

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
Go on a cottage or camping trip with your pet	735	94	78	51	300	152
	77%	70%	72%	82%	80%	76%
Just hang out together and do what your pet likes to do for a couple of hours	720	107	89	51	256	165
	75%	81%	82%	82%	68%	82%
		E	E	E		E
	516	72	61	39	217	80
	54%	54%	56%	62%	58%	40%
		F	F	F	F	
Stay at a luxury hotel with your pet for the weekend	287	40	23	12	122	71
	30%	30%	21%	18%	32%	36%
					CD	CD
Get away for weekend vacation outside of Canada with your pet	248	48	23	14	104	39
	26%	36%	21%	22%	28%	19%
		CF				
Go to a combined spa for you and a pet spa for them	140	13	28	7	47	35
	15%	10%	26%	11%	13%	17%
			BDEG			
Get a shampoo, haircut, and manicure together with your pet at the same time	118	16	10	8	36	40
	12%	12%	9%	13%	9%	20%
						E
Put a costume on your pet and go to a Pet-Person Party	50	4	4	2	22	17
	5%	3%	4%	3%	6%	8%
	29	5	4	2	16	1
	3%	3%	4%	3%	4%	1%
					F	
Go skydiving with your pet	20	1	4	2	10	1
	2%	1%	4%	4%	3%	0%

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
My pet is afraid of thunder and lightning	509	70	55	35	200	114
	53%	53%	51%	57%	53%	57%
My pet likes going out in the rain	423	61	49	35	166	81
	44%	46%	45%	55%	44%	41%
I know what to look for if my pet has a Tick	738	99	67	56	312	141
	77%	74%	62%	89%	83%	70%
				BCF	CF	
I take my pet to a groomer	496	70	54	30	199	103
	52%	53%	50%	48%	53%	51%
My pet sleeps in our/my bed	594	79	62	36	221	140
	62%	60%	57%	57%	59%	70%
						E
I quite often take my pet on trips instead of having someone else care for them while away	529	82	59	33	201	103
	55%	62%	54%	53%	53%	51%
I keep a lint brush at the front door for guests	248	36	18	13	113	60
	26%	27%	16%	21%	30%	30%
		G			CG	CG
Given the choice, I'd spend a day with my pet than with my spouse/partner	443	64	42	29	196	75
	46%	48%	39%	46%	52%	38%
					CF	
I have full conversations with my pet when alone just like I would with any other human being	623	83	70	43	253	118
	65%	63%	64%	68%	67%	59%
Fireworks bother my pet	592	82	68	44	222	127
	62%	62%	63%	70%	59%	64%
I visit a PetSmart store regularly for my pet supplies and/or services	438	60	55	22	216	40
	46%	45%	51%	36%	57%	20%
		F	F	F	BDF	

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
My pet is afraid of thunder and lightning	446	63	53	27	177	86
	47%	47%	49%	43%	47%	43%
My pet likes going out in the rain	531	72	59	28	211	119
	56%	54%	55%	45%	56%	59%
I know what to look for if my pet has a Tick	217	34	41	7	64	60
	23%	26%	38%	11%	17%	30%
		D	DEG			DEG
I take my pet to a groomer	459	63	54	33	177	98
	48%	47%	50%	52%	47%	49%
My pet sleeps in our/my bed	361	54	46	27	156	61
	38%	40%	43%	43%	41%	30%
		G	G	G	FG	
I quite often take my pet on trips instead of having someone else care for them while away	425	51	50	29	175	98
	45%	38%	46%	47%	47%	49%
					G	G
I keep a lint brush at the front door for guests	706	97	91	49	263	140
	74%	73%	84%	79%	70%	70%
			EF			
Given the choice, I'd spend a day with my pet than with my spouse/partner	511	69	66	34	180	125
	54%	52%	61%	54%	48%	62%
			E			E
I have full conversations with my pet when alone just like I would with any other human being	332	50	39	20	123	82
	35%	37%	36%	32%	33%	41%
						G
Fireworks bother my pet	363	51	40	19	154	73
	38%	38%	37%	30%	41%	36%
I visit a PetSmart store regularly for my pet supplies and/or services	517	73	53	40	161	160
	54%	55%	49%	64%	43%	80%
		E		EG		BCDEG

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 is afraid of thunder and lightning

	Region					
	Total	BC	AB	SK/MB	ON	QB
	(A)	(B)	(C)	(D)	(E)	(F)
BASE: All Respondents	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	243	34	26	18	93	58
	25%	25%	24%	29%	25%	29%
Some of the time	266	37	29	18	107	57
	28%	27%	27%	28%	29%	28%
Hardly ever	234	35	30	8	89	45
	24%	26%	28%	14%	24%	22%
		D	D		D	
Never	212	28	23	19	87	41
	22%	21%	21%	30%	23%	20%
Net: All the time/ some of the time	509	70	55	35	200	114
	53%	53%	51%	57%	53%	57%
Net: hardly ever/ Never	446	63	53	27	177	86
	47%	47%	49%	43%	47%	43%

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	113	17	19	8	41	19
	12%	13%	18%	13%	11%	10%
Some of the time	311	43	30	26	125	62
	33%	33%	27%	42%	33%	31%
Hardly ever	329	50	33	20	125	74
	35%	37%	30%	32%	33%	37%
Never	202	23	27	8	86	45
	21%	17%	25%	12%	23%	23%
Net: All the time/ some of the time	423	61	49	35	166	81
	44%	46%	45%	55%	44%	41%
Net: hardly ever/ Never	531	72	59	28	211	119
	56%	54%	55%	45%	56%	59%

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	432	58	32	43	166	87
	45%	44%	30%	69%	44%	43%
				BCEF	C	
Some of the time	306	41	35	13	146	54
	32%	31%	32%	21%	39%	27%
					DFG	
Hardly ever	148	22	20	5	49	46
	15%	16%	19%	8%	13%	23%
						DEG
Never	69	13	21	2	15	14
	7%	10%	19%	3%	4%	7%
			DEFG			
Net: All the time/ some of the time	738	99	67	56	312	141
	77%	74%	62%	89%	83%	70%
				BCF	CF	
Net: hardly ever/ Never	217	34	41	7	64	60
	23%	26%	38%	11%	17%	30%
		D	DEG			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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	269	22	29	18	105	65
	28%	17%	26%	29%	28%	32%
					B	B
Some of the time	227	48	25	11	94	38
	24%	36%	23%	18%	25%	19%
		DEFG			G	
Hardly ever	148	17	20	9	61	32
	15%	13%	18%	14%	16%	16%
Never	311	45	35	24	117	66
	33%	34%	32%	38%	31%	33%
Net: All the time/ some of the time	496	70	54	30	199	103
	52%	53%	50%	48%	53%	51%
Net: hardly ever/ Never	459	63	54	33	177	98
	48%	47%	50%	52%	47%	49%

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	389	48	43	31	141	86
	41%	36%	40%	49%	38%	43%
Some of the time	205	31	19	5	79	53
	21%	23%	17%	8%	21%	27%
		D			D	D
Hardly ever	108	17	11	10	45	18
	11%	13%	10%	15%	12%	9%
Never	252	36	35	17	110	43
	26%	27%	32%	28%	29%	21%
		G	G		G	
Net: All the time/ some of the time	594	79	62	36	221	140
	62%	60%	57%	57%	59%	70%
						E
Net: hardly ever/ Never	361	54	46	27	156	61
	38%	40%	43%	43%	41%	30%
		G	G	G	FG	

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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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	169	25	15	17	59	41
	18%	19%	14%	26%	16%	20%
Some of the time	360	57	44	17	142	62
	38%	43%	40%	27%	38%	31%
		D				
Hardly ever	230	29	23	18	98	49
	24%	22%	21%	29%	26%	24%
Never	196	22	27	11	77	49
	20%	17%	25%	18%	20%	25%
Net: All the time/ some of the time	529	82	59	33	201	103
	55%	62%	54%	53%	53%	51%
Net: hardly ever/ Never	425	51	50	29	175	98
	45%	38%	46%	47%	47%	49%
					G	G

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	115	16	10	8	49	29
	12%	12%	9%	13%	13%	14%
					G	G
Some of the time	133	20	8	5	65	31
	14%	15%	7%	9%	17%	16%
					CG	
Hardly ever	131	22	11	11	53	15
	14%	17%	10%	18%	14%	7%
		F				
Never	575	75	80	38	210	126
	60%	56%	73%	61%	56%	63%
			BE			
Net: All the time/ some of the time	248	36	18	13	113	60
	26%	27%	16%	21%	30%	30%
		G			CG	CG
Net: hardly ever/ Never	706	97	91	49	263	140
	74%	73%	84%	79%	70%	70%
			EF			

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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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	102	21	8	7	41	17
	11%	16%	7%	11%	11%	9%
Some of the time	341	43	35	22	155	58
	36%	32%	32%	36%	41%	29%
Hardly ever	269	38	42	18	92	55
	28%	29%	39%	29%	24%	27%
Never	242	31	23	15	88	70
	25%	24%	22%	25%	24%	35%
Net: All the time/ some of the time	443	64	42	29	196	75
	46%	48%	39%	46%	52%	38%
Net: hardly ever/ Never	511	69	66	34	180	125
	54%	52%	61%	54%	48%	62%

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	231	31	29	19	93	38
	24%	23%	27%	30%	25%	19%
Some of the time	392	52	40	24	160	80
	41%	39%	37%	39%	43%	40%
Hardly ever	208	21	25	13	83	56
	22%	16%	23%	21%	22%	28%
						BG
Never	124	29	14	7	40	26
	13%	22%	12%	11%	11%	13%
		DE				
Net: All the time/ some of the time	623	83	70	43	253	118
	65%	63%	64%	68%	67%	59%
Net: hardly ever/ Never	332	50	39	20	123	82
	35%	37%	36%	32%	33%	41%
						G

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
All the time	344	52	37	24	126	79
	36%	39%	35%	38%	33%	40%
Some of the time	248	30	31	19	97	48
	26%	22%	28%	31%	26%	24%
Hardly ever	204	30	19	9	91	39
	21%	22%	18%	15%	24%	19%
Never	159	21	21	10	63	34
	17%	16%	19%	16%	17%	17%
Net: All the time/ some of the time	592	82	68	44	222	127
	62%	62%	63%	70%	59%	64%
Net: hardly ever/ Never	363	51	40	19	154	73
	38%	38%	37%	30%	41%	36%

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	955	133	108	63	376	200
BASE: UNWEIGHTED	962	117	137	65	416	150
Healing	298	30	33	15	107	83
	31%	22%	31%	24%	29%	42%
						BDE
Mind reading	274	38	33	21	117	46
	29%	28%	30%	34%	31%	23%
Speed	142	23	13	12	54	28
	15%	18%	12%	20%	14%	14%
Invisibility	82	14	14	6	36	10
	9%	10%	13%	10%	10%	5%
			FG		G	
Strength	58	11	7	4	23	9
	6%	8%	6%	7%	6%	4%
Flying	36	8	3	3	14	7
	4%	6%	3%	5%	4%	3%
Shape shifter	32	8	3	-	12	8
	3%	6%	2%		3%	4%
Being elastic	16	2	2	-	10	3
	2%	1%	2%		3%	1%
Freezing things	15	-	1	-	3	6
	2%		1%		1%	3%

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)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
60	205	276	253	368	367	267	468
81%	73%	81%	76%	78%	76%	80%	75%
52	201	251	268	378	342	239	482
70%	72%	73%	81%	80%	71%	71%	78%
48	143	198	176	272	244	184	332
65%	51%	58%	53%	58%	50%	55%	54%
20	88	92	107	130	157	88	198
27%	31%	27%	32%	28%	32%	26%	32%
21	77	93	79	105	144	90	158
28%	28%	27%	24%	22%	30%	27%	25%
9	57	46	37	45	95	51	89
13%	20%	14%	11%	10%	20%	15%	14%
8	26	41	51	46	72	47	71
10%	9%	12%	15%	10%	15%	14%	11%
2	23	11	16	27	24	14	37
2%	8%	3%	5%	6%	5%	4%	6%
1	13	10	6	26	3	15	14
2%	5%	3%	2%	6%	1%	4%	2%
2	8	7	5	14	6	7	13
3%	3%	2%	1%	3%	1%	2%	2%



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)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
34	158	183	168	263	245	184	325
46%	56%	53%	51%	56%	51%	55%	52%
32	126	145	152	218	205	153	270
43%	45%	43%	46%	46%	42%	46%	44%
64	194	262	282	361	377	257	481
86%	69%	77%	85%	77%	78%	77%	78%
CF			HI				
40	128	177	191	254	241	180	315
53%	46%	52%	57%	54%	50%	54%	51%
			H				
57	178	215	201	274	320	187	408
76%	63%	63%	60%	58%	66%	56%	66%
BCDE					K		M
52	148	191	190	271	258	182	347
70%	53%	56%	57%	58%	53%	54%	56%
EF							
8	91	94	63	112	137	86	162
11%	32%	28%	19%	24%	28%	26%	26%
	J	J					
37	133	167	143	189	254	133	310
50%	47%	49%	43%	40%	52%	40%	50%
					K		M
55	157	229	236	275	347	207	416
75%	56%	67%	71%	59%	72%	62%	67%
F		H	H		K		
48	174	208	210	306	286	213	379
65%	62%	61%	63%	65%	59%	64%	61%
45	128	163	148	221	217	163	275
61%	45%	48%	44%	47%	45%	49%	44%
DF							



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)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
40	123	159	164	207	239	150	296
54%	44%	47%	49%	44%	49%	45%	48%
42	155	196	181	252	280	181	350
57%	55%	57%	54%	54%	58%	54%	56%
10	87	79	50	109	108	78	139
14%	31%	23%	15%	23%	22%	23%	22%
	J	J					
34	153	165	141	216	243	154	305
47%	54%	48%	43%	46%	50%	46%	49%
	J						
17	103	126	131	196	164	148	213
24%	37%	37%	40%	42%	34%	44%	34%
				L		N	
22	133	150	143	199	226	152	273
30%	47%	44%	43%	42%	47%	46%	44%
66	190	247	269	359	348	248	458
89%	68%	72%	81%	76%	72%	74%	74%
BEF			HI				
37	148	174	189	281	231	201	310
50%	53%	51%	57%	60%	48%	60%	50%
				L		N	
19	124	113	96	195	137	128	204
25%	44%	33%	29%	41%	28%	38%	33%
	IJ			L			
26	107	134	122	164	199	121	241
35%	38%	39%	37%	35%	41%	36%	39%
29	153	179	185	249	267	171	346
39%	55%	52%	56%	53%	55%	51%	56%



ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
16	72	89	82	123	120	81	162
21%	26%	26%	25%	26%	25%	24%	26%
18	87	93	86	140	125	103	162
25%	31%	27%	26%	30%	26%	31%	26%
26	74	78	82	113	120	77	156
35%	26%	23%	25%	24%	25%	23%	25%
D							
14	48	81	82	93	119	73	140
19%	17%	24%	25%	20%	25%	22%	23%
34	158	183	168	263	245	184	325
46%	56%	53%	51%	56%	51%	55%	52%
40	123	159	164	207	239	150	296
54%	44%	47%	49%	44%	49%	45%	48%



ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
8	34	38	40	49	64	41	71
11%	12%	11%	12%	10%	13%	12%	11%
24	92	108	111	170	141	112	199
33%	33%	32%	33%	36%	29%	33%	32%
28	101	123	106	163	167	115	215
38%	36%	36%	32%	35%	34%	34%	35%
14	54	73	75	89	113	66	136
19%	19%	21%	23%	19%	23%	20%	22%
32	126	145	152	218	205	153	270
43%	45%	43%	46%	46%	42%	46%	44%
42	155	196	181	252	280	181	350
57%	55%	57%	54%	54%	58%	54%	56%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
46	101	139	192	211	221	132	301
62%	36%	41%	58%	45%	46%	39%	48%
BCEF			HI				M
17	92	123	90	150	155	125	180
24%	33%	36%	27%	32%	32%	37%	29%
		J				N	
5	68	54	26	71	76	50	97
7%	24%	16%	8%	15%	16%	15%	16%
	J	J					
5	20	25	24	38	31	27	42
7%	7%	7%	7%	8%	6%	8%	7%
64	194	262	282	361	377	257	481
86%	69%	77%	85%	77%	78%	77%	78%
CF			HI				
10	87	79	50	109	108	78	139
14%	31%	23%	15%	23%	22%	23%	22%
	J	J					

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
29	50	92	127	121	148	90	179
40%	18%	27%	38%	26%	31%	27%	29%
B		H	HI				
10	78	85	64	133	93	90	137
14%	28%	25%	19%	28%	19%	27%	22%
				L			
10	64	54	30	79	69	54	94
13%	23%	16%	9%	17%	14%	16%	15%
	J	J					
25	89	111	111	137	174	100	211
34%	32%	32%	34%	29%	36%	30%	34%
40	128	177	191	254	241	180	315
53%	46%	52%	57%	54%	50%	54%	51%
			H				
34	153	165	141	216	243	154	305
47%	54%	48%	43%	46%	50%	46%	49%
	J						

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
40	106	143	140	174	215	104	285
54%	38%	42%	42%	37%	44%	31%	46%
BE							M
17	72	72	61	100	105	83	122
23%	26%	21%	18%	21%	22%	25%	20%
D							
7	35	39	35	55	53	42	67
10%	12%	11%	10%	12%	11%	12%	11%
10	68	87	97	141	111	106	146
14%	24%	26%	29%	30%	23%	32%	24%
				L		N	
57	178	215	201	274	320	187	408
76%	63%	63%	60%	58%	66%	56%	66%
BCDE					K		M
17	103	126	131	196	164	148	213
24%	37%	37%	40%	42%	34%	44%	34%
				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)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
4	45	42	27	35	80	41	74
5%	16%	12%	8%	7%	17%	12%	12%
	J				K		
4	45	52	36	77	56	45	89
6%	16%	15%	11%	16%	12%	13%	14%
19	52	44	35	75	56	53	77
26%	18%	13%	11%	16%	12%	16%	12%
CEF							
47	138	203	234	284	291	195	381
63%	49%	60%	70%	60%	60%	58%	61%
			HI				
8	91	94	63	112	137	86	162
11%	32%	28%	19%	24%	28%	26%	26%
	J	J					
66	190	247	269	359	348	248	458
89%	68%	72%	81%	76%	72%	74%	74%
BEF			HI				

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
8	38	31	33	36	66	25	77
11%	14%	9%	10%	8%	14%	7%	12%
					K		M
29	95	136	110	153	188	108	233
39%	34%	40%	33%	33%	39%	32%	38%
		J					
24	89	92	88	149	120	112	157
32%	32%	27%	27%	32%	25%	33%	25%
				L		N	
13	58	83	101	131	111	90	152
18%	21%	24%	30%	28%	23%	27%	25%
			HI				
37	133	167	143	189	254	133	310
50%	47%	49%	43%	40%	52%	40%	50%
					K		M
37	148	174	189	281	231	201	310
50%	53%	51%	57%	60%	48%	60%	50%
				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)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
21	67	80	84	88	143	62	169
29%	24%	23%	25%	19%	30%	18%	27%
					K		M
34	91	148	153	188	204	145	247
46%	32%	43%	46%	40%	42%	43%	40%
		H	H				
10	87	62	60	113	96	73	135
14%	31%	18%	18%	24%	20%	22%	22%
	IJ						
9	37	51	36	82	41	55	69
11%	13%	15%	11%	18%	9%	16%	11%
				L		N	
55	157	229	236	275	347	207	416
75%	56%	67%	71%	59%	72%	62%	67%
F		H	H		K		
19	124	113	96	195	137	128	204
25%	44%	33%	29%	41%	28%	38%	33%
	IJ			L			



ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
25	97	116	131	173	170	108	236
34%	34%	34%	40%	37%	35%	32%	38%
23	77	92	79	132	115	105	143
32%	27%	27%	24%	28%	24%	31%	23%
						N	
16	71	71	62	89	114	69	135
21%	25%	21%	19%	19%	24%	21%	22%
10	37	62	60	75	84	53	107
14%	13%	18%	18%	16%	17%	16%	17%
48	174	208	210	306	286	213	379
65%	62%	61%	63%	65%	59%	64%	61%
26	107	134	122	164	199	121	241
35%	38%	39%	37%	35%	41%	36%	39%

ATL	Age			Gender		Kids in HH	
	18-34	35-54	55+	Male	Female	Yes	No
(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
74	281	341	332	470	484	334	620
77	127	471	364	452	510	391	571
30	87	94	118	142	156	88	210
40%	31%	27%	35%	30%	32%	26%	34%
B			I				M
19	63	95	116	135	139	107	167
26%	22%	28%	35%	29%	29%	32%	27%
			HI				
11	41	55	46	66	76	55	87
15%	14%	16%	14%	14%	16%	16%	14%
2	41	29	13	38	44	30	52
3%	15%	8%	4%	8%	9%	9%	8%
	J	J					
4	6	32	20	36	22	23	35
5%	2%	9%	6%	8%	5%	7%	6%
		H					
1	8	20	8	26	10	13	23
2%	3%	6%	2%	6%	2%	4%	4%
		J		L			
2	17	9	6	13	19	10	22
2%	6%	3%	2%	3%	4%	3%	4%
-	7	6	4	7	9	6	10
	2%	2%	1%	2%	2%	2%	2%
5	10	3	2	7	8	3	13
6%	4%	1%	1%	2%	2%	1%	2%
CE	J						





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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
106	343	60	103	148	258	118	157
54%	53%	53%	56%	52%	53%	58%	50%
84	290	49	66	122	235	90	130
43%	45%	43%	36%	43%	48%	44%	41%
					R		
127	515	97	125	235	378	162	243
65%	80%	85%	68%	82%	78%	80%	77%
	O	O		R			
99	329	67	83	153	259	97	160
51%	51%	59%	45%	54%	53%	47%	51%
126	385	83	104	184	307	139	206
65%	60%	73%	57%	64%	63%	68%	65%
		P					
98	366	65	80	167	282	115	176
50%	57%	57%	44%	58%	58%	57%	56%
				R	R		
54	162	32	47	57	144	53	82
28%	25%	28%	26%	20%	30%	26%	26%
					S		
106	270	67	87	146	210	129	147
55%	42%	59%	48%	51%	43%	63%	46%
	P	P				VW	
125	406	91	120	202	300	139	212
64%	63%	80%	66%	70%	62%	68%	67%
		OP		T			
109	413	69	119	180	293	137	198
56%	64%	61%	65%	63%	60%	67%	63%
80	308	50	68	135	235	78	154
41%	48%	44%	37%	47%	48%	38%	49%
					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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
89	304	53	80	138	227	86	160
46%	47%	47%	44%	48%	47%	42%	50%
110	356	65	117	164	250	113	187
57%	55%	57%	64%	57%	52%	56%	59%
			T				
68	132	17	58	51	108	42	74
35%	20%	15%	32%	18%	22%	20%	23%
PQ			S				
95	318	46	100	133	226	107	156
49%	49%	41%	55%	46%	47%	53%	49%
68	262	31	79	103	179	65	111
35%	40%	27%	43%	36%	37%	32%	35%
	Q						
96	281	49	102	119	204	88	141
50%	43%	43%	56%	42%	42%	43%	44%
			ST				
140	485	81	135	229	342	150	235
72%	75%	72%	74%	80%	70%	74%	74%
			T				
88	376	47	95	140	276	75	170
45%	58%	41%	52%	49%	57%	37%	54%
	OQ						U
69	240	23	62	85	185	65	105
36%	37%	20%	34%	30%	38%	32%	33%
Q	Q				S		
85	233	45	64	106	193	67	119
44%	36%	39%	35%	37%	40%	33%	37%
115	338	64	115	151	251	126	163
59%	52%	56%	63%	53%	52%	62%	51%
			T			W	





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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
56	154	33	52	73	119	66	74
29%	24%	29%	28%	25%	24%	33%	23%
						W	
50	189	28	51	75	140	51	83
25%	29%	24%	28%	26%	29%	25%	26%
58	147	29	37	72	124	48	86
30%	23%	26%	20%	25%	26%	24%	27%
31	157	24	43	67	103	38	74
16%	24%	21%	23%	23%	21%	19%	23%
106	343	60	103	148	258	118	157
54%	53%	53%	56%	52%	53%	58%	50%
89	304	53	80	138	227	86	160
46%	47%	47%	44%	48%	47%	42%	50%

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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
25	76	12	22	29	62	23	40
13%	12%	10%	12%	10%	13%	11%	13%
59	215	37	44	93	174	67	90
30%	33%	33%	24%	32%	36%	33%	28%
					R		
76	220	34	68	89	172	63	129
39%	34%	30%	37%	31%	35%	31%	41%
							W
35	136	31	49	75	78	51	59
18%	21%	27%	27%	26%	16%	25%	19%
			T	T			
84	290	49	66	122	235	90	130
43%	45%	43%	36%	43%	48%	44%	41%
					R		
110	356	65	117	164	250	113	187
57%	55%	57%	64%	57%	52%	56%	59%
			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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
45	318	69	80	139	214	91	150
23%	49%	60%	44%	48%	44%	45%	47%
	O	OP					
81	197	28	45	96	164	72	92
42%	30%	25%	25%	34%	34%	35%	29%
PQ							
49	87	12	38	29	81	29	53
25%	13%	10%	21%	10%	17%	14%	17%
PQ			S		S		
18	45	6	20	23	26	13	21
9%	7%	5%	11%	8%	5%	6%	7%
127	515	97	125	235	378	162	243
65%	80%	85%	68%	82%	78%	80%	77%
	O	O		R			
68	132	17	58	51	108	42	74
35%	20%	15%	32%	18%	22%	20%	23%
PQ			S				



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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
90	237	62	70	122	197	93	133
46%	37%	55%	38%	43%	41%	46%	42%
		P					
36	148	21	33	62	110	45	73
19%	23%	18%	18%	21%	23%	22%	23%
21	81	6	24	31	53	12	38
11%	12%	5%	13%	11%	11%	6%	12%
		Q					
46	181	25	56	71	125	53	73
24%	28%	22%	30%	25%	26%	26%	23%
126	385	83	104	184	307	139	206
65%	60%	73%	57%	64%	63%	68%	65%
		P					
68	262	31	79	103	179	65	111
35%	40%	27%	43%	36%	37%	32%	35%
		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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
37	108	23	36	64	69	53	62
19%	17%	21%	20%	22%	14%	26%	20%
				T		W	W
61	258	42	44	103	213	62	114
31%	40%	37%	24%	36%	44%	31%	36%
				R	R		
41	162	27	47	69	115	46	82
21%	25%	23%	26%	24%	24%	23%	26%
55	118	22	56	51	89	42	59
28%	18%	19%	31%	18%	18%	21%	19%
P			ST				
98	366	65	80	167	282	115	176
50%	57%	57%	44%	58%	58%	57%	56%
				R	R		
96	281	49	102	119	204	88	141
50%	43%	43%	56%	42%	42%	43%	44%
			ST				

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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
23	78	14	19	30	66	25	37
12%	12%	13%	11%	10%	14%	12%	12%
31	84	18	28	28	78	28	44
16%	13%	16%	15%	10%	16%	14%	14%
29	87	14	33	32	66	26	46
15%	14%	12%	18%	11%	14%	13%	15%
111	397	67	103	196	276	125	189
57%	61%	59%	56%	69%	57%	61%	60%
54	162	32	47	57	144	53	82
28%	25%	28%	26%	20%	30%	26%	26%
140	485	81	135	229	342	150	235
72%	75%	72%	74%	80%	70%	74%	74%

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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
44	28	30	13	34	55	39	35
22%	4%	26%	7%	12%	11%	19%	11%
P		P				W	W
62	242	37	74	112	155	90	111
32%	37%	32%	41%	39%	32%	44%	35%
48	196	25	47	80	142	42	94
25%	30%	22%	26%	28%	29%	21%	30%
40	180	21	48	60	134	33	76
21%	28%	19%	26%	21%	28%	16%	24%
	Q						
106	270	67	87	146	210	129	147
55%	42%	59%	48%	51%	43%	63%	46%
P		P				VW	
88	376	47	95	140	276	75	170
45%	58%	41%	52%	49%	57%	37%	54%
	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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
57	138	36	53	67	111	63	79
29%	21%	32%	29%	23%	23%	31%	25%
		P					
68	269	55	68	134	189	77	133
35%	42%	48%	37%	47%	39%	38%	42%
56	141	11	46	48	115	47	69
29%	22%	10%	25%	17%	24%	23%	22%
Q	Q				S		
13	99	12	16	37	71	17	35
7%	15%	10%	9%	13%	15%	8%	11%
	O						
125	406	91	120	202	300	139	212
64%	63%	80%	66%	70%	62%	68%	67%
		OP		T			
69	240	23	62	85	185	65	105
36%	37%	20%	34%	30%	38%	32%	33%
Q	Q				S		

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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
57	244	43	68	101	175	85	108
29%	38%	38%	37%	35%	36%	42%	34%
52	170	26	51	79	118	52	90
27%	26%	23%	28%	28%	24%	26%	28%
62	114	28	32	58	113	44	58
32%	18%	24%	18%	20%	23%	22%	18%
P							
23	119	17	32	48	80	23	61
12%	18%	15%	17%	17%	16%	11%	19%
109	413	69	119	180	293	137	198
56%	64%	61%	65%	63%	60%	67%	63%
85	233	45	64	106	193	67	119
44%	36%	39%	35%	37%	40%	33%	37%

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)
194	647	114	183	286	486	204	317
134	693	135	166	323	473	187	300
52	206	40	45	93	160	85	95
27%	32%	35%	25%	32%	33%	42%	30%
						VW	
50	187	37	58	86	130	58	94
26%	29%	33%	32%	30%	27%	28%	30%
23	103	16	21	41	80	25	37
12%	16%	14%	11%	14%	16%	12%	12%
31	45	6	21	24	38	13	32
16%	7%	5%	11%	8%	8%	6%	10%
PQ							
6	44	8	10	16	31	10	15
3%	7%	7%	6%	6%	6%	5%	5%
12	22	2	11	8	17	1	22
6%	3%	1%	6%	3%	4%	1%	7%
Q							U
9	22	1	12	5	15	4	15
5%	3%	1%	6%	2%	3%	2%	5%
	Q		S				
6	8	3	-	6	11	2	7
3%	1%	3%		2%	2%	1%	2%
6	9	1	5	8	3	5	1
3%	1%	1%	3%	3%	1%	3%	0%
			T	T		V	

\$100K+
(W)
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76%
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57%
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87
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U
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U



\$100K+
(W)
294
332
156
53%
146
50%
221
75%
165
56%
172
59%
163
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\$100K+
(W)
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\$100K+
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\$100K+
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