

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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
Just hang out together and do what your pet likes to do for a couple of hours	752	93	75	49	256	222
	78%	81%	78%	78%	74%	81%
Go on a cottage or camping trip with your pet	661	75	57	39	236	204
	69%	66%	59%	61%	68%	74%
Stay at a luxury hotel with your pet for the weekend	425	55	41	24	161	114
	44%	48%	43%	38%	46%	42%
Go lake swimming or boating on a lake with your pet	252	26	20	16	103	71
	26%	23%	21%	26%	30%	26%
Go to a combined spa for you and a pet spa for them	220	32	26	14	85	49
	23%	28%	27%	22%	25%	18%
Get away for weekend vacation outside of Canada with your pet	217	22	25	20	91	44
	23%	19%	26%	31%	26%	16%
Get a shampoo, haircut, and manicure together with your pet at the same time	162	15	18	12	45	64
	17%	13%	18%	19%	13%	23%
Put a costume on your pet and go to a Pet-Person Party	95	15	7	4	32	34
	10%	13%	7%	7%	9%	12%
Rent a racing car for you and your pet to ride in for an hour	56	8	9	4	18	12
	6%	7%	10%	6%	5%	5%
Go skydiving with your pet	43	2	10	8	11	10
	4%	1%	10%	13%	3%	4%
			BE	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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
My pet is afraid of thunder and lightning	533	63	50	38	169	175
	55%	55%	52%	60%	49%	64%
						E
My pet likes going out in the rain	229	23	18	13	81	85
	24%	20%	19%	20%	23%	31%
						G
I know what to look for if my pet has a Tick	607	73	47	50	223	167
	63%	64%	49%	80%	65%	61%
				BCEF	C	
I take my pet to a groomer	203	21	22	10	76	63
	21%	18%	23%	15%	22%	23%
My pet sleeps in our/my bed	710	82	67	46	254	212
	74%	71%	70%	72%	73%	77%
I quite often take my pet on trips instead of having someone else	215	31	22	13	80	55
	22%	27%	23%	21%	23%	20%
I keep a lint brush at the front door for guests	324	40	22	28	122	97
	34%	35%	22%	44%	35%	35%
				CG	C	
Given the choice, I'd spend a day with my pet than with my spouse/partner	455	61	50	35	173	110
	47%	54%	52%	56%	50%	40%
		F				
I have full conversations with my pet when alone just like I would with any other human being	648	83	59	49	238	167
	67%	73%	62%	77%	69%	61%
				F		
Fireworks bother my pet	584	79	61	35	202	165
	61%	69%	64%	56%	59%	60%
I visit a PetSmart store regularly for my pet supplies and/or services	401	51	48	26	180	73
	42%	44%	50%	41%	52%	27%
		F	F		FG	

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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
My pet is afraid of thunder and lightning	428	51	46	25	177	99
	45%	45%	48%	40%	51%	36%
					F	
My pet likes going out in the rain	732	91	78	50	265	189
	76%	80%	81%	80%	77%	69%
I know what to look for if my pet has a Tick	354	41	49	13	123	107
	37%	36%	51%	20%	35%	39%
		D	DEG		D	D
I take my pet to a groomer	758	94	74	53	270	211
	79%	82%	77%	85%	78%	77%
My pet sleeps in our/my bed	251	33	29	17	92	62
	26%	29%	30%	28%	27%	23%
I quite often take my pet on trips instead of having someone else	746	83	74	50	266	219
	78%	73%	77%	79%	77%	80%
I keep a lint brush at the front door for guests	636	74	75	36	224	178
	66%	65%	78%	56%	65%	65%
			DE			
Given the choice, I'd spend a day with my pet than with my spouse/partner	506	53	46	28	173	164
	53%	46%	48%	44%	50%	60%
						B
I have full conversations with my pet when alone just like I would with any other human being	313	31	37	14	108	107
	33%	27%	38%	23%	31%	39%
						DG
Fireworks bother my pet	377	36	35	28	144	109
	39%	31%	36%	44%	41%	40%
I visit a PetSmart store regularly for my pet supplies and/or services	560	64	48	37	166	201
	58%	56%	50%	59%	48%	73%
						BCE

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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	202	24	26	17	52	66
	21%	21%	27%	27%	15%	24%
			E			E
Some of the time	330	39	23	21	117	108
	34%	35%	24%	33%	34%	40%
						C
Hardly ever	227	28	30	11	100	45
	24%	25%	31%	18%	29%	17%
			F		F	
Never	201	23	17	14	78	54
	21%	20%	17%	22%	22%	20%
Net: All the time/ some of the time	533	63	50	38	169	175
	55%	55%	52%	60%	49%	64%
						E
Net: hardly ever/ Never	428	51	46	25	177	99
	45%	45%	48%	40%	51%	36%
					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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	55	5	3	3	18	22
	6%	4%	3%	5%	5%	8%
Some of the time	174	18	15	10	63	63
	18%	16%	16%	15%	18%	23%
					G	G
Hardly ever	227	35	27	13	73	66
	24%	30%	28%	20%	21%	24%
Never	504	56	51	38	192	123
	52%	49%	53%	60%	56%	45%
					F	
Net: All the time/ some of the time	229	23	18	13	81	85
	24%	20%	19%	20%	23%	31%
						G
Net: hardly ever/ Never	732	91	78	50	265	189
	76%	80%	81%	80%	77%	69%

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

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Dog and cat Owners

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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	357	37	24	37	120	114
	37%	32%	25%	59%	35%	41%
				BCEFG		C
Some of the time	250	36	23	13	103	53
	26%	32%	24%	21%	30%	19%
		F			F	
Hardly ever	163	23	11	5	55	57
	17%	20%	12%	8%	16%	21%
		D				D
Never	191	18	38	7	68	50
	20%	16%	39%	12%	20%	18%
			BDEFG			
Net: All the time/ some of the time	607	73	47	50	223	167
	63%	64%	49%	80%	65%	61%
				BCEF	C	
Net: hardly ever/ Never	354	41	49	13	123	107
	37%	36%	51%	20%	35%	39%
		D	DEG		D	D

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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	65	3	8	4	32	14
	7%	2%	8%	6%	9%	5%
					B	
Some of the time	138	18	14	6	44	49
	14%	16%	15%	9%	13%	18%
Hardly ever	143	14	17	13	43	49
	15%	12%	18%	20%	12%	18%
Never	615	80	57	41	227	163
	64%	70%	59%	64%	66%	59%
Net: All the time/ some of the time	203	21	22	10	76	63
	21%	18%	23%	15%	22%	23%
Net: hardly ever/ Never	758	94	74	53	270	211
	79%	82%	77%	85%	78%	77%

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 sleeps in our/my bed

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	439	55	48	32	160	115
	46%	48%	50%	51%	46%	42%
Some of the time	270	27	19	13	94	97
	28%	24%	20%	21%	27%	35%
						C
Hardly ever	94	12	9	7	33	31
	10%	11%	10%	11%	10%	11%
					G	G
Never	157	21	20	11	59	31
	16%	18%	21%	17%	17%	11%
Net: All the time/ some of the time	710	82	67	46	254	212
	74%	71%	70%	72%	73%	77%
Net: hardly ever/ Never	251	33	29	17	92	62
	26%	29%	30%	28%	27%	23%

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

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Dog and cat Owners

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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	63	9	7	6	21	16
	7%	8%	7%	9%	6%	6%
Some of the time	152	22	15	8	59	39
	16%	19%	15%	12%	17%	14%
Hardly ever	182	21	22	14	56	60
	19%	18%	23%	22%	16%	22%
Never	564	62	53	36	210	159
	59%	54%	55%	57%	61%	58%
Net: All the time/ some of the time	215	31	22	13	80	55
	22%	27%	23%	21%	23%	20%
Net: hardly ever/ Never	746	83	74	50	266	219
	78%	73%	77%	79%	77%	80%

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

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Dog and cat Owners

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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	155	22	8	13	62	40
	16%	19%	8%	21%	18%	15%
					C	
Some of the time	170	18	14	14	60	57
	18%	16%	14%	23%	17%	21%
				G		G
Hardly ever	135	14	18	6	50	31
	14%	12%	18%	10%	14%	11%
Never	502	60	57	29	174	147
	52%	53%	59%	46%	50%	53%
Net: All the time/ some of the time	324	40	22	28	122	97
	34%	35%	22%	44%	35%	35%
				CG	C	
Net: hardly ever/ Never	636	74	75	36	224	178
	66%	65%	78%	56%	65%	65%
			DE			

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T-Test for Means, Z-Test for Percentages

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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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	123	15	13	7	49	30
	13%	14%	13%	11%	14%	11%
Some of the time	332	46	37	29	124	80
	35%	40%	38%	45%	36%	29%
				G		
Hardly ever	205	27	23	7	77	53
	21%	24%	24%	11%	22%	19%
					D	
Never	301	26	24	21	96	112
	31%	23%	25%	33%	28%	41%
						BCE
Net: All the time/ some of the time	455	61	50	35	173	110
	47%	54%	52%	56%	50%	40%
		F				
Net: hardly ever/ Never	506	53	46	28	173	164
	53%	46%	48%	44%	50%	60%
						B

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: 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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	264	34	28	25	96	62
	27%	30%	29%	40%	28%	22%
				F		
Some of the time	384	50	32	23	142	105
	40%	43%	33%	37%	41%	38%
Hardly ever	184	21	19	6	65	66
	19%	18%	20%	10%	19%	24%
						DG
Never	129	10	18	8	43	41
	13%	9%	19%	13%	12%	15%
Net: All the time/ some of the time	648	83	59	49	238	167
	67%	73%	62%	77%	69%	61%
				F		
Net: hardly ever/ Never	313	31	37	14	108	107
	33%	27%	38%	23%	31%	39%
						DG

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: Fireworks bother my pet

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
All the time	301	43	30	17	93	96
	31%	38%	31%	27%	27%	35%
Some of the time	282	36	31	18	109	70
	29%	31%	33%	28%	31%	25%
Hardly ever	180	17	19	15	73	44
	19%	15%	19%	24%	21%	16%
Never	197	18	16	13	70	65
	21%	16%	17%	21%	20%	24%
Net: All the time/ some of the time	584	79	61	35	202	165
	61%	69%	64%	56%	59%	60%
Net: hardly ever/ Never	377	36	35	28	144	109
	39%	31%	36%	44%	41%	40%

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

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	961	114	96	63	346	274
BASE: UNWEIGHTED	953	113	110	64	390	205
Healing	272	24	25	20	90	97
	28%	21%	26%	32%	26%	35%
						B
Mind reading	251	33	23	9	87	74
	26%	29%	24%	14%	25%	27%
		D			D	D
Invisibility	119	20	14	12	39	25
	12%	17%	14%	20%	11%	9%
Speed	118	8	12	11	55	21
	12%	7%	13%	18%	16%	8%
					BF	
Strength	54	10	4	3	18	15
	6%	9%	4%	4%	5%	5%
Flying	50	6	3	5	19	17
	5%	5%	3%	7%	5%	6%
						G
Being elastic	48	5	10	2	21	10
	5%	4%	10%	3%	6%	4%
Shape shifter	42	9	4	1	14	12
	4%	8%	4%	2%	4%	4%
Freezing things	8	-	2	-	2	3
	1%		2%		1%	1%

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)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
58	199	298	255	356	396	237	515
86%	71%	78%	85%	80%	77%	77%	79%
E			HI				
50	197	263	201	314	346	221	440
75%	70%	69%	67%	71%	67%	72%	67%
31	137	162	127	190	236	122	304
46%	49%	42%	42%	43%	46%	39%	47%
15	52	117	83	116	136	106	146
23%	19%	31%	28%	26%	26%	34%	22%
		H				N	
14	72	75	73	64	156	58	162
20%	26%	20%	24%	14%	30%	19%	25%
					K		
16	70	83	64	99	118	65	153
24%	25%	22%	22%	22%	23%	21%	23%
8	41	71	50	64	98	53	109
12%	15%	19%	17%	14%	19%	17%	17%
4	41	34	20	53	42	27	68
6%	15%	9%	7%	12%	8%	9%	10%
	J						
3	19	22	15	48	8	20	36
5%	7%	6%	5%	11%	2%	7%	5%
				L			
2	13	19	11	31	12	16	27
3%	5%	5%	4%	7%	2%	5%	4%
				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)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
39	153	212	168	254	278	179	353
58%	55%	56%	56%	57%	54%	58%	54%
9	69	89	72	102	128	90	140
14%	25%	23%	24%	23%	25%	29%	21%
						N	
46	152	258	197	272	335	201	405
68%	54%	68%	66%	61%	65%	65%	62%
C		H					
12	59	80	64	93	110	79	124
18%	21%	21%	21%	21%	21%	26%	19%
49	200	292	218	316	394	205	505
74%	71%	77%	73%	71%	76%	67%	77%
							M
13	69	88	58	99	116	81	133
19%	25%	23%	19%	22%	22%	26%	20%
17	116	122	87	139	186	98	227
25%	41%	32%	29%	31%	36%	32%	35%
	J						
26	147	191	117	179	276	119	335
38%	52%	50%	39%	40%	53%	39%	51%
	J	J			K		M
51	183	264	200	266	382	186	461
76%	66%	69%	67%	60%	74%	60%	71%
F					K		M
41	169	224	191	274	310	181	403
61%	60%	59%	64%	62%	60%	59%	62%
24	115	155	130	179	222	142	259
36%	41%	41%	43%	40%	43%	46%	40%

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)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
28	127	169	132	190	238	129	299
42%	45%	44%	44%	43%	46%	42%	46%
58	211	292	228	343	388	218	513
86%	75%	77%	76%	77%	75%	71%	79%
F							M
21	128	124	103	173	181	107	247
32%	46%	32%	34%	39%	35%	35%	38%
	I						
55	221	302	235	352	406	229	528
82%	79%	79%	79%	79%	79%	74%	81%
18	80	89	82	129	122	103	148
26%	29%	23%	27%	29%	24%	33%	23%
						N	
54	211	294	241	346	400	227	519
81%	75%	77%	81%	78%	78%	74%	80%
50	164	259	213	306	331	210	426
75%	59%	68%	71%	69%	64%	68%	65%
D			H				
41	133	190	183	266	240	189	317
62%	48%	50%	61%	60%	47%	61%	49%
			HI	L		N	
16	97	117	100	179	135	122	192
24%	34%	31%	33%	40%	26%	40%	29%
				L		N	
26	111	157	109	171	206	128	249
39%	40%	41%	36%	38%	40%	41%	38%
43	165	226	169	265	295	166	394
64%	59%	59%	57%	60%	57%	54%	60%
E							

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
17	49	81	73	104	99	58	145
25%	17%	21%	24%	23%	19%	19%	22%
22	104	132	95	150	180	122	208
32%	37%	34%	32%	34%	35%	39%	32%
						N	
13	79	82	66	112	116	64	163
19%	28%	22%	22%	25%	22%	21%	25%
16	48	87	66	79	122	65	137
23%	17%	23%	22%	18%	24%	21%	21%
39	153	212	168	254	278	179	353
58%	55%	56%	56%	57%	54%	58%	54%
28	127	169	132	190	238	129	299
42%	45%	44%	44%	43%	46%	42%	46%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
4	20	21	14	22	33	28	27
5%	7%	5%	5%	5%	6%	9%	4%
						N	
6	48	68	58	80	95	62	113
8%	17%	18%	19%	18%	18%	20%	17%
14	78	92	56	122	105	73	154
20%	28%	24%	19%	27%	20%	24%	24%
				L			
44	133	200	172	221	283	145	359
66%	47%	52%	57%	50%	55%	47%	55%
BF							M
9	69	89	72	102	128	90	140
14%	25%	23%	24%	23%	25%	29%	21%
						N	
58	211	292	228	343	388	218	513
86%	75%	77%	76%	77%	75%	71%	79%
F							M

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
25	89	138	130	160	197	105	252
37%	32%	36%	43%	36%	38%	34%	39%
			HI				
21	63	120	67	112	138	96	154
31%	23%	31%	22%	25%	27%	31%	24%
		J				N	
11	59	62	43	75	88	55	108
17%	21%	16%	14%	17%	17%	18%	17%
10	68	62	60	98	93	52	139
15%	24%	16%	20%	22%	18%	17%	21%
46	152	258	197	272	335	201	405
68%	54%	68%	66%	61%	65%	65%	62%
C		H					
21	128	124	103	173	181	107	247
32%	46%	32%	34%	39%	35%	35%	38%
	I						

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
5	13	25	28	25	40	29	36
7%	4%	7%	9%	6%	8%	9%	5%
7	47	55	37	68	70	50	89
10%	17%	14%	12%	15%	14%	16%	14%
8	52	49	42	78	65	56	87
11%	19%	13%	14%	18%	13%	18%	13%
48	168	253	193	273	341	173	441
71%	60%	66%	65%	61%	66%	56%	68%
							M
12	59	80	64	93	110	79	124
18%	21%	21%	21%	21%	21%	26%	19%
55	221	302	235	352	406	229	528
82%	79%	79%	79%	79%	79%	74%	81%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
3	18	24	20	30	32	17	46
5%	7%	6%	7%	7%	6%	5%	7%
9	50	63	38	68	83	64	87
14%	18%	17%	13%	15%	16%	21%	13%
						N	
10	68	73	40	84	98	66	116
14%	24%	19%	14%	19%	19%	22%	18%
	J	J					
45	143	220	201	262	302	161	403
67%	51%	58%	67%	59%	59%	52%	62%
			HI				M
13	69	88	58	99	116	81	133
19%	25%	23%	19%	22%	22%	26%	20%
54	211	294	241	346	400	227	519
81%	75%	77%	81%	78%	78%	74%	80%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
11	57	55	43	56	99	49	106
16%	20%	14%	14%	13%	19%	16%	16%
					K		
6	59	67	44	83	87	49	120
9%	21%	18%	15%	19%	17%	16%	18%
16	42	54	39	58	77	46	89
24%	15%	14%	13%	13%	15%	15%	14%
35	123	205	174	248	253	164	337
52%	44%	54%	58%	56%	49%	53%	52%
			H				
17	116	122	87	139	186	98	227
25%	41%	32%	29%	31%	36%	32%	35%
	J						
50	164	259	213	306	331	210	426
75%	59%	68%	71%	69%	64%	68%	65%
D			H				

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
9	36	51	36	36	87	29	94
13%	13%	13%	12%	8%	17%	9%	14%
					K		
17	110	140	81	143	189	90	241
25%	39%	37%	27%	32%	37%	29%	37%
	J	J					M
18	73	78	54	99	106	80	125
27%	26%	21%	18%	22%	21%	26%	19%
D						N	
23	60	112	129	167	135	109	193
35%	22%	29%	43%	37%	26%	35%	30%
			HI	L			
26	147	191	117	179	276	119	335
38%	52%	50%	39%	40%	53%	39%	51%
	J	J			K		M
41	133	190	183	266	240	189	317
62%	48%	50%	61%	60%	47%	61%	49%
			HI	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)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
20	76	104	84	94	170	56	208
29%	27%	27%	28%	21%	33%	18%	32%
					K		M
32	108	160	116	172	211	130	253
47%	38%	42%	39%	39%	41%	42%	39%
7	56	68	61	91	93	69	115
11%	20%	18%	20%	21%	18%	22%	18%
9	41	49	39	87	42	53	76
13%	15%	13%	13%	20%	8%	17%	12%
				L			
51	183	264	200	266	382	186	461
76%	66%	69%	67%	60%	74%	60%	71%
F					K		M
16	97	117	100	179	135	122	192
24%	34%	31%	33%	40%	26%	40%	29%
				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)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
22	75	113	114	141	160	85	216
32%	27%	30%	38%	32%	31%	28%	33%
			HI				
19	94	112	77	133	150	95	187
28%	34%	29%	26%	30%	29%	31%	29%
12	60	77	43	88	92	69	111
17%	21%	20%	14%	20%	18%	22%	17%
		J					
15	51	80	66	83	114	59	139
22%	18%	21%	22%	19%	22%	19%	21%
41	169	224	191	274	310	181	403
61%	60%	59%	64%	62%	60%	59%	62%
26	111	157	109	171	206	128	249
39%	40%	41%	36%	38%	40%	41%	38%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
67	280	381	300	445	516	308	653
71	117	505	331	404	549	346	607
16	69	106	96	96	175	77	194
23%	25%	28%	32%	22%	34%	25%	30%
					K		
25	55	92	104	108	143	85	166
37%	20%	24%	35%	24%	28%	28%	25%
D			HI				
9	43	46	29	71	47	39	80
14%	15%	12%	10%	16%	9%	12%	12%
				L			
11	36	50	32	57	61	46	72
16%	13%	13%	11%	13%	12%	15%	11%
4	14	26	14	38	16	16	38
6%	5%	7%	5%	9%	3%	5%	6%
				L			
1	15	26	9	32	18	14	36
1%	6%	7%	3%	7%	4%	5%	5%
		J					
-	25	15	7	21	27	15	33
	9%	4%	2%	5%	5%	5%	5%
	J						
2	19	16	7	18	24	12	30
2%	7%	4%	2%	4%	5%	4%	5%
-	3	4	1	3	5	4	4
	1%	1%	0%	1%	1%	1%	1%

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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
140	327	66	102	190	241	153	181
55%	56%	52%	59%	58%	53%	61%	52%
59	146	24	36	73	120	68	76
23%	25%	19%	21%	22%	26%	27%	22%
128	397	81	107	200	299	160	219
50%	68%	65%	62%	61%	65%	64%	62%
	O	O					
52	120	31	30	71	102	46	77
21%	21%	24%	17%	22%	22%	18%	22%
188	420	101	122	244	344	189	254
74%	72%	80%	71%	74%	75%	76%	72%
		P					
56	136	23	33	63	119	58	80
22%	23%	18%	19%	19%	26%	23%	23%
90	188	47	43	104	177	85	128
35%	32%	37%	25%	32%	39%	34%	36%
					R		
148	233	74	80	151	223	140	156
58%	40%	59%	47%	46%	49%	56%	44%
P		P				VW	
179	372	96	110	231	306	188	234
70%	64%	77%	64%	70%	67%	75%	67%
		P				W	
156	347	81	107	194	283	163	207
61%	60%	64%	62%	59%	62%	65%	59%
109	236	56	53	135	213	91	151
43%	41%	44%	31%	41%	46%	37%	43%
					R		

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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
115	253	60	71	140	218	97	170
45%	44%	48%	41%	42%	47%	39%	48%
196	434	101	137	257	338	182	276
77%	75%	81%	79%	78%	74%	73%	78%
127	183	44	65	129	159	90	133
50%	32%	35%	38%	39%	35%	36%	38%
PQ							
202	460	95	143	258	357	204	275
79%	79%	76%	83%	78%	78%	82%	78%
66	160	25	51	86	115	61	97
26%	28%	20%	29%	26%	25%	24%	28%
	Q						
199	445	103	139	267	340	192	272
78%	77%	82%	81%	81%	74%	77%	77%
165	392	79	129	226	282	165	224
65%	68%	63%	75%	68%	61%	66%	64%
			T				
107	348	52	92	178	236	110	196
42%	60%	41%	53%	54%	51%	44%	56%
	OQ						U
76	208	29	62	99	153	62	117
30%	36%	23%	36%	30%	33%	25%	33%
	Q						
99	233	45	65	136	176	87	144
39%	40%	36%	38%	41%	38%	35%	41%
146	344	70	119	195	246	159	200
57%	59%	56%	69%	59%	54%	63%	57%
			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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
53	121	29	45	75	83	67	60
21%	21%	23%	26%	23%	18%	27%	17%
						V	
87	206	37	57	115	158	86	121
34%	35%	29%	33%	35%	34%	34%	34%
80	110	36	27	74	126	55	98
31%	19%	29%	16%	22%	27%	22%	28%
P		P			R		W
35	143	23	43	66	92	42	72
14%	25%	19%	25%	20%	20%	17%	20%
	O						
140	327	66	102	190	241	153	181
55%	56%	52%	59%	58%	53%	61%	52%
115	253	60	71	140	218	97	170
45%	44%	48%	41%	42%	47%	39%	48%

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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
18	32	5	13	18	24	22	15
7%	6%	4%	8%	5%	5%	9%	4%
41	114	20	23	55	97	46	61
16%	20%	16%	13%	17%	21%	18%	17%
72	131	24	45	66	116	44	101
28%	23%	19%	26%	20%	25%	18%	29%
							U
124	303	78	92	191	222	138	175
49%	52%	62%	53%	58%	48%	55%	50%
		OP		T			
59	146	24	36	73	120	68	76
23%	25%	19%	21%	22%	26%	27%	22%
196	434	101	137	257	338	182	276
77%	75%	81%	79%	78%	74%	73%	78%

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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
60	241	56	65	114	178	90	124
24%	41%	45%	38%	34%	39%	36%	35%
	O	O					
68	156	25	42	87	121	70	95
27%	27%	20%	24%	26%	26%	28%	27%
66	79	18	28	56	79	44	64
26%	14%	15%	17%	17%	17%	17%	18%
PQ							
61	104	26	37	74	80	46	68
24%	18%	21%	21%	22%	18%	19%	19%
128	397	81	107	200	299	160	219
50%	68%	65%	62%	61%	65%	64%	62%
	O	O					
127	183	44	65	129	159	90	133
50%	32%	35%	38%	39%	35%	36%	38%
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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
10	41	14	12	18	35	16	22
4%	7%	11%	7%	5%	8%	6%	6%
		O					
42	79	17	18	54	67	30	55
16%	14%	13%	10%	16%	15%	12%	16%
34	94	15	34	51	58	40	60
13%	16%	12%	20%	16%	13%	16%	17%
169	366	80	109	207	299	164	215
66%	63%	64%	63%	63%	65%	66%	61%
52	120	31	30	71	102	46	77
21%	21%	24%	17%	22%	22%	18%	22%
202	460	95	143	258	357	204	275
79%	79%	76%	83%	78%	78%	82%	78%

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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
135	235	69	73	166	201	120	157
53%	41%	55%	42%	50%	44%	48%	45%
P		P					
54	185	32	49	78	144	70	97
21%	32%	25%	28%	24%	31%	28%	28%
	O						
25	61	8	17	28	49	15	43
10%	11%	6%	10%	8%	11%	6%	12%
							U
41	99	17	33	58	65	46	54
16%	17%	14%	19%	18%	14%	18%	15%
188	420	101	122	244	344	189	254
74%	72%	80%	71%	74%	75%	76%	72%
		P					
66	160	25	51	86	115	61	97
26%	28%	20%	29%	26%	25%	24%	28%
	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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
19	38	6	14	20	28	22	28
7%	7%	5%	8%	6%	6%	9%	8%
37	98	17	19	43	90	36	51
15%	17%	13%	11%	13%	20%	14%	15%
					RS		
55	109	18	35	56	91	43	85
22%	19%	15%	20%	17%	20%	17%	24%
							W
144	335	85	104	211	249	150	187
56%	58%	67%	60%	64%	54%	60%	53%
		P		T			
56	136	23	33	63	119	58	80
22%	23%	18%	19%	19%	26%	23%	23%
199	445	103	139	267	340	192	272
78%	77%	82%	81%	81%	74%	77%	77%

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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
37	92	25	19	49	87	37	58
15%	16%	20%	11%	15%	19%	15%	17%
					R		
52	96	22	24	55	90	48	70
21%	16%	17%	14%	17%	20%	19%	20%
							W
40	79	15	32	41	63	39	47
16%	14%	12%	18%	12%	14%	15%	13%
125	313	64	97	185	219	126	177
49%	54%	51%	57%	56%	48%	51%	50%
90	188	47	43	104	177	85	128
35%	32%	37%	25%	32%	39%	34%	36%
					R		
165	392	79	129	226	282	165	224
65%	68%	63%	75%	68%	61%	66%	64%
			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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
51	36	37	18	38	67	53	39
20%	6%	29%	10%	12%	15%	21%	11%
P		P				VW	
98	197	37	62	113	156	87	116
38%	34%	29%	36%	34%	34%	35%	33%
46	143	16	41	57	107	45	81
18%	25%	13%	24%	17%	23%	18%	23%
	Q						
61	204	36	51	121	129	65	115
24%	35%	29%	30%	37%	28%	26%	33%
	O			T			
148	233	74	80	151	223	140	156
58%	40%	59%	47%	46%	49%	56%	44%
P		P				VW	
107	348	52	92	178	236	110	196
42%	60%	41%	53%	54%	51%	44%	56%
	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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
83	137	44	45	89	130	83	83
33%	24%	35%	26%	27%	28%	33%	24%
		P				V	
96	235	53	65	142	176	105	151
38%	41%	42%	38%	43%	38%	42%	43%
39	126	19	38	55	91	43	73
15%	22%	15%	22%	17%	20%	17%	21%
37	82	11	24	44	62	18	44
14%	14%	8%	14%	13%	13%	7%	13%
179	372	96	110	231	306	188	234
70%	64%	77%	64%	70%	67%	75%	67%
		P				W	
76	208	29	62	99	153	62	117
30%	36%	23%	36%	30%	33%	25%	33%
	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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
70	191	41	60	103	139	95	86
28%	33%	32%	35%	31%	30%	38%	24%
						V	
86	157	40	47	91	144	68	121
34%	27%	32%	27%	28%	31%	27%	35%
							W
56	102	21	17	71	91	38	74
22%	18%	17%	10%	21%	20%	15%	21%
				R	R		
43	130	24	47	65	85	49	70
17%	22%	19%	27%	20%	18%	20%	20%
156	347	81	107	194	283	163	207
61%	60%	64%	62%	59%	62%	65%	59%
99	233	45	65	136	176	87	144
39%	40%	36%	38%	41%	38%	35%	41%

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)
255	580	126	172	330	459	250	351
191	616	146	163	350	440	242	336
75	153	44	45	98	129	93	89
29%	26%	35%	26%	30%	28%	37%	25%
						VW	
51	158	41	50	101	100	71	96
20%	27%	33%	29%	31%	22%	28%	27%
		O		T			
31	72	16	18	37	64	24	34
12%	12%	13%	10%	11%	14%	10%	10%
31	76	11	21	38	59	23	43
12%	13%	9%	12%	12%	13%	9%	12%
14	37	2	13	11	29	15	19
6%	6%	2%	8%	3%	6%	6%	5%
	Q						
16	31	2	9	14	27	8	26
6%	5%	2%	5%	4%	6%	3%	7%
	Q						
20	26	2	4	11	33	6	18
8%	4%	2%	2%	3%	7%	2%	5%
	Q				RS		
12	25	5	12	16	15	6	26
5%	4%	4%	7%	5%	3%	3%	7%
							U
4	3	1	1	4	3	3	1
2%	0%	1%	1%	1%	1%	1%	0%

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