1% | 1% | 1% | 1% | 1% | 0%  -- | 1%  +++ | 1% | 1% | 0%  -- |
| CREOLE | 0% | 0%  ---- | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0%  ++ | 0% | 0% |
| Other language, specify: | 0% | 0% | 1%  + | 0%  --- | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 0% |
| Chi2: | - | (99.9) |  | (99.9) |  | - |  | - |  | (99.9) |  |  | (95) |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |

| Do you live in a household where there are firearms present? | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | Gender | | Age | | | | |
|  | Total | Atl. | QC | ON | Prair. | BC-Terr. | Male | Female | <35 | 35-44 | 45-54 | 55-64 | 65 up |
| D8 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 138 | 466 | 776 | 361 | 278 | 960 | 1017 | 569 | 326 | 359 | 347 | 417 |
| Total: | 2019 | 110 | 428 | 814 | 387 | 280 | 1193 | 784 | 430 | 365 | 372 | 385 | 467 |
| Yes | 16% | 18% | 11%  --- | 12%  ---- | 25%  ++++ | 21%  +++ | 19%  ++++ | 12%  ---- | 15% | 16% | 19%  + | 14% | 14% |
| No | 80% | 77% | 87%  ++++ | 84%  ++++ | 66%  ---- | 73%  --- | 76%  ---- | 83%  ++++ | 81% | 79% | 74%  --- | 80% | 83%  + |
| Prefer not to say/Don't know | 5% | 5% | 2% | 4% | 9% | 7% | 5% | 4% | 4% | 5% | 7% | 6% | 3% |
| Chi2: | - | 99.9 |  |  |  |  | 99.9 |  | - |  |  |  |  |
| Margin of Error,around 50% | 2.18 | 9.34 | 4.74 | 3.43 | 4.98 | 5.86 | 2.84 | 3.50 | 4.73 | 5.13 | 5.08 | 4.99 | 4.53 |

| Do you live in a household where there are firearms present? | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Born in Canada | | First language | | Children under 18 | | Employed | | Education | | | Income | | |
|  | Total | Yes | No | English | French | Yes | No | Yes | No | HS | Coll. | Univ. | <$60K | $60K- $100K | $100K+ |
| D8 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2019 | 1748 | 237 | 1523 | 426 | 497 | 1498 | 1192 | 727 | 566 | 776 | 640 | 549 | 483 | 719 |
| Total: | 2019 | 1749 | 235 | 1550 | 402 | 487 | 1508 | 1177 | 749 | 593 | 806 | 580 | 527 | 478 | 746 |
| Yes | 16% | 17%  ++++ | 8%  ---- | 17%  ++ | 14% | 20%  +++ | 14%  -- | 16% | 15% | 19%  +++ | 18%  ++ | 10%  ---- | 11%  --- | 17% | 20%  ++++ |
| No | 80% | 78%  ---- | 89%  ++++ | 78%  ---- | 84%  ++ | 75%  --- | 81%  +++ | 79% | 82%  + | 77%  -- | 76%  --- | 87%  ++++ | 85%  ++++ | 79% | 76%  --- |
| Prefer not to say/Don't know | 5% | 5% | 3% | 6% | 2% | 5% | 4% | 5% | 3% | 4% | 6% | 2% | 3% | 4% | 4% |
| Chi2: | - | 99.9 |  | 90 |  | 99 |  | - |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.18 | 2.34 | 6.39 | 2.49 | 4.89 | 4.44 | 2.52 | 2.86 | 3.58 | 4.02 | 3.45 | 4.07 | 4.27 | 4.48 | 3.59 |