

1. Ontario's retailing system for beer wine and hard liquor is currently comprised of 640 Liquor Control Board of Ontario stores, 445 stores operated by The Beer Store, 465 Ontario winery retail stores and 215 rural agency stores. How satisfied would you say you presently are with that beer, wine and hard liquor retailing system?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Very satisfied	297	141	64	26	38	16	81	36	83	41	77	220
	37%	40%	44%	26%	33%	30%	39%	31%	45%	29%	33%	39%
		C	C*	*		**		*	I			
Somewhat satisfied	352	144	61	50	50	26	87	57	79	66	103	247
	44%	41%	43%	50%	44%	49%	42%	50%	42%	48%	44%	44%
			*	*		**		*				
Somewhat dissatisfied	102	47	16	11	15	9	21	16	16	24	34	67
	13%	13%	11%	11%	13%	18%	10%	14%	8%	17%	15%	12%
			*	*		**		*		H		
Very dissatisfied	50	18	3	12	11	2	21	6	8	7	18	32
	6%	5%	2%	13%	10%	3%	10%	5%	4%	5%	8%	6%
			*	AB*	B	**		*				
Summary												
Top2Box (Very/ Somewhat satisfied)	649	285	125	76	88	42	168	93	163	107	180	467
	81%	81%	87%	77%	77%	79%	80%	81%	87%	77%	77%	82%
			*	*		**		*	I			
Low2Box (Very/ Somewhat dissatisfied)	152	65	19	23	26	11	42	22	24	31	53	99
	19%	19%	13%	23%	23%	21%	20%	19%	13%	23%	23%	18%
			*	*		**		*		H		

- Column Proportions:

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

- Column Means:

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

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2. Thinking about the number of retail locations in Ontario where you can currently purchase beer, wine and hard liquor, do you think Ontario has:

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Too many retail locations	66	31	9	9	5	5	25	10	15	5	18	47
	8%	9%	6%	9%	5%	9%	12%	8%	8%	4%	8%	8%
Just the right number of retail locations			*	*		**		*				
	515	224	104	62	68	32	131	71	131	83	143	370
	64%	64%	72%	63%	60%	61%	63%	62%	70%	60%	61%	65%
Not enough retail locations			*	*		**		*				
	220	95	31	28	41	16	53	34	41	50	72	148
	27%	27%	22%	28%	36%	30%	25%	30%	22%	36%	31%	26%
			*	*	B	**		*		H		

- Column Proportions:

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

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

- Column Means:

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

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

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3. How confident are you in the current liquor retailing system's ability to ensure that beer, wine and hard liquor isn't sold to minors or intoxicated individuals?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Very confident	255	115	39	25	37	27	67	29	68	38	64	189
	32%	33%	27%	25%	33%	52%	32%	26%	36%	28%	28%	33%
Somewhat confident	394	174	63	64	60	16	90	67	97	72	121	272
	49%	50%	44%	65%	53%	30%	43%	58%	52%	52%	52%	48%
			*	AB*		**		F*				
Not very confident	102	38	31	6	13	5	36	11	15	22	31	71
	13%	11%	22%	6%	11%	9%	17%	9%	8%	16%	13%	13%
			AC*	*		**	H	*				
Not confident at all	50	22	11	4	4	5	18	8	6	6	16	34
	6%	6%	7%	4%	4%	9%	8%	7%	3%	4%	7%	6%
			*	*		**		*				
Summary												
Top2Box (Very/ Somewhat confident)	649	289	103	88	97	44	156	96	165	111	185	461
	81%	83%	71%	90%	85%	82%	75%	84%	89%	80%	80%	81%
		B	*	B*	B	**		*	F			
Low2Box (Not Very/ Not at all confident)	152	60	42	10	17	10	53	19	21	28	47	105
	19%	17%	29%	10%	15%	18%	25%	16%	11%	20%	20%	19%
			ACD*	*		**	H	*				

- Column Proportions:

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

- Column Means:

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

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4_1. [Sales to minors]

If convenience stores were allowed to sell beer, wine and hard liquor do you think each of the following would increase a lot, increase a little, stay the same, decrease a little or decrease a lot?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Sales to minors												
Increase a lot	258	110	47	28	41	17	69	27	52	48	70	187
	32%	32%	33%	28%	36%	31%	33%	23%	28%	35%	30%	33%
			*	*		**		*				
Increase a little	256	117	49	28	32	18	62	38	76	41	79	174
	32%	34%	34%	29%	28%	33%	30%	33%	41%	30%	34%	31%
			*	*		**		*				
Stay the same	233	90	41	37	36	17	64	40	45	42	69	164
	29%	26%	28%	37%	32%	32%	30%	35%	24%	30%	30%	29%
			*	A*		**		*				
Decrease a little	24	12	5	4	3	1	5	5	5	6	5	19
	3%	3%	3%	4%	2%	1%	2%	5%	3%	5%	2%	3%
			*	*		**		*				
Decrease a lot	30	20	2	2	2	1	10	5	8	1	8	22
	4%	6%	2%	2%	2%	2%	5%	4%	4%	1%	3%	4%
			*	*		**		*				
Summary												
Top2Box (Increase a lot/a little)	513	228	96	56	73	34	131	65	128	89	150	362
	64%	65%	67%	57%	64%	65%	63%	56%	69%	65%	65%	64%
			*	*		**		*				
Low2Box (Decrease a lot/a little)	55	32	7	6	5	2	15	10	13	8	13	41
	7%	9%	5%	6%	4%	3%	7%	9%	7%	5%	6%	7%
			*	*		**		*				

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

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4_2. [Drinking and driving]

If convenience stores were allowed to sell beer, wine and hard liquor do you think each of the following would increase a lot, increase a little, stay the same, decrease a little or decrease a lot?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Drinking and driving												
Increase a lot	205	86	46	19	30	10	60	22	47	31	62	143
	26%	25%	32%	19%	26%	20%	29%	19%	25%	23%	27%	25%
			*	*		**		*				
Increase a little	232	114	41	29	28	11	57	35	51	43	63	167
	29%	33%	29%	29%	25%	21%	27%	31%	27%	31%	27%	30%
			*	*		**		*				
Stay the same	297	115	48	43	49	28	69	45	79	55	93	204
	37%	33%	33%	43%	43%	52%	33%	39%	43%	40%	40%	36%
			*	*	A	**		*				
Decrease a little	38	23	3	4	3	3	8	8	7	9	10	28
	5%	7%	2%	4%	3%	6%	4%	7%	4%	7%	4%	5%
			*	*		**		*				
Decrease a lot	28	12	6	4	3	1	15	5	2	-	4	24
	4%	3%	4%	4%	3%	2%	7%	5%	1%	-	2%	4%
			*	*		**	HI	I*				
Summary												
Top2Box (Increase a lot/a little)	437	200	87	48	58	21	117	57	98	74	125	310
	55%	57%	60%	48%	51%	40%	56%	50%	53%	53%	54%	55%
			*	*		**		*				
Low2Box (Decrease a lot/a little)	66	35	9	8	6	4	23	13	9	9	14	52
	8%	10%	7%	8%	5%	7%	11%	11%	5%	7%	6%	9%
			*	*		**		*				

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

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4_3. [Beer, wine and Liquor prices]

If convenience stores were allowed to sell beer, wine and hard liquor do you think each of the following would increase a lot, increase a little, stay the same, decrease a little or decrease a lot?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Beer, wine and Liquor prices												
Increase a lot	72	31	9	11	11	6	20	10	21	8	24	48
	9%	9%	6%	11%	10%	11%	9%	8%	11%	5%	10%	8%
			*	*		**		*				
Increase a little	201	101	35	18	21	14	54	29	47	34	53	146
	25%	29%	24%	19%	18%	26%	26%	25%	25%	24%	23%	26%
		D	*	*		**		*				
Stay the same	284	103	61	43	41	23	77	41	64	46	90	194
	35%	29%	43%	44%	36%	43%	37%	36%	34%	33%	39%	34%
			A*	A*		**		*				
Decrease a little	188	82	34	17	35	10	42	27	44	47	52	136
	24%	23%	24%	17%	30%	18%	20%	23%	24%	34%	22%	24%
			*	*	C	**		*		F		
Decrease a lot	56	33	5	9	6	1	17	8	10	4	14	42
	7%	9%	3%	9%	6%	1%	8%	7%	6%	3%	6%	7%
			*	*		**		*				
Summary												
Top2Box (Increase a lot/a little)	273	132	44	30	32	20	74	39	68	41	77	194
	34%	38%	31%	30%	28%	37%	35%	33%	36%	30%	33%	34%
			*	*		**		*				
Low2Box (Decrease a lot/a little)	244	115	39	26	41	11	58	35	55	52	66	178
	30%	33%	27%	26%	36%	20%	28%	31%	29%	37%	28%	31%
			*	*		**		*				

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

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4_4. [The selection of brands from which you can choose]

If convenience stores were allowed to sell beer, wine and hard liquor do you think each of the following would increase a lot, increase a little, stay the same, decrease a little or decrease a lot?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
The selection of brands from which you can choose												
Increase a lot	66	29	9	10	9	5	18	8	15	8	15	51
	8%	8%	6%	10%	8%	10%	9%	7%	8%	6%	7%	9%
			*	*		**		*				
Increase a little	125	60	20	12	18	7	20	22	33	25	48	75
	16%	17%	14%	13%	16%	14%	10%	19%	17%	18%	21%	13%
			*	*		**		*			K	
Stay the same	338	146	61	46	47	19	112	49	65	60	87	251
	42%	42%	42%	47%	41%	35%	53%	42%	35%	43%	38%	44%
			*	*		**	H	*				
Decrease a little	172	68	42	20	25	13	45	26	40	29	57	114
	22%	19%	29%	20%	22%	24%	22%	23%	21%	21%	25%	20%
			*	*		**		*				
Decrease a lot	99	47	12	10	15	9	14	11	34	16	24	75
	12%	13%	8%	10%	13%	17%	7%	9%	18%	11%	10%	13%
			*	*		**		*	F			
Summary												
Top2Box (Increase a lot/a little)	192	89	29	22	27	13	39	30	48	34	64	126
	24%	26%	20%	23%	24%	24%	18%	26%	26%	24%	27%	22%
			*	*		**		*				
Low2Box (Decrease a lot/a little)	271	114	54	30	40	22	59	37	74	45	81	189
	34%	33%	37%	30%	35%	41%	28%	32%	39%	32%	35%	33%
			*	*		**		*				

- Column Proportions:

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

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

- Column Means:

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

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

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4. [SUMMARY - TOP2BOX (INCREASE A LOT/A LITTLE)]

If convenience stores were allowed to sell beer, wine and hard liquor do you think each of the following would increase a lot, increase a little, stay the same, decrease a little or decrease a lot?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA A	Central B	East C	Southwest D	North E	<40k F	40k - <60K G	60k - <100k H	100k+ I	Kids J	No Kids K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Sales to minors	513	228	96	56	73	34	131	65	128	89	150	362
	64%	65%	67%	57%	64%	65%	63%	56%	69%	65%	65%	64%
Drinking and driving			*	*		**		*				
	437	200	87	48	58	21	117	57	98	74	125	310
	55%	57%	60%	48%	51%	40%	56%	50%	53%	53%	54%	55%
Beer, wine and Liquor prices			*	*		**		*				
	273	132	44	30	32	20	74	39	68	41	77	194
	34%	38%	31%	30%	28%	37%	35%	33%	36%	30%	33%	34%
The selection of brands from which you can choose			*	*		**		*				
	192	89	29	22	27	13	39	30	48	34	64	126
	24%	26%	20%	23%	24%	24%	18%	26%	26%	24%	27%	22%
			*	*		**		*				

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

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4. [SUMMARY - LOW2BOX (DECREASE A LOT/A LITTLE)]

If convenience stores were allowed to sell beer, wine and hard liquor do you think each of the following would increase a lot, increase a little, stay the same, decrease a little or decrease a lot?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
The selection of brands from which you can choose	271	114	54	30	40	22	59	37	74	45	81	189
	34%	33%	37%	30%	35%	41%	28%	32%	39%	32%	35%	33%
			*	*		**		*				
Beer, wine and Liquor prices	244	115	39	26	41	11	58	35	55	52	66	178
	30%	33%	27%	26%	36%	20%	28%	31%	29%	37%	28%	31%
			*	*		**		*				
Drinking and driving	66	35	9	8	6	4	23	13	9	9	14	52
	8%	10%	7%	8%	5%	7%	11%	11%	5%	7%	6%	9%
			*	*		**		*				
Sales to minors	55	32	7	6	5	2	15	10	13	8	13	41
	7%	9%	5%	6%	4%	3%	7%	9%	7%	5%	6%	7%
			*	*		**		*				

- Column Proportions:

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

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

- Column Means:

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

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

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5. Do you agree or disagree that convenience store operators have sufficient staff on duty and security measures in place to prevent theft or shop lifting of beer, wine and hard liquor from their premises?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Strongly agree	74	35	8	7	11	7	26	9	10	11	18	55
	9%	10%	5%	7%	9%	12%	13%	8%	5%	8%	8%	10%
Somewhat agree			*	*		**	H	*				
	241	105	42	38	31	16	59	37	60	38	74	166
	30%	30%	29%	39%	27%	31%	28%	32%	32%	27%	32%	29%
Somewhat disagree			*	*		**		*				
	244	102	44	33	39	17	53	34	66	46	84	161
	30%	29%	30%	33%	34%	33%	25%	30%	35%	33%	36%	28%
Strongly disagree			*	*		**		*				
	243	107	51	20	34	13	72	35	51	43	57	184
	30%	31%	35%	20%	29%	24%	34%	30%	27%	31%	24%	33%
			C*	*		**		*				
Summary												
Top2Box (Strongly/ Somewhat agree)	314	140	50	46	42	23	85	47	69	49	92	221
	39%	40%	34%	46%	37%	43%	40%	40%	37%	36%	40%	39%
			*	*		**		*				
Low2Box (Strongly/ Somewhat disagree)	487	209	95	53	72	30	125	69	117	89	140	345
	61%	60%	66%	54%	63%	57%	60%	60%	63%	64%	60%	61%
			*	*		**		*				

- Column Proportions:

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

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

- Column Means:

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

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

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6. If the sale of beer, wine and hard liquor in convenience stores meant the prices you had to pay would increase 15% to 20% compared to current prices would you be more likely to support or more likely to oppose the sale of beer, wine and hard liquor in convenience stores, or would having to pay higher prices have no impact on you either way?

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
More likely support	29	8	10	3	1	2	14	2	7	4	11	18
	4%	2%	7%	3%	1%	3%	7%	2%	4%	3%	5%	3%
			D*	*		**		*				
Have no impact either way	237	120	27	33	37	5	53	43	51	43	78	157
	30%	34%	19%	34%	33%	10%	25%	37%	28%	31%	34%	28%
		B	*	B*	B	**		*				
More likely to oppose	535	221	107	62	76	46	143	70	128	92	143	392
	67%	63%	74%	63%	66%	86%	68%	61%	68%	66%	62%	69%
			*	*		**		*				

- Column Proportions:

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

- Column Means:

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

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GENDER

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Male	385	184	63	44	58	19	113	56	83	77	102	280
	48%	53%	44%	45%	51%	36%	54%	49%	45%	56%	44%	49%
			*	*		**		*				
Female	416	165	81	55	56	34	96	59	103	61	130	287
	52%	47%	56%	55%	49%	64%	46%	51%	55%	44%	56%	51%
			*	*		**		*				

- Column Proportions:

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

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

- Column Means:

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

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

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AGE

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
18-24	105	56	16	9	10	6	35	14	22	12	29	74
	13%	16%	11%	9%	9%	12%	17%	12%	12%	9%	12%	13%
		D	*	*		**		*				
25-34	121	62	16	18	15	2	40	16	24	18	33	87
	15%	18%	11%	18%	13%	5%	19%	14%	13%	13%	14%	15%
			*	*		**		*				
35-44	111	45	22	14	13	10	30	17	25	28	36	75
	14%	13%	15%	15%	11%	20%	14%	15%	14%	20%	16%	13%
			*	*		**		*				
45-54	210	80	35	31	40	16	44	27	49	40	57	153
	26%	23%	24%	31%	35%	30%	21%	23%	26%	29%	25%	27%
			*	*	A	**		*				
55-64	116	40	31	14	16	11	30	25	26	20	43	73
	14%	12%	21%	14%	14%	20%	14%	21%	14%	15%	18%	13%
			A*	*		**		*				
65+	139	66	24	12	20	7	31	17	40	20	34	105
	17%	19%	17%	13%	17%	13%	15%	15%	22%	15%	15%	19%
			*	*		**		*				
Summary												
18-34	225	118	32	27	25	9	75	30	45	30	62	161
	28%	34%	22%	27%	22%	17%	36%	26%	24%	22%	27%	28%
		D	*	*		**	HI	*				
35-54	321	125	57	45	53	26	74	44	74	68	93	227
	40%	36%	39%	46%	47%	49%	35%	38%	40%	49%	40%	40%
			*	*	A	**		*		F		
55+	255	106	55	27	36	18	60	41	67	41	77	178
	32%	30%	38%	27%	31%	34%	29%	36%	36%	29%	33%	31%
			*	*		**		*				

- Column Proportions:

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

- Column Means:

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

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EDUCATION

	ONTARIO						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Primary School or less	5	-	-	2	1	3	3	-	3	-	1	4
	1%	-	-	2%	1%	5%	1%	-	1%	-	*	1%
Some high school			*	A*		**		*				
	75	22	21	8	11	9	25	17	8	11	19	54
	9%	6%	15%	8%	10%	16%	12%	14%	4%	8%	8%	10%
Graduated high school			A*	*		**	H	H*				
	315	132	62	33	55	14	111	45	64	35	99	217
	39%	38%	43%	34%	48%	26%	53%	39%	34%	25%	42%	38%
Some college / CEGEP / Trade School			*	*	AC	**	HI	*				
	82	37	14	11	8	6	22	13	20	12	28	53
	10%	10%	10%	11%	7%	11%	11%	11%	11%	8%	12%	9%
Graduated from college / CEGEP / Trade School			*	*		**		*				
	118	46	22	17	17	9	28	14	33	27	30	88
	15%	13%	15%	18%	15%	17%	13%	12%	18%	19%	13%	15%
Some university, but did not finish			*	*		**		*				
	62	32	9	6	7	5	9	7	18	12	15	47
	8%	9%	6%	6%	6%	9%	4%	6%	10%	9%	6%	8%
University undergraduate degree, such as a Bachelor's Degree			*	*		**		*				
	99	60	9	12	10	4	9	15	30	28	24	74
	12%	17%	6%	12%	9%	8%	5%	13%	16%	20%	10%	13%
University graduate degree, such as a Master's or PhD			BD	*	*	**		F*	F	F		
	46	20	7	10	4	4	2	5	11	14	17	29
	6%	6%	5%	10%	4%	7%	1%	4%	6%	10%	7%	5%
		*	*		**		*	F	F			
Summary												
<HS	80	22	21	10	12	11	28	17	10	11	19	58
	10%	6%	15%	10%	11%	21%	13%	14%	6%	8%	8%	10%
HS			A*	*		**	H	H*				
	315	132	62	33	55	14	111	45	64	35	99	217
	39%	38%	43%	34%	48%	26%	53%	39%	34%	25%	42%	38%
Post Sec			*	*	AC	**	HI	*				
	261	115	45	34	32	20	59	34	71	50	73	188
	33%	33%	31%	34%	28%	38%	28%	30%	38%	36%	31%	33%
Univ Grad			*	*		**		*				
	145	81	16	22	14	8	12	19	41	42	41	104
	18%	23%	11%	22%	13%	15%	6%	17%	22%	30%	18%	18%
		BD	*	*		**		F*	F	FG		

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

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REGION

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
GTA	349	349	-	-	-	-	70	61	79	73	103	246
	44%	100%	-	-	-	-	33%	53%	42%	52%	44%	44%
		BCD	*	*		**		F*		F		
Central ON	144	-	144	-	-	-	48	16	31	25	39	106
	18%	-	100%	-	-	-	23%	14%	16%	18%	17%	19%
			ACD*	*		**		*				
East ON	99	-	-	99	-	-	30	8	27	15	36	62
	12%	-	-	100%	-	-	14%	7%	14%	11%	16%	11%
			*	ABD*		**		*				
SW ON	114	-	-	-	114	-	32	19	32	14	32	82
	14%	-	-	-	100%	-	15%	17%	17%	10%	14%	15%
			*	*	ABC	**		*				
North ON	53	-	-	-	-	53	12	7	12	5	11	43
	7%	-	-	-	-	100%	6%	6%	6%	3%	5%	8%
			*	*		**		*				
Don't Know	42	-	-	-	-	-	18	5	6	7	12	27
	5%	-	-	-	-	-	9%	4%	3%	5%	5%	5%
			*	*		**		*				

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

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

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INCOME

	ONTARIO						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
	Total	GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
<\$25K	102	26	33	12	16	4	102	-	-	-	26	75
	13%	8%	23%	12%	14%	8%	49%	-	-	-	11%	13%
\$25K - <\$55K			A*	*	A	**	GHI	*				
	188	82	26	23	30	15	108	80	-	-	52	135
	23%	23%	18%	23%	27%	28%	51%	70%	-	-	22%	24%
\$55K - <\$100K			*	*		**	HI	FHI*				
	221	101	35	30	37	12	-	35	186	-	66	156
	28%	29%	24%	30%	33%	22%	-	30%	100%	-	28%	28%
\$100K - <\$150K			*	*		**		FJ*	FGI			
	96	45	21	12	11	4	-	-	-	96	28	68
	12%	13%	15%	12%	10%	7%	-	-	-	69%	12%	12%
\$150K+			*	*		**		*		FGH		
	43	28	4	3	3	1	-	-	-	43	13	29
	5%	8%	3%	3%	2%	2%	-	-	-	31%	6%	5%
Prefer not to answer			D	*	*	**		*		FGH		
	151	68	25	19	17	18	-	-	-	-	47	103
	19%	19%	17%	20%	15%	33%	-	-	-	-	20%	18%
		*	*		**		*					
Summary												
<40K	210	70	48	30	32	12	210	-	-	-	51	158
	26%	20%	33%	30%	28%	23%	100%	-	-	-	22%	28%
			A*	*		**	GHI	*				
40K - <60K	115	61	16	8	19	7	-	115	-	-	39	75
	14%	17%	11%	8%	17%	13%	-	100%	-	-	17%	13%
			C	*	*	C	**	FHI*				
60K - <100K	186	79	31	27	32	12	-	-	186	-	54	133
	23%	23%	21%	27%	28%	22%	-	-	100%	-	23%	23%
			*	*		**		*	FGI			
100K+	139	73	25	15	14	5	-	-	-	139	41	97
	17%	21%	18%	15%	12%	9%	-	-	-	100%	18%	17%
			D	*	*	**		*		FGH		

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

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

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HOUSEHOLD COMPOSITION

	Total	ONTARIO					HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		GTA	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents	801	281	89	110	239	40	172	113	212	156	227	572
Weighted	801	349	144	99	114	53	210	115	186	139	232	566
Kids	232	103	39	36	32	11	51	39	54	41	232	-
	29%	29%	27%	37%	28%	20%	24%	34%	29%	30%	100%	-
			*	*		**		*			K	
No Kids	566	246	106	62	82	43	158	75	133	97	-	566
	71%	71%	73%	63%	72%	80%	76%	65%	71%	70%	-	100%
			*	*		**		*				J
Don't know	3	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	1%	-	-	-	-
			*	*		**		*				

- Column Proportions:

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

- Column Means:

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

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