

Q1. Let's suppose that you and your pet could spend some extra time together. Of the following, choose three a

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
Just hang out together and do what your pet likes to do for a couple of hours	1242 78%	169 81%	137 80%	86 81%	433 72%	322 82%
		E				E
Go on a cottage or camping trip with your pet	1144 72%	139 67%	112 65%	75 70%	437 73%	286 73%
Stay at a luxury hotel with your pet for the weekend	619 39%	84 40%	57 33%	30 28%	241 40%	164 42%
					D	D
Go lake swimming or boating on a lake with your pet	600 37%	79 38%	65 38%	46 43%	245 41%	111 28%
				F	F	
Get away for weekend vacation outside of Canada with your pet	405 25%	61 30%	41 24%	28 27%	169 28%	74 19%
		F			F	
Go to a combined spa for you and a pet spa for them	304 19%	38 18%	47 27%	19 18%	110 18%	70 18%
Get a shampoo, haircut, and manicure together with your pet at the same time	240 15%	26 13%	24 14%	17 16%	73 12%	87 22%
						BEG
Put a costume on your pet and go to a Pet-Person Party	122 8%	15 7%	10 6%	5 5%	44 7%	43 11%
						G
Rent a racing car for you and your pet to ride in for an hour	73 5%	10 5%	12 7%	6 6%	28 5%	14 3%
Go skydiving with your pet	52 3%	2 1%	12 7%	8 8%	17 3%	10 3%
			B	B		

Comparison Groups: BCDEFG/HIJ/KL/MN/OPQ/RST/UVW

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2. [All the time/ some of the time] The following are a series of statements that might apply to your pet and yo

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
My pet is afraid of thunder and lightning	861	113	84	62	305	237
	54%	54%	49%	58%	51%	60%
						E
My pet likes going out in the rain	501	69	53	38	185	123
	31%	33%	31%	36%	31%	31%
I know what to look for if my pet has a Tick	1105	143	95	87	437	250
	69%	69%	55%	82%	73%	64%
		C		BCF	CF	
I take my pet to a groomer	576	76	60	32	222	142
	36%	37%	35%	30%	37%	36%
My pet sleeps in our/my bed	1096	136	110	69	400	289
	68%	65%	64%	65%	67%	73%
I quite often take my pet on trips instead of having someone else care for them while away	589	91	64	37	221	123
	37%	44%	37%	34%	37%	31%
		F				
I keep a lint brush at the front door for guests	448	62	35	33	183	116
	28%	30%	20%	31%	30%	29%
		G		G	CG	G
Given the choice, I'd spend a day with my pet than with my spouse/partner	730	102	80	53	297	146
	46%	49%	46%	50%	50%	37%
		F			F	
I have full conversations with my pet when alone just like I would with any other human being	1062	138	107	78	412	234
	66%	66%	62%	74%	69%	60%
				F	F	
Fireworks bother my pet	973	135	105	66	354	236
	61%	65%	61%	62%	59%	60%
I visit a PetSmart store regularly for my pet supplies and/or services	709	98	86	41	326	102
	44%	47%	50%	38%	54%	26%
		F	F		DF	

Comparison Groups: BCDEFG/HIJ/KL/MN/OPQ/RST/UVW

T-Test for Means, Z-Test for Percentages

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2. [Hardly ever/ Never] The following are a series of statements that might apply to your pet and yourself as t

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
My pet is afraid of thunder and lightning	739 46%	95 46%	88 51%	45 42%	294 49%	156 40%
					F	
My pet likes going out in the rain	1099 69%	139 67%	119 69%	69 64%	414 69%	271 69%
I know what to look for if my pet has a Tick	495 31%	65 31%	77 45%	19 18%	162 27%	143 36%
		D	BDEG			DEG
I take my pet to a groomer	1024 64%	132 63%	112 65%	74 70%	377 63%	251 64%
My pet sleeps in our/my bed	504 32%	72 35%	62 36%	37 35%	199 33%	105 27%
I quite often take my pet on trips instead of having someone else care for them while away	1011 63%	117 56%	108 63%	70 66%	379 63%	271 69%
						BG
I keep a lint brush at the front door for guests	1152 72%	146 70%	137 80%	74 69%	416 70%	278 71%
			E			
Given the choice, I'd spend a day with my pet than with my spouse/partner	870 54%	106 51%	93 54%	53 50%	302 50%	248 63%
						BE
I have full conversations with my pet when alone just like I would with any other human being	538 34%	70 34%	65 38%	28 26%	187 31%	159 40%
			G			DEG
Fireworks bother my pet	627 39%	73 35%	67 39%	41 38%	245 41%	158 40%
I visit a PetSmart store regularly for my pet supplies and/or services	891 56%	110 53%	86 50%	66 62%	273 46%	291 74%
				E		BCEG

Comparison Groups: BCDEFG/HIJ/KL/MN/OPQ/RST/UVW

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2: My pet is afraid of thunder and lightning

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	370	47	43	30	124	99
	23%	23%	25%	28%	21%	25%
Some of the time	491	66	41	31	180	138
	31%	32%	24%	30%	30%	35%
						C
Hardly ever	382	48	54	17	157	70
	24%	23%	31%	16%	26%	18%
			DF		DF	
Never	357	47	35	28	137	86
	22%	23%	20%	26%	23%	22%
Net: All the time/ some of the time	861	113	84	62	305	237
	54%	54%	49%	58%	51%	60%
						E
Net: hardly ever/ Never	739	95	88	45	294	156
	46%	46%	51%	42%	49%	40%
					F	

Comparison Groups: BCDEFG/HIJ/KL/MN/OPQ/RST/UVW

T-Test for Means, Z-Test for Percentages

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2: My pet likes going out in the rain

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	127	17	19	8	43	31
	8%	8%	11%	8%	7%	8%
Some of the time	374	51	34	30	142	92
	23%	25%	20%	28%	24%	23%
Hardly ever	456	66	51	27	162	114
	28%	32%	30%	25%	27%	29%
Never	643	73	68	42	252	157
	40%	35%	39%	39%	42%	40%
Net: All the time/ some of the time	501	69	53	38	185	123
	31%	33%	31%	36%	31%	31%
Net: hardly ever/ Never	1099	139	119	69	414	271
	69%	67%	69%	64%	69%	69%

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Maru/Matchbox

May. 22, 2018

Q2: I know what to look for if my pet has a Tick

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	640	79	48	63	228	161
	40%	38%	28%	59%	38%	41%
				BCEF	C	C
Some of the time	465	64	47	24	210	89
	29%	31%	27%	23%	35%	23%
					DF	
Hardly ever	255	37	27	10	84	82
	16%	18%	16%	10%	14%	21%
						DE
Never	240	28	50	9	77	61
	15%	14%	29%	9%	13%	16%
			BDEFG			
Net: All the time/ some of the time	1105	143	95	87	437	250
	69%	69%	55%	82%	73%	64%
		C		BCF	CF	
Net: hardly ever/ Never	495	65	77	19	162	143
	31%	31%	45%	18%	27%	36%
		D	BDEG			DEG

Comparison Groups: BCDEFG/HIJ/KL/MN/OPQ/RST/UVW

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2: I take my pet to a groomer

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	276	23	29	18	109	68
	17%	11%	17%	17%	18%	17%
Some of the time	300	53	31	14	114	74
	19%	26%	18%	13%	19%	19%
		DG			G	
Hardly ever	227	24	31	17	79	61
	14%	12%	18%	16%	13%	15%
Never	797	108	81	58	298	191
	50%	52%	47%	54%	50%	48%
Net: All the time/ some of the time	576	76	60	32	222	142
	36%	37%	35%	30%	37%	36%
Net: hardly ever/ Never	1024	132	112	74	377	251
	64%	63%	65%	70%	63%	64%

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2: My pet sleeps in our/my bed

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	712	89	80	53	252	175
	45%	43%	47%	50%	42%	44%
Some of the time	383	47	29	16	148	114
	24%	23%	17%	15%	25%	29%
					D	CD
Hardly ever	165	24	15	14	65	39
	10%	11%	9%	13%	11%	10%
Never	340	49	47	23	134	65
	21%	23%	27%	22%	22%	17%
			F			
Net: All the time/ some of the time	1096	136	110	69	400	289
	68%	65%	64%	65%	67%	73%
Net: hardly ever/ Never	504	72	62	37	199	105
	32%	35%	36%	35%	33%	27%

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Maru/Matchbox

May. 22, 2018

Q2: I quite often take my pet on trips instead of having someone else care for them while away

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	186	29	17	17	65	44
	12%	14%	10%	16%	11%	11%
Some of the time	404	61	47	19	156	79
	25%	29%	27%	18%	26%	20%
		DF				
Hardly ever	325	39	38	27	126	80
	20%	19%	22%	25%	21%	20%
				G	G	
Never	686	79	70	43	253	190
	43%	38%	41%	40%	42%	48%
						B
Net: All the time/ some of the time	589	91	64	37	221	123
	37%	44%	37%	34%	37%	31%
		F				
Net: hardly ever/ Never	1011	117	108	70	379	271
	63%	56%	63%	66%	63%	69%
						BG

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Maru/Matchbox

May. 22, 2018

Q2: I keep a lint brush at the front door for guests

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	211	29	14	15	89	50
	13%	14%	8%	14%	15%	13%
					C	
Some of the time	238	33	20	17	93	66
	15%	16%	12%	16%	16%	17%
		G		G	G	G
Hardly ever	221	30	24	16	83	38
	14%	14%	14%	15%	14%	10%
Never	930	117	113	58	334	240
	58%	56%	66%	55%	56%	61%
Net: All the time/ some of the time	448	62	35	33	183	116
	28%	30%	20%	31%	30%	29%
		G		G	CG	G
Net: hardly ever/ Never	1152	146	137	74	416	278
	72%	70%	80%	69%	70%	71%
			E			

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2: Given the choice, I'd spend a day with my pet than with my spouse/partner

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	181	30	20	9	72	36
	11%	14%	11%	9%	12%	9%
Some of the time	548	72	60	44	225	110
	34%	34%	35%	41%	38%	28%
Hardly ever	408	57	54	22	149	90
	25%	27%	31%	21%	25%	23%
Never	463	50	39	31	154	157
	29%	24%	22%	29%	26%	40%
Net: All the time/ some of the time	730	102	80	53	297	146
	46%	49%	46%	50%	50%	37%
Net: hardly ever/ Never	870	106	93	53	302	248
	54%	51%	54%	50%	50%	63%
						BE

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2: I have full conversations with my pet when alone just like I would with any other human being

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	407	56	46	36	154	79
	25%	27%	26%	34%	26%	20%
				F		
Some of the time	655	81	62	42	258	155
	41%	39%	36%	40%	43%	39%
Hardly ever	326	37	40	16	122	96
	20%	18%	23%	15%	20%	24%
			G		G	G
Never	212	34	25	12	65	63
	13%	16%	14%	11%	11%	16%
Net: All the time/ some of the time	1062	138	107	78	412	234
	66%	66%	62%	74%	69%	60%
				F	F	
Net: hardly ever/ Never	538	70	65	28	187	159
	34%	34%	38%	26%	31%	40%
			G			DEG

Comparison Groups: BCDEFG/HIJ/KL/MN/OPQ/RST/UVW

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q2: Fireworks bother my pet

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
All the time	541	81	58	36	184	141
	34%	39%	34%	34%	31%	36%
Some of the time	432	54	48	30	170	95
	27%	26%	28%	28%	28%	24%
Hardly ever	320	41	35	22	130	69
	20%	20%	20%	20%	22%	18%
Never	307	32	32	19	115	88
	19%	16%	18%	18%	19%	22%
Net: All the time/ some of the time	973	135	105	66	354	236
	61%	65%	61%	62%	59%	60%
Net: hardly ever/ Never	627	73	67	41	245	158
	39%	35%	39%	38%	41%	40%

Comparison Groups: BCDEFG/HIJ/KL/MN/OPQ/RST/UVW

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

Q3. . If your pet had one Super Hero Power, what would it be?

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	1600	208	172	107	599	393
BASE: UNWEIGHTED	1600	192	203	108	669	304
Healing	464	47	48	29	156	144
	29%	23%	28%	27%	26%	37%
						BE
Mind reading	439	57	45	28	167	104
	27%	27%	26%	26%	28%	26%
Speed	219	27	21	18	91	43
	14%	13%	12%	17%	15%	11%
Invisibility	178	32	26	17	64	29
	11%	15%	15%	16%	11%	7%
		F	F	F		
Strength	93	17	9	6	35	21
	6%	8%	5%	6%	6%	5%
Flying	72	11	5	6	31	18
	4%	5%	3%	5%	5%	5%
Being elastic	58	5	11	2	29	12
	4%	2%	6%	2%	5%	3%
Shape shifter	57	13	5	1	22	14
	4%	6%	3%	1%	4%	4%
		DG				
Freezing things	20	-	3	-	4	8
	1%		2%		1%	2%

Comparison Groups: BCDEFG/HIJ/KL/MN/OPQ/RST/UVW

T-Test for Means, Z-Test for Percentages

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Dog and cat Owners

Maru/Matchbox

May. 22, 2018

activities you would do—imaginatively or otherwise— with your pet if you had both the extra time and a

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
95	327	462	453	628	614	382	860
79%	71%	77%	83%	80%	75%	76%	79%
			HI	L			
95	321	439	384	577	567	382	762
78%	70%	73%	71%	74%	69%	76%	70%
C						N	
43	190	222	207	278	340	173	445
35%	41%	37%	38%	36%	42%	34%	41%
					K		M
53	153	241	206	317	282	213	387
44%	34%	40%	38%	41%	35%	42%	35%
F				L		N	
32	126	149	129	184	221	127	278
26%	28%	25%	24%	23%	27%	25%	25%
21	105	104	95	95	209	83	221
18%	23%	17%	18%	12%	26%	16%	20%
					K		
12	57	92	91	99	140	78	162
10%	12%	15%	17%	13%	17%	15%	15%
					K		
6	48	40	34	65	57	31	91
5%	11%	7%	6%	8%	7%	6%	8%
3	27	27	19	62	11	27	46
3%	6%	5%	3%	8%	1%	5%	4%
				L			
3	18	22	12	40	13	18	34
2%	4%	4%	2%	5%	2%	4%	3%
				L			

urself as the owner.

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
61	248	322	291	442	419	276	585
50%	54%	54%	54%	57%	51%	55%	53%
33	133	183	184	258	243	178	323
27%	29%	31%	34%	33%	30%	35%	29%
						N	
92	283	421	401	535	570	350	755
76%	62%	70%	74%	68%	70%	69%	69%
CF		H	H				
43	156	202	218	293	283	196	380
36%	34%	34%	40%	37%	35%	39%	35%
			I				
92	310	424	362	506	590	310	786
76%	68%	71%	67%	65%	72%	61%	72%
					K		M
55	162	222	205	303	286	194	395
46%	35%	37%	38%	39%	35%	39%	36%
F							
21	151	170	126	196	252	136	312
17%	33%	28%	23%	25%	31%	27%	28%
	J	J			K		
53	218	295	217	304	425	190	540
44%	48%	49%	40%	39%	52%	38%	49%
		J			K		M
92	281	406	375	459	603	306	756
76%	61%	68%	69%	59%	74%	61%	69%
CF					K		M
76	276	350	347	492	481	304	669
63%	60%	58%	64%	63%	59%	60%	61%
			I				
56	209	263	237	343	366	236	472
47%	46%	44%	44%	44%	45%	47%	43%
F							

re owner.

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
60	210	277	253	340	399	229	511
50%	46%	46%	46%	43%	49%	45%	47%
88	324	416	359	524	575	327	772
73%	71%	69%	66%	67%	70%	65%	71%
							M
29	175	178	142	247	248	155	340
24%	38%	30%	26%	32%	30%	31%	31%
	J						
78	301	397	325	489	535	309	715
64%	66%	66%	60%	63%	65%	61%	65%
		J					
29	147	175	182	276	229	195	310
24%	32%	29%	33%	35%	28%	39%	28%
				L		N	
66	296	377	338	478	532	310	700
54%	65%	63%	62%	61%	65%	61%	64%
100	306	429	417	586	566	368	783
83%	67%	72%	77%	75%	69%	73%	72%
BDEF			HI	L			
68	240	304	327	477	393	315	556
56%	52%	51%	60%	61%	48%	62%	51%
			I	L		N	
29	177	193	169	322	216	199	339
24%	39%	32%	31%	41%	26%	39%	31%
				L		N	
44	182	249	196	290	337	201	426
37%	40%	42%	36%	37%	41%	40%	39%
		J					
65	249	336	306	439	453	268	623
53%	54%	56%	56%	56%	55%	53%	57%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
26	97	137	135	195	175	106	264
21%	21%	23%	25%	25%	21%	21%	24%
35	151	185	155	247	244	171	320
29%	33%	31%	29%	32%	30%	34%	29%
35	125	133	124	189	193	121	261
29%	27%	22%	23%	24%	24%	24%	24%
DF							
25	84	145	129	151	206	108	249
21%	18%	24%	24%	19%	25%	21%	23%
					K		
61	248	322	291	442	419	276	585
50%	54%	54%	54%	57%	51%	55%	53%
60	210	277	253	340	399	229	511
50%	46%	46%	46%	43%	49%	45%	47%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
61	150	225	265	311	329	182	458
50%	33%	38%	49%	40%	40%	36%	42%
CE			HI				
31	132	197	136	225	241	168	297
26%	29%	33%	25%	29%	29%	33%	27%
		J				N	
15	94	97	64	121	134	84	171
12%	20%	16%	12%	15%	16%	17%	16%
	J	J					
14	81	80	79	126	115	71	169
12%	18%	13%	15%	16%	14%	14%	15%
92	283	421	401	535	570	350	755
76%	62%	70%	74%	68%	70%	69%	69%
CF		H	H				
29	175	178	142	247	248	155	340
24%	38%	30%	26%	32%	30%	31%	31%
	IJ						

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
29	50	97	130	125	151	92	185
24%	11%	16%	24%	16%	18%	18%	17%
B			HI				
14	106	105	88	168	132	104	196
11%	23%	18%	16%	21%	16%	21%	18%
				L			
15	87	82	58	128	99	84	143
13%	19%	14%	11%	16%	12%	17%	13%
	J			L			
63	215	315	267	361	436	226	572
52%	47%	53%	49%	46%	53%	45%	52%
					K		M
43	156	202	218	293	283	196	380
36%	34%	34%	40%	37%	35%	39%	35%
			I				
78	301	397	325	489	535	309	715
64%	66%	66%	60%	63%	65%	61%	65%
		J					

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
64	203	267	242	319	393	164	549
53%	44%	45%	45%	41%	48%	32%	50%
					K		M
28	107	157	119	187	197	147	237
23%	23%	26%	22%	24%	24%	29%	22%
						N	
7	55	60	50	79	85	65	99
6%	12%	10%	9%	10%	10%	13%	9%
						N	
22	92	116	132	197	143	129	211
18%	20%	19%	24%	25%	17%	26%	19%
			I	L		N	
92	310	424	362	506	590	310	786
76%	68%	71%	67%	65%	72%	61%	72%
					K		M
29	147	175	182	276	229	195	310
24%	32%	29%	33%	35%	28%	39%	28%
				L		N	

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
13	40	68	78	92	94	52	133
11%	9%	11%	14%	12%	11%	10%	12%
			H				
42	122	154	128	212	192	142	262
35%	27%	26%	24%	27%	23%	28%	24%
DF							
15	115	117	93	157	168	114	211
12%	25%	20%	17%	20%	21%	23%	19%
	J						
51	181	260	245	322	364	196	490
42%	39%	43%	45%	41%	44%	39%	45%
							M
55	162	222	205	303	286	194	395
46%	35%	37%	38%	39%	35%	39%	36%
F							
66	296	377	338	478	532	310	700
54%	65%	63%	62%	61%	65%	61%	64%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
13	76	78	57	73	138	67	144
11%	17%	13%	11%	9%	17%	13%	13%
					K		
7	76	93	69	123	114	69	168
6%	17%	15%	13%	16%	14%	14%	15%
31	82	79	60	114	107	78	144
26%	18%	13%	11%	15%	13%	15%	13%
BCEF	J						
69	224	350	357	471	459	291	640
57%	49%	58%	66%	60%	56%	58%	58%
		H	HI				
21	151	170	126	196	252	136	312
17%	33%	28%	23%	25%	31%	27%	28%
	J	J			K		
100	306	429	417	586	566	368	783
83%	67%	72%	77%	75%	69%	73%	72%
BDEF			HI	L			

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
14	55	68	58	58	123	40	141
12%	12%	11%	11%	7%	15%	8%	13%
					K		M
39	163	227	158	246	302	150	399
32%	36%	38%	29%	32%	37%	30%	36%
		J					M
36	141	139	127	218	189	152	255
30%	31%	23%	23%	28%	23%	30%	23%
						N	
32	99	165	199	259	204	163	300
26%	22%	28%	37%	33%	25%	32%	27%
			HI	L			
53	218	295	217	304	425	190	540
44%	48%	49%	40%	39%	52%	38%	49%
		J			K		M
68	240	304	327	477	393	315	556
56%	52%	51%	60%	61%	48%	62%	51%
			I	L		N	

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
35	112	152	143	147	260	88	319
29%	24%	25%	26%	19%	32%	17%	29%
					K		M
57	169	254	232	313	342	217	438
47%	37%	42%	43%	40%	42%	43%	40%
15	113	111	103	175	151	114	212
13%	25%	18%	19%	22%	18%	23%	19%
14	64	82	66	148	65	85	127
11%	14%	14%	12%	19%	8%	17%	12%
				L		N	
92	281	406	375	459	603	306	756
76%	61%	68%	69%	59%	74%	61%	69%
CF					K		M
29	177	193	169	322	216	199	339
24%	39%	32%	31%	41%	26%	39%	31%
				L		N	

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
41	143	186	212	273	268	149	392
34%	31%	31%	39%	35%	33%	30%	36%
			I				M
36	133	164	135	219	213	155	277
30%	29%	27%	25%	28%	26%	31%	25%
24	106	125	89	147	173	112	208
20%	23%	21%	16%	19%	21%	22%	19%
		J					
20	75	124	107	143	164	89	218
17%	16%	21%	20%	18%	20%	18%	20%
76	276	350	347	492	481	304	669
63%	60%	58%	64%	63%	59%	60%	61%
			I				
44	182	249	196	290	337	201	426
37%	40%	42%	36%	37%	41%	40%	39%
		J					

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
121	458	599	543	782	818	505	1095
124	199	805	596	727	873	583	1017
39	119	164	182	194	270	128	336
32%	26%	27%	33%	25%	33%	25%	31%
			I		K		
38	103	151	185	210	229	149	289
31%	22%	25%	34%	27%	28%	30%	26%
			HI				
20	63	88	69	105	114	82	137
17%	14%	15%	13%	13%	14%	16%	13%
10	72	66	40	102	76	55	123
9%	16%	11%	7%	13%	9%	11%	11%
	J	J		L			
5	20	44	29	63	30	29	64
4%	4%	7%	5%	8%	4%	6%	6%
				L			
2	15	41	15	46	25	24	48
2%	3%	7%	3%	6%	3%	5%	4%
		HJ		L			
-	29	18	11	27	31	17	42
	6%	3%	2%	4%	4%	3%	4%
	J						
2	25	22	11	26	32	17	41
1%	5%	4%	2%	3%	4%	3%	4%
5	12	5	3	8	11	4	15
4%	3%	1%	0%	1%	1%	1%	1%
E							

actual ability to do so?

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
275	808	159	231	416	595	292	425
73%	79%	80%	80%	79%	75%	77%	77%
239	766	139	190	386	568	263	382
63%	75%	70%	66%	74%	72%	70%	69%
	O						
182	352	84	104	185	329	167	199
48%	34%	42%	36%	35%	42%	44%	36%
P		P				VW	
108	427	65	114	202	284	127	203
29%	42%	32%	40%	39%	36%	34%	37%
	OQ						
118	238	48	64	126	214	83	143
31%	23%	24%	22%	24%	27%	22%	26%
P							
91	165	48	58	100	146	85	116
24%	16%	24%	20%	19%	19%	23%	21%
P		P				W	W
47	161	32	64	73	103	70	88
12%	16%	16%	22%	14%	13%	19%	16%
			ST				
42	71	9	28	38	56	35	40
11%	7%	4%	10%	7%	7%	9%	7%
Q							
20	45	8	7	28	38	6	39
5%	4%	4%	2%	5%	5%	2%	7%
							U
14	33	5	4	16	33	7	27
4%	3%	3%	1%	3%	4%	2%	5%
					R		U

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
204	549	108	157	288	416	220	282
54%	54%	54%	55%	55%	53%	58%	51%
105	339	56	81	153	267	118	158
28%	33%	28%	28%	29%	34%	31%	29%
216	746	143	185	360	560	262	377
57%	73%	72%	64%	69%	71%	69%	68%
	O	O					
128	369	80	90	189	297	121	191
34%	36%	40%	31%	36%	38%	32%	35%
269	675	152	186	367	543	275	384
71%	66%	76%	65%	70%	69%	73%	69%
		P				W	
116	406	67	90	187	313	126	203
31%	40%	34%	31%	36%	40%	33%	37%
	O				R		
111	274	63	64	136	248	109	164
29%	27%	32%	22%	26%	31%	29%	30%
					R		
210	401	118	134	246	350	215	248
56%	39%	59%	46%	47%	44%	57%	45%
	P					VW	
260	643	159	185	368	509	274	375
69%	63%	80%	64%	70%	65%	73%	68%
		OP				W	W
224	623	126	177	317	479	249	332
59%	61%	63%	61%	61%	61%	66%	60%
						W	
163	458	88	101	237	371	146	259
43%	45%	44%	35%	45%	47%	39%	47%
				R	R		U

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
174	473	92	131	235	373	158	271
46%	46%	46%	45%	45%	47%	42%	49%
274	683	143	208	370	522	259	395
72%	67%	72%	72%	71%	66%	69%	71%
							W
163	276	56	103	163	229	116	176
43%	27%	28%	36%	31%	29%	31%	32%
	PQ						
251	653	120	198	334	492	257	362
66%	64%	60%	69%	64%	62%	68%	65%
						W	
110	347	47	102	156	246	102	169
29%	34%	24%	35%	30%	31%	27%	31%
	Q						
263	616	132	199	336	476	251	350
69%	60%	66%	69%	64%	60%	67%	63%
	P		T				
268	748	136	224	387	541	269	389
71%	73%	68%	78%	74%	69%	71%	70%
			T				
168	621	81	154	277	439	163	306
44%	61%	41%	54%	53%	56%	43%	55%
	OQ						U
119	378	41	103	155	280	104	178
31%	37%	20%	36%	30%	35%	27%	32%
	Q	Q					
155	399	73	111	206	310	129	221
41%	39%	37%	39%	39%	39%	34%	40%
215	564	112	187	286	418	231	294
57%	55%	56%	65%	55%	53%	61%	53%
			ST			VW	

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
87	230	53	76	129	164	103	114
23%	22%	26%	26%	25%	21%	27%	21%
117	319	55	81	159	251	116	168
31%	31%	28%	28%	30%	32%	31%	30%
110	219	53	56	119	207	85	151
29%	21%	27%	19%	23%	26%	23%	27%
P							
64	254	39	75	116	166	73	120
17%	25%	19%	26%	22%	21%	19%	22%
O							
204	549	108	157	288	416	220	282
54%	54%	54%	55%	55%	53%	58%	51%
174	473	92	131	235	373	158	271
46%	46%	46%	45%	45%	47%	42%	49%

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
91	450	98	114	211	316	150	220
24%	44%	49%	39%	40%	40%	40%	40%
	O	O					
125	296	45	72	149	244	112	157
33%	29%	22%	25%	28%	31%	30%	28%
Q	Q						
88	139	27	51	74	130	61	94
23%	14%	14%	18%	14%	16%	16%	17%
PQ							
75	136	29	52	89	99	55	82
20%	13%	14%	18%	17%	13%	14%	15%
P				T			
216	746	143	185	360	560	262	377
57%	73%	72%	64%	69%	71%	69%	68%
	O	O					
163	276	56	103	163	229	116	176
43%	27%	28%	36%	31%	29%	31%	32%
PQ							

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
191	409	112	124	246	342	184	248
51%	40%	56%	43%	47%	43%	49%	45%
P		P				W	
77	266	40	62	121	201	91	136
20%	26%	20%	21%	23%	25%	24%	25%
36	116	12	32	49	83	24	61
10%	11%	6%	11%	9%	11%	6%	11%
	Q						U
74	231	35	70	107	163	78	108
19%	23%	18%	24%	20%	21%	21%	19%
269	675	152	186	367	543	275	384
71%	66%	76%	65%	70%	69%	73%	69%
		P				W	
110	347	47	102	156	246	102	169
29%	34%	24%	35%	30%	31%	27%	31%
	Q						

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
42	120	24	40	68	78	56	72
11%	12%	12%	14%	13%	10%	15%	13%
						W	W
74	286	43	49	119	235	70	132
20%	28%	22%	17%	23%	30%	19%	24%
	OQ				RS		
83	208	34	60	102	164	72	130
22%	20%	17%	21%	19%	21%	19%	23%
180	408	98	139	234	313	179	220
48%	40%	49%	48%	45%	40%	48%	40%
		P					
116	406	67	90	187	313	126	203
31%	40%	34%	31%	36%	40%	33%	37%
	O				R		
263	616	132	199	336	476	251	350
69%	60%	66%	69%	64%	60%	67%	63%
P			T				

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
48	130	32	27	66	118	51	74
13%	13%	16%	9%	13%	15%	13%	13%
					R		
62	144	31	37	71	129	58	91
16%	14%	16%	13%	13%	16%	15%	16%
56	143	22	56	64	102	56	73
15%	14%	11%	19%	12%	13%	15%	13%
			ST				
212	605	114	168	323	440	213	316
56%	59%	57%	58%	62%	56%	56%	57%
111	274	63	64	136	248	109	164
29%	27%	32%	22%	26%	31%	29%	30%
					R		
268	748	136	224	387	541	269	389
71%	73%	68%	78%	74%	69%	71%	70%
			T				

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
78	47	56	27	59	96	75	62
21%	5%	28%	9%	11%	12%	20%	11%
P		P				VW	W
133	354	62	107	187	254	140	186
35%	35%	31%	37%	36%	32%	37%	34%
79	296	33	72	120	215	72	148
21%	29%	17%	25%	23%	27%	19%	27%
	OQ						U
90	325	48	82	157	224	91	157
24%	32%	24%	28%	30%	28%	24%	28%
	OQ						
210	401	118	134	246	350	215	248
56%	39%	59%	46%	47%	44%	57%	45%
P		P				VW	
168	621	81	154	277	439	163	306
44%	61%	41%	54%	53%	56%	43%	55%
	OQ						U

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
118	220	69	77	133	197	118	139
31%	22%	35%	27%	25%	25%	31%	25%
P		P				W	
142	423	90	108	235	313	156	236
37%	41%	45%	37%	45%	40%	41%	43%
75	226	25	69	88	168	73	115
20%	22%	12%	24%	17%	21%	19%	21%
Q	Q		S				
44	153	16	34	67	111	31	63
12%	15%	8%	12%	13%	14%	8%	11%
	Q						
260	643	159	185	368	509	274	375
69%	63%	80%	64%	70%	65%	73%	68%
		OP				W	W
119	378	41	103	155	280	104	178
31%	37%	20%	36%	30%	35%	27%	32%
Q	Q						

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
108	361	72	102	174	265	144	169
29%	35%	36%	35%	33%	34%	38%	31%
116	262	55	75	143	214	105	163
31%	26%	27%	26%	27%	27%	28%	29%
94	186	40	43	106	171	66	110
25%	18%	20%	15%	20%	22%	17%	20%
61	213	34	68	100	139	63	111
16%	21%	17%	24%	19%	18%	17%	20%
224	623	126	177	317	479	249	332
59%	61%	63%	61%	61%	61%	66%	60%
						W	
155	399	73	111	206	310	129	221
41%	39%	37%	39%	39%	39%	34%	40%

Marital status			Education			HH Income	
Single/Eng aged	Married/ Common Law/ civil partnership	Sep/Div/Wi d	<=HS	Tech/Colle ge	Univ+	<\$50K	\$50K-\$100K
(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
379	1022	199	288	523	789	378	553
279	1087	234	273	563	764	364	533
107	290	67	76	158	230	147	148
28%	28%	33%	26%	30%	29%	39%	27%
						VW	
81	291	66	90	158	190	108	157
22%	29%	33%	31%	30%	24%	29%	28%
		O		T			
49	148	23	34	70	116	40	68
13%	14%	11%	12%	13%	15%	11%	12%
55	103	20	32	53	93	29	61
15%	10%	10%	11%	10%	12%	8%	11%
19	65	9	20	22	51	21	28
5%	6%	5%	7%	4%	6%	6%	5%
20	48	4	14	20	38	9	36
5%	5%	2%	5%	4%	5%	2%	7%
	Q						U
24	30	5	4	15	39	7	23
6%	3%	2%	1%	3%	5%	2%	4%
PQ					R		
15	37	5	13	18	27	7	30
4%	4%	3%	4%	3%	3%	2%	5%
							U
8	10	2	6	10	4	9	1
2%	1%	1%	2%	2%	1%	2%	0%
			T	T		V	

\$100K+
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\$100K+
(W)
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\$100K+
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