

Canadian Millennial-GenZ Social Values 2020

Draft Data Tables

Leading Edge GenZ

(Canadians ages 18 to 24)

Field dates: September 8 – November 9, 2020

Leading Edge GenZ – 2020 Survey

Banner-Question Key

This detailed set of statistical tables shows survey results for the total general population and also by various subgroups of interest. For this table set there are three “banners” of subgroups, drawn from questions in the survey. The results have also been tested for significant differences within these subgroups. The statistical tests undertaken are an independent T-Test for means and independent Z-Test for percentages. The following key shows the questions used to create the banner subgroups and also what groups have been tested for significant differences in each of the banners.

In the tables that follow, **upper case letters** under the percentages indicate subgroup differences that are

BANNER 1

Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/Weak	Many/Day	1-2/Day	week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)

Comparison Groups: ABC/ADEFG/AHIJ/AKLMN/AOP/AQRS

BANNER 2

Employment Status							Household income				Generation in Canada			Ethnicity					
TOTAL	Empl/FT	Empl/PT	Self/Empl	Stud/ent	Look/work	Not/look	<\$30K	\$30K-\$60K	\$60K-\$100K	\$100K+	Can/3rd+	Can/2nd	Other/Ctry	white	Abor	Black	Chin/ese	Sou/Asian	Other
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)

Comparison Groups: ABCDEFG/AHIJK/ALMN/AOPQRST

BANNER 3

Gender			Province					Life Satisfaction				Sexual Orientation			SV SEGMENTS						
TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/Sex	Bi/Sex	Oth/er	Egal/Ideal	Refl/Real	Opti/Obsv	Duti/Acco	Earn/Strv	Grnd/Indep	Hust/Hedn
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)

Comparison Groups: ABC/ADEFGHI/AJKL/AMNO/APQRSTUV

Leading Edge GenZ – 2020 Survey

QA1. Which one of the following best describes your gender?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Female	50 LHDEC RSK	54 AC	47	41	42	51 DE	62 ADEF	41	51 H	54 AH	39	45	58 AKLN	51 K	49	51	58 ARS	43	38
Male	48 QMJGB	44	51 AB	55 AFG	56 AFG	47 G	37	58 AIJ	48	43	59 AMN	53 AMN	40	45	48	48	39	56 AQ	61 AQ
Nonbinary	1 RSI	1	1	1	1	1	1	1	*	2 AI	1	1	1	1	1	1	2 ARS	*	*
Transgender	1 RSIB	*	1 AB	3 AEF	1	1	-	*	*	2 AHI	*	1	1	1	1	1	2 ARS	*	*
Two Spirit	*	*	*	*	*	*	-	1	*	*	*	*	*	*	*	*	*	*	*
Genderqueer	*	*	*	-	*	*	*	-	*	*	-	*	*	-	*	*	*	-	*
Another gender identity (Specify if you wish)	*	*	*	1	*	*	-	*	*	*	*	*	*	-	*	*	*	*	-
Prefer not to say	*	1	*	2	*	*	*	*	*	1	*	*	*	2	1	*	*	*	*

Leading Edge GenZ – 2020 Survey

QA1. Which one of the following best describes your gender?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Female	50 SJKB	43	52 B	51	54 AB	56 AB	52	57 AIJK	48	44	42	52 AM	47	47	52 AS	45	44	52	43	46
Male	48 OLHEF	55 ACEFG	47	47	44	41	43	41	50 H	55 AH	57 AH	45	51 L	52 L	47	49	56 AO	48	56 AO	52
Nonbinary	1	1	1	1	1	2	2	1 A	1	1	-	1	1	1	1	4 T	-	-	1	*
Transgender	1 TB	*	1	1	1 B	1	4 ABCE	1	1	*	1	1	1	*	1 T	1	-	1	*	*
Two Spirit	* O	*	*	-	*	*	*	*	*	-	*	*	*	*	*	3	-	*	-	*
Genderqueer	*	*	*	*	*	-	-	-	*	*	-	*	*	*	*	-	*	-	-	*
Another gender identity (Specify if you wish)	*	*	*	-	*	*	1	*	-	-	*	*	*	*	*	-	*	-	*	*
Prefer not to say	*	1	*	1	*	*	1	*	1	*	*	1	*	*	*	1	*	-	-	1

Leading Edge GenZ – 2020 Survey

QA1. Which one of the following best describes your gender?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Female	50 STUJB	*	100	50	52	48	45	53	53	45	53 AJ	49	49	69 AMO	46	73 RSTUV AQ	57 ASTU	49 ST	34	30	42 T	52 STU	
Male	48 PQNK	100	*	46	47	50	53	46	44	55 AKL	45	47	51 ANO	29	44 N	24	35 P	51 PQ	65 APQRV	69 PQRUV A	58 APQV	46 PQ	
Nonbinary	1 TMJEC	-	*	4 E	*	1	1	1	1	*	1	2 AJ	*	2	6 AMN	1	6 APTV	-	-	*	-	*	
Transgender	1 MJC	1	*	-	*	1	1	*	1	*	1 J	1	*	1	5 AMN	2 U	4 AU	-	-	-	*	1	
Two Spirit	*	-	*	1	*	*	1	*	-	*	*	*	-	1	2	*	*	*	-	*	-	1	
Genderqueer	*	-	-	-	*	*	-	*	-	*	*	*	-	1	*	*	-	-	*	*	*	-	
Another gender identity (Specify if you wish)	*	*	*	-	*	*	-	-	*	*	*	*	*	-	1	*	1	-	*	*	*	-	
Prefer not to say	*	-	-	1	*	*	*	1	*	*	*	1	*	*	*	*	1	*	1	1	*	*	

Leading Edge GenZ – 2020 Survey

QA2. Age

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Mid Gen Z (Born 1999 - 2002)	57 PG	-	100	74 AFG	72 AFG	58 G	32	62 AJ	57	55	55	56	57	61	65 AP	51	57	56	59
Early Ken Z (Born 1996 - 1998)	43 OHDE	100	-	26	28	42 DE	68 ADEF	38	43	45 H	45	44	43	39	35	49 AO	43	44	41

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QA2. Age

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Mid Gen Z (Born 1999 – 2002)	57 NIB	40	63 AB	58 B	67 ABDFG	57 B	58 B	61 AIJ	50	54	60 I	57	61 AN	52	56	65 T	60	60	60	53
Early Gen Z (Born 1996 – 1998)	43 MHCE	60 CDEFG A	37	42 E	33	43 E	42 E	39	50 AHK	46 H	40	43	39	48 AM	44	35	40	40	40	47 P

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QA2. Age

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Mid Gen Z (Born 1999 - 2002)	57 PMC	61 AC	54	57	55	58	61	59	54	57	56	62 AK	55	63 AM	59	52	61 P	53	56	64 APRS	62 P	58
Early Ken Z (Born 1996 - 1998)	43 TNLB	39	46 AB	43	45	42	39	41	46	43	44 L	38	45 AN	37	41	48 AQTU	39	47 T	44 T	36	38	42

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QA3. In what province or territory do you currently live?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: ATLANTIC	6	6	6	7	6	5	7	7	6	5	5	5	6	8	7	6	7	5	5
Newfoundland and Labrador	1 L	1	1	1	2	1	1	2	1	1	2 L	*	1 L	1	2	1	2	1	2
Prince Edward Island	1 R	1	*	*	*	1	*	*	1	*	*	1	*	1	1	*	1	*	*
Nova Scotia	2	2	2	3	2	2	3	4 J	2	2	2	3	2	3	2	2	2	3	3
New Brunswick	2 S	2	2	3	2	1	2	1	2	2	1	2	2	3	2	2	2 S	2 S	*
Quebec	23 SOHDE	24	22	18	15	22 E	36 ADEF	16	23 H	27 AH	20	20	26 AKL	25	20	25 AO	23	26 AS	19
Ontario	39 QN	38	40	42	42 G	37	36	41	40	37	43 AMN	42 N	37	33	40	38	35	39	44 AQ
NET: MB/SK	6 G	5	6	8 G	7 G	6 G	3	7	6	6	6	7	5	6	7	6	6	5	7
Manitoba	4 GB	3	4 AB	6 G	5 AG	4 G	1	4	4	4	5	5	3	3	4	4	4	3	4
Saskatchewan	2	3	2	2	3	3	2	3	2	2	1	3	2	3	3	2	2	2	3
Alberta	13 G	13	13	16 G	16 AG	13 G	8	14	13	13	12	11	14	15	12	14	14	12	14
British Columbia	13 DG	14	12	9	14 DG	17 ADG	9	15	12	13	13	14	12	13	14	12	15	12	10

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QA3. In what province or territory do you currently live?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: ATLANTIC -----	6 RSMEF	8 AEFG	5	11 EF	5	3	4	5	6	8 H	6	7 AM	4	5	7 AQRS	12 AQRST	4 R	*	2	4 R
Newfoundland and Labrador	1 QM	1	1	2	1	1	2	1	1	2	1	2 M	1	1	1 Q	3	*	*	-	1
Prince Edward Island	1	1	*	1	*	-	-	*	*	1	*	*	1	1	*	1	*	-	*	1
Nova Scotia	2 QH	4 EF	2	4	2	2	-	2	3	3	4	3	2	2	3 Q	5 QS	1	-	1	2
New Brunswick	2 K	2	2	3	2	1	2	2	2	2 K	1	2 A	1	1	2	2	2	-	1	1
Quebec	23 TMNIF PQRS	24 F	26 FG	22	29 ABFG	16	18	25 I	20	22	26	29 AMN	15	14	30 PQRST A	5	15 PRS	6	5	12 PS
Ontario	39 OPLH	39	38	32	37	38	38	36	40	43 H	42	31	52 AL	47 AL	33	26	61 AOPT	57 AOPT	64 AOPT	47 AOP
NET: MB/SK -----	6 ORM	6	5	6	5	8	6	6	6	6	5	7 M	3	7 M	5 R	22 OQRST A	6 R	2	5	5
Manitoba	4 ORM	3	4	2	4	3	5	4	3	3	4	4	2	6 M	3	15 OQRST A	5	1	3	4 R
Saskatchewan	2 TMKCE R	3 C	1	4	2	5 ACE	2	2	3 K	3	1	3 AM	1	2	2 RT	8 OQRST A	1	1	2	1
Alberta	13 M	11	13	16	12	19 ABCE	18 BE	14	13	12	12	14 AM	10	13	12	21 AOQRS	12	11	10	15
British Columbia	13 QLJK	12	13	13	12	16	15	14 JK	16 AJK	10	10	12	15	14	12 Q	13 Q	3	23 AOPQS	14 Q	18 AOQ

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QA3. In what province or territory do you currently live?

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: ATLANTIC -----	6 PM	6	6	100	-	-	-	-	-	6	6	7	4	12 AM	8 M	4	11 APRSU	4	4	8 PRSU	4	8 PU	
Newfoundland and Labrador	1 SM	1	1	21	-	-	-	-	-	1	1	2	1	3 AM	1	1	2	-	*	3 AS	1	1	
Prince Edward Island	1 M	1	*	9	-	-	-	-	-	1	*	1	*	1	1	*	1	-	*	*	1	1	
Nova Scotia	2 M	2	2	39	-	-	-	-	-	3	2	2	2	4 M	4 M	2	4 R	1	2	3	2	4	
New Brunswick	2	1	2	31	-	-	-	-	-	1	2	3	2	3	2	1	4 P	3	2	3	-	2	
Quebec	23 QTVNL	23	24	-	100	-	-	-	-	28 AKL	22	19	25 AN	18	24	30 AQSTV	12 AQSTV	36 AQSTV	21 QV	18 V	30 AQSTV	11	
Ontario	39 P	41	37	-	-	100	-	-	-	38	40	36	40	37	34	32	42 P	35	41 P	39	36 QRSTU AP	52	
NET: MB/SK -----	6	7	5	-	-	-	100	-	-	6	6	7	5	6	7	5	6	4	6	6	7	7	
Manitoba	4 R	4	3	-	-	-	62	-	-	3	3	5	3	3	3	3	5 R	1	5 R	5 R	2	4 R	
Saskatchewan	2 Q	2	2	-	-	-	38	-	-	3	2	2	2	3	3	2 Q	*	3 Q	1	2	4 QS	3 Q	
Alberta	13	12	14	-	-	-	-	100	-	12	13	14	12	16	13	14	11	10	14	15	14	11	
British Columbia	13 J	12	14	-	-	-	-	-	100	10	13	17 AJ	13	11	14	14	18 RUV	11	14	13	10	11	

Leading Edge GenZ – 2020 Survey

QA4. The Canadian census has been collecting information on the ancestral origins or cultural backgrounds of the population for over 100 years to capture the composition of Canada's diverse population. Below are the diversity categories that the census uses. Please let us know which of the following best describes you.

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some/ PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
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Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
White	70 RHE	71	69	69	65	72 E	74 AE	61	70 H	75 AHI	67	69	71	73	69	71	78 ARS	63	68
Aboriginal/Indigenous (First Nations, Métis, Inuit)	9 LFG	8	10	20 AEFG	12 AFG	6	5	12	9	9	10 L	6	11 AL	10 L	10	9	9	9	8
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	8 QNJ	7	8	5	8	9 D	6	13 AIJ	8 J	5	9 N	9 N	7	5	7	8	5	10 AQ	10 Q
Chinese	6	6	6	3	5	8 D	6	5	6	6	5	7	6	4	6	6	4	8 AQ	6
Black	4	4	5	5	5	5	3	6	3	5	6	4	4	5	5	4	4	5	4
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3	3	2	1	3	3	3	4	3	2	2	3	3	3	3	3	2	4	3
Filipino	3	3	2	1	3	3	3	3	3	2	3	3	2	2	3	2	2	3	3
Latin American	2	3	2	1	3	2	3	4	2	2	3	2	2	3	2	3	2	3	2
Arab	2	2	2	2	2	2	2	3	2	1	4	1	2	1	2	2	2	2	2
West Asian (e.g., Iranian, Afghan, etc.)	1	2	1	1	1	2	1	2	2	1	2	1	2	1	2	1	1	1	2
European	1 S	*	1	1	1	1	*	1	1	1	*	1	1	1	1	1	1	1	*
Japanese	*	*	*	*	*	1	*	1 I	*	*	1	*	1	-	1	*	*	*	1
Korean	*	*	*	*	1	*	*	1	1	*	1	*	*	1	1	*	*	*	1
West Indian/Caribbean	*	*	*	*	*	*	*	-	*	*	1	*	*	-	*	*	1	*	-
Mixed race	*	*	*	*	*	*	*	1	*	*	*	-	*	1	*	*	*	*	*
Other	*	*	*	-	*	-	-	-	*	*	-	*	*	-	-	*	-	-	-
DK/NA	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	-

Leading Edge GenZ – 2020 Survey

QA4. The Canadian census has been collecting information on the ancestral origins or cultural backgrounds of the population for over 100 years to capture the composition of Canada's diverse population. Below are the diversity categories that the census uses. Please let us know which of the following best describes you.

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
White	70 STMNE PQRS	76 AE	72 E	71	66	70	70	69	67	70	79 AHIJ	89 AMN	52 N	29	100 PQRST A	18 QRST	4 S	4	1	5 S
Aboriginal/Indigenous (First Nations, Métis, Inuit)	9 TMNJE OQRS	8	9	11	7	13 ABE	14 E	11 AJK	10	6	7	13 AMN	4	3	5 QRST	100 OQRST A	1	1	1	*
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	8 RTLFG O	6	8 G	5	9 AFG	4	3	8	7	8	6	1	12 AL	23 ALM	*	-	-	1	100 AORT	2 O
Chinese	6 STLDG OQ	5	6 D	2	8 ABDFG	4	2	5	7	6	6	1	15 ALN	8 L	1	-	*	100 AOQST	1	*
Black	4 OPSTL	4	4	7	5	5	4	5	4	4	3	1	8 AL	11 AL	*	1	100 AOPST	-	1	1
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3 OQLK	2	3	2	3	3	3	3 K	3 K	3	1	1	5 AL	6 AL	*	-	*	3 OQ	1	25 AOQRS
Filipino	3 OPQSL	3	2	3	2	3	3	2	3	3	3	1	4 AL	8 ALM	1	1	*	2	1	22 OPQRS
Latin American	2 OL	2	2	3	2	4	4	3	3	2	1	1	4 AL	5 AL	1	-	1	1	-	19 AOQR
Arab	2 OL	2	2	3	2	1	2	2	2	2	3	*	3 AL	6 AL	*	-	-	1	1	17 AORS
West Asian (e.g., Iranian, Afghan, etc.)	1 OQL	1	2	1	2	2	*	1	1	2	1	*	3 AL	4 AL	1	-	*	1	2	9 AOQRS
European	1 O	1	1	*	1	2	1	1	1	*	1	1	1 N	*	*	-	-	-	-	1
Japanese	*	*	*	1	*	*	1	*	*	1	*	*	1	*	*	-	-	-	-	3
Korean	*	*	*	*	1	*	*	*	1	1	1	*	*	1	*	-	-	-	-	AO 4
West Indian/Caribbean	0 O	*	*	-	*	1	*	*	1	*	*	-	1	1	*	-	-	1	-	AO -
Mixed race	*	*	*	*	*	*	1	*	*	*	*	*	1	-	-	-	-	-	-	-
Other	*	*	*	1	*	*	-	*	-	-	*	-	*	*	-	-	-	-	-	1
DK/NA	*	-	*	1	*	*	*	*	*	*	-	*	-	*	*	-	-	-	-	2

Leading Edge GenZ – 2020 Survey

AO

QA4. The Canadian census has been collecting information on the ancestral origins or cultural backgrounds of the population for over 100 years to capture the composition of Canada's diverse population. Below are the diversity categories that the census uses. Please let us know which of the following best describes you.

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Het/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
White	70 SVFGB	67	72 AB	80 AFGHI	89 AFGHI	61	61	67	66	69	70	71	70	73	76 A	80 ASTV	75 SV	83 ASTV	62 V	66 V	78 ASTV	51	
Aboriginal/Indigenous (First Nations, Métis, Inuit)	9 UMEFB	8	10 B	15 EF	3	6 E	28 DEFHI A	15 AEF	13 AEF	9	8	13 AJK	7	16 AM	16 AM	10 U	14 ARSU	7	7	9	6	13 ARSU	
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	8 PRNDE	9	7	3	2	12 DEGHI A	6	6 E	7 E	10 AKL	7	6	8 N	3	5	4	6	4	12 APQRU	8 P	6	13 PQRTU A	
Chinese	6 PLDEG	6	6	*	2	8 ADEGH	2	5 D	10 ADEGH	5	7 AL	3	6	4	6	4	6	5	6	8 PU	4	8 PU	
Black	4 RI	5	4	3	3	6 AI	4	4	1	4	4	5	4	4	4	3	2	1	6 R	5	4	7 R	
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	3 PE	3	2	1	1	3 E	4	3	3	3	2	3	3	2	2	1	2	3	3	5 PU	1	4 PU	
Filipino	3 DE	3	3	1	1	3	3	4	5 DE	3	3	2	3	2	3	3	2	2	4	1	1	5 TU	
Latin American	2 T	2	3	2	2	3	2	2	3	3	3	1	2	2	3	3 T	1	2	3 T	1	1	4 QTU	
Arab	2 PQ	3	1	2	2	2	1	2	2	2	2	2	2	1	1	1	*	1	3 Q	3	3	3 Q	
West Asian (e.g., Iranian, Afghan, etc.)	1 Q	1	2	-	1	2	1	2	2	2	1	1	2	1	1	1	*	1	2	1	3 Q	2 Q	
European	1 SB	*	1 AB	-	1	1	1	1	1	*	1	1	1	2	1	1 S	*	1	*	*	1	1	
Japanese	*	*	1	1	*	*	-	*	1	1	*	1	*	1	1	*	*	-	1	1	*	*	
Korean	*	*	*	1	*	1	*	*	1	*	*	*	*	*	*	*	-	*	*	1	1	1	
West Indian/Caribbean	*	*	*	-	-	1	-	-	-	*	*	*	*	1	1	1	1	*	*	*	-	*	
Mixed race	*	*	*	-	-	*	-	1	*	*	*	*	*	1	1	-	*	-	*	*	*	1	
Other	*	*	*	-	-	-	-	*	*	-	*	*	*	-	-	*	-	-	-	-	-	*	
DK/NA	*	*	*	-	*	*	*	-	1	*	*	-	*	-	*	*	-	*	*	*	*	*	

Leading Edge GenZ – 2020 Survey

QA5. Of the ancestral or cultural backgrounds you indicated, which one of them would you say you most closely identify with?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
White	68 RHE	69	67	65	63	70 E	74 ADE	59	68 H	73 AHI	65	68	69	70	67	69	75 ARS	61	67
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7 QNJD	7	7	4	8 D	8 D	6	12 AIJ	7 J	4	9 N	9 MN	6	4	7	7	5	9 AQ	9 Q
Aboriginal/Indigenous (First Nations, Métis, Inuit)	6 LFG	5	6	16 AEFG	7 AFG	3	3	7	6	5	7 L	3	6 L	7 L	6	5	5	6	4
Chinese	5	5	6	3	5	7 D	5	4	6	5	4	6	6	4	6	5	4	7 A	6
Black	4	4	4	5	4	4	3	5	3	4	4	4	3	5	5	3	3	4	4
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	2	3	2	1	3	2	2	3	3	2	2	3	2	2	2	2	2	3	2
Filipino	2	3	2	1	2	2	2	3	2	1	2	2	2	2	2	2	1	2	2
Latin American	2	2	2	1	2	1	2	2	2	2	2	2	1	2	2	2	1	2	2
Arab	2	1	2	1	2	2	1	3	1	1	3	1	1	1	2	1	1	2	2
West Asian (e.g., Iranian, Afghan, etc.)	1	1	1	*	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
European	*	*	1	1	1	*	*	*	*	1	*	*	1	1	*	1	*	*	*
Korean	*	*	*	*	1	*	*	*	1	*	*	*	*	1	*	*	*	*	1
West Indian/Caribbean	*	*	*	-	*	*	*	-	*	*	1	*	*	-	*	*	1	*	-
Mixed race	*	*	*	*	*	*	*	1	*	*	*	-	*	1	*	*	*	*	*
Japanese	*	*	*	*	*	*	*	1	*	*	*	*	*	-	*	*	*	*	*
Other	*	*	*	*	1	-	*	*	*	*	-	*	*	*	*	*	*	*	-

Leading Edge GenZ – 2020 Survey

QA5. Of the ancestral or cultural backgrounds you indicated, which one of them would you say you most closely identify with?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
White	68 MNE	75 AEF	69 E	68	65	67	68	66	66	68	76 AHIJ	87 AMN	49 N	28	100	-	-	-	-	-
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7 LFG	6	7 G	5	9 AFG	4	3	7	7	7	5	1	12 AL	23 ALM	-	-	-	-	100	-
Aboriginal/Indigenous (First Nations, Métis, Inuit)	6 MNE	4	6	7	4	7 E	11 BE	7	6	5	4	8 AMN	2	2	-	100	-	-	-	-
Chinese	5 LD	4 D	5 D	*	7 ABDFG	4 D	2	5	6	5	6	1	14 ALN	8 AL	-	-	-	100	-	-
Black	4 L	3	3	7	4	4	3	5	3	3	3	1	6 AL	10 AL	-	-	100	-	-	-
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	2 LK	2	2	2	2	3	2	2 K	3 K	3	1	1	4 AL	6 AL	-	-	-	-	-	24
Filipino	2 L	2	2	2	2	3	3	2	3	2	1	*	3 L	8 ALM	-	-	-	-	-	22
Latin American	2 L	1	2	2	1	2	3	2	2	1	1	*	2 L	5 ALM	-	-	-	-	-	18
Arab	2 L	1	2	3	2	1	2	2	1	1	2	*	3 AL	5 AL	-	-	-	-	-	17
West Asian (e.g., Iranian, Afghan, etc.)	1 L	1	1	1	1	1	*	1	1	1	*	*	1 L	3 AL	-	-	-	-	-	9
European	*	*	*	*	*	1	1	1	*	*	*	*	1	*	-	-	-	-	-	-
Korean	*	*	*	*	1	*	*	*	1	1	*	*	*	1	-	-	-	-	-	4
West Indian/Caribbean	*	*	*	-	*	1	-	*	1	*	*	-	1	1	-	-	-	-	-	-
Mixed race	*	*	*	*	*	*	1	*	*	*	*	*	1	-	-	-	-	-	-	-
Japanese	*	-	*	1	*	*	1	*	*	1	*	*	*	*	-	-	-	-	-	2
Other	*	*	*	1	*	1	*	*	*	*	*	*	*	1	-	-	-	-	-	3

Leading Edge GenZ – 2020 Survey

QA5. Of the ancestral or cultural backgrounds you indicated, which one of them would you say you most closely identify with?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
White	68 SVF	66	70	77 AFGHI	88 DFGHI A	58	60	65	63	67	68	69	69	69	71	78 ASTV	72 SV	82 ASTV	61 V	64 V	77 ASTV	48	
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	7 RNODE P	8	6	3	2 A	12 ADEGH	5	5 E	7 E	9	7	6	8 NO	3	3	3	5	4	11 APQRU	7	6	13 PQRTU A	
Aboriginal/Indigenous (First Nations, Métis, Inuit)	6 RUMEF P	6	5	11 AEF	1	4 E	21 DEFHI A	9 AEF	6 E	5	5	8 AK	4	10 AM	11 AM	4	10 APRU	3	5	7 RU	3	10 APRSU	
Chinese	5 PLDEG	5	5	*	1	8 ADEG	2	5 D	9 ADEG	5	6 L	3	6	4	4	3	6	5	6	7 P	3	7 P	
Black	4 I	4	3	2	2	6 AI	4	4	1	3	4	4	4	3	3	3	1	1	6	4	3	6 QR	
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	2 E	3	2	1	1	3 E	3	3	3	3	2	3	2	2	2	1	2	3	2	4 PU	1	3	
Filipino	2 E	2	2	1	1	2	3	3	4 E	2	2	1	2	1	1	2	1	*	3	1	1	4 R	
Latin American	2 U	2	2	2	1	2	1	2	2	2	2	1	2	2	1	2	1	1	2	1	*	3 TU	
Arab	2 O	2	1	2	1	2	1	1	1	1	2	2	2 O	1	*	1	*	*	2	2	3	3	
West Asian (e.g., Iranian, Afghan, etc.)	1	1	1	-	1	1	1	*	1	1	1	*	1	1	*	1	*	*	1	1	1	1	
European	*	*	1	-	*	1	*	1	1	*	*	*	*	1	1	1	-	-	*	*	*	1	
Korean	*	*	*	1	*	1	*	*	1	*	*	*	*	*	*	*	-	*	*	1	1	1	
West Indian/Caribbean	*	*	*	-	-	1	-	-	-	-	*	*	*	1	*	1	1	*	-	*	-	*	
Mixed race	*	*	*	-	-	*	-	1	*	*	*	*	*	1	1	-	*	-	*	*	*	1	
Japanese	*	*	*	1	*	*	-	*	1	*	*	*	*	*	*	*	*	-	1	1	*	-	
Other	*	*	*	-	*	*	*	*	1	*	*	*	*	-	*	*	-	*	*	*	*	*	

Leading Edge GenZ – 2020 Survey

QA6. Are you?

SUBSAMPLE: Identify as Indigenous

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	241	91	150	57	101	43	39	56	104	79	46	44	114	37	115	126	66	81	32
Unweighted Total	223	78	145	60	88	42	33	52	94	76	42	42	104	35	107	116	62	74	29
First Nations	63	67	60	66	66	55	57	62	66	58	72	52	63	62	64	61	64	65	46
Métis	29	27	30	24	27	37	34	31	25	34	18	43 AK	28	29	28	30	29	30	45
Inuk (Inuit)	2	1	2	2	2	3	-	-	2	3	2	-	3	-	3	1	-	2	-
Other	4	3	5	7	4	2	6	3	6	3	4	2	5	7	4	5	7	1	3
DK/NA	2	2	2	1	1	4	3	3	1	3	4	2	1	2	1	3	-	2	6

Leading Edge GenZ – 2020 Survey

QA6. Are you?

SUBSAMPLE: Identify as Indigenous

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	241	56	59	15	80	45	23	127	53	38	23	206	24	11	86	148	1	2	1	1
Unweighted Total	223	52	54	13	72	41	25	122	48	34	19	190	23	10	68	144	3	2	1	2
First Nations	63 O	66	60	45	55	64	65	63	52	67	75	63	57	70	53	69 AO	78	52	100	-
Métis	29 PK	26	35	46	36	20	21	28	38 K	30	12	29	33	12	39 AP	22	-	48	-	100 AOP
Inuk (Inuit)	2	2	-	-	1	7	4	1	4	-	5	2	-	-	-	3	-	-	-	-
Other	4	2	2	9	5	8	11 C	7	2	-	4	4	7	10	5	4	22	-	-	-
DK/NA	2	4	3	-	3	1	-	1	4	3	4	1	4	8	3	1	-	-	-	-

Leading Edge GenZ – 2020 Survey

QA6. Are you?

SUBSAMPLE: Identify as Indigenous

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	241	96	133	23	16	61	43	52	45	56	114	70	133	50	50	62	29	15	29	35	18	53
Unweighted Total	223	83	126	23	18	54	42	47	39	50	102	71	117	49	51	56	31	12	23	34	19	48
First Nations	63 P	67	59	83 AEHI	48	71 H	62	51	61	64	63	61	65	59	68	51	64	58	63	80 AP	62	65
Métis	29 T	23	33	-	42	22	31	40 F	33	29	30	28	29	31	26	41 ATV	33 T	36	33 T	9	33 T	21
Inuk (Inuit)	2	4	1	6	8	1	-	2	-	-	3	2	2	3	-	1	-	6	4	2	-	3
Other	4	2	6	11	2	4	6	2	3	4	3	7	3	5	3	6	2	-	-	2	5	8
DK/NA	2	3	1	-	-	2	-	4	2	3	2	1	1	3	3	1	-	-	-	7	-	3

Leading Edge GenZ – 2020 Survey

QA7. Are you currently enrolled full or part time in school?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: Yes -----	67 PNJGB	54	77 AB	65 G	69 G	82 ADEG	52	72 AJ	70 AJ	61	69 N	71 AMN	66	61	76 AP	60	66	71 AQ	75 AQ
Yes - Full time	52 NJDGP	41	60 AB	42	52 DG	65 ADEG	42	55 J	53 J	47	53 N	56 AMN	50	44	59 AP	45	51	53	56
Yes - Part time	16 GB	14	17 AB	23 AFG	17 G	16 G	11	17	16	14	16	15	16	17	17	15	15	18 A	19
No	33 LHIFC RSO	46 AC	23	35 F	31 F	18	48 ADEF	28	30	39 AHI	31	29	34 L	39 AKL	24	40 AO	34 RS	29	25

Leading Edge GenZ – 2020 Survey

QA7. Are you currently enrolled full or part time in school?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: Yes -----	67 IBDFG OL	48 FG	81 ABDFG	54 FG	97 BCDFG A	34	36	67	62	67	76 AHIJ	63	77 ALN	67	64	60	81 AOPT	80 AOPT	84 AOPT	71 OP
Yes - Full time	52 IBDFG OPL	37 FG	51 BDFG	28	83 BCDFG A	24	27	52 I	44	51 I	62 AHIJ	47	60 ALN	53	49 P	35	62 AOP	67 AOPT	68 AOPT	54 P
Yes - Part time	16 OBFG	11	29 ABEFG	27 ABEFG	14 G	10	8	15	18	16	14	16	17	14	15	25 AOR	20	13	17	17
No	33 SMKCE QR	52 ACE	19 E	46 ACE	3	66 ABCDE	64 ABCDE	33 K	38 AK	33 K	24	37 AM	23	33 M	36 AQRST	40 QRST	19	20	16	29 QRS

Leading Edge GenZ – 2020 Survey

QA7. Are you currently enrolled full or part time in school?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: Yes -----	67 QLHIC	70 AC	65	65	74 DFGHI A	69 HI	62	60	62	67	69 AL	62	67	69	69	66 Q	52	66 Q	71 Q	69 Q	69 Q	72 AQ	
Yes – Full time	52 LDGHI Q	54	50	41	62 DFGHI A	53 DGHI	42	44	46	53 L	54 AL	45	53 A	48	54	55 Q	39	52 Q	55 Q	50 Q	48 Q	52 Q	
Yes – Part time	16 PME	16	15	23 AEF	12	15	20 E	17	16	14	16	18	14	22 AMO	15	11	13	14	15	19 P	20 APQ	19 P	
No	33 VKEB	30	35 AB	35 E	26	31 E	38 E	40 AEF	38 AEF	33	31	38 AK	33	31	31	34	48 RSTUV AP	34	29	31	31	28	

Leading Edge GenZ – 2020 Survey

QA8. Which level of education are you currently enrolled in?

SUBSAMPLE: Currently enrolled in school

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1744	604	1140	188	594	585	377	341	848	553	330	510	676	226	882	862	472	633	311
Unweighted Total	1808	593	1215	207	629	613	359	367	857	582	358	522	700	227	922	886	483	672	317
High school	18 MJB	10	22 AB	88 AE	24 A	-	-	24 AIJ	17	15	19	15	15	29 AKLM	19	16	17	17	18
College or technical school	33 QOLDG	31	35	12	43 ADG	38 ADG	21 D	31	34	34	30	29	37 AKL	39 KL	31	36 AO	27	35 Q	32
University – undergraduate program	43 NHEC	48 AC	41	-	33	61 AEG	54 AE	35	44 H	48 AH	44 N	50 AMN	43 N	27	44	42	50 ARS	43	42
University – graduate/professional program (MA, Ph.D., MD)	5 JFC	10 AC	3	-	-	*	24 AF	10 AIJ	5	3	7	6	4	4	5	5	6	5	8
Other	* C	1 AC	*	*	*	*	1	1	*	1	-	*	1	1	*	1	*	*	*
Nothing/not in school	*	*	-	-	*	-	*	-	*	-	-	-	*	-	*	*	*	-	-

Leading Edge GenZ – 2020 Survey

QA8. Which level of education are you currently enrolled in?

SUBSAMPLE: Currently enrolled in school

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1744	326	526	73	1065	118	57	751	341	401	247	965	507	272	1129	88	80	110	153	170
Unweighted Total	1808	325	538	88	1101	129	65	804	358	405	236	822	596	390	871	85	222	151	186	271
High school	18 RSCE	19 E	14	21	14	29 ACE	40 ABCDE	19	18	15	17	19	18	14	17 R	46 OQRST A	21 RS	11	12	15
College or technical school	33 RE	39 AE	34	51 ACEF	31	30	48 ACEF	33	35	35	30	35	31	32	35 R	33 R	30 R	18	33 R	36 R
University – undergraduate program	43 PBDG	30 G	47 ABDG	26 G	51 ABDFG	38 G	11	44	41	43	46	41	47	44	42 P	19	43 P	68 OPQST A	49 P	42 P
University – graduate/ professional program (MA, Ph.D., MD)	5 HEG	11 CDEFG A	4	2	4	3	1	4	6	7 H	6	5	4	8 ALM	5	3	6	3	6	5
Other	*	1	1	-	*	-	-	*	1	*	-	*	*	1	1	-	-	-	-	1
Nothing/not in school	*	1	-	-	-	-	-	-	-	1	-	*	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

QA8. Which level of education are you currently enrolled in?

SUBSAMPLE: Currently enrolled in school

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1744	872	843	100	444	693	97	203	208	445	962	337	1221	212	213	426	108	136	294	270	214	297	
Unweighted Total	1808	863	907	104	450	720	103	222	209	445	999	364	1248	220	223	436	121	124	278	286	232	331	
High school	18 PMKEC	22 AC	12	22 E	8	21 AE	29 AEI	20 E	16 E	17	14	28 AJK	16	16	20	10	24 P	15	20 P	25 APRUV	17 P	18 P	
College or technical school	33 PFGC	36 AC	31	30	43 DFGHIA	30	22	32	32	32	35	32	33	35	34	26	40 P	40 P	34	37 P	29	38 PU	
University – undergraduate program	43 TLB	36	51 AB	38	43	43	46	44	45	45 L	45 L	36	46 A	43	40	57 RSTUV AQ	35	40	40 T	31	47 QT	39	
University – graduate/ professional program (MA, Ph.D., MD)	5 Q	6	5	8	5	6	3	3	5	6	6	4	5	6	5	5 Q	1	6	5	7 Q	6	4	
Other	*	*	1	1	1	*	-	-	1	1	1	*	*	-	*	1	-	-	1	-	1	-	
Nothing/not in school	*	*	*	1	-	*	-	-	-	-	*	-	*	-	-	1	-	-	-	-	-	-	

Leading Edge GenZ – 2020 Survey

QA9. What is the highest level of education that you have reached?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Some high school or less	11 LMB	7	15 AB	100	-	-	-	13	10	12	13	9	9	21 AKLM	12	11	11	10	9
Completed high school	33 PB	22	42 AB	-	100	-	-	41 AIJ	31	32	31	31	35	36 AP	36	31	31	33	35
Some university / college or technical school	28 NH	27	28	-	-	100	-	22	29 H	28 H	29 N	31 AN	26	21	28	27	29	28	29
Completed college/ technical school	19 OKHC	26 AC	13	-	-	-	68	13	20 H	20 H	15	18	22 AKLN	16	16	21 AO	18	20	17
Completed undergraduate degree	8 NC	17 AC	2	-	-	-	30	9	9	7	11 MN	10 MN	7	5	8	9	10	8	9
Completed graduate/ professional degree (MA, Ph.D, MD)	1 C	1 AC	*	-	-	-	2	2	*	*	1	1	*	*	1	1	1	1	1

Leading Edge GenZ – 2020 Survey

QA9. What is the highest level of education that you have reached?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Some high school or less	11 TNIJB RS	6	9 B	11	10 B	16 ABCE	32 BCDEF A	15 AIJK	9	9	8	13 AN	10	7	11 T	32 OQRST A	14 RST	7	7	7
Completed high school	33 OLJKB	25	32 B	38 B	34 B	41 ABCE	41 B	37 AJK	34	29	27	31	35	39 AL	31	43 AOR	39 O	30	37	41 AOR
Some university / college or technical school	28 LHBF G	23 G	33 ABFG	27 G	35 ABDFG	22 G	14	25	30	26	35 AHJ	25	34 ALN	25	28 P	13	27 P	35 APT	33 PT	25 P
Completed college/ technical school	19 SMEFG PQR	29 CDEFG A	18 G	21 G	16 G	14	10	18	18	23 AHIK	17	23 AMN	10	16 M	22 PQRST A	12	14	10	11	15
Completed undergraduate degree	8 LHDE G	16 CDEFG A	8 EG	4	5	7 G	2	5	10 H	11 AH	12 H	7	10 L	12 AL	8 P	1	6 P	18 AOPQ	12 P	12 AOPQ
Completed graduate/ professional degree (MA, Ph.D, MD)	1	2 E	*	-	*	1	1	*	*	1 H	1	1	*	*	1	1	*	-	*	*

Leading Edge GenZ – 2020 Survey

QA9. What is the highest level of education that you have reached?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Some high school or less	11 MKEIC P	13 AC	9	13	9	12 I	15 EI	14 EI	8	11	9	19 AJK	9	12	16 AM	6	18 APRV	9	12 P	16 APR	14 P	11 P	
Completed high school	33 PEC	39 AC	28	34 E	22	36 E	41 AE	40 AE	37 E	31	33	38 AJK	33	34	31	25	37 P	33	37 P	36 P	30	41 APU	
Some university / college or technical school	28 J	27	28	22	26	26	28	28	35 ADEF	23	30 AJ	27	27	31	29	34 RSTUV A	28	23	26	25	24	26	
Completed college/ technical school	19 FGHIB QSVL	14	23 AB	21 FGHI	39 DFGHI A	13	9	12	11	24 AKL	19 L	13	20 A	17	17	23 AQSTV	13	26 AQSTV	15	16	24 AQSTV	14	
Completed undergraduate degree	8 OLEHB QN	6	11 AB	10 E	4	12 AEGH	5	5	9 E	10 L	10 AL	3	10 ANO	5	5	11 AQTVU	5	9	9	7	7	7	
Completed graduate/ professional degree (MA, Ph.D, MD)	1	1	*	1	1	*	1	1	*	1	*	1	*	*	1	*	-	1	1	1	*	1	

Leading Edge GenZ – 2020 Survey

Q16A. People have different ways of defining themselves. Do you consider yourself to be ...?

SUBSAMPLE: Non-Indigenous people

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2350	1019	1332	233	764	672	681	415	1112	821	432	672	911	334	1050	1300	652	807	383
Unweighted Total	2368	971	1397	245	802	695	626	439	1100	828	448	670	911	338	1081	1287	642	841	379
NET: Canadian -----	47 RMIG	47	47	52 G	49 G	50 AG	40	46	43	52 AI	50 M	49 M	44	46	48	46	46	43	55 AQR
A Canadian only	22 QRIFG	22	23	33 AFG	27 AFG	20	17	26 I	17	27 AI	23	21	21	28 ALM	23	22	18	19	32 AQR
A Canadian first, but also a ____	24 NHD	25	24	19	22	31 ADEG	23	20	25 H	25	27 N	28 AMN	23	18	25	24	27	24	23
Equally a Canadian and a ____	28	29	28	27	29	28	28	28	29	27	25	26	33 AKLN	25	28	29	26	31 QS	24
NET: Province -----	25 SJF	24	26	21	23	22	32 ADEF	26	28 AJ	20	25	24	24	29	25	25	29 AS	26	21
A ____ first, but also a Canadian	17 SHJDE	16	18	11	14	16	24 ADEF	14	20 AHJ	14	16	17	17	19	16	18	19 S	19 S	13
A ____ only	8 JF	8	8	10	8	6	8	12 AIJ	7	6	9	7	7	10	8	7	9	7	8

Leading Edge GenZ – 2020 Survey

Q16A. People have different ways of defining themselves. Do you consider yourself to be ...?

SUBSAMPLE: Non-Indigenous people

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2350	622	594	119	1016	298	135	989	494	560	302	1322	634	394	1676	-	97	136	181	237
Unweighted Total	2368	586	600	129	1061	301	141	1028	504	546	285	1087	743	538	1280	-	275	187	219	371
NET: Canadian -----	47 E	45	48	43	44	54 ABE	44	46	47	45	52	46	50	45	47	-	51	45	47	45
A Canadian only	22 E	22	20	22	20	30 ABCE	26	23	24	22	21	23	22	23	23	-	26	22	21	20
A Canadian first, but also a ____	24	23	28 AG	21	24	24	18	24	23	23	31 AHIJ	23	28 AN	22	24	-	25	23	26	25
Equally a Canadian and a ____	28 OLK	26	26	34	30	28	31	29 K	28	30	23	23	34 AL	37 AL	25	-	34 O	37 AO	41 AO	37 AO
NET: Province -----	25 STMNF QR	29 AF	26 F	23	26 F	18	25	25	24	26	25	31 AMN	16	18	29 AQRST	-	15	18	12	18
A ____ first, but also a Canadian	17 STMNF Q	18 F	19 F	17	20 AFG	12	13	16	17	17	20	21 AMN	13	11	20 AQRST	-	5	13 QS	7	11 Q
A ____ only	8 ME	11 ACEF	7	5	6	6	12	8	7	9	5	10 AM	3	8 M	8	-	10	5	6	7

Leading Edge GenZ – 2020 Survey

Q16A. People have different ways of defining themselves. Do you consider yourself to be ...?

SUBSAMPLE: Non-Indigenous people

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2350	1148	1164	133	580	950	112	284	292	604	1277	469	1685	256	260	586	178	193	386	354	292	362
Unweighted Total	2368	1102	1217	131	581	954	117	297	288	595	1289	484	1664	265	266	588	185	172	361	362	300	400
NET: Canadian -----	47 JEC	50 AC	44 (C)	40 E	30 (E)	57 ADEI	49 E	50 E	46 E	43 (J)	48 (K)	50 J	47 (M)	48 (N)	43 (O)	45 APRTU	56 (Q)	43 (R)	50 (S)	44 (T)	43 (U)	50 (V)
A Canadian only	22 PEC	25 AC	19	19	13	29 ADEH	21	20 E	26 E	19	22	27 AJ	23	18	22	17	31 APRU	21	25 P	24 P	20	24 P
A Canadian first, but also a ____	24 TE	25	24	21	17	29 AEI	29 E	31 AEI	20	23	25	23	25	30 AO	22	27 T	25	22	25	20	23	26
Equally a Canadian and a ____	28 LEB	25	31 AB	32 E	20	30 E	36 E	32 E	32 E	30 L	29	24	28	28	29	28	30	31	30	25	24	31
NET: Province -----	25 SVFGH Q	25	26	28 FGH	50 DFGHI A	13	15	18	22 F	27	24	26	24	24	28	27 QSV	13	26 Q	21 Q	31 AQSV	33 AQSV	19
A ____ first, but also a Canadian	17 VFGHB QS	15	20 AB	23 FGH	36 DFGHI A	8	7	13 FG	15 FG	19	17	15	17	20	18	21 AQSV	9	19 Q	12	18 QSV	24 AQSV	12
A ____ only	8 QNKFC P	10 AC	6	5	14 ADFHI	5	8	5	8	8	6	11 AK	7 N	4	9 N	6	4	7	8	13 PQRSV A	9	7

Leading Edge GenZ – 2020 Survey

Q16B. People have different ways of defining themselves. Do you consider yourself to be ... ?

SUBSAMPLE: Identify as Indigenous

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	238	91	147	57	100	43	38	54	103	79	46	44	113	35	113	125	64	81	31
Unweighted Total	220	78	142	59	87	42	32	51	93	75	42	42	103	33	105	115	60	74	28
NET: Canadian -----	40	44	37	36	37	34	58 ADEF	38	39	40	36	45	39	40	39	40	43	43	48
A Canadian only	16 F	22	12	15	18	7	24	20	14	15	21	18	13	17	15	17	15	12	27
A Canadian first, but also an Indigenous person	24	22	25	21	20	27	34	18	25	25	15	27	26	23	24	23	28	31	21
Equally a Canadian and an Indigenous person	31	33	31	31	31	37	26	27	29	38	32	21	34	35	29	33	28	28	24
NET: Indigenous -----	29 G	24	32	33	32	30	16	34	31	23	32	33	28	24	32	27	29	28	28
An Indigenous person first, but also a Canadian	22 G	21	23	17	28 G	28 G	10	22	24	21	16	26	25	16	26	19	22	24	25
An Indigenous person only	7 MJ	3	9	16 AEF	4	2	6	12	8	1	16 M	8	2	8	6	8	7	5	3

Leading Edge GenZ – 2020 Survey

Q16B. People have different ways of defining themselves. Do you consider yourself to be ... ?

SUBSAMPLE: Identify as Indigenous

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	238	56	59	13	78	43	23	124	53	38	23	204	24	10	86	145	1	2	1	1
Unweighted Total	220	52	54	12	70	40	25	119	48	34	19	188	23	9	68	141	3	2	1	2
NET: Canadian -----	40 PND	38	47 D	17	45 D	38	45	34	48	37	56	41 N	36	14	67 AP	25	-	-	-	-
A Canadian only	16 P	17	20	11	15	16	31	14	18	17	17	17	15	-	27 AP	10	-	-	-	-
A Canadian first, but also an Indigenous person	24 PD	22	27 D	6	30 D	21	15	19	30	19	40	24	21	14	39 AP	16	-	-	-	-
Equally a Canadian and an Indigenous person	31	32	28	53	25	41	31	35	29	30	23	33	23	13	26	33	78	48	100	46
NET: Indigenous -----	29 OL	30	25	30	31	21	23	32	23	33	21	26	41	73 AL	8	41 AO	22	52	-	54
An Indigenous person first, but also a Canadian	22 O	20	21	23	25	17	17	24	16	28	17	21	41 N	11	8	30 AO	22	52	-	54
An Indigenous person only	7	10	3	7	6	4	6	7	7	5	4	5	-	62 AL	-	11	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q16B. People have different ways of defining themselves. Do you consider yourself to be ... ?

SUBSAMPLE: Identify as Indigenous

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	238	96	130	23	16	58	43	52	45	55	113	69	133	50	49	60	29	15	29	34	18	52	
Unweighted Total	220	83	123	23	18	52	41	47	39	49	101	70	117	48	50	55	31	12	23	33	19	47	
NET: Canadian -----	40	41	41	35	43	41	34	41	43	38	39	41	38	35	40	40	37	50	43	41	45	33	
A Canadian only	16	20	13	22	18	19	12	18	11	13	13	24	15	18	15	12	9	27	18	16	28	16	
A Canadian first, but also an Indigenous person	24	21	27	13	26	23	22	23	32	26	26	17	23	17	25	27	28	23	25	25	17	18	
Equally a Canadian and an Indigenous person	31 0	27	36	33	32	28	32	28	39	29	32	32	36 0	36	19	37	34	37	34	20	30	29	
NET: Indigenous -----	29 C	33	23	32	25	30	35	32	18	33	29	26	26	29	41	24	29	13	23	39	24	38	
An Indigenous person first, but also a Canadian	22	21	21	25	19	18	23	32	16	23	24	19	19	23	33	18	26	13	18	22	21	31	
An Indigenous person only	7 C	11 C	2	7	6	12	12	-	2	10	5	7	6	6	8	6	3	-	5	17	4	7	

Leading Edge GenZ – 2020 Survey

Q17A. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your country

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: Important	82	84	81	78	85	84	80	88	86	75	87	84	82	77	85	81	81	83	85
	PNJD				ADG	D		AJ	AJ		AMN	N			AP				
Very important to your sense of identity	42	43	41	44	45	44	35	65	42	30	54	46	36	35	44	40	39	41	52
	PMNJG			G	AG	G		AIJ	J		ALMN	AMN			AP				AQR
Somewhat important	41	41	40	34	40	39	46	23	45	44	33	38	46	41	40	41	42	42	33
	SKHD						ADEF		AH	AH			AKL	K			S	S	
NET: Not important	18	16	19	22	15	16	20	12	14	25	13	16	18	23	15	19	19	17	15
	OKHIE			AEF			E			AHI			K	AKL		AO			
Not very important	12	11	14	14	9	14	14	8	11	17	10	11	13	15	11	13	14	12	11
	HEB		AB			E	E		H	AHI									
Not at all important to your sense of identity	5	5	5	8	6	2	6	5	3	8	3	5	5	9	4	6	5	5	4
	KIF			AF	F		F			AHI				AKLM					

Leading Edge GenZ – 2020 Survey

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Your country

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: Important -----	82 OKG	85 ADG	84 G	76	81	84 G	74	82	84 K	84 K	77	82	84	82	81	82	88 AO	86 O	91 AOP	86 O
Very important to your sense of identity	42 OE	45 ADEF	46 ADEF	34	39	38	39	43	42	41	40	40	42	47 AL	39	47	52 AOR	40	56 AOR	48 AO
Somewhat important	41 N	40	38	42	42	46 ACG	36	39	43	43	38	42 N	42 N	35	42 S	36	36	46 QS	35	38
NET: Not important -----	18 QSB	15	16	24 B	19	16	26 ABCF	18	16	16	23 AIJ	18	16	18	19 AQRST	18 S	12	14	9	14
Not very important	12 QS	10	12	18 BF	14 B	11	14	13	11	11	17 AIJ	12	13	12	14 AQS	11	8	12 S	5	10 S
Not at all important to your sense of identity	5 RM	5	4	5	4	5	12 ABCEF	5	5	5	6	6	4	6	6 R	7 R	4	2	4	3

Leading Edge GenZ – 2020 Survey

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Your country

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: Important -----	82 UNOLE R	83	83	82 E	69	87 AE	87 E	88 AE	85 E	85 AL	83 L	78	84 ANO	77	75	81	77	74 APQRU	87 RU	83	76 QRSTU AP	92	
Very important to your sense of identity	42 NOKLE PQRT	43	41	46 E	25	47 AE	49 E	47 E	46 E	52 AKL	39	36	44 ANO	36	32	34	34	28	51 PQRTU A	36	40 R	62 QRSTU AP	
Somewhat important	41 UVJ	40	41	36	44	40	38	41	39	33	44 AJ	42 J	41	41	43	47 ASUV	42 V	46 SUV	36	47 ASUV	35	30	
NET: Not important -----	18 VMJFH S	17	17	18	31 DFGHI A	13	13	12	15	15	17	22 AJK	16	23 AM	25 AM	19 SV	23 SV	26 ASTV	13 V	17 V	24 ASTV	8	
Not very important	12 VMFH	12	13	11	23 DFGHI A	8	9	9	12	10	12	16 AJ	11	16 M	17 M	13 V	17 SV	19 ASTV	10 V	12 V	17 ASV	5	
Not at all important to your sense of identity	5 SVMHI	6	4	7 I	7 AHI	5 I	4	3	3	4	5	7	4	6	8 AM	6 SV	6 V	7 V	3	5 V	8 SV	2	

Leading Edge GenZ – 2020 Survey

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Your language

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: Important -----	79 QLJ	79	78	77	78	79	79	86 AIJ	82 AJ	70	81 L	75	81 AL	76	78	79	76	80	82 Q
Very important to your sense of identity	41 PMJFB Q	38	43 AB	45 F	43 F	37	39	62 AIJ	41 J	29	53 ALMN	40	37	39	43 AP	39	35	41 Q	48 AQR
Somewhat important	38 KHDEC O	41 AC	35	32	35	42 ADE	40 D	24	41 AH	41 AH	28	36 K	44 AKLN	38 K	35	40 AO	41 S	38	33
NET: Not important -----	21 MHI	21	22	23	22	21	21	14	18 H	30 AHI	19	25 AKM	19	24	22	21	24 AS	20	18
Not very important	16 HI	16	15	18	14	16	16	10	14 H	21 AHI	14	19 AM	14	15	17	15	19 ARS	15	14
Not at all important to your sense of identity	6 HIG	5	6	6	8 AFG	5	4	4	4	9 AHI	5	6	5	8	5	6	5	6	4

Leading Edge GenZ – 2020 Survey

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Your language

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: Important -----	79 OLG	80 G	79 G	74	81 AG	76	70	80 K	80	76	74	77	79	84 ALM	76	78	80	85 AO	86 AO	87 AOP
Very important to your sense of identity	41 OLD	44 DFG	44 DFG	30	40 D	36	35	44 AK	40	39	36	39	39	51 ALM	37	48 OR	46 OR	35	57 AOQR	52 AOR
Somewhat important	38 PSN	36	35	44	41 AC	40	36	37	40	38	38	38 N	40 N	33	39 APS	29	35	50 OPQST A	29	34
NET: Not important -----	21 RSTNE	20	21	26	19	24	30 ABCE	20	20	24	26 H	23 AN	21 N	16	24 ARST	22 T	20	15	14	13
Not very important	16 TN	16	16	18	15	17	14	14	14	18	20 H	17 N	17 N	9	17 AQST	19 T	12	14	11	8
Not at all important to your sense of identity	6 RSMB	4	5	8	5	8 B	15 BCDEF A	5	6	6	7	6	4	7 M	7 ARS	3	7 RS	1	2	5 R

Leading Edge GenZ – 2020 Survey

Q17B. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your language

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	=====			=====												=====							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: Important -----	79 QNL	78	80	76	83 AFI	77	77	79	78	84 AKL	78	74	81 AN	70	76	76 Q	65	76 Q	84 PQRTU A	77 Q	76 Q	89 QRSTU AP	
Very important to your sense of identity	41 QROKL P	41	41	49 AFI	42	39	42	42	39	53 AKL	37	34	42 NO	35	35	35	29	32	49 PQRTU A	38	39 Q	57 QRSTU AP	
Somewhat important	38 VJD	37	39	26	42 AD	38 D	35	38 D	39 D	31	41 AJ	39 J	39	34	41	42 ASV	35	44 V	35	39	37	32	
NET: Not important -----	21 SVMJE	22	20	24	17	23 E	23	21	22 E	16	22 J	26 AJ	19	30 AM	24	24 SV	35 RSTUV AP	24 SV	16 V	23 SV	24 SV	11	
Not very important	16 VMJ	15	16	13	14	17 E	18	14	16	12	16 J	18 J	14	21 AM	16	18 SV	25 RSTUV AP	16 V	13 V	16 V	17 V	8	
Not at all important to your sense of identity	6 SVJEC	7 AC	4	11 AE	3	6 E	5	7 E	6	4	6	8 AJ	5	9 AM	8	5 V	10 ASV	8 V	4	7 SV	7 V	3	

Leading Edge GenZ – 2020 Survey

Q17C. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your region or province

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: Important	67	68	66	63	67	66	68	83	73	51	73	64	68	60	70	65	66	69	71
	PNJ							AIJ	AJ		ALN		N		AP				
Very important to your sense of identity	23 QPMJG	21	25	25	26 G	23	20	51 AIJ	24 J	8	38 ALMN	22	19	20	27 AP	20	19	24 Q	31 AQR
Somewhat important	44 KHC	47 AC	41	38	42	44	48 ADE	32	49 AHJ	43 H	35	42 K	50 AKLN	40	43	44	47 S	44	40
NET: Not important	33	32	34	36	33	34	32	17	27	49	27	36	32	40	30	35	34	31	29
	OKHI							H	AHI			K		AKM		AO			
Not very important	24 OKHIB	22	26 AB	27	23	26	22	12	22 H	33 AHI	19	28 AKM	23	26 K	22	26 AO	26	22	23
Not at all important to your sense of identity	9 SHI	10	8	9	10	8	10	5	5	17 AHI	8	8	9	14 AKLM	8	10	8	9	6
DK/NA	*	-	*	*	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q17C. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your region or province

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: Important -----	67 ONF	70 FG	70 AEFG	71 F	66	60	61	68	67	65	67	69 AN	66	61	65	78 AOQRT	68	63	74 AOR	67
Very important to your sense of identity	23 OREF	28 AEF	25 EF	23	21	18	20	25	22	21	23	24	22	21	21	39 AORT	31 AOR	17	32 AOR	25
Somewhat important	44 Q	42	45	48	45	42	41	43	45	43	44	44	44	40	44 Q	39	37	46	42	43
NET: Not important -----	33 PSL	30	30	29	34 C	40 ABCD	39 BC	32	33	35	33	31	34	39 AL	35 APS	22	32 P	37 PS	26	33 P
Not very important	24 PB	21	23	20	25	31 ABCDE	23	22	24	26	25	23	25	26	25 APS	17	21	27 P	19	23
Not at all important to your sense of identity	9 PC	9	7	9	9 C	9 ABCEF	16	9	9	9	8	8	9	13 ALM	9 P	5	11 P	10	7	10
DK/NA	*	*	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q17C. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your region or province

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: Important	67 RNOLF PQ	67	68	74 AF	69 F	63	65	67	72 F	73 AKL	67 L	60	68 NO	61	61	62 Q	50	56	72 APQR	69 PQR	66 QR	82 QRSTU AP	
Very important to your sense of identity	23 QRNKF P	25 AC	22	37 EFGHI A	22	21	25	26	22	34 AKL	18	23 K	24	19	20	14	12	14	30 APQR	24 PQR	27 PQR	37 PQRTU A	
Somewhat important	44 JL	42	46 AB	38	47	42	40	41	49 ADFH	39	48 AJL	37	45	43	42	48 AQU	38	42	41	45	39	46	
NET: Not important	33 SVJD	33	32	26	31	37 ADEI	35	33	28	27	33 J	40 AJK	32	39 AM	38 M	38 ASTV	50 PSTUV A	44 ASTUV	28 V	31 V	34 V	18	
Not very important	24 VJD	24	24	17	22	27 ADI	27 D	22	21	21	24	27 J	24	25	27	28 ASTV	34 ASTUV	34 ASTUV	20 V	21 V	25 V	14	
Not at all important to your sense of identity	9 VMJ	9	8	9	8	10	8	10	7	6	9 J	12 AJ	8	14 AM	11	10 V	16 ASTUV	11 V	8 V	9 V	9 V	4	
DK/NA	*	*	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*	-	

Leading Edge GenZ – 2020 Survey

Q17D. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your ethnicity or race

SUBSAMPLE: Non-Indigenous people

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2351	1020	1332	233	765	672	681	415	1114	821	433	672	911	334	1050	1301	652	808	383
Unweighted Total	2369	972	1397	245	803	695	626	439	1101	828	449	670	911	338	1081	1288	642	842	379
NET: Important -----	60 QPNJG	58	62	63	64 AG	59	56	72 AIJ	62 AJ	51	66 AMN	62 N	59 N	52	64 AP	57	56	61	68 AQR
Very important to your sense of identity	28 QPMIJ	27	29	26	32 AG	27	25	48 AIJ	26 J	21	38 ALMN	27	25	24	31 AP	25	24	27	36 AQR
Somewhat important	32 H	31	33	37	32	32	31	25	37 AHJ	30	28	34	34	28	33	32	32	34	32
NET: Not important -----	40 OKHIE S	42	38	37	36	41	44 AE	28	38 H	49 AHI	34	38	41 K	48 AKLM	36	43 AO	44 AS	39 S	32
Not very important	27 OHE	29	26	23	22	31 ADE	31 ADE	17	27 H	32 AHI	24	25	30 K	29	25	29 AO	30 S	28	23
Not at all important to your sense of identity	13 SOIF	13	13	14	14 F	10	13	10	10	17 AHI	10	13	12	19 AKLM	11	14 AO	15 S	11	9

Leading Edge GenZ – 2020 Survey

Q17D. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your ethnicity or race

SUBSAMPLE: Non-Indigenous people

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2351	622	594	119	1016	298	137	991	494	560	302	1323	634	394	1677	-	97	136	181	237
Unweighted Total	2369	586	600	129	1061	301	142	1029	504	546	285	1088	743	538	1281	-	275	187	219	371
NET: Important -----	60 OLK	59	60	65	59	61	53	60	60	64 K	53	49	74 AL	75 AL	50	-	88 AOST	90 AOST	80 AO	81 AO
Very important to your sense of identity	28 OL	27	29	23	27	29	22	28	26	30	26	18	41 AL	41 AL	19	-	69 AORST	49 AO	44 AO	48 AO
Somewhat important	32	32	31	42	32	32	30	32	34	34	28	31	34	34	32	-	20	41	36	33
	Q	ABCEF												Q			AOQ	Q	Q	
NET: Not important -----	40 RSTMN Q	41	40	35	41	39	47	40	40	36	47 AJ	51 AMN	26	25	50 AQRST	-	12	10	20 QR	19 QR
Not very important	27 RSTMN Q	28	28	22	29	27	23	27	29	25	29	34 AMN	19	16	33 AQRST	-	8	6	14 R	14 QR
Not at all important to your sense of identity	13 RSTMN Q	14	11	13	12	12	24 BCDEF A	13	11	11	18 AIJ	17 AMN	7	9	16 AQRST	-	3	3	5	5

Leading Edge GenZ – 2020 Survey

Q17D. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your ethnicity or race

SUBSAMPLE: Non-Indigenous people

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS									
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Total	2351	1148	1165	133	580	950	112	285	292	604	1277	470	1686	256	260	586	178	193	386	354	293	362			
Unweighted Total	2369	1102	1218	131	581	954	117	298	288	595	1289	485	1665	265	266	588	185	172	361	362	301	400			
NET: Important -----	60 RNOLE PQ	59	62	53	47	68 ADEI	61 E	64 E	59 E	66 AKL	59	56	62 ANO	51	49	51	51	45	66 APQRU	68 APQRU	56 R	78 QRSTU AP			
Very important to your sense of identity	28 RNOLE PQ	27	29	21	18	34 ADEI	33 E	31 E	26 E	35 AKL	27	22	29 NO	21	20	22 R	18	12	36 APQRU	29 PQR	23 R	45 QRSTU AP			
Somewhat important	32 P	32	32	32	29	34	28	33	34	32	32	33	33	30	29	29	33	32	30	39 APS	32	33			
NET: Not important -----	40 TVMJF S	41	38	47 F	53 AFGHI	32	39	36	41 F	34	41 J	44 AJ	38	49 AM	51 AM	49 ASTV	49 ASTV	55 ASTUV	34 V	32 V	44 STV	22			
Not very important	27 TVMJF	27	27	31 F	36 AFHI	22	31	24	28 F	23	29 AJ	27	26	33 AM	36 AM	34 ASTV	27 V	40 QSTUV A	23 V	23 V	28 V	16			
Not at all important to your sense of identity	13 TVFC	14 C	11	16	18 AFGH	10	9	12	13	11	12	17 AJK	12	16	15	15 TV	22 APSTV	15 V	11 V	9	16 TV	6			

Leading Edge GenZ – 2020 Survey

Q17E. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your Indigenous nation or community

SUBSAMPLE: Identify as Indigenous

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	238	91	147	57	100	43	38	54	103	79	46	44	113	35	113	125	64	81	31
Unweighted Total	220	78	142	59	87	42	32	51	93	75	42	42	103	33	105	115	60	74	28
NET: Important	84	88	82	80	86	88	83	88	84	82	84	80	85	87	85	84	81	88	91
Very important to your sense of identity	48 J	50	47	49	48	58	35	67 AIJ	47	37	65 ALM	38	42	57	49	47	43	49	42
Somewhat important	36 KH	39	35	31	38	30	48	20	38 H	45 H	19	42 K	43 K	30	36	37	37	39	50
NET: Not important	16	12	18	20	14	12	17	12	16	18	16	20	15	13	15	16	19	12	9
Not very important	10 B	4	13 AB	14	6	11	11	10	9	11	5	11	11	11	13	7	12	6	9
Not at all important to your sense of identity	6 O	7	5	6	8	1	6	2	7	7	11	8	4	3	3	9 AO	7	6	-

Leading Edge GenZ – 2020 Survey

Q17E. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your Indigenous nation or community

SUBSAMPLE: Identify as Indigenous

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	238	56	59	13	78	43	23	124	53	38	23	204	24	10	86	145	1	2	1	1
Unweighted Total	220	52	54	12	70	40	25	119	48	34	19	188	23	9	68	141	3	2	1	2
NET: Important -----	84	93 AE	83	100 ACEFG	78	89	80	88	75	81	90	85	79	86	81	86	100 AOP	100 AOP	100	54
Very important to your sense of identity	48 O	51	57	29	48	49	37	54	42	36	52	46	57	61	36	55 AO	81	-	100	-
Somewhat important	36	42	26	71 ACE	30	40	43	34	33	46	38	38	23	25	44	31	19	100 AOPQ	-	54
NET: Not important -----	16 B	7	17	-	22 B	11	20	12	25	19	10	15	21	14	19	14	-	-	-	46
Not very important	10 H	7	9	-	15	8	11	6	22 AHJ	6	10	10	16	-	12	8	-	-	-	-
Not at all important to your sense of identity	6	-	8	-	7	3	9	6	2	13	-	6	5	14	7	5	-	-	-	46

Leading Edge GenZ – 2020 Survey

Q17E. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your Indigenous nation or community

SUBSAMPLE: Identify as Indigenous

	Gender			Province					Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	238	96	130	23	16	58	43	52	45	55	113	69	133	50	49	60	29	15	29	34	18	52
Unweighted Total	220	83	123	23	18	52	41	47	39	49	101	70	117	48	50	55	31	12	23	33	19	47
NET: Important -----	84 U	79	87	85	66	93 AE	85	83	80	88	84	82	83	86	86	84	81	88	96 ATU	77	62	92 AU
Very important to your sense of identity	48 QUL	45	48	47	27	60 E	56 E	40	42	59 L	53 L	31	49	48	45	45	31	34	66 QU	43	23	67 PQRTU A
Somewhat important	36	34	39	39	39	33	29	43	38	29	31	51 AJK	34	39	41	39	50 V	53	29	34	39	25
NET: Not important -----	16 SVF	21	13	15	34 F	7	15	17	20	12	16	18	17	14	14	16	19	12	4	23 S	38 ASV	8
Not very important	10	12	9	4	28 DFG	5	5	12	14	6	10	12	11	9	10	8	17	-	-	13	33 APV	6
Not at all important to your sense of identity	6	9	4	11	5	2	10	5	6	6	6	6	6	5	5	8	2	12	4	10	5	2

Leading Edge GenZ – 2020 Survey

Q17F. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your religion

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVv/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: Important -----	47 MNJGB QP	42	51 AB	57 AFG	52 AFG	45 G	39	67 AIJ	50 AJ	33	54 AMN	49 MN	44	42	53 AP	42	39	49 Q	64 AQR
Very important to your sense of identity	24 PMJGB Q	20	27 AB	29 G	28 AG	25 G	17	45 AIJ	23 J	15	34 ALMN	25 M	20	23	30 AP	20	19	23 Q	39 AQR
Somewhat important	23 J	22	24	28 F	24	20	22	22	27 AJ	17	20	25 N	24 N	19	23	23	20	25 AQ	25
NET: Not important -----	53 HIDEC SOK	58 AC	49	43	48	55 DE	61 ADEF	33	50 H	67 AHI	46	51	56 AK	58 AKL	47	58 AO	61 ARS	51 S	36
Not very important	22 QHEC	24 AC	21	21	19	22	27 ADE	18	23 H	23 H	19	23	23	21	22	23	19	25 AQ	20
Not at all important to your sense of identity	31 LHIDC RSOK	33 AC	29	22	29 D	33 D	34 ADE	15	27 H	44 AHI	27	28	32 KL	37 AKL	25	35 AO	42 ARS	26 S	15
DK/NA	*	*	-	-	*	*	-	*	-	*	-	-	*	-	*	*	*	-	*

Leading Edge GenZ – 2020 Survey

Q17F. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your religion

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: Important -----	47 OLKE	48	46	54 E	44	47	44	48 K	45	50 K	40	38	59 AL	63 AL	38	59 AO	81 AOPRT	48 O	74 AOPR	66 AOR
Very important to your sense of identity	24 OLKE	26 F	23	30 F	21	20	21	27 AK	22	24	19	19	28 AL	38 ALM	18	29 O	56 AOPRT	22	49 AOPRT	36 AOR
Somewhat important	23 OL	22	22	24	23	27	24	21	23	26 H	21	19	31 AL	26 L	20	30 O	25	26	25	31 AO
NET: Not important -----	53 QSTMN P	52	54	45	56 AD	53	56	52	55	50	60 AHJ	62 AMN	41	37	62 PQRST A	41 QS	19	52 QST	26	33 Q
Not very important	22 QSTN	22	24	24	21	24	20	21	22	23	24	25 AMN	20	16	25 APQST	18	11	20 Q	16	14
Not at all important to your sense of identity	31 TMNJD PQS	30 D	30 D	21	35 ABCD	30	36 D	30	34 J	26	35 J	37 AMN	21	21	36 APQST	23 QS	8	32 QST	11	20 QS
DK/NA	*	*	-	1	*	-	-	*	*	-	-	*	*	-	*	-	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q17F. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your religion

	Gender			Province					Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
NET: Important -----	47 NOKEC PQR	50 AC	44	45 E	27	55 ADEI	59 ADEI	51 E	49 E	54 AK	43	48	47 NO	40	41	35 QR	25	26	59 APQRU	60 APQRU	44 PQR	66 APQRU
Very important to your sense of identity	24 NOKEC PQR	27 AC	22	27 E	11	30 AEI	29 E	27 E	23 E	33 AKL	20	24	25 NO	18	16	16 QR	6	10	37 PQR TU A	28 PQR	21 QR	39 PQR TU A
Somewhat important	23 PRE	24	22	18	16	25 AE	30 ADE	24 E	26 E	21	23	24	22	22	24	18	18	17	22	32 PQRSU A	23	27 APQR
NET: Not important -----	53 VJFGB ST	50	56 AB	55 FG	73 DFGHI A	45	41	48	51 G	46	57 AJL	51	53	60 AM	59 AM	65 ASTUV	75 PSTUV A	74 PSTUV A	41	40	55 STV	34
Not very important	22 VNJLF	22	23	18	28 ADFG	20	18	22	23	19	25 AJL	19	24 ANO	17	19	23	26 SV	30 ASTV	19	19	27 ASTV	18
Not at all important to your sense of identity	31 JFGHB STVM	28	33 AB	36 FGH	45 DFGHI A	25	23	26	29	27	32 J	32	29	43 AM	41 AM	43 ASTUV	49 ASTUV	44 ASTUV	22 V	21	28 TV	16
DK/NA	*	*	*	-	-	-	-	*	*	-	-	*	*	-	*	*	-	-	-	-	*	-

Leading Edge GenZ – 2020 Survey

Q17G. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your gender

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: Important	77	77	77	74	78	77	78	84	79	71	79	77	77	75	78	77	78	75	84
	J							AIJ	J										AQR
Very important to your sense of identity	42	41	42	46	47	40	36	63	40	34	52	42	38	40	44	40	40	38	53
	PMIJGR			G	AFG			AIJ	J		ALMN				AP				AQR
Somewhat important	35	36	35	28	31	37	42	21	39	38	27	36	39	34	33	37	38	37	31
	KHDE					DE	ADE		AH	H		K	AK	K			S	S	
NET: Not important	23	23	22	26	22	23	22	15	21	29	21	23	23	25	22	23	22	25	16
	SH								H	AHI							S	S	
Not very important	16	17	16	18	15	17	17	11	17	19	16	15	17	17	17	16	18	19	12
	SH								H	AH							S	AS	
Not at all important to your sense of identity	6	6	6	8	7	6	5	4	4	10	5	7	5	9	5	7	5	6	4
	OI									AHI						AO			
DK/NA	*	-	*	-	*	-	-	*	-	-	*	-	-	-	-	*	-	*	-

Leading Edge GenZ – 2020 Survey

Q17G. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your gender

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: Important -----	77 O	79	77	80	77	73	71	77	77	78	78	76	79	79	75	78	88 AOP	82 O	81	81 O
Very important to your sense of identity	42 OL	42	42	43	42	40	45	44 A	39	40	40	39	44	48 AL	39	46	60 AOPRT	40	53 AOR	46 O
Somewhat important	35 QSNHG	36 G	35 G	37	35 G	34	27	33	37	37	38	37 N	35	30	36 QS	32	27	43 QS	28	35
NET: Not important -----	23 QT	21	23	20	23	27	29	23	23	22	22	24	21	21	25 AQRT	22 Q	12	18	19	18
Not very important	16 QT	15	17	15	18 A	20	15	17	16	16	16	17	16	14	18 AQT	14	9	15	13	12
Not at all important to your sense of identity	6 RE	6	6	5	5	7	13 BCDEF A	6	7	6	6	7	5	7	7 QR	7	3	3	6	6
DK/NA	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q17G. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your gender

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
NET: Important -----	77 RNLEB Q	72	82 AB	80 E	69	80 AE	81 E	81 E	76 E	78 L	79 L	72	79 AN	72	73	75	69	68 APQRU	82	77 R	74 PQRTU A	87
Very important to your sense of identity	42 QRTEB	39	44 AB	47 E	30	46 AE	42 E	46 E	42 E	47 AKL	41	38	42	40	37	42 QRT	30	31	49 APQRT	33	42 QRT	55 PQRTU A
Somewhat important	35 J	33	38 AB	33	39 AF	34	39	35	33	31	38 AJ	34	36	32	36	33	39	37	33	44 APSUV	32	32
NET: Not important -----	23 SVMFC	28 AC	18	20	31 DFGHI A	20	18	19	24	22	21	27 AJK	21	28 AM	27	25 SV	31 ASV	32 ASTV	18	23 V	26 SV	13
Not very important	16 SVFC	20 AC	14	13	22 ADFGH	14	15	14	18	15	16	19	16	21	17	18 SV	23 ASV	20 SV	13	16 V	20 SV	11
Not at all important to your sense of identity	6 VMKC	8 AC	4	7	9 AFG	5	3	5	7	7	5	8 K	5	8	10 AM	6 V	9 V	12 APSUV	5 V	7 V	6 V	2
DK/NA	*	*	-	-	-	-	1	-	-	-	-	*	*	-	-	-	-	-	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q17H. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your generation

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: Important -----	75 PNJ	74	76	72	74	78	76	86 AIJ	78 AJ	66	82 AMN	77 N	74 N	68	78 AP	73	78	76	76
Very important to your sense of identity	32 PMJGB	29	34 AB	35	35 AFG	30	28	53 AIJ	30 J	23	44 ALMN	30	29	28	36 AP	29	34	31	34
Somewhat important	43 KHDE	45	42	37	39	48 ADE	47 ADE	33	48 AHJ	43 H	38	46 K	45 K	40	42	45	43	46	43
NET: Not important -----	25 OKHI	26	24	28	25	22	24	13	22 H	34 AHI	18	23 K	26 K	32 AKLM	22	27 AO	22	24	24
Not very important	18 KH	19	17	20	18	17	18	10	18 H	23 AHI	14	17	19 K	21 K	16	19	17	17	17
Not at all important to your sense of identity	7 QKHI	7	6	9	7	5	7	4	4	11 AHI	4	6	7	11 AKLM	6	7	5	7	6
DK/NA	*	-	*	-	*	-	-	*	-	-	*	-	-	-	-	*	-	*	-

Leading Edge GenZ – 2020 Survey

Q17H. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your generation

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: Important -----	75 OG	75 G	78 G	74 G	76 G	76 G	61	75	75	76	76	74	78 AL	75	73	79	81 O	81 O	80 O	80 AO
Very important to your sense of identity	32 OL	33	33	30	32	34	25	36 AIJK	29	29	29	30	34	34	29	42 AOR	43 AOR	30	40 AO	35
Somewhat important	43 H	43	45 G	44	44 G	42	36	39	46 H	47 H	47 H	44	44	41	44	37	37	51 APQS	40	46
NET: Not important -----	25 T	25	22	26	24	24	39 BCDEF A	25	24	24	24	26 M	22	24	27 AQRST	21	19	19	20	19
Not very important	18 T	17	17	17	18	17	27 ABCEF	18	18	18	18	19	17	15	20 ARST	14	15	13	14	13
Not at all important to your sense of identity	7 MC	8 C	4	9	5	7	12 ACE	7	7	6	6	7 M	4	9 AM	7	7	5	6	7	6
DK/NA	*	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q17H. I will read you a number of factors which may contribute to one's personal feeling of identity. For each, please tell me whether each of the following it is very important, somewhat important, not very important, or not at all important to your own sense of identity.

Your generation

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: Important -----	75 RULE	74	77	74	69	77 E	77	81 AE	75	78 L	77 L	68	75	74	75	76 RU	70	60	77 RU	78 QRU	66 QRSTU AP	88	
Very important to your sense of identity	32 QRUE	30	34	31	26	35 AE	31	34 E	30	37 AKL	31	29	31	35	29	31 R	25	17	35 QRU	31 R	25 R	46 QRSTU AP	
Somewhat important	43 L	44	43	43	43	42	46	47	45	41	46 AL	39	44	39	46	45	45	43	41	47	41	42	
NET: Not important -----	25 VH	26	23	26	31 AFGH	23	23	19	25	22	23	31 AJK	25	26	25	24 V	30 TV	40 APSTV	23 V	22 V	34 APSTV	12	
Not very important	18 V	18	18	16	23 ADFGH	17	14	14	18	15	17	24 AJK	19	16	17	18 V	24 ASTV	28 APSTV	17 V	15 V	24 ASTV	9	
Not at all important to your sense of identity	7 VC	8 AC	5	11 H	7	6	9	5	7	7	6	8	6	10 AM	8	6 V	6	12 APQSV	6 V	7 V	10 APV	3	
DK/NA	*	*	-	-	-	-	1	-	-	-	-	*	*	-	-	-	-	-	-	*	-	-	

Leading Edge GenZ – 2020 Survey

Q18. How would you describe your sense of belonging to your local community? Would you say it is?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very strong	18 MNFG BQP	16	20 AB	20	23 AFG	15	15	100	-	-	32 ALMN	18 M	13	14	25 AP	12	15	19 Q	29 AQR
Somewhat strong	47 N	47	47	42	44	50 DE	50 DE	-	100	-	44	52 AKN	48 N	37	49	46	47	49	45
Somewhat weak	27 SOKC	29 AC	26	27	25	29	28	-	-	79	20	25	30 AKL	35 AKL	21	33 AO	31 ARS	25 S	19
Very weak	7 OKL	7	8	11 AFG	8	6	6	-	-	21	4	6	8 KL	13 AKLM	5	9 AO	7	7	7
DK/NA	*	-	*	-	*	-	-	-	-	-	*	-	*	-	*	*	*	-	-

Leading Edge GenZ – 2020 Survey

Q18. How would you describe your sense of belonging to your local community? Would you say it is?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very strong	18 OLEFG	25 ACEFG	19 EFG	21 G	14	13	11	18	18	20	17	17	20	21 L	16	23 R	22 R	14	32 AOQR	24 AOR
Somewhat strong	47 F	47	49 F	42	50 AF	41	44	45	48	49	49	47	48	47	47	46	40	51 Q	48	49 Q
Somewhat weak	27 STB	21	28 B	28	29 B	33 AB	30 B	28	27	27	26	29 A	25	24	29 AST	25	32 ST	30 ST	17	20
Very weak	7 SJC	7	4	9	7 C	13 ABCE	15 ABCE	10 AIJ	6	5	7	8	7	7	8 AS	6	6	6	4	6
DK/NA	*	*	*	-	*	-	-	*	-	-	*	*	-	-	*	1	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q18. How would you describe your sense of belonging to your local community? Would you say it is?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Very strong	18 RKLECPQ	22 AC	15	23 E	13	19 E	21 E	19 E	22 E	32 AKL	13	15	18	17	17	11 Q	4	7	24 APQR	22 PQR	18 PQR	32 QRSTUAP	
Somewhat strong	47 QRNL	47	48	48	47	48	46	46	45	48 L	50 AL	39	48 N	40	44	51 AQR	25	36 Q	49 QR	48 QR	47 QR	54 AQR	
Somewhat weak	27 TVJDBS	23	31 AB	18	34 ADFGI	26 D	24	28 D	25	17	31 AJ	31 AJ	27	35 AM	30	32 ASTV	45 PSTUV A	43 PSTUV A	23 V	22 V	28 V	11	
Very weak	7 PSVJK	8	7	10	7	7	9	7	8	4	6 J	15 AJK	7	8	10	5 V	26 RSTUV AP	13 PSTUV A	5	7 V	6 V	2	
DK/NA	*	*	-	1	-	*	-	-	-	-	*	*	*	-	-	-	-	-	-	1	-	-	

Leading Edge GenZ – 2020 Survey

Q19. What would you say is the main reason or reasons you do not have a stronger sense of belonging to your local community?

SUBSAMPLE: Those who have a somewhat/very weak sense of belonging

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	900	409	491	109	286	253	252	-	-	900	114	217	389	179	300	600	272	282	107
Unweighted Total	904	384	520	115	298	265	226	-	-	904	119	221	384	180	321	583	281	290	89
NET: NEIGHBOURHOOD ISSUES	52 N	50	53	54	51	52	51	-	-	52	64 AMN	55	50	44	54	51	51	49	55
Lack of interesting community programs / events/ services / don't participate enough in them	15	16	14	12	17	13	17	-	-	15	11	16	15	17	14	16	16	13	11
Don't know anyone here/ doesn't feel like a community/everyone lives for himself	12	12	12	14	11	14	10	-	-	12	16	12	12	10	15	11	13	13	12
Not a friendly neighbourhood / People are not welcoming	9 NB	6	11 AB	12	10	7	8	-	-	9	16 AN	7	9	5	9	9	12	8	6
Don't share same values/views of life/ beliefs/politics	7 E	8	7	8	4	11 AE	7	-	-	7	9	6	9	5	9	6	6	6	12
Cultural / demographic makeup of neighbourhood	7 N	7	6	4	6	9	6	-	-	7	11 N	7	7 N	3	7	6	5	7	10
Don't like it here/ can't integrate with community/no sense of belonging	4 N	4	4	2	5	3	4	-	-	4	5	4	4	2	2	5	4	3	4
It is a horrid/wrong place to live in/ people are violent/a lot of crime/it is a ghetto	3 KF	2	4	8 AFG	3	1	2	-	-	3	1	3	3	5 K	2	3	2	3	6

CONTINUED/ ...

Leading Edge GenZ – 2020 Survey

(Continued)

Q19. What would you say is the main reason or reasons you do not have a stronger sense of belonging to your local community?

SUBSAMPLE: Those who have a somewhat/very weak sense of belonging

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	900	409	491	109	286	253	252	-	-	900	114	217	389	179	300	600	272	282	107
Unweighted Total	904	384	520	115	298	265	226	-	-	904	119	221	384	180	321	583	281	290	89
NET: PERSONAL REASONS	38	39	37	33	41	36	38	-	-	38	29	37	38	43	37	38	40	37	36
	K													K					
I am introvert / shy / prefer to keep to myself / prefer to stay at home / take care of my family	20 SG	19	21	18	26 AG	20	13	-	-	20	13	19	20	25 K	19	20	21 S	19	12
New to the area / don't know people yet	9	10	8	7	7	8	12	-	-	9	7	7	10	8	10	8	9	7	14
Lack of time / too busy to socialize	5	5	5	4	4	5	7	-	-	5	6	5	5	5	6	5	5	6	4
Not interested/don't need more connection	5	6	3	3	4	3	7 A	-	-	5	2	6	4	6	4	5	5	5	7
Not active due to health/age	1	1	*	1	1	-	1	-	-	1	-	1	-	2	1	*	-	1	-
COVID-19 has stopped me from talking to people	3 E	3	2	3	1	4 E	3	-	-	3	4	3	3	1	3	3	2	4	3
Other	4 EC	6 AC	3	2	2	4	7 ADE	-	-	4	4	5	4	4	4	4	7 A	3	3
DK/NA	12	11	13	20 AEFG	11	11	11	-	-	12	10	11	12	16	14	11	9	15	11

Leading Edge GenZ – 2020 Survey

Q19. What would you say is the main reason or reasons you do not have a stronger sense of belonging to your local community?

SUBSAMPLE: Those who have a somewhat/very weak sense of belonging

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	900	189	210	49	393	156	71	420	183	190	107	559	214	127	658	45	37	49	37	63
Unweighted Total	904	170	219	51	415	155	72	441	181	183	98	463	258	183	510	44	104	69	50	111
NET: NEIGHBOURHOOD ISSUES	52	55	56	45	54	48	49	51	58 J	46	54	50	56	53	52	53	59	51	58	46
Lack of interesting community programs / events/ services / don't participate enough in them	15 OL	16	13	10	16	14	11	15	16	13	17	12	22 AL	17	14	14	14	35 OPQST A	17	17
Don't know anyone here/ doesn't feel like a community/everyone lives for himself	12 B	8	15 B	18	14 B	10	9	11	15	9	17	12	12	11	13	7	16	9	11	12
Not a friendly neighbourhood / People are not welcoming	9 R	11	8	10	9	7	10	9	10	7	8	9	10	5	9 R	16 R	12 R	2	10	6
Don't share same values/views of life/ beliefs/politics	7 TMJK	10	6	5	7	6	8	8 JK	12 AJK	4	4	9 AM	4	7	9 APQT	3	3	7	8	1
Cultural / demographic makeup of neighbourhood	7 RG	10 G	9 G	3	6 G	7 G	1	5	6	9	7	6	6	8	6 R	2	12 PR	1	14 PR	8 R
Don't like it here/ can't integrate with community/no sense of belonging	4	3	7 D	*	5 D	3	7	4	6	4	2	4	3	4	4	5	4	-	2	3
It is a horrid/wrong place to live in/ people are violent/a lot of crime/it is a ghetto	3	3	4	3	2	3	4	3	2	2	5	4	2	2	3	10	2	-	-	2

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Leading Edge GenZ – 2020 Survey

(Continued)

Q19. What would you say is the main reason or reasons you do not have a stronger sense of belonging to your local community?

SUBSAMPLE: Those who have a somewhat/very weak sense of belonging

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	900	189	210	49	393	156	71	420	183	190	107	559	214	127	658	45	37	49	37	63
Unweighted Total	904	170	219	51	415	155	72	441	181	183	98	463	258	183	510	44	104	69	50	111
NET: PERSONAL REASONS	38	36	31	48	33	48	40	42	37	34	31	39	33	42	38	42	30	34	38	38
-----	CE			C		ABCE		AK												
I am introvert / shy / prefer to keep to myself / prefer to stay at home / take care of my family	20 E	19	18	16	16	21	29 E	22	22	17	15	19	20	22	19	24	19	26	26	19
New to the area / don't know people yet	9 RMKG	11 G	6	9	7	18 ACEG	3	11 K	7	9	4	10 M	4	10	10 AQR	5	3	1	4	9 R
Lack of time / too busy to socialize	5 QB	1	6	12 B	6 B	4	3	6	4	5	4	5	5	6	5 Q	10	*	5	5	5
Not interested/don't need more connection	5 C	5	2	14 ACE	4	5	4	4	4	3	9	5	5	5	5	2	7	4	3	5
Not active due to health/age	1	-	*	-	*	2	-	1	1	-	-	1	-	1	1	2	-	-	-	-
COVID-19 has stopped me from talking to people	3	5	2	-	3	3	2	2	4	3	1	2	4	1	3	-	2	2	6	1
Other	4	5	6	-	5	4	-	4	4	5	5	5	3	4	5	5	3	3	-	3
DK/NA	12 HF	10	14	15	13	8	15	9	10	19 AHI	15	13	13	8	12	11	13	16	8	16

Leading Edge GenZ – 2020 Survey

Q19. What would you say is the main reason or reasons you do not have a stronger sense of belonging to your local community?

SUBSAMPLE: Those who have a somewhat/very weak sense of belonging

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	900	389	486	44	241	334	52	116	113	137	515	248	620	132	122	244	147	117	113	115	107	57	
Unweighted Total	904	358	514	43	238	333	58	123	109	133	513	258	606	137	127	259	152	102	103	116	107	65	
NET: NEIGHBOURHOOD ISSUES -----	52 V	50	52	47	51	54	44	56	48	54	50	54	52	51	54	56 V	50	52	53	46	57 V	38	
Lack of interesting community programs / events/ services / don't participate enough in them	15 VE	14	17	14	11	19 AE	11	15	15	18	15	14	15	15	11	17 V	13	19 V	14	13	19 V	6	
Don't know anyone here/ doesn't feel like a community/everyone lives for himself	12 U	11	13	17	9	14	8	11	14	16	11	12	13	12	11	12	14 U	16 U	14	10	6	11	
Not a friendly neighbourhood / People are not welcoming	9 J	9	8	5	8	7	9	17 ADEF	9	4	8	12 J	8	10	13	8	13 R	5	6	8	11	9	
Don't share same values/views of life/ beliefs/politics	7 RF	7	8	6	11 AFG	5	5	8	8	8	7	8	7	8	10	10 RTV	7	4	8	4	12 RTV	3	
Cultural / demographic makeup of neighbourhood	7 QG	6	7	3	9 DG	7	2	5	4	5	7	6	7	6	7	9 Q	2	4	7	7	9 Q	7	
Don't like it here/ can't integrate with community/no sense of belonging	4	4	4	2	6	3	14 ADFHI	2	3	3	3	6	4	3	3	4	4	6	2	3	6	2	
It is a horrid/wrong place to live in/ people are violent/a lot of crime/it is a ghetto	3	3	2	6	2	4	5	2	4	4	2	4	3	3	6	2	4	4	2	5	4	2	

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Leading Edge GenZ – 2020 Survey

(Continued)

Q19. What would you say is the main reason or reasons you do not have a stronger sense of belonging to your local community?

SUBSAMPLE: Those who have a somewhat/very weak sense of belonging

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	900	389	486	44	241	334	52	116	113	137	515	248	620	132	122	244	147	117	113	115	107	57	
Unweighted Total	904	358	514	43	238	333	58	123	109	133	513	258	606	137	127	259	152	102	103	116	107	65	
NET: PERSONAL REASONS	38 ME	36	40	47	31	38	45	37	46 E	33	36	44 A	35	50 AM	40	42 R	44 R	31	39	32	32	38	
I am introvert / shy / prefer to keep to myself / prefer to stay at home / take care of my family	20 E	21	19	43 AEFHI	12	23 E	26 E	17	20	15	19	25 AJ	18	29 AMO	18	19	26 R	14	19	22	18	21	
New to the area / don't know people yet	9 TB	6	10 B	4	7	8	12	10	14 DE	8	9	8	8	12	11	12 TV	9	8	11 T	3	7	3	
Lack of time / too busy to socialize	5 RT	4	7 AB	-	6	5	5	7	5	6	5	5	4	7	8	7 RT	5	2	8 T	1	3	12 RTU	
Not interested/don't need more connection	5 F	5	5	-	8 AF	3	6	4	6	5	4	5	5	3	5	6 V	3	6	3	5	5	1	
Not active due to health/age	1	1	1	3	-	*	3	-	1	-	-	2	*	1	1	1	2	-	-	-	-	-	
COVID-19 has stopped me from talking to people	3 L	2	3	-	2	2	4	3	6 E	6 L	3	1	2	3	4	2	2	2	4	4	4	-	
Other	4 TUB	2	6 AB	-	5	3	4	4	8	8 L	4	3	5	4	5	6 U	7 TU	2	2	2	1	10 TU	
DK/NA	12 PI	13	12	18	16 HI	12 I	15	8	5	9	14	11	12	11	8	7	8	17 P	9	23 APQSU	11	21	

Leading Edge GenZ – 2020 Survey

- Q20. All things considered, how satisfied are you with your life as a whole nowadays?
Please answer on a scale from 0 to 10, with "0" meaning "extremely dissatisfied", and "10" meaning "extremely satisfied."

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
High (8-10)	25 QPJF	26	25	24	24	22	32 ADEF	44 AIJ	26 J	15	30 AMN	25	25	23	30 AP	22	21	24	37 AQR
Med (5-7)	54 SOKHD	55	52	41	53 D	58 ADE	55 D	39	57 AH	57 AH	47	55 K	55 K	56 K	50	57 AO	53	57 AS	48
Low (0-4)	21 SHIGB	19	23 AB	35 AEFG	24 AG	20 G	12	17	17	28 AHI	23	20	20	21	20	21	27 ARS	19	15
MEAN	6.0 QPJDE	6.1	6.0	5.4	5.9 D	6.0 D	6.6 ADEF	6.8 AIJ	6.2 AJ	5.5	6.1	6.1	6.0	5.9	6.2 AP	5.9	5.6	6.1 Q	6.8 AQR

Leading Edge GenZ – 2020 Survey

- Q20. All things considered, how satisfied are you with your life as a whole nowadays?
Please answer on a scale from 0 to 10, with "0" meaning "extremely dissatisfied", and "10" meaning "extremely satisfied."

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
High (8-10)	25 DF	34 CDEFG A	25 DF	17	24 F	15	21	24	25	28	27	26	23	26	25	25	23	24	32 AQ	27
Med (5-7)	54 H	52	53	57	59 ABCFG	49	48	51	56	55	56	54	53	54	54	46	57	64 AOPST	50	54
Low (0-4)	21 RJBE	14	22 BE	26 BE	17	35 ABCE	31 ABCE	25 AIJK	19	17	17	20	24	20	21 R	29 AORST	20 R	12	18	20 R
MEAN	6.0 HDFG	6.5 ACDEF	6.0 F	5.6	6.2 DFG	5.1	5.5	5.8	6.1	6.2 AH	6.3 AH	6.1	5.9	6.1	6.0	5.8	5.9	6.4 AOPQ	6.3 P	6.1

Leading Edge GenZ – 2020 Survey

Q20. All things considered, how satisfied are you with your life as a whole nowadays?
Please answer on a scale from 0 to 10, with "0" meaning "extremely dissatisfied", and "10" meaning "extremely satisfied."

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
High (8-10)	25 TNOIC QR	29 AC	23	24	31 AFHI	25	26	23	20	100	-	-	28 ANO	17	14	23 Q	7	19 Q	38 PQRTU A	20 Q	23 Q	36 PQRTU A	
Med (5-7)	54 QB	50	57 AB	50	52	56	50	54	53	-	100	-	55	50	52	60 AQSTV	35	66 QSTUV A	50 Q	50 Q	54 Q	53 Q	
Low (0-4)	21 PSVME	21	20	26 E	17	19	25	23	27 AEF	-	-	100	17	33 AM	34 AM	16 V	58 RSTUV AP	16	12	30 APRSV	23 PSV	11	
MEAN	6.0 NOLDI QT	6.2 AC	6.0	5.6	6.3 ADHI	6.1 DI	5.9	5.9	5.7	8.6 AKL	6.1 AL	2.6	6.3 ANO	5.3	5.3	6.2 QT	3.9	6.1 QT	6.8 PQRTU A	5.4 Q	6.0 QT	6.7 PQRTU A	

Leading Edge GenZ – 2020 Survey

Q21. What are the top three priorities in your life over the next two years?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: CAREER	45	48	43	38	44	48	47	42	48	44	42	48	47	41	43	47	46	46	47
-----	ODC	AC			D	D			AH			N				AO			
Find a job/a better job/a second job	31 NG	29	33	29	34 G	34 G	26	29	34 A	29	29	33 N	33 N	26	30	32	31	33	32
Build/advance in my career	8 ODEC	11 AC	6	2	5 D	10 DE	13 ADE	8	8	9	7	9	9	6	6	10 AO	10	8	7
work in the field I love/be a (chef/nurse....)	3 C	4 AC	2	4	2	3	4	2	3	3	2	3	3	4	3	3	3	2	3
Be successful/famous	2 QMJ	2	3	2	3	2	2	4 J	3 J	1	4 M	2	1	3	3	2	1	2 Q	5 AQR
Start a business/become a business owner	2 Q	2	1	1	1	1	2 D	1	2	2	2	2	1	2	1	2	1	2	2
Get my licence (driver's, mechanic, plumber...)	1 OLHF	1	2	4 AFG	2 F	*	1	1	2 H	1	2	1	2	3 L	1	2 AO	1	1	1
Go to /graduate/finish school/college/university	37 NHGB	27	44 AB	35 G	38 G	48 ADEG	26	31	37 H	39 H	36 N	38 N	39 AN	28	38	35	42 AR	35	36
NET: FAMILY/ RELATIONSHIPS	34	39	29	25	32	31	41	37	34	31	34	32	35	32	33	34	31	34	36
-----	JDC	AC			D	D	ADEF	J											
Get married/start a family	15 QJDC	17 AC	13	9	14 D	13 ADEF	19	16 J	16 AJ	12	14	14	16	13	15	14	10	15 Q	20 AQ
Find love/be in a long lasting/serious love relationship	10 OHD	10	10	6	9	11 D	12 D	7	10	11 H	10	9	11	9	8	11 AO	12 AS	10	7
Family/spend time with family/take care of my loved ones/raise good children	9 JC	11 AC	7	9	9	8	10	13 AIJ	8	7	9	8	9	9	9	8	9	8	8
Kids/have (more) children	5 FC	7 AC	3	4	5 F	3	6 AF	6	5	4	5	4	4	6	5	4	3	6 AQ	4

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Leading Edge GenZ – 2020 Survey

(Continued)

Q21. What are the top three priorities in your life over the next two years?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: FINANCIAL -----	28 NDC	31 AC	25	18	28 D	29 D	30 D	27	27	28	29 N	26 N	30 AN	20	26	29	26	29	29
Achieve financial stability/financial freedom/have good savings	16 ONDEC	19 AC	14	11	14	18 DE	20 ADE	15	17	17	16	16	19 AN	12	14	18 AO	16	16	18
Achieve wealth/have lots of money	7 QIG	7	7	5	11 ADFG	6	5	10 AI	6	7	9	6	7	7	8	7	5	8 Q	10 Q
Pay off debt/mortgage	3 SNDEC	5 AC	2	1	2	3 D	5 ADE	2	3	4	3	3 N	4 N	1	3	3	4 ARS	3 S	1
Live independently	2 SND	2	2	1	3 D	2 D	2	2	2	2	2	2	2 N	1	2	2	2 S	2 S	*
Be secure in my life	1 B	1	2 AB	*	1	2	1	1	1	1	1	1	1	1	2	1	1	1	2
Retire comfortable/early	*	*	-	-	-	1	*	*	*	*	1	*	-	-	*	*	-	*	-
NET: PERSONAL GROWTH/HEALTH -----	24 I	24	24	26	26	23	22	24	21	28 AI	27	22	23	26	24	24	27	23	25
Be healthy/eat well/exercise	8 F	8	7	8	9 AF	5	8	8	7	8	9	7	7	8	8	7	7	8	9
Be happy/happiness/enjoy my life	7 I	8	7	7	6	8	8	8	6	9	9	7	6	10	7	7	7	8	7
Grow in person/be a better person	5 I	5	5	6	6	4	4	6	4	6 I	5	4	5	6	5	5	5	4	6
Better lifestyle/improve wellbeing/have a balanced life	4 RNH	4	4	5	4	4	3	2	3	6 AHI	5 N	4 N	4 N	2	4	4	7 ARS	3	3
Develop new talents/skills/experience new things/develop my hobbies	2 G	2	3	2	2	3 G	1	2	2	2	2	2	3	1	2	2	3	3	2
Be (more) spiritual/grow my faith in God/find inner peace	1	1	2	1	2	1	2	2	1	2	1	1	2	2	2	1	1	1	3

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Leading Edge GenZ – 2020 Survey

(Continued)

Q21. What are the top three priorities in your life over the next two years?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ Weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: HOME -----	20 ODFC	26 AC	15	12	19 D	16	27 ADEF	19	18	22 AI	17	21	20	18	17	21 AO	21	19	17
Buy a (new) house/ property	14 ODFC	20 AC	10	8	14 D	11	21 ADEF	16	14	14	13	15	14	15	12	16 AO	14	14	14
Move to another/better place	6 HIC	7 AC	5	4	6	6	6	3	4	9 AHI	4	7	6	4	5	6	8 AS	6	4
Buy a (new) car	6	7	6	7	6	8 G	5	8	6	6	6	7	6	7	7	6	7	6	6
Have good/interesting friends	6	5	7	7	6	6	7	6	6	7	6	6	7	7	6	7	6	7	7
Vacation/travel	4 PDE	5	4	2	3	4 D	7 ADE	3	5	4	4	4	5	4	5 AP	3	5	4	4
Own a pet/have more pets	2	2	1	1	1	1	2	1	2	1	2	2	1	2	2	1	2	1	2
Volunteer/help people/ community/have an impact on my environment	1 N	2	1	1	1	1	2 A	2	1	1	1	1	2 N	*	1	1	1	1	1
Accomplish my goals/ fulfill my dreams	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Write/publish a book/ poems/make movies/ compose music	1 L	1	1	2	1	1	*	1	1	1	*	*	1 AL	1	1	1	1	1	1
Have fun	1 E	1	1	1	*	1	1 E	1	1	1	*	1	*	1	1	1	1	1	1
Other	4 PB	3	5 AB	8 AFG	5	4	4	5	4	5	5	5	4	4	6 AP	3	4	5	5
DK/NA	18 MJFGB	14	21 AB	29 AEFG	20 FG	15	15	22 J	19	15	20	18	15	26 ALM	20	17	16	19	16

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Q21. What are the top three priorities in your life over the next two years?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: CAREER -----	45 QG	45 G	44 G	41 G	47 G	53 ABCDG	28	45	48	44	43	44	46	48	44	38	37	50 PQ	49 PQ	55 AOPQ
Find a job/a better job/a second job	31 PQBG	26	31 BG	26	34 ABDG	40 ABCDG	20	33	35 JK	28	26	30	33	32	31 P	23	25	34 PQ	35 PQ	37 AOPQ
Build/advance in my career	8 OG	12 ACDEG	7 G	5	8 G	9 G	1	7	10	9	9	8	8	11 AL	7	5	6	11 AOPQ	14 AOPQ	11 OPQ
work in the field I love/be a (chef/nurse...)	3 T	2	3	4	3	3	1	3	2	3	5 I	4 A	2	2	3 T	3	2	3	2	2
Be successful/famous	2 DG	3 DG	2 G	1	2 G	2 G	*	2	2	3	2	2	3	2	2	4	3	3	1	4
Start a business/become a business owner	2 E	3 E	2	5 E	1	2	2	2	1	1	2	1	2	2	2	1	3	-	1	3
Get my licence (driver's, mechanic, plumber...)	1 E	2	1	-	1	1	5 ABCEF	1	1	2	1	2	1	1	1	5 AOQT	1	2	1	1
Go to /graduate/finish school/college/university	37 JBDFGI	17	43 ABDFG	20	58 BCDFGA	31 BD	25 B	42 AIJ	32	30	40 IJ	38	37	34	37	34	36	38	36	37
NET: FAMILY/ RELATIONSHIPS -----	34 RME	40 ACEF	31	38	31	31	33	32	35	35	35	36 AM	29	34	34 R	41 QRT	28	21	36 R	31 R
Get married/start a family	15 RMHEG	18 AEG	15 G	20 G	13	13	9	13	14	17 H	17	15 M	12	17 M	15 R	16	14	9	12	16 R
Find love/be in a long lasting/serious love relationship	10 PQTN	12	9	7	11 C	9	7	10	11	9	11	11 N	11 N	6	11 APQT	5	6	9	12 PQT	7
Family/spend time with family/take care of my loved ones/raise good children	9 RMK	9	8	11	8	8	15 ABCEF	9 K	10 K	9 K	5	9 M	6	11 M	8 R	17 AOQRT	9	4	13 AOR	8
Kids/have (more) children	5 RTNCE	7 ACE	3	3	2	5	7 CE	4	5	5	6	5 AN	4	3	5 ARST	5 R	4	1	3	2

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Leading Edge GenZ – 2020 Survey

(Continued)

Q21. What are the top three priorities in your life over the next two years?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K-\$60K	\$60K-\$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: FINANCIAL	28	31	33	33	26	27	20	27	29	25	31	29	25	28	28	23	31	27	27	27
-----	G	EG	AEG	G																
Achieve financial stability/financial freedom/have good savings	16 S	20 AG	19 G	18	16	17	12	17	17	15	16	17	15	15	17 S	14	18	16	12	15
Achieve wealth/have lots of money	7 E	7	10 AEG	14 ABEFG	5	7	4	7	7	7	10	7	8	9	7	5	9	7	11 P	8
Pay off debt/mortgage	3 M	5 AEG	3	4	3	3	2	3	5 AJ	2	3	4 AM	2	3	3	2	3	2	2	3
Live independently	2 B	1	3	1	2	4 ABD	2	2	2	2	1	2	2	2	2	3	2	1	3	3
Be secure in my life	1 E	1	1	2	1	1	*	1	2	1	1	1	1	1	1	1	2	1	1	1
Retire comfortable/early	*	1	*	1	-	*	-	*	1	-	-	*	*	*	*	-	-	-	-	1
NET: PERSONAL GROWTH/HEALTH	24	22	28	32	23	26	24	27	19	26	18	24	23	27	24	26	30	19	19	25
-----	IK		ABE	BE				AIK		IK							ARS			
Be healthy/eat well/exercise	8	7	10 AE	10	7	6	8	8	7	8	6	7	9	9	8	8	8	7	6	9
Be happy/happiness/enjoy my life	7 STMIE	8	9 E	6	6	9	6	9 AI	5	7	6	9 AM	5	6	8 AQST	7	4	6	4	5
Grow in person/be a better person	5	5	4	7	5	6	5	5	4	5	3	5	4	5	5	7	6	2	4	4
Better lifestyle/improve wellbeing/have a balanced life	4 I	3	5	5	4	3	6	5 AIK	2	4	2	4	4	3	4	5	4	3	2	3
Develop new talents/skills/experience new things/develop my hobbies	2 R	1	3	3	2	3	2	2	2	2	2	2	3	2	2 R	2	3 R	*	4 R	4 R
Be (more) spiritual/grow my faith in God/find inner peace	1 O	1	2	3	1	1	2	2	1	2 I	1	1	1	3 ALM	1	*	10 OPRST A	1	1	3 P

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Leading Edge GenZ – 2020 Survey

(Continued)

Q21. What are the top three priorities in your life over the next two years?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: HOME -----	20 RMNEG	28 ACEFG	18	20	15	19	13	18	22	20	19	22 AMN	15	16	22 AQRST	20 QR	12	10	16	16 R
Buy a (new) house/ property	14 RMHCE	23 CDEFG	11	12	10	13	12	13	17 AH	16	13	16 AMN	11	12	15 AQR	18 R	10	7	14 R	12 R
Move to another/better place	6 QSG	5 A G	7 G	8 G	5 G	6 G	2	6	5	5	7	6 A	4	5	7 AQS	4	2	4	2	4
Buy a (new) car	6 ODG	7 DG	7 DG	3	6	7	3	6	7	7	5	6	8	7	5	10	5	4	13 AOQR	9 OR
Have good/interesting friends	6 Q	5	7	6	7	7	4	5	7	7	7	6	6	6	7 Q	6	3	8	4	6
Vacation/travel	4 F	5 F	6 ADFG	2	5 F	2	2	5	4	4	4	5	4	4	5	4	3	4	3	4
Own a pet/have more pets	2 RTNHC	2 C	1	4 CG	1	1	1	1	2	2	3	2 AN	1 N	*	2 ART	1	1	*	-	*
Volunteer/help people/ community/have an impact on my environment	1 F	1	2 EF	4 FG	1	*	*	1	1	1	1	1 1	1 1	3 AL	1	*	2	2	3	1
Accomplish my goals/ fulfill my dreams	1	1	1	-	1	*	2	1	*	1	1	1	1	1	1	2	1	1	1	1
write/publish a book/ poems/make movies/ compose music	1 B	*	1	2	*	1	2	1	1	1	*	1	*	1	1	2	1	1	*	1
Have fun	1	1	1	-	1	1	1	1	1	1	*	1	1	1	1	-	-	1	1	1
Other	4	4	3	7	4	5	6	4	5	6	3	4	4	5	4	4	4	3	5	6
DK/NA	18 LCE	19 CE	15	21	15	17	33 BCDEF A	17	17	21	19	16	23 AL	18	17	20	24 AO	25 AO	17	19

Leading Edge GenZ – 2020 Survey

Q21. What are the top three priorities in your life over the next two years?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS								
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415		
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448		
NET: CAREER -----	45 UNLEB T	43	48 AB	46	38	48 E	44	47 E	50 E	46	47 L	40	48 ANO	39	41	46 TU	47 TU	52 TU	49 TU	34	38	52 ATU		
Find a job/a better job/a second job	31 TE	30	33	35 E	25	34 AE	34 E	32 E	30	31	32	29	33 A	30	30	29	40 APTU	37 TU	32 T	25	27	35 TU		
Build/advance in my career	8 QTOLG	8	9	5	7	9 G	3	9 G	12 ADEG	8	10 AL	6	9 ANO	5	6	11 AQTU	4	11 QT	10 QT	5	6	8		
work in the field I love/be a (chef/nurse....)	3	3	3	4	4	3	2	3	2	3	3	3	3	2	3	3	1	3	4	2	2	4		
Be successful/famous	2 PQRE	3	2	4 E	1	2 E	4	2	4 E	3	2	2	2	2	2	1	1	1	4 PQR	2	2	5 PORTU		
Start a business/become a business owner	2 O	1	2	1	2	2	1	2	1	2	1	3	2 AO	1	1	1	1	1		2	3 R	1		
Get my licence (driver's, mechanic, plumber...)	1 E	2	1	2	*	1 E	4 E	1	3 E	1	2	1	1	2	2	1	2	2	1	1	-	3		
Go to /graduate/finish school/college/university	37 TLDB	30	43 AB	27	44 ADFGI	36 D	34	39 D	32	38	38 L	33	38	42	38	49 RSTUV AQ	40 T	40 T	33 T	21	32 T	37 T		
NET: FAMILY/ RELATIONSHIPS -----	34 TL	32	35	28	39 ADFI	32	36	34	29	38 AL	34 L	27	35 AO	31	30	36 T	29	36	34	27	36 T	35 T		
Get married/start a family	15 QOL	14	15	13	15	15	14	15	12	19 AKL	14	11	16 AO	12	10	14 Q	8	15	18 Q	14 Q	14 Q	17 Q		
Find love/be in a long lasting/serious love relationship	10 STDI	10	9	4	16 DFGHI A	9 D	8	8	7	10	11	8	10	10	12	12 ST	12 T	15 ASTV	7	6	11 T	8		
Family/spend time with family/take care of my loved ones/raise good children	9 TLF	8	9	9	10	7	10	12 F	8	10 L	9	6	9	8	7	9	6	8	10	6	10 T	11 QT		
Kids/have (more) children	5 O	4	5	3	5	5	9 ADHI	3	4	5	4	4	5 O	4	2	4	4	3	4	5	6	6		

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Leading Edge GenZ – 2020 Survey

(Continued)

Q21. What are the top three priorities in your life over the next two years?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: FINANCIAL -----	28 T	29	27	25	25	29	27	26	31	26	29	26	29 AO	28	23	32 ATV	29 T	27	29 T	20	28 T	26	
Achieve financial stability/financial freedom/have good savings	16 TG	17	16	12	20 ADFG	15	10	17 G	18 G	16	17	15	18 A	16	16	19 ATV	17	20 T	18 T	12	16	13	
Achieve wealth/have lots of money	7 POEC	9 AC	5	7	4	9 AEH	8	5	8 E	7	7	8	7 O	7	4	5	8	4	9 P	8	9 P	9 P	
Pay off debt/mortgage	3 SVJEB	2	4 AB	8 AEFH	1	3 E	6 E	3	5 E	2	4	4	3	4	2	6 RSTUV A	4 S	3	1	2	2	2	
Live independently	2 RT	2	3	2	1	2	1	3	2	1	2	2	2	2	3	4 ARST	2	1	2	1	2	2	
Be secure in my life	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1	1	1	1	2	1	1	2	
Retire comfortable/early	*	*	-	-	-	*	-	*	-	*	*	*	*	*	*	1	*	*	-	*	-	*	-
NET: PERSONAL GROWTH/ HEALTH -----	24 TK	23	24	19	27 DF	22	29 D	23	25	24	22	30 AJK	23	23	36 AMN	27 AST	33 ASTUV	25	21	19	24	22	
Be healthy/eat well/exercise	8 NDGH	8	7	1	10 ADGH	8 DH	4	4 D	10 DGH	8	7	9	8	5	12 AMN	6	10	10	7	7	6	9	
Be happy/happiness/enjoy my life	7 SKF	7	8	10	11 AF	5	7	7	7	9	6	8	7	8	11 A	9 SV	12 ASTV	9	5	6	7	5	
Grow in person/be a better person	5 S	4	5	3	5	5	5	5	3	5	4	5	4	5	7	6 S	5	5	2	3	8 ST	5 S	
Better lifestyle/improve wellbeing/have a balanced life	4 T	4	4	5	5	3	7	4	3	3	4	6 AJK	4	5	7 AM	6 RT	5	2	4	2	5 T	3	
Develop new talents/skills/experience new things/develop my hobbies	2 EC	3 AC	2	3	1	2	5 E	3	3 E	1	2	4 AJ	3	2	2	2	4	2	3	2	2	2	
Be (more) spiritual/grow my faith in God/find inner peace	1 Q	1	2	1	1	2	4	1	1	2	2	1	2	1	1	2 Q	*	1	3 QU	1	1	1	

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Leading Edge GenZ – 2020 Survey

(Continued)

Q21. What are the top three priorities in your life over the next two years?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: HOME -----	20 TUOLB	15	24 AB	19	18	20	23	18	20	19	21 AL	16	21 AO	21 O	14	23 ATU	19 T	22 T	21 T	13	15	20 T	
Buy a (new) house/ property	14 QTOLB	11	18 AB	14	14	15	19	11	15	15 L	16 L	10	15 AO	14	10	15 QT	9	17 QT	18 AQTU	9	11	17 QTU	
Move to another/better place	6 TJB	4	7 AB	6	5	6	4	7	5	4	6 J	7 J	6	8 O	4	8 ASTV	11 RSTUV A	5	4	3	5	4	
Buy a (new) car	6 PDE	8 AC	5	3	4	8 ADE	10 DE	6	6	8	6	5	7	6	6	4	5	8	8 P	6	6	9 P	
Have good/interesting friends	6 TF	7	6	7	8 F	5	8	7	6	6	6	7	6	6	7	7 T	6	8 T	6	4	8 T	7	
Vacation/travel	4 TULFB	3	6 AB	2	7 ADFI	3	4	6 DF	3	5	5 L	3	4	5	5	8 QSTUV A	2	7 QTU	3	2	2	3	
Own a pet/have more pets	2 B	1	2 AB	3	2	1	2	1	1	1	1	2	1	3	1	2	1	2	2	1	1	1	
volunteer/help people/ community/have an impact on my environment	1	1	1	4 E	1	1	1	1	2	2	1	1	1	2	3	2 A	1	-	1	-	2	1	
Accomplish my goals/ fulfill my dreams	1	1	1	1	1	*	1	1	1	*	1	1	1	*	3 AMN	1	1	1	-	1	1	1	
write/publish a book/ poems/make movies/ compose music	1	1	1	1	1	1	1	*	*	*	1	1	1	2	1	1	1	1	*	1	*	2 S	
Have fun	1 VH	1	1	1	1 H	1 H	-	*	*	1	1	*	1	1	*	1	*	2	1	1	*	*	
Other	4 RC	6 AC	3	5	5	4	4	4	7 F	4	4	5	4	3	6	4	4	2	7 PRU	6 R	3	5	
DK/NA	18 PRMEC	23 AC	13	26 AEGH	15	20 E	15	17	20	18	17	23 AK	16	20	18	9	15	13	17 P	38 QRSUV AP	22 PR	16 P	

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Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: FAMILY/RELATIONSHIPS -----	44 KHDEC	47 AC	42	30	41 D	46 DE	52 ADEF	38	45 H	46 H	39	42	48 AKL	43	42	46	45	42	45
Get married/start a family	26 RD	26	26	18	24 D	29 DE	29 DE	24	27	26	24	23	29 AL	26	26	26	27	23	25
Kids/have (more) children	13 OD	14	13	8	13 D	14 D	16 AD	11	14	13	14	12	14	12	12	15 AO	13	12	16
Family/spend time with family/take care of my loved ones/raise good children	7 C	8 AC	6	6	7	6	8	7	7	7	5	9 AKN	7	5	7	7	6	7	7
Find love/be in a long lasting/serious love relationship	6 H	7	5	4	5	6	8 ADE	4	5	8 AH	4	5	7	8	6	6	6	6	4
NET: CAREER -----	35 B	33	37 AB	31	34	37	37	36	37	33	33	36	38 AN	31	36	35	38	34	35
Find a job/a better job/a second job	10 KB	7	13 AB	10	11	12	9	10	11	9	7	11 K	11 K	12 K	10	11	10	11	13
Build/advance in my career	9 SNDEC	11 AC	8	5	7	10 D	12 ADE	9	10	9	9 N	9 N	10 N	5	9	9	11 AS	9 S	6
Be successful/famous	7 JG	6	8	8	9 G	8 G	5	9 J	8	6	8	8	7	7	7	7	6	7	9
work in the field I love/be a (chef/nurse....)	6 RB	4	6 AB	6	5	5	6	5	5	6	6	4	6	5	6	5	7 R	3	6
Start a business/become a business owner	4 N	5	3	4	3	3	6 A	4	4	4	3	5 N	4 N	2	4	4	4	4	4
Get my licence (driver's, mechanic, plumber...)	*	*	*	1	*	1	*	*	*	*	*	*	*	*	*	*	*	1	-

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Leading Edge GenZ – 2020 Survey

(Continued)

Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some/ PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: FINANCIAL	25	27	24	20	28	26	23	26	24	26	28	28	24	21	24	26	21	29	28
-----	QD				D	D						N						AQ	Q
Achieve financial stability/financial freedom/have good savings	16	17	16	13	17	17	15	15	16	17	16	18	16	14	16	16	14	19	17
																		AQ	
Achieve wealth/have lots of money	5	4	5	5	7	4	3	7	5	4	6	5	3	6	5	5	3	6	5
	MG				AFG			AJ			M							AQ	
Retire comfortable/early	3	3	2	1	2	3	4	3	3	2	3	3	3	2	3	3	2	3	6
	QND					D	D												AQR
Pay off debt/mortgage	1	2	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	*
	C	AC								AHI									
Live independently	1	1	1	2	1	1	1	*	1	1	1	1	1	1	1	1	1	1	1
Be secure in my life	1	1	*	*	1	1	1	1	1	1	1	1	1	*	1	1	1	1	*
NET: PERSONAL GROWTH/HEALTH	24	27	21	22	23	27	21	24	22	26	24	23	25	21	23	24	25	24	24
-----	C	AC				AG				I									
Be happy/happiness/enjoy my life	12	14	10	8	12	14	10	11	11	14	11	10	13	14	11	13	13	12	9
	SDC	AC			D	ADG											S	S	
Be healthy/eat well/exercise	4	5	4	5	4	4	4	6	4	3	5	6	3	2	5	4	3	4	7
	N										N	AMN							AQ
Better lifestyle/improve wellbeing/have a balanced life	4	5	4	8	3	5	4	5	3	5	5	5	5	1	4	4	5	5	4
	NE			AEG		E					N	N	N						
Grow in person/be a better person	3	4	3	5	3	5	3	3	3	4	3	3	4	3	3	4	4	3	4
Be (more) spiritual/grow my faith in God/find inner peace	2	2	2	2	3	2	2	2	2	3	3	2	2	2	3	2	3	2	3
Develop new talents/skills/experience new things/develop my hobbies	2	2	2	2	2	1	1	1	1	2	2	1	2	1	2	1	3	1	1
																	R		

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Leading Edge GenZ – 2020 Survey

(Continued)

Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: HOME	21	25	18	18	18	20	27	17	21	24	22	21	22	19	18	24	22	20	20
-----	OHEC	AC					ADEF			AH						AO			
Buy a (new) house/ property	20 OHEC	24 AC	17	16	18	19	25 ADEF	15	20 H	22 H	21	19	21	17	17	22 AO	20	19	19
Move to another/better place	2	2	1	1	1	1	2	2	1	2	2	2	2	1	1	2	2	1	2
Vacation/travel	12 SHDE	13	11	5	9 D	13 DE	17 ADEF	8	13 H	14 H	11	11	14 A	10	13	12	15 ARS	11	9
Go to /graduate/finish school/college/ university	6 G	6	6	8 G	6	7 G	4	4	7	6	6	5	6	8	6	6	7	6	6
Volunteer/help people/ community/have an impact on my environment	5 NDC	7 AC	4	3	5	7 AD	5	5	5	5	6 N	6 N	5	3	6	5	8 ARS	5	4
Buy a (new) car	4 F	4	4	7 AEF	4	2	4	5	4	4	4	4	3	4	4	4	3	5	5
Have good/interesting friends	3 B	1	4 AB	4	3	3	2	2	2	3	2	4	2	3	3	3	3	3	3
write/publish a book/ poems/make movies/ compose music	2	2	2	3	1	2	1	2	2	2	1	2	2	2	1	2	2	2	2
Own a pet/have more pets	1 R	1	1	1	2	1	1	1	1	2	2	1	1	1	2	1	2 R	1	1
Accomplish my goals/ fulfill my dreams	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1
Have fun	1 B	*	1 AB	1	1	1	*	*	1	1	*	*	1	1	*	1	1	1	1
Other	6 G	5	6	8 G	6	6	4	8	5	5	7	6	5	4	6	5	4	6	9 AQ
DK/NA	23 FGB	18	26 AB	34 AEFG	26 AFG	19	18	27 AIJ	22	21	24	21	21	29 ALM	25	21	21	24	20

Leading Edge GenZ – 2020 Survey

Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: FAMILY/ RELATIONSHIPS -----	44 QSMNG	42	48 ABDG	36	49 ABDG	44 G	34	45	44	42	46	49 AMN	39	36	47 PQRST A	37	35	38	33	40
Get married/start a family	26 SNBG	21	30 ABDG	19	30 ABDG	28 BDG	18	27	25	25	28	28 AN	25	20	28 AS	21	23	25	17	25 S
Kids/have (more) children	13 RSTMN P	16 AF	15	10	13	11	11	13	15	11	15	17 AMN	9	6	16 PQRST A	8	10 R	5	5	8
Family/spend time with family/take care of my loved ones/raise good children	7 MC	9 ACE	5	9	6	6	9	6	7	9 AK	5	8 M	4	8 M	7	7	7	4	7	6
Find love/be in a long lasting/serious love relationship	6 Q	5	7	4	7	6	4	7	6	4	6	6	7	5	6 Q	5	2	8 Q	7 Q	7 Q
NET: CAREER -----	35 RMIBG	30 G	38 BFG	30	42 BCDFG A	31 G	22	38 AI	31	34	37	37 M	32	35	35 R	35	34	28	38 R	36
Find a job/a better job/a second job	10 BD	7	10 BD	5	14 BCDFG A	9	8	11	9	10	12	10	12	10	10	11	9	10	13	14
Build/advance in my career	9 TMNG	9 G	9 G	9 G	11 AG	9 G	2	10	7	10	8	11 AMN	7	7	10 AT	8	8	6	9	6
Be successful/famous	7 JDF	6 D	9 BDF	2	8 DF	5	6	8 J	8 J	5	8	7	7	9	7	8	8	6	8	9
work in the field I love/be a (chef/nurse....)	6 SMIB	3	8 AB	7	7 AB	5	4	6 I	3	6	6	6 AM	4	5	6 S	6	7 S	4	3	4
Start a business/become a business owner	4 O	6 ACE	3	6	3	4	3	4	4	3	5	4	3	7 ALM	3	4	7 OR	2	7 AOR	7 OR
Get my licence (driver's, mechanic, plumber...)	*	*	*	2	*	1	-	*	*	*	1	*	1	*	*	-	1	-	-	1

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Leading Edge GenZ – 2020 Survey

(Continued)

Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: FINANCIAL -----	25 G	27 G	26 G	34 AEG	24 G	29 G	15	25	26	23	27	24	25	29	24	22	29	27	29	28
Achieve financial stability/financial freedom/have good savings	16 G	16 G	17 G	13	17 G	22 ABDG	9	16	18	14	18	15	17	20 AL	15	15	17	18	18	21 AO
Achieve wealth/have lots of money	5 E	5	5	12 BCEFG A	4	3	3	4	4	5	6	4	5	6	4	6	9 AORT	3	6	4
Retire comfortable/early	3 MCE	5 ACEF	2	4	2	2	3	2	4	3	3	3 AM	2	2	3	1	3	4	2	3
Pay off debt/mortgage	1 MNE	2 EF	1	3 G	*	*	*	1	1	1	1	2 AMN	*	*	1	2	1	1	1	-
Live independently	1 B	*	1	2	1	2	-	2 A	1	1	1	1	1	1	1	2	1	2	2	1
Be secure in my life	1	1	*	2	1	1	1	1	1	1	1	1	1	1	1	-	1	*	1	*
NET: PERSONAL GROWTH/ HEALTH -----	24 L	21	26 B	23	24	27 B	21	25	24	23	20	22	24	30 ALM	23	18	23	26	28 P	29 AOP
Be happy/happiness/enjoy my life	12 KB	9	13 B	10	11	15 B	10	12 K	13 K	11	8	12	11	12	12	11	9	12	10	13
Be healthy/eat well/exercise	4 PL	5	4	6	5	4	3	4	5	4	4	3	5	8 AL	4	2	5	5	7 P	7 AOP
Better lifestyle/improve wellbeing/have a balanced life	4 B	3	6 B	4	4	4	4	5 AJ	3	3	5	4	5	5	4	3	4	6	7	5
Grow in person/be a better person	3	3	3	3	4	5	2	4	3	4	2	4	3	4	4	4	1	2	5	3
Be (more) spiritual/grow my faith in God/find inner peace	2 OLK	2	3	4	2	4	3	3 K	3 K	3 K	*	2	3	5 AL	2	2	8 OPRST A	3	3	4
Develop new talents/skills/experience new things/develop my hobbies	2	2	2	2	2	1	2	1	1	2	2	1	2	1	2	2	2	2	1	2

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Leading Edge GenZ – 2020 Survey

(Continued)

Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: HOME -----	21 TMNG	25 ADEG	25 ADEG	16	20 G	25 DG	11	22	24	19	18	24 AMN	18	17	22 AQT	23	16	17	19	16
Buy a (new) house/ property	20 TMNKG	23 AEG	23 AEG	16	18 G	23 EG	11	21 K	24 AJK	18	14	22 AMN	17	16	21 AT	21	16	15	19	15
Move to another/better place	2 NI	2	2	-	2	1	-	2 I	*	1 I	4 AHIJ	2 N	2	*	2	2	-	2	1	1
Vacation/travel	12 PQSM	13	13	14	14 AF	9	10	13	13	10	13	13 AM	10	11	14 APQS	8	6	12 S	5	11 QS
Go to /graduate/finish school/college/ university	6 B	3	6 B	6	9 ABC	7 B	7	7	6	5	5	6	7	5	6	8	7	5	4	7
Volunteer/help people/ community/have an impact on my environment	5 K	6	5	9	5	6	3	5	7 AK	5	3	5	4	7	6	4	7	3	6	5
Buy a (new) car	4 OL	4	3	4	3	4	4	3	3	5	5	3	4	6 AL	3	5	6	4	10 AOPRT	4
Have good/interesting friends	3	2	3	-	4 AB	2	3	3	2	3	3	3 AN	2	2	3	1	2	2	4	2
Write/publish a book/ poems/make movies/ compose music	2 TM	1	1	4	2	2	2	2	2	1	1	2 M	1	3 M	2 T	4 T	1	1	1	*
Own a pet/have more pets	1 N	1	2 B	1	1	1	-	1	1	2	1	1 N	1	*	1	-	-	2	1	2
Accomplish my goals/ fulfill my dreams	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	-	2	1	2	2
Have fun	1	1	1	*	1	1	1	1	1	1	1	1	1	1	1	*	1	*	2	1
Other	6 D	5 D	8 ADE	2	5 D	6 D	5	6	5	5	5	5	5	8 ALM	5	12 AORT	6	3	8	5
DK/NA	23 LHCE	24 CE	18	28 CE	18	20	41 BCDEF A	21	22	26 AH	24	20	28 ALN	23	22	27	25	27	21	23

Leading Edge GenZ – 2020 Survey

Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
NET: FAMILY/ RELATIONSHIPS	44 TOLGB	38	51 AB	37	51 ADFGI	43	36	46 G	40	46 L	46 AL	37	48 AO	44 O	33 ASTUV	54 T	46 T	47 T	43 T	27	44 T	44 T
Get married/start a family	26 TOLB	22	30 AB	24	29	26	22	26	24	26 L	28 AL	20	29 AO	26 O	17	32 ATU	27 T	34 ATU	26 T	15	22 T	27 T
Kids/have (more) children	13 TLB	10	16 AB	12	15	12	11	17 AF	12	14 L	14 L	9	14 AO	14	10	17 AQT	11	12 T	12 T	6	17 T	15 T
Family/spend time with family/take care of my loved ones/raise good children	7 RL	6	8	7	6	8	9	7	6	9 AKL	7	4	8 AO	6	5	8 RT	9 R	3	8 R	5	7 R	6
Find love/be in a long lasting/serious love relationship	6	5	6	4	9 DFGHI A	5	3	5	5	5	5	8 AJK	6	5	7	7	8	7	4	4	7	5
NET: CAREER	35 TOB	31	40 AB	33	41 AFHI	35	37	31	32	38	35	33	37 AO	36	30	45 AQSTU	30 T	38 T	31 T	21	31 T	41 AQSTU
Find a job/a better job/a second job	10 TUNHI	10	11	12	13 AHI	11 HI	13 HI	6	6	12	11	8	11	7	10	11 U	9	14 TU	11	8	6	14 ATU
Build/advance in my career	9 STB	6	12 AB	6	11 DF	8	10	10	10	8	10	8	9	9	10	16 RSTUV AQ	8 T	8 T	6	3	8 T	8 T
Be successful/famous	7 TOKE	8	7	6	4	9 AE	6	7	9 E	9 AK	6	9 K	8 O	8 O	2	6	6	7	9 T	5	6	11 APQTU
work in the field I love/be a (chef/nurse...)	6 SFB	3	8 AB	6	10 AFHI	4	7	4	5	5	5	6	5	9 AM	5	8 AST	5	7 S	2	4	6 S	6 S
Start a business/become a business owner	4 T	4	4	4	3	5 AE	2	4	3	4	4	3	5 AN	2	3	5	4	2	5	2	5	4
Get my licence (driver's, mechanic, plumber...)	*	*	*	-	*	*	*	1	1	*	*	1	*	*	-	*	-	-	-	1	1	*

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Leading Edge GenZ – 2020 Survey

(Continued)

Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS								
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415		
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448		
NET: FINANCIAL -----	25 TODEC	29 AC	22	16	22	27 DE	24	28 D	28 DE	23	26	25	27 AO	23	19	23	23	24	27 T	20	34 QRSTV	27 T		
Achieve financial stability/financial freedom/have good savings	16 TJD	17	16	11	16	16	13	18 D	18 D	13	17 J	18 J	17 A	15	14	15	18	16	15	12	21 APT	19 T		
Achieve wealth/have lots of money	5 RODEC Q	7 AC	3	1	3	6 DE	5	5 D	6 DE	6	5	4	5 AO	3	2	4	2	2	5 R	5 R	8 APQR	5 QR		
Retire comfortable/early	3 QLEC	4 AC	2	1	1	4 ADE	3	4 DE	2	4 L	3	1	3	3	2	3 Q	1	3	4 QV	2	4 Q	2		
Pay off debt/mortgage	1 VOE	1	1	4 E	*	1	3	1	1	1	1	1	1 AO	1	*	1	1	1	2 V	1	1	*		
Live independently	1 T	1	1	-	1	1	1	1	2	1	1	1	1	1	1	1	1	2	1	*	2 T	1		
Be secure in my life	1	1	*	-	2 A	1	*	*	-	1	1	1	1	1	2	1	1	1	1	*	1	1		
NET: PERSONAL GROWTH/ HEALTH -----	24 TB	22	25	21	25	23	20	23	27	22	23	26	23	27	28	26 T	29 T	26 T	28 T	12	22 T	23 T		
Be happy/happiness/enjoy my life	12 TB	10	13 AB	14	10	11	11	13	14	11	11	14 A	12	15	12	13 T	19 ASTUV	13 T	12 T	5	10 T	11 T		
Be healthy/eat well/exercise	4 T	5	4	3	6 G	4	2	4	3	5	4	4	4	4	5	3	3	2	7 PRT	2	5	6 PRT		
Better lifestyle/improve wellbeing/have a balanced life	4 D	4	4	1	4	5 D	4	4	6 D	3	4	5	4	5	7 AM	5	7 U	4	5	3	3	4		
Grow in person/be a better person	3 TF	3	4	2	6 ADFG	2	2	4	6 F	3	4	4	3	5	5	5 T	4	5	3	2	4	2		
Be (more) spiritual/grow my faith in God/find inner peace	2 Q	2	3	2	2	3	4	2	1	2	2	3	2	3	2	3 Q	1	2	3 Q	1	2	3		
Develop new talents/skills/experience new things/develop my hobbies	2	2	2	-	2	1	2	2	2	1	2	2	2	1	2	3 V	1	2	2	1	1	1		

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Leading Edge GenZ – 2020 Survey

(Continued)

Q22. And thinking longer term, what are the three things you most want to achieve in your lifetime?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: HOME -----	21 TUB	18	25 AB	21	24	21	25	19	18	21	22	21	22 A	22	20	23 TU	24 T	31 ASTUV	19	16	17	22 T	
Buy a (new) house/ property	20 TB	16	23 AB	20	22	20	22	18	17	19	21	19	21 A	21	19	22 TU	20	30 QSTUV AP	18	15	16	20	
Move to another/better place	2 T	1	2	2	1	2	3	1	1	2	1	2	2	2	2	2	4 ASTU	2	1	1	1	2 T	
Vacation/travel	12 UVLDB T	8	17 AB	7	17 DFGHI A	11	9	12	11	14 L	13 L	9	13 A	16	11	23 RSTUV AQ	12 T	13 T	10 T	4	7	8	
Go to /graduate/finish school/college/ university	6 FB	4	7 AB	3	7 D	5	9 DF	6	8 D	6	6	5	6	7	5	6	5	4	8 RT	4	5	8 RT	
Volunteer/help people/ community/have an impact on my environment	5 RTUB	4	7 AB	3	5	5	6	7	7 D	5	6	5	5	8	7	11 RSTUV AQ	4 R	1	5 RT	2	3 R	4 R	
Buy a (new) car	4 PNHC	5 AC	3	3	3	6 AEGH	2	1	3	5	4	2	4 N	1	3	2	3	3	4	5 P	4	5 P	
Have good/interesting friends	3	3	2	1	3	2	3	3	2	2	3	3	3	2	4	2	3	5	2	4		2	
write/publish a book/ poems/make movies/ compose music	2 M	2	2	3	2	1	4	1	1	1	2	2	1	3	3	3 ART	1	1	2	1	1	2	
Own a pet/have more pets	1 UB	1	2 AB	-	1	1	3	1	2	1	1	2	1	1	*	2	1	3 UV	1	1	*	1	
Accomplish my goals/ fulfill my dreams	1 T	1	1	1	1	1	2	1	1	1	1	1	1	*	2	1	*	1	2 T	*	1	1	
Have fun	1 SC	1 AC	*	*	1	1	1	1	*	*	1	1	1	*	1	*	1	1	*	1	1	1	
Other	6 C	7 AC	4	11 AEFH	4	5	9	4	6	5	6	5	5	5	7	4	3	4	6	7 Q	5	8 Q	
DK/NA	23 PMEC	29 AC	16	34 EFGHI A	17	24 E	22	23	24 E	21	21	29 AJK	20	22	28 AM	10	21 P	22 P	23 P	47 QRSUV AP	26 P	19 P	

Leading Edge GenZ – 2020 Survey

Q23A. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Achieving financial security, so you never ever have to worry about having enough

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Critically important	71 RID	72	70	64	69	72 D	74 ADE	74 I	68	73 I	76 ALMN	69	70	69	70	71	71	68	71
Important but not critical	26 KJ	25	27	31 G	28	25	24	23	30 AHJ	24	20	29 K	27 K	27 K	26	26	27	30 A	24
Not especially important	3	3	3	6 G	3	3	2	4	3	3	3	2	3	4	3	3	2	2	5

Leading Edge GenZ – 2020 Survey

Q23A. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Achieving financial security, so you never ever have to worry about having enough

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Critically important	71 MJDG	73 DG	73 DG	61	73 ADG	73 DG	58	73 J	72 J	64	74 J	72 M	67	72	71	65	75	72	72	68
Important but not critical	26 Q	25	25	29	25	25	34 BE	25	25	32 AHIK	24	26	30 AN	23	26 Q	31 Q	20	25	25	29 Q
Not especially important	3 LEF	3	2	10 ABCEF	2	1	9 ABCEF	3	3	4	2	2	4	5 AL	3	4	5	3	3	3

Leading Edge GenZ – 2020 Survey

Q23A. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Achieving financial security, so you never ever have to worry about having enough

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Critically important	71 TB	66	76 AB	71	71	72	64	68	72	72	70	69	72 A	71	69	75 ATU	77 ATU	77 TU	73 T	52	67 T	74 TU	
Important but not critical	26 C	31 AC	22	23	26	26	32	28	25	25	27	27	25	27	26	23	22	21	24	39 QRSUV AP	28	24	
Not especially important	3 PQVC	4 C	2	6 F	3	2	3	4	3	3	3	3	2	2	5	1	1	2	2	8 PQRSV A	5 PQV	1	

Leading Edge GenZ – 2020 Survey

Q23B. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Creating wealth for yourself and your family

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Critically important	57 QMJ	59	56	53	59	56	57	70 AIJ	56	52	65 ALM	54	54	61 LM	56	58	49	58 Q	60 Q
Important but not critical	37 KH	36	39	41	37	38	37	26	39 H	42 AH	30	41 AKN	40 K	34	38	37	42 A	38	37
Not especially important	6 RS	5	6	6	5	6	6	4	6	6	6	5	6	5	6	5	9 ARS	4	3

Leading Edge GenZ – 2020 Survey

Q23B. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Creating wealth for yourself and your family

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Critically important	57 OG	61 ADEG	58	50	55	59 G	49	58	58	56	55	55	56	64 ALM	55	57	71 AOPRT	56	68 AOPR	60
Important but not critical	37 QSNB	34	38	42	40 B	36	41	36	37	39	41	39 N	39 N	29	39 AQS	35 Q	25	37 Q	31	36 Q
Not especially important	6 S	5	4	7	6	5	10 ABC	6	5	5	4	6	5	7	6 S	8 S	3	7 S	2	4

Leading Edge GenZ – 2020 Survey

Q23B. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Creating wealth for yourself and your family

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Critically important	57 PTNOE	58	57	62 E	50	61 AE	53	57	57	62 AKL	55	55	60 ANO	48	45	48	52	50	68 PQRTU A	51	57 P	72 PQRTU A	
Important but not critical	37 SVMJF	37	38	33	43 ADFI	35	40	39	35	33	40 AJ	37	36	41	43 M	44 ASUV	41 SV	43 SV	30	44 ASV	37 V	26	
Not especially important	6 SVM	5	5	5	6	4	7	5	8 F	5	5	7	4	11 AM	12 AM	8 ASV	7 SV	7 SV	3	6 SV	6 V	2	

Leading Edge GenZ – 2020 Survey

Q23C. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Having a balanced life between work and other priorities

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Critically important	71 RIDC	76 AC	68	57	70 D	73 D	77 ADE	76 AI	69	72	74	71	70	71	71	71	77 ARS	65	69
Important but not critical	25 QKHGB	22	28 AB	35 AEFG	26 G	24	21	21	27 AH	25	21	27 K	26 K	25	25	25	19	31 AQ	26 Q
Not especially important	4 FB	2	5 AB	8 AEFG	4	2	3	3	4	4	5	3	4	4	4	4	4	4	5

Leading Edge GenZ – 2020 Survey

Q23C. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Having a balanced life between work and other priorities

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Critically important	71 PMJDG	72 DG	74 DG	60	74 ADG	79 ABDG	61	75 AIJ	70	66	70	74 AM	66	71	73 APS	59	74 P	68	66	68
Important but not critical	25 OLHEF	25 F	23	35 ABCEF	23	19	33 ACEF	22	27 H	27 H	27	23	30 ALN	24	24	34 AOQ	23	30	29	27
Not especially important	4 H	3	3	5	4	3	7	3	3	6 AHIK	3	3	4	5	3	7 R	3	2	5	4

Leading Edge GenZ – 2020 Survey

Q23C. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Having a balanced life between work and other priorities

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Critically important	71 TULB	63	79 AB	74	74	70	66	71	70	76 AKL	71 L	64	72	73	71	83 ASTUV	79 ASTU	77 TU	71 T	45	64 T	75 TU	
Important but not critical	25 PQJC	32 AC	19	23	23	26	32 E	24	26	21	26 J	30 AJ	25	22	25	15	19	20	26 P	46 QRSUV AP	30 PQRV	22 P	
Not especially important	4 PMC	5 AC	2	4	3	4	2	4	4	3	3	6 AJK	3	5	4	1	2	4	3	9 PQRSV A	6 PQ	3	

Leading Edge GenZ – 2020 Survey

Q23D. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Having flexibility in how and when you work

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Critically important	48 RPMIJ	49	46	47	48	47	48	63 AIJ	44	45	57 ALM	47	43	51 M	50 AP	46	49	44	52 R
Important but not critical	47 OKH	46	48	47	47	47	47	32	51 AH	50 H	39	48 K	51 AK	47 K	45	49 AO	45	52 AQS	43
Not especially important	5 N	5	6	6	5	5	5	4	5	6	5	6 N	6 N	3	5	5	6	5	5

Leading Edge GenZ – 2020 Survey

Q23D. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Having flexibility in how and when you work

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Critically important	48 K	49	48	54 G	47	54 AEG	42	49 K	50 K	46	42	47	48	52	46	46	62 AOPRT	43	53 R	50
Important but not critical	47 QN	47	46	41	47	42	47	46	45	49	53 AHI	48 N	48 N	41	48 Q	48 Q	34	53 QS	41	44 Q
Not especially important	5	4	6	6	6	4	11 ABF	5	6	5	5	5	5	7	5	6	3	4	5	6

Leading Edge GenZ – 2020 Survey

Q23D. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Having flexibility in how and when you work

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Critically important	48 RTU	46	49	51	45	49	49	43	48	53 AKL	46	45	47	47	48	48 T	52 RTU	40	45	39	42	64 QRSTU AP	
Important but not critical	47 VJ	47	47	42	49	46	48	52	45	41	49 AJ	49 J	48	48	44	49 V	42	55 AQV	51 V	51 QV	49 V	35	
Not especially important	5 PVC	7 AC	4	6	6	5	3	5	6	6	5	6	5	5	7	4 V	7 V	5	5 V	9 APSV	9 APSV	1	

Leading Edge GenZ – 2020 Survey

Q23E. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Making an important contribution to society

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Critically important	38 PMNJ	37	39	38	40	39	36	60 AIJ	37 J	29	55 ALMN	40 MN	32	31	46 AP	32	42	37	42
Important but not critical	50 OKH	50	50	45	49	51	52	35	54 AH	53 H	38	49 K	55 AKL	53 K	46	53 AO	49	50	48
Not especially important	12 OKHIF	13	11	17 AEFG	12	10	11	6	9 H	18 AHI	7	12 K	12 K	16 AK	8	15 AO	10	12	10

Leading Edge GenZ – 2020 Survey

Q23E. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Making an important contribution to society

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Critically important	38 ORKG	38 G	44 ABDEG	34	39 G	38 G	25	41 AK	38 K	38 K	30	37	36	45 ALM	37 R	37	51 AOPR	29	45 AOR	48 AOPR
Important but not critical	50 QTNC	50	45	56 C	52 C	48	58 C	48	50	50	57 AH	51 N	52 N	43	51 QT	51 Q	39	57 QT	47	42
Not especially important	12 E	12	11	11	9	13 E	17 E	11	11	12	13	11	12	12	12 S	12	10	14	8	10

Leading Edge GenZ – 2020 Survey

Q23E. Thinking about what you want to achieve in terms of your work and career, how much importance do you place on achieving each for the following in your lifetime?

Making an important contribution to society

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Critically important	38 TUMKE QR	37	39	39	30	41 AEG	31	41 E	46 AEG	46 AKL	36	35	36	44 M	43 M	47 AQRTU	26 R	12	43 QRTU	31 R	29 R	53 QRSTU A	
Important but not critical	50 PVOJI	50	51	44	57 ADFI	49 I	57 DI	48	41	44	53 AJ	49	52 AO	47	44	46	54 V	67 QSTUV AP	49	51 V	53 V	43	
Not especially important	12 PSVFC	14 AC	10	16 F	13 F	9	12	11	13	10	10	17 AJK	12	10	13	7 V	20 APSV	20 APSV	8 V	18 APSV	18 APSV	4	

Leading Edge GenZ – 2020 Survey

Q24. How confident are you feeling today about achieving your current work and career goals over time?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some/ PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: Confident -----	82 QPNJD	82	81	69	82 D	82 D	86 ADEF	93 AIJ	86 AJ	69	88 ALMN	84 N	81 N	71	85 AP	79	78	83 Q	91 AQR
Very confident	27 QPMIJ	27	27	27	27	25	29	54 AIJ	24 J	16	41 ALMN	25	22	23	30 AP	24	23	25	38 AQR
Somewhat confident	55 KNHD	55	55	42	55 D	57 D	58 D	39	63 AHJ	53 H	47	58 AKN	59 AKN	48	55	55	55	58 A	52
NET: Not Confident -----	18 OKHIG S	18	19	30 AEFG	18 G	18 G	14	7	13 H	31 AHI	12	16 K	19 K	29 AKLM	15	21 AO	21 ARS	17 S	9
Not very confident	15 OKHIG S	15	15	20 AEG	15	16 G	12	6	12 H	24 AHI	9	14 K	16 K	21 AKL	13	17 AO	17 S	14 S	9
Not at all confident	3 MHIFG SO	3	3	10 AEFG	4 G	2	2	1	2	6 AHI	2	3	2	8 AKLM	2	4 AO	4 S	3 S	*
DK/NA	*	-	*	*	-	-	-	-	*	-	*	-	-	-	*	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q24. How confident are you feeling today about achieving your current work and career goals over time?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: Confident -----	82 HFG	89 ADEF	85 AFG	81 FG	84 AFG	68	63	79	81	85 H	88 AHI	82	81	80	82	80	86 R	75	88 AORT	81
Very confident	27 RMEF	38 ACEFG	26 F	30 F	23 F	18	22	25	27	28	27	26	22	35 ALM	26	24	37 AOPRT	20	33 AOR	28 R
Somewhat confident	55 NBG	51 G	59 ABFG	50	61 ABDFG	50	41	53	54	56	62 AHI	56 N	59 AN	46	56	56	49	56	55	53
NET: Not Confident -----	18 SKBCE	11	15	19 B	16 B	32 ABCDE	37 ABCDE	21 AJK	19 K	15	12	17	19	20	18 S	20	14	25 QS	12	19 S
Not very confident	15 SKB	10	14 B	16	13 B	26 ABCDE	23 ABCE	17 K	16 K	13	11	15	15	15	15 S	14	12	21 QS	9	16 S
Not at all confident	3 KBC	1	1	4	3 C	6 ABCE	14 BCDEF A	5 AJK	3 K	2	1	3	4	4	3	6	2	4	3	3
DK/NA	*	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q24. How confident are you feeling today about achieving your current work and career goals over time?

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: Confident -----	82 QTOLC	84 AC	80	81	86 AFHI	82	83	77	78	95 AKL	84 AL	60	84 ANO	77	74	84 AQT	41	82 Q	91 PQRTU A	76 Q	85 QT	92 PQRTU A	
Very confident	27 OKLIC QR	32 AC	22	27	27	27 I	23	31 I	21	45 AKL	22 L	15	27 O	23	19	25 QR	5	16 Q	35 APQRT	23 QR	32 PQRT	37 APQRT	
Somewhat confident	55 QJLHB	53	58 AB	54	59 AH	54 H	60 H	47	57 H	50	62 AJL	45	57 A	54	54	60 AQT	36	66 QSTUV A	56 Q	53 Q	53 Q	55 Q	
NET: Not Confident -----	18 MJKEB PSV	16	20 AB	19	14	18 E	17	23 E	22 E	5	16 J	40 AJK	16	23 M	26 AM	16 SV	59 RSTUV AP	18 SV	9	24 APSUV	15 SV	8	
Not very confident	15 VMJEB S	12	17 AB	14	12	15	13	19 E	17	4	15 J	29 AJK	14	19 M	22 AM	15 SV	41 RSTUV AP	16 SV	9	18 SV	12	8	
Not at all confident	3 VMJKE PS	3	3	5	2	3	4	4	5 E	1	2	11 AJK	2	4	5	1	18 RSTUV AP	3	1	6 APSV	3 SV	1	
DK/NA	*	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-	-	

Leading Edge GenZ – 2020 Survey

Q25. Do you have plans, or are you considering, getting further education at the college, university or post-graduate level, including trades and apprenticeship training?

SUBSAMPLE: No post-secondary education

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1456	436	1020	289	866	225	77	298	657	499	261	361	579	256	672	785	355	507	229
Unweighted Total	1489	429	1060	304	891	227	67	312	661	514	271	367	589	262	698	791	358	539	232
Yes	48 PNJ	47	49	50	49	43	45	58 AIJ	50 J	40	59 AMN	53 MN	45 N	37	53 AP	44	50	45	57 AR
No	15 F	15	15	23 AEF	13 F	8	24 F	15	13	16	15	15	14	18	15	15	15	17	16
Currently enrolled in post-secondary/graduate level	23 SKHD	20	24	6	24 D	40 ADEG	21 D	18	24	25 H	17	23	25 K	24	23	23	23	24 S	17
Uncertain	14 KLHFC SO	18 AC	13	21 AEFG	14	9	10	9	13 H	18 AHI	9	10	16 KL	21 AKL	9	19 AO	13	13	10

Leading Edge GenZ – 2020 Survey

Q25. Do you have plans, or are you considering, getting further education at the college, university or post-graduate level, including trades and apprenticeship training?

SUBSAMPLE: No post-secondary education

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1456	287	366	83	648	208	129	691	297	299	167	846	379	232	947	119	62	63	106	142
Unweighted Total	1489	277	376	94	678	208	136	730	309	290	156	725	438	326	727	117	173	86	131	228
Yes	48 M	54 ADEC	55 ADEC	41	45	48	40	47	52	48	47	49	43	52 M	48	44	62 AOPRT	41	51	49
No	15 QHE	23 ACEF	12 E	30 ACEF	7	13 E	19 E	12	13	21 AHI	17	14	19 ALN	11	15 Q	14	9	15	12	15
Currently enrolled in post-secondary/graduate	23 PLBFG	10	24 BFG	16	38 BCDFG	12	15	24	21	19	27	21	25	27	21	15	21	36 AOPQ	31 AOP	30 AOP
Uncertain	14 TNKCE QS	13	8	13	9	27 ABCDE	26 ABCDE	17 AK	13	12	9	16 AN	12	10	16 AQST	26 OQRST A	8	9	6	6

Leading Edge GenZ – 2020 Survey

Q25. Do you have plans, or are you considering, getting further education at the college, university or post-graduate level, including trades and apprenticeship training?

SUBSAMPLE: No post-secondary education

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1456	787	636	87	284	593	96	210	186	348	750	358	981	180	184	271	135	114	245	253	172	267	
Unweighted Total	1489	757	690	93	300	595	97	218	186	351	770	368	975	187	195	283	136	103	228	256	187	296	
Yes	48 QI	49	47	46	50	48	58 I	51 I	40	55 AKL	46	46	51 A	44	43	45 Q	34	45	54 Q	47 Q	46 Q	58 PQRTU A	
No	15 PVC	17 AC	12	16	18 G	14	9	14	16	16	13	16	14	13	12	9	15	12	15 APRSV	23 APV	21 APV	10	
Currently enrolled in post-secondary/graduate level	23 TLB	20	27 AB	17	21	25	18	22	23	21	27 AJL	16	22	25	29	35 QSTUV A	23	26	21	16	19	19	
Uncertain	14 J	14	14	21 E	11	13	15	13	21 AEF	9	13 J	21 AJK	13	18	16	12	28 RSTUV AP	17	10	13	14	14	

Leading Edge GenZ – 2020 Survey

Q26. How valuable have you found your post-secondary education to have been so far in your life, in terms of helping you achieve your life goals?

SUBSAMPLE: Completed Post-secondary degree

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVv/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	721	493	227	-	-	-	721	112	357	252	129	210	302	80	284	436	206	257	113
Unweighted Total	659	442	217	-	-	-	659	112	321	226	128	196	261	74	270	389	190	230	107
NET: Helpful -----	81 J	80	85	-	-	-	81	92 AJ	86 AJ	70	90 ALMN	80	80	77	84	80	84	81	79
Very helpful	33 MJ	32	35	-	-	-	33	57 AIJ	31	25	43 AM	33	28	34	36	31	29	32	45 AQR
Somewhat helpful	48 SH	48	49	-	-	-	48	35	55 AH	46	47	47	52	43	48	49	56 AS	49 S	34
NET: Not Helpful -----	19 KHI	20	15	-	-	-	19	8	14	30 AHI	10	20 K	20 K	23 K	16	20	16	19	21
Not very helpful	15 KH	15	14	-	-	-	15	6	13 H	23 AHI	9	15	17 K	17	12	17	13	16	17
Not at all helpful	4 IC	5 AC	1	-	-	-	4	2	2	7 AI	1	5	3	6	3	4	3	3	4

Leading Edge GenZ – 2020 Survey

Q26. How valuable have you found your post-secondary education to have been so far in your life, in terms of helping you achieve your life goals?

SUBSAMPLE: Completed Post-secondary degree

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	721	313	166	33	227	73	21	256	152	216	96	471	133	117	530	19	20	39	41	66
Unweighted Total	659	283	151	29	205	73	21	233	144	195	87	368	156	135	394	17	53	50	46	90
NET: Helpful -----	81 F	83 F	83 F	79	84 F	69	76	82	81	83	79	82	83	78	81	95 AOT	86	81	84	79
Very helpful	33 MF	37 FG	38 FG	28	38 FG	13	15	33	30	34	34	36 AM	24	31	33	26	39	30	29	34
Somewhat helpful	48	46	45	51	46	56	61	49	50	49	45	46	59 AL	48	47	69	47	51	55	45
NET: Not Helpful -----	19 P	17	17	21	16	31 ABCE	24	18	19	17	21	18	17	22	19 P	5	14	19	16	21 P
Not very helpful	15	14	14	15	13	25	12	14	15	14	19	16	12	15	16	5	13	18	15	14
Not at all helpful	4 L	3	3	6	3	6	13	4	4	3	3	2	6	6	4	-	1	2	2	7

Leading Edge GenZ – 2020 Survey

Q26. How valuable have you found your post-secondary education to have been so far in your life, in terms of helping you achieve your life goals?

SUBSAMPLE: Completed Post-secondary degree

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	721	264	448	49	260	260	23	60	68	232	399	90	556	70	73	224	37	73	105	91	98	91	
Unweighted Total	659	237	411	43	232	239	22	62	61	204	365	90	500	69	67	201	37	60	92	87	90	92	
NET: Helpful -----	81 QL	81	81	82	82	81	87	80	80	89 AKL	81 L	62	80	84	92 AM	84 Q	64	78	84 Q	80	75	90 AQU	
Very helpful	33 QTKL	29	36	27	38	31	25	33	27	50 AKL	26	19	33	35	29	36 QT	1	32 Q	47 AQT	17 Q	35 QT	34 QT	
Somewhat helpful	48 SJ	52	46	55	44	50	61	47	53	39	55 AJ	44	47	49	63 AM	48	62 SU	46	37	62 APSU	40	56 SU	
NET: Not Helpful -----	19 VOJ	19	19	18	18	19	13	20	20	11	19 J	38 AJK	20 O	16	8	16	36 APSV	22	16	20	25 V	10	
Not very helpful	15 NOJ	15	15	9	15	16	9	17	17	9	16 J	27 AJK	16 NO	8	7	13	23	20	15	16	18	10	
Not at all helpful	4	3	4	10	3	3	4	3	2	2	3	11 AJK	3	8	1	3	14 S	2	1	4	7 S	-	

Leading Edge GenZ – 2020 Survey

Q27. If you could do it over again, would you have:

SUBSAMPLE: Completed Post-secondary degree

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	721	493	227	-	-	-	721	112	357	252	129	210	302	80	284	436	206	257	113
Unweighted Total	659	442	217	-	-	-	659	112	321	226	128	196	261	74	270	389	190	230	107
Gotten the same post-secondary education as you did	51 B	47	60 AB	-	-	-	51	48	53	50	61 ALN	46	53	40	56	48	55	49	52
Pursued a different type of post-secondary education	41 C	44 AC	33	-	-	-	41	42	41	39	35	47	37	45	38	42	36	44	37
Done something else instead of getting a post-secondary education	8 OK	9	7	-	-	-	8	10	6	11	4	7	9 K	15 K	6	10 AO	8	7	11

Leading Edge GenZ – 2020 Survey

Q27. If you could do it over again, would you have:

SUBSAMPLE: Completed Post-secondary degree

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	721	313	166	33	227	73	21	256	152	216	96	471	133	117	530	19	20	39	41	66
Unweighted Total	659	283	151	29	205	73	21	233	144	195	87	368	156	135	394	17	53	50	46	90
Gotten the same post- secondary education as you did	51 TF	49 F	51 F	53 ABC	64 FG	34	38	53	46	47	62 AIJ	55 AMN	44	43	55 AQST	47	36	46	39	33
Pursued a different type of post-secondary education	41 OE	42 E	42 E	39	28	54 AE	60 E	37	43	46	35	39	47	40	38	48	60 AOS	45	36	58 AOS
Done something else instead of getting a post-secondary education	8 LK	9	7	7	8	12 G	3	10 K	10 K	7	3	6	9	18 ALM	7	5	4	8 OPQRT A	24	9

Leading Edge GenZ – 2020 Survey

Q27. If you could do it over again, would you have:

SUBSAMPLE: Completed Post-secondary degree

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	721	264	448	49	260	260	23	60	68	232	399	90	556	70	73	224	37	73	105	91	98	91	
Unweighted Total	659	237	411	43	232	239	22	62	61	204	365	90	500	69	67	201	37	60	92	87	90	92	
Gotten the same post-secondary education as you did	51 TI	49	53	39	62 ADFHI	49 I	48	40	35	60 AKL	48	44	52	47	56	59 AQTV	39	57 T	54 T	29	54 T	46 T	
Pursued a different type of post-secondary education	41 PJE	41	40	52 E	32	39	47	55 AEF	53 AE	34	44 J	44	40	44	37	35	49	39	37	62 PRSUV A	34	43	
Done something else instead of getting a post-secondary education	8	10	7	9	6	11 EH	4	5	12	7	8	12	8	8	7	6	11	4	9	8	12	11	

Leading Edge GenZ – 2020 Survey

Q28. How important do you believe it is to have a post-secondary (college or university) degree to have a fulfilling life?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVv/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Essential	35 QPMIJ	35	35	35	33	39 E	35	58 AIJ	33 J	26	47 ALMN	36	31	32	41 AP	31	31	36	45 AQR
Important but not essential	53 SOKH	52	53	48	54	52	54	33	56 AH	58 AH	43	54 K	57 AK	51	48	57 AO	55 S	55 S	42
Not all that important	12 RKHF	13	11	16 AFG	13 F	10	11	9	11	15 AHI	9	10	13 K	18 AKLM	11	12	14 R	9	13 R
DK/NA	*	-	*	*	-	-	-	-	*	-	*	-	-	-	*	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q28. How important do you believe it is to have a post-secondary (college or university) degree to have a fulfilling life?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Essential	35 OLDFG	40 ADFG	35 DFG	19	38 ADFG	26	19	34	36	35	41 AH	33	37	41 AL	32	36	50 AOPR	36	50 AOPR	44 AO
Important but not essential	53 SKB	48	52	61 B	53	56 B	65 ABCE	54 K	50	56 K	46	53	53	50	54 AQS	53	46	57 QS	44	48
Not all that important	12 TMNJE QRS	12	12 E	19 ABE	9	17 ABCE	16 E	13 J	14 J	9	12	14 AMN	10	9	14 AQRST	11 Q	4	7	6	8
DK/NA	*	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q28. How important do you believe it is to have a post-secondary (college or university) degree to have a fulfilling life?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Essential	35 PQL	36	35	40	37	37	31	31	32	42 AKL	34	31	36	32	31	28	24	34 Q	40 PQU	34 Q	32	53 QRSTU AP	
Important but not essential	53 VJB	50	55 B	47	51	53	53	56	55	47	55 AJ	52	52	58	55	57 AV	56 V	51	52 V	56 V	50	43	
Not all that important	12 SVKC	14 AC	10	12	12	11	15	13	13	11	11	16 AJK	12	10	14	14 ASTV	20 ASTV	15 SV	8	9 V	18 ASTV	4	
DK/NA	*	*	-	-	-	*	-	-	-	-	-	*	*	-	-	-	-	-	*	-	-	-	

Leading Edge GenZ – 2020 Survey

Q31. Are you currently:

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Employed full time (30 hours or more/ week)	26 JDEFC QN	37 AC	18	13	20 D	21 D	43 ADEF	36 AIJ	26 J	21	35 ALMN	26 N	24 N	18	26	26	22	27 Q	37 AQR
Employed part time (less than 30 hours/week)	25 PB	22	28 AB	21	24	30 ADEG	23	26	26	23	26	27	25	22	28 AP	23	29 A	25	25
Self employed (full or part time)	5	5	5	5	6	5	5	6	5	5	5	5	6	4	6	5	6	5	7
Student (full time)	36 KHDGB	26	42 AB	29	35 G	48 ADEG	27	26	38 AH	37 H	29	40 AKN	37 K	32	38	34	40 AS	35	32
Student (part time)	7 G	6	8	9 G	8 G	7	5	6	8	6	7	6	8	7	7	7	7	8	7
Looking for work	13 OHIFG S	13	13	19 AFG	16 AFG	11	10	10	12	17 AHI	11	12	13	19 AKLM	11	15 AO	13 S	13 S	7
Not looking for work at this time	6 OLHFG RS	6	6	18 AEFG	8 FG	3	3	4	6	8 AH	6	4	6	13 AKLM	3	9 AO	6 S	5	2
Other	*	*	*	1	*	1 G	*	1	*	*	*	*	*	1	1	*	*	*	1 R
DK/NA	*	-	*	1	-	-	*	*	-	*	*	-	-	*	*	*	*	-	-

Leading Edge GenZ – 2020 Survey

Q31. Are you currently:

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Employed full time (30 hours or more/ week)	26 CDEFG QTMH	100	2	6	4 G	3	1	15	37 AH	34 AH	30 H	29 AMN	22	23	29 APQRT	20	20	20	23	20
Employed part time (less than 30 hours/week)	25 BDEFG	2	100	8 B	21 BDFG	5	3	26	24	25	26	26	26	22	26	24	23	26	24	24
Self employed (full or part time)	5 RBCEG	1	2	100	2	4 BC	2	5	4	6	6	5	6	5	5 R	6 R	9 AORS	*	4 R	7 R
Student (full time)	36 BCDFG PIJ	4	29 BDFG	12 B	84 BCDFG	17 B	15 B	41 AIJ	27	30	40 IJ	34	38	38	34 P	21	42 P	48 AOPT	45 AOP	37 P
Student (part time)	7 OBG	3	7 B	9 B	17 BCDFG	7 B	3	8	6	6	7	6	9	7	6	11	7	10	9	9
Looking for work	13 KBCEG SJ	1	3	10 BCG	7 BCG	100	3	18 AIJK	12 K	8	7	12	13	17 AL	13 S	17 RS	14 S	9	8	17 RS
Not looking for work at this time	6 BCDEF RSJK	*	1	2	3 BC	2	100	9 AIJK	5	4	3	6	5	7	6 RS	12 RS	5	3	2	7 RS
Other	*	*	-	-	1	*	-	1	*	*	*	*	*	*	*	1	*	-	-	1
DK/NA	*	-	-	-	-	-	-	*	-	*	-	*	-	*	*	1	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q31. Are you currently:

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Employed full time (30 hours or more/ week)	26 QNOLC P	30 AC	22	35 AFHI	27	26	26	23	23	35 AKL	25 L	18	28 ANO	19	22	22 Q	16	28 Q	32 APQ	30 PQ	29 PQ	26 Q	
Employed part time (less than 30 hours/week)	25 T	24	26	23	28 G	24	19	25	26	25	25	26	25	30	25	27 T	24	23	24	21	31 AT	25	
Self employed (full or part time)	5 MJ	5	5	9	5	4	6	6	5	3	5	6 J	4	10 AM	8 M	5	3	3	4 APQRS	8	5	5	
Student (full time)	36 TLDHB Q	33	39 AB	27	47 DFGHI A	35	32	29	31	34	39 AJL	30	37	38	39	46 QSTUV A	28	38 T	36 QT	27	31	33	
Student (part time)	7	7	7	8	6	6	7	9	9	6	8 A	6	7	7	7	6	8	7	8	8	7	7	
Looking for work	13 UJDEB S	11	15 AB	7	9	13 DE	18 DE	19 ADEF	16 DE	8	12 J	22 AJK	13	13	17	16 ASU	23 RSTUV AP	11	8	12	8	15 SU	
Not looking for work at this time	6 SM	6	6	4	5	6	7	9	7	5	5	9 AJK	5	7	8	5 APSV	12	8	4	8 S	6	5	
Other	*	*	*	-	*	*	2	1	-	1 AK	*	-	*	*	1	1	-	2	*	-	-	*	
DK/NA	*	*	-	1	*	*	-	-	-	*	*	-	*	*	*	-	1	-	-	*	-	-	

Leading Edge GenZ – 2020 Survey

Q32. Do you currently earn or have enough money to lead the kind of life you want, or not?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Yes	32 QPNJ	32	32	28	32	31	36 ADF	51 AIJ	33 J	23	42 ALMN	34 N	31 N	23	39 AP	27	28	34 Q	45 AQR
No	68 SOKHG	68	68	72 G	68	69 G	64	49	67 H	77 AHI	58	66 K	69 K	77 AKLM	61	73 AO	72 ARS	66 S	55
DK/NA	*	*	-	-	-	-	*	-	-	*	-	-	*	-	-	*	*	-	-

Leading Edge GenZ – 2020 Survey

Q32. Do you currently earn or have enough money to lead the kind of life you want, or not?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Yes	32 HEF	47 CDEFG	32 EF	31 F	26 F	14	31 F	24	35 H	41 AHI	41 AH	32	36 AN	30	33	35	29	36	36	28
No	68 MJKB	A 53	68 B	69 B	74 ABC	86 BCDEG	69 B	76 AIJK	65 J	59	59	68	64	70 M	67	65	71	64	64	72
DK/NA	*	-	-	-	A *	-	-	-	-	-	*	-	*	-	-	-	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q32. Do you currently earn or have enough money to lead the kind of life you want, or not?

	Gender		Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Yes	32 KLFHC	40 AC	26	40 FH	39 AFGH	30	29	25	35 H	46 AKL	29 L	24	33 N	25	33 N	25 Q	11	29 Q	39 APQR	45 PQRUV	36 PQ	36 PQ
No	68 PQN STJEB	60	74 AB	60	61	70 ADE	71 E	75 ADEI	65	54	71 AJ	76 AJK	67	75 AMO	67	75 ASTUV	89 RSTUV	71 ST	61	55 A	64 T	64 T
DK/NA	*	-	*	*	-	-	-	-	-	-	*	-	-	*	-	-	AP -	-	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q33. Do you think you will be able to earn or have enough money in the future to lead the kind of life you want, or not?

SUBSAMPLE: If no in Q.32

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1751	751	1000	210	586	495	460	232	819	698	280	475	710	285	712	1039	514	586	228
Unweighted Total	1752	718	1034	214	609	510	419	233	810	707	290	470	704	287	716	1036	501	608	221
Yes	82 NJD	81	82	68	80 D	89 ADEG	82 D	82	87 AJ	77	84	85 N	81	77	83	81	81	83	87 AQ
No	18 SIF	19	17	32 AEFG	20 F	11	18 F	18	13	23 AI	16	15	19	23 AL	17	19	19	17	13
DK/NA	*	-	*	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q33. Do you think you will be able to earn or have enough money in the future to lead the kind of life you want, or not?

SUBSAMPLE: If no in Q.32

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1751	357	447	92	812	295	110	845	358	355	191	1043	423	285	1189	97	70	88	116	171
Unweighted Total	1752	335	447	89	840	298	118	879	359	337	174	855	499	398	912	95	194	119	138	264
Yes	82 PHDG	82 G	82 G	72	88 BCDFG	81 G	65	79	83	84 H	90 AHI	81	83	84	82 P	69	95 OPRST	78	85 P	83 P
No	18 QKE	18 E	18 E	28 AE	A 12	19 E	35 ABCEF	21 AJK	17 K	16	9	19	17	16	18 Q	31 AOQST	A 5	22 Q	15 Q	17 Q
DK/NA	*	-	-	-	*	-	-	-	-	-	1	-	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q33. Do you think you will be able to earn or have enough money in the future to lead the kind of life you want, or not?

SUBSAMPLE: If no in Q.32

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1751	752	960	94	365	710	110	251	221	357	984	410	1227	230	209	485	184	147	253	214	200	267
Unweighted Total	1752	713	994	90	374	708	111	256	213	350	983	419	1212	227	211	484	191	134	245	211	198	289
Yes	82 TOLDI Q	82	82	70	88 ADFGI	82 DI	77	84 DI	75	91 AKL	86 AL	63	85 ANO	79	75	91 AQTU	51	89 AQTU	92 AQTU	64 Q	78 QT	90 AQTU
No	18 VMJKE PRS	18	18	30 AEFH	12	18 E	21	16	25 AEFH	9	14 J	36 AJK	15	21 M	25 AM	9	49 RSTUV AP	11	7	36 PRSU A	22 PRSV	10
DK/NA	*	-	*	-	-	-	2	-	-	-	-	*	*	-	-	-	-	-	1	-	-	-

Leading Edge GenZ – 2020 Survey

Q43. What do you believe is most distinctive or unique about your generation, compared with older generations in Canada?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Digital literacy/social media/internet marks the new generation compared to old ones	27 NDE	28	25	17	23 D	30 ADE	31 ADE	23	25	30 AHI	25	26	30 AN	21	26	28	29	27	25
Open minded/more accepting	12 S	12	13	10	11	12	15 AD	10	12	13	13	11	13	11	11	13	17 ARS	11	8
More awareness of social issues/fixing problems inherited from older generations/baby boomers	12 RSHDE	12	12	7	10	15 ADE	14 DE	7	12 H	15 AH	11	14	11	12	13	11	21 ARS	8	6
Changing in values/non traditional way of living pursuing life in regards to marriage/ having kids	4 KG	4	5	6	4	6 AG	3	5	5	4	2	6 K	4 K	5 K	5	4	4	5	6
Attitude of entitlement/ laziness/immaturity/ impatience	4 QN	4	4	3	5	4	5	5	3	5	4	5 N	5 N	2	4	4	1	5 Q	8 AQR
Better education/being smarter/more creative	4 D	5	4	1	4 D	5 D	4 D	3	4	5 H	5	3	4	4	3	5	5	4	5
Independence/self confidence	3 RP	3	4	2	4	4	3	3	4	2	3	4	3	2	4 AP	3	5 AR	2	3
Different work ethics/ more towards work-life balance/being loyal to self more than to work	3 OEC	4 AC	2	2	2	2	5 ADEF	4	3	3	3	2	3	3	2	4 AO	3	3	5
Debt/financial instability/tough housing market/high cost of living	3 SEC	5 AC	2	4	2	3 E	4 E	2	2	4 AHI	5 AMN	3	2	2	3	3	4 S	3	2

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Leading Edge GenZ – 2020 Survey

(Continued)

Q43. What do you believe is most distinctive or unique about your generation, compared with older generations in Canada?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Adaptability to rapid changes	2 P	2	3	-	3	3	3	2	3	2	4	2	2	2	3 AP	2	3	2	3
Sense of belonging to global community	2 RMG	2	2	3	2	2	1	1	2	2	2	2	1	3	2	2	4 ARS	1	1
Criticism of capitalism/ leaning more towards leftist ideologies	1 HE	1	1	1	1	2 E	2	1	1	1	2	2	1	1	2	1	2 AR	1	1
Lacking intelligence	1 MB	*	2 AB	2	1	1	1	1	1	2	2 M	2 M	*	1	1	1	1	2 AQ	1
Absurd humour	1	1	1	1	1	2	1	1	1	2	1	1	1	1	1	1	2	1	1
Other	5 NJ	5	6	6	7 A	4	4	7 J	6	4	5	7 AN	5	3	6	5	5	6	8
Nothing	1 I	1	1	1	1	*	1	2 I	*	1	1	1	*	1	1	1	1	*	1
DK/NA	33 QLJFG	32	33	47 AEFG	37 AFG	27	27	38 AJ	34 J	27	33	29	32	42 AKLM	33	32	25	34 Q	31

Leading Edge GenZ – 2020 Survey

Q43. What do you believe is most distinctive or unique about your generation, compared with older generations in Canada?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Digital literacy/social media/internet marks the new generation compared to old ones	27 PQG	24 G	29 G	24	27 G	31 BG	17	27	26	26	29	27	27	26	27 PQ	16	18	30 PQ	22	34 AOPQS
Open minded/more accepting	12 QT	11	13	11	15 ABG	14 G	8	12	13	12	11	13	12	11	13 QT	9	6	16 QT	14 QT	8
More awareness of social issues/fixing problems inherited from older generations/baby boomers	12 PND	10	14 DG	7	16 ABDFG	11	8	14	12	10	11	14 AMN	10	9	13 AP	6	12 P	9	10	11
Changing in values/non traditional way of living pursuing life in regards to marriage/ having kids	4 IB	3	5	9 BG	5	6	3	5	3	6 I	5	4	6	4	4	6	8 AOR	3	6	6 R
Attitude of entitlement/ laziness/immaturity/ impatience	4 G	5 G	4 G	6 G	3	5 G	1	4	4	3	6	5	4	4	5	4	5	3	4	3
Better education/being smarter/more creative	4 OLG	4	4	3	5 G	6 G	1	4	5	3	4	3	5 L	6 L	3	2	5	4	7 P	6 P
Independence/self confidence	3 O	2	4	4	4	3	3	4 AJ	3	2	3	4	2	4	3	7 R	5	2	6 R	4
Different work ethics/ more towards work-life balance/being loyal to self more than to work	3 F	4	3	3	3 F	2	2	3	3	2	4	3	3	2	3	2	3	2	2	3
Debt/financial instability/tough housing market/high cost of living	3 PT	3	4	5	2	3	2	3	2	2	4	3	3	3	3 APT	1	2	4 PT	2	*

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Leading Edge GenZ – 2020 Survey

(Continued)

Q43. What do you believe is most distinctive or unique about your generation, compared with older generations in Canada?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Adaptability to rapid changes	2 J	3	2	4	3	2	2	3	3	1	3	2	2	3	2	1	2	2	3	2
Sense of belonging to global community	2 B	*	3 B	3	2 B	2	1	2	2 K	1	1	2	2	3	1	3	1	3	2	3
Criticism of capitalism/ leaning more towards leftist ideologies	1 J	1	1	1	2	1	1	2 J	1	*	2	1	1	1	1	1	1	2	1	1
Lacking intelligence	1 I	1	1	1	1	2	-	1 I	*	1	1	1	1	2	1	1	2	-	2	1
Absurd humour	1 JB	*	1	-	2 B	3 AB	-	1 J	2 J	*	1	1	1	1	1	1	1	1	-	1
Other	5 G	6 G	6 G	6	6 G	4	2	5	6	6	5	6	4	6	5	8	5	4	8	4
Nothing	1	1	1	-	*	-	2	1	1	1	1	1	1	*	1	1	2	1	1	*
DK/NA	33 OLCE	35 CE	29	37 E	27	31	56 BCDEFA	31	34	35	29	30	37 AL	36 L	31	46 AOS	37	35	29	36

Leading Edge GenZ – 2020 Survey

Q43. What do you believe is most distinctive or unique about your generation, compared with older generations in Canada?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Digital literacy/social media/internet marks the new generation compared to old ones	27 TLD	25	28	16	26 D	28 D	25	26 D	29 D	27 L	29 AL	21	29 A	27	24	34 ASTV	29 T	31 T	24 T	13	29 T	26 T	
Open minded/more accepting	12 STUB	8	16 AB	10	17 DFGHI A	11	11	10	11	13	12	13	12	19 AM	15	21 RSTUV A	17 STUV	11 T	9 T	5	7	11 T	
More awareness of social issues/fixing problems inherited from older generations/baby boomers	12 UVLDB ST	7	17 AB	8	14 D	12	12	11	14 D	11	13 AL	10	11	18 AM	17 AM	24 RSTUV A	18 RSTUV A	9 T	7	4	7 T	9 T	
Changing in values/non traditional way of living pursuing life in regards to marriage/ having kids	4 JE	4	5	5	3	5	9 E	5	4	2	6 AJ	4	4	6	6	4	6	3	5	3	4	6	
Attitude of entitlement/ laziness/immaturity/ impatience	4 OHC	5 AC	3	3	4	5 H	5	2	4	5	4	4	5 AO	3	2	4	2	5	5	5	8 APQV	3	
Better education/being smarter/more creative	4	3	5	3	3	5	4	4	5	4	4	4	4	5	3	5	3	5	3	3	3	4	
Independence/self confidence	3 SUEB	2	4 AB	4	2	4	2	3	6 E	2	4	4	3	7 AM	5	5 ARSU	5 U	2	1	3	1	5 RSU	
Different work ethics/ more towards work-life balance/being loyal to self more than to work	3 TO	3	4	1	4	3	2	5 DI	2	4 L	3	2	3 AO	2	1	3	2	2	5 ART	2	3	3	
Debt/financial instability/tough housing market/high cost of living	3 RMG	3	3	3	2	3 G	1	4 G	3	2	3	4	2	4	6 AM	4 ARSTU	8 RSTUV A	1	2	2	2	2	

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Leading Edge GenZ – 2020 Survey

(Continued)

Q43. What do you believe is most distinctive or unique about your generation, compared with older generations in Canada?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Adaptability to rapid changes	2 TB	2	3 AB	2	2	2	3	3	2	2	2	2	2	4	3	4 TU	2	5 TU	3 T	*	1	3 T	
Sense of belonging to global community	2 STUE	2	2	2	*	2 E	2	2 E	3 E	1	2	2	2	3	3	3 ASTUV	4 STU	2	*	*	1	2	
Criticism of capitalism/ leaning more towards leftist ideologies	1	1	1	2	2	1	1	1	1	1	1	2	1	2	1	2 AT	2	-	1	1	1	1	
Lacking intelligence	1 PJC	2 AC	*	1	1	1	2	1	1	1	1	2 J	1	1	1	1	3	2	1	1	2	1	
Absurd humour	1 E	1	1	1	*	1 E	1	1	1	1	1	1	1	1	1	1	2	*	2	1	-	2 RT	
Other	5 QR	6	5	4	6	5	7	7 I	4	7	5	5	6	5	5	6 Q	2	3	8 QR	5 Q	7 QR	5 Q	
Nothing	1 P	1	*	1	*	1	1	*	2 H	2	*	1	1	*	1	*	1	1	1	1	1	1	
DK/NA	33 PQMNC	39 AC	27 AEFHI	45	30	31	37	33	34	31	31	38 AJK	31 N	25	30	15	23 P	31 P	38 APQ	59 QRSUV AP	33 PQ	36 PQ	

Leading Edge GenZ – 2020 Survey

Q44. In your view, how well do you think the country's major institutions (such as governments, post-secondary institutions and the private sector have been doing to support the needs and aspirations of people in your generation? Have they done:

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
An excellent job	12 PMIJF Q	11	13	16 FG	16 AFG	9	10	37 AIJ	9 J	3	27 ALMN	12 M	7	9	17 AP	9	10	13	25 AQR
A good job	41 QKJB	38	43 AB	38	42	41	41	40 J	49 AHJ	31	30	46 AKN	44 AKN	37 K	43	39	33	48 AQ	43 Q
An only fair job	34 RSOKH	36	32	30	31	37 DE	35	15	33 H	45 AHI	27	31	38 AKL	36 K	28	38 AO	39 ARS	31 S	22
A poor job	13 MHIEC RS	15 AC	11	16 E	11	14	13	7	9	21 AHI	15 M	12	11	18 ALM	12	14	18 ARS	8	10
DK/NA	*	*	*	*	*	-	*	*	*	*	*	-	*	-	*	*	-	*	1 A

Leading Edge GenZ – 2020 Survey

Q44. In your view, how well do you think the country's major institutions (such as governments, post-secondary institutions and the private sector have been doing to support the needs and aspirations of people in your generation? Have they done:

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
An excellent job	12 OEFG	20 ACEFG	14 EFG	14 FG	9	6	5	12	14	13	12	12	13	14	10	15 AOPRT	24	12	19 AOR	16 AO
A good job	41 PLH	38	43 D	33	43 ABDF	36	39	38	41	44 H	45 H	39	44 L	43	41	33	37	41	46 P	44 P
An only fair job	34 B	29	31	38	38 ABC	41 ABC	34	35	34	34	29	35	32	32	34	37	30	38	29	30
A poor job	13 SJE	13 E	12 E	14	9	17 E	21 ABCE	15 AIJ	11	10	14	14 AN	11	10	14 AQST	16 S	9	9	6	10
DK/NA	*	*	-	1	*	-	-	*	-	-	-	*	-	*	*	-	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q44. In your view, how well do you think the country's major institutions (such as governments, post-secondary institutions and the private sector have been doing to support the needs and aspirations of people in your generation? Have they done:

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
An excellent job	12 RNKEC PQ	17 AC	8	18 E	10	14 E	12	11	11	20 AKL	10	11	12	8	10	3	2	5	19 APQRU	21 APQRU	11 PQR	23 APQRU	
A good job	41 PQNOL	43 AC	39	36	46 ADHI	41	39	36	38	46 AL	42 L	33	43 ANO	32	35	32 Q	25	44 PQ	44 PQ	49 APQ	43 PQ	48 APQ	
An only fair job	34 UVJFB ST	28	40 AB	30	36	31	29	39 FG	37	26	36 AJ	36 J	34	40 A	38	47 RSTUV A	42 ASTUV	38 STUV	29	24	29	24	
A poor job	13 VMJEB ST	11	13	16 E	8	14 E	20 AE	13 E	14 E	8	12 J	21 AJK	11	20 AM	17 AM	18 ASTV	31 RSTUV AP	13 TV	8	6	17 STV	4	
DK/NA	*	*	-	-	*	-	*	*	-	*	*	-	*	-	-	-	-	-	*	*	*	-	

Leading Edge GenZ – 2020 Survey

Q45. Generally speaking, would you say that:

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Most people can be trusted	35 PMNJ	33	36	30	35	38 AD	34	51 AIJ	36 J	25	45 ALMN	38 MN	32 N	25	41 AP	30	38	37	41 A
You cannot be too careful in dealing with people	65 SOKHF	67	64	70 F	65	62	66	49	64 H	75 AHI	55	62 K	68 AKL	75 AKLM	59	70 AO	62	63	59
DK/NA	*	-	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-

Leading Edge GenZ – 2020 Survey

Q45. Generally speaking, would you say that:

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Most people can be trusted	35 PF	40 AEFG	37 F	36	33	28	29	33	36	38	34	36	34	32	36 P	27	29	40 PQ	33	35
You cannot be too careful in dealing with people	65 B	60	63	64	67 B	72 ABC	71 B	67	64	62	66	64	66	68	64	73 AOR	71 R	60	67	65
DK/NA	*	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q45. Generally speaking, would you say that:

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS									
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415			
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448			
Most people can be trusted	35 QNC	42 AC	29	35	34	34	33	38	37	40 AKL	34	32	34 N	26	38 N	32 Q	20	30 Q	35 Q	47 QRSUV AP	36 Q	38 Q			
You cannot be too careful in dealing with people	65 TJB	58	71 AB	65	66	66	67	62	63	60	66 J	68 J	66	74 AMO	62	68 T	80 RSTUV AP	69 T	65 T	53	64 T	62 T			
DK/NA	*	*	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-			

Leading Edge GenZ – 2020 Survey

Q46A. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

The justice system and the courts

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence	29	28	30	23	29	27	34	41	31	21	34	32	28	23	31	28	24	32	42
-----	QNJ						ADEF	AIJ	J		N	N	N				Q		AQR
A great deal of confidence....5	8	8	8	11	8	7	8	18	8	4	13	9	6	7	10	7	5	9	15
	QM							AIJ	J		AMN							Q	AQR
4	21	20	22	12	21	20	26	23	23	17	21	23	22	16	22	21	19	23	26
	NJD				D	D	ADEF	J	AJ			N	N						AQ
3	36	37	36	30	37	39	36	31	37	38	30	36	39	39	35	38	34	40	31
	SKHD				D	D			H	H			AK	K				AQS	
NET: Low confidence	34	35	34	47	34	34	30	28	31	41	36	33	33	38	34	34	43	28	27
-----	RSHIG			AIEFG						AHI							ARS		
2	21	22	21	23	21	23	20	14	21	25	19	23	21	21	22	21	27	18	18
	RH								H	AHI							ARS		
No confidence at all....1	13	13	13	24	13	11	10	14	10	15	17	10	11	17	12	14	15	10	9
	RSLIG			AIEFG						AI	ALM			ALM			ARS		
MEAN	2.9	2.9	2.9	2.6	2.9	2.9	3.0	3.2	3.0	2.7	2.9	3.0	2.9	2.7	3.0	2.9	2.7	3.0	3.2
	QNJ				D	D	ADF	AIJ	AJ		N	N	N				AQ		AQR

Leading Edge GenZ – 2020 Survey

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The justice system and the courts

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence -----	29 OPQHF	31 F	30 F	26	32 AF	20	25	27	32	29	35 AH	28	29	34 AL	28 P	19	23	34 PQ	48 OPQRT A	33 PQ
A great deal of confidence....5	8 O	10	7	5	8	7	6	8	9	8	9	8	8	11 AL	7	6	8	8	19 OPQRT A	12 OP
4	21 PQHF	21 F	23 F	21	24 AF	14	19	19	23	21	26 AH	21	22	23	21 PQ	13	15	26 PQ	29 AOPQ	21 P
3	36 PS	34	36	33	38	37	38	38	35	38	33	36	37	39	37 PS	27	36	41 PS	30	40 PS
NET: Low confidence -----	34 RSTNE	35 E	34 E	41 E	30	43 ABCE	37	36	34	33	32	36 AN	33 N	27	35 RST	54 OQRST A	41 RST	25	22	28
2	21 S	22	21	21	21	27 ACEG	17	21	22	20	24	22	21	18	22 S	24	24 S	20	16	18
No confidence at all....1	13 STNKE R	13 E	13 E	20 E	9	16 E	20 ABE	15 AK	11	13	9	14 AN	12	9	13 RS	30 OQRST A	17 RST	5	7	9
MEAN	2.9 PQLHF O	2.9 F	2.9 F	2.7	3.0 ACDFG	2.7	2.7	2.8	3.0	2.9	3.0 H	2.9	2.9	3.1 ALM	2.9 P	2.4	2.7 P	3.1 AOPQ	3.4 OPQRT A	3.1 AOPQ

Leading Edge GenZ – 2020 Survey

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The justice system and the courts

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: High confidence	29 NKLIC	35 AC	25	26	35 AHI	30	28	27	24	41 AKL	28 L	19	31 AN	20	26	27 Q	15	23	35 APQR	30 Q	29 Q	39 PQRTU A	
A great deal of confidence....5	8 PQKLC	11 AC	6	8	8	8	6	11 G	7	16 AKL	6	5	8	5	8	3	3	6	14 PQRTU A	8 PQ	7 PQ	14 PQRTU A	
4	21 QNLHC	24 AC	19	18	26 ADHI	22 H	22	16	17	26 AL	22 L	15	23 ANO	15	17	23 QR	12	17	21 Q	21 Q	22 Q	24 QR	
3	36 NOLDB Q	34	39 AB	29	41 AD	36	33	38	35	34	39 AL	31	38 ANO	30	30	36	29	40 Q	39 Q	36	35	38 Q	
NET: Low confidence	34 VMJEB S	31	36 B	45 AEF	25	35 E	40 E	35 E	41 AE	24	33 J	49 AJK	30	50 AM	45 AM	37 SV	56 RSTUV AP	37 SV	26	35 SV	35 SV	24	
2	21 VMJEB S	19	23 B	22	16	23 E	22	22 E	25 E	15	22 J	27 AJ	20	29 AM	27 AM	24 SV	29 ASV	24 SV	16	22 SV	23 SV	16	
No confidence at all....1	13 VMJKE	12	13	23 AEFH	9	12	17 E	12	16 E	9	11	23 AJK	11	22 AM	18 AM	13 V	27 RSTUV AP	14	10	13 V	13	8	
MEAN	2.9 OLDIC PQN	3.0 A	2.8	2.7	3.1 DFGHI A	2.9 DI	2.8	2.9 D	2.7	3.2 AKL	2.9 L	2.5	3.0 ANO	2.5	2.7	2.8 Q	2.3	2.8 Q	3.1 PQRTU A	2.9 Q	2.9 Q	3.2 PQRTU A	

Leading Edge GenZ – 2020 Survey

Q46B. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

The school system

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence -----	33 QPJD	34	32	27	33	30	38 ADEF	43 AIJ	35 AJ	24	37	33	32	30	35 AP	31	28	34 Q	40 AQR
A great deal of confidence....5	8 QMJ	7	8	9	9	6	7	17 AIJ	8 J	3	12 ALM	7	6	9	9	7	6	7	12 AQR
4	25 NJD	27	24	18	24 D	24 D	31 ADEF	27	27 J	22	25	26	27 N	21	27	24	23	27	28
3	35 SHC	39 AC	33	30	34	36	38 D	30	38 AH	35	33	38	36	32	34	36	36 S	39 AS	29
NET: Low confidence -----	32 RHIGB	27	35 AB	43 AEFG	33 G	33 G	24	27	27	41 AHI	31	29	31	38 AKLM	30	33	35 AR	28	31
2	20 RH	19	22	21	21	22	18	14	19 H	26 AHI	17	19	23 AK	21	19	22	23 R	18	20
No confidence at all....1	11 MIGB	8	13 AB	22 AEFG	11 G	11 G	6	13 I	8	15 AI	14 M	10	9	17 ALM	11	11	12	10	10
DK/NA	*	*	*	-	*	*	-	*	*	-	-	*	*	-	*	*	*	*	*
MEAN	3.0 QNJDC	3.1 AC	2.9	2.7	3.0 D	2.9 D	3.1 ADEF	3.2 AJ	3.1 AJ	2.7	3.0 N	3.0 N	3.0	2.8	3.0	2.9	2.9	3.0 Q	3.1 AQ

Leading Edge GenZ – 2020 Survey

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The school system

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence -----	33 DFG	36 DFG	35 DFG	21	37 ADFG	24	26	33	30	33	38 I	32	32	36	32	29	36	34	37	36
A great deal of confidence....5	8 O	9	8	7	7	7	8	8	6	7	8	7	7	10	7	9	15 AOR	5	11	9
4	25 DFG	27 DFG	27 DFG	14	30 ADFG	17	18	24	24	26	30	25	25	26	25	20	21	29 P	26	27
3	35 Q	36	33	31	36	34	37	35	37	35	34	37	33	34	36 Q	32	29	40 Q	33	33
NET: Low confidence -----	32 E	29	32 E	48 ABCE	27	43 ABCE	37 E	32	32	32	28	31	35	29	31	39 R	35	26	30	31
2	20	19	20	32 ABCEG	19	28 ABCEG	20	20	23	20	19	19	23	21	20	22	21	20	23	19
No confidence at all....1	11 RSNE	10	12 E	16 E	8	14 E	17 E	12	10	11	9	11	12	8	11 RS	17 RS	14 RS	6	7	12 R
DK/NA	*	-	*	1	*	-	1	*	-	-	-	*	*	*	*	-	-	-	-	1
MEAN	3.0 DF	3.1 ADF	3.0 DF	2.6	3.1 ACDFG	2.7	2.8	3.0	2.9	3.0	3.1	3.0	2.9	3.1 AM	3.0	2.8	3.0	3.1	3.1 P	3.0

Leading Edge GenZ – 2020 Survey

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The school system

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
NET: High confidence -----	33 NKLFI Q	35 A	32	27	44 ADFHI	30	36	32	26	48 AKL	31 L	20	35 AN	24	29	30 Q	16	33 Q	41 APQTU	29 Q	32 Q	42 PQRTU A
A great deal of confidence....5	8 QNKLC P	9 AC	6	6	9	7	8	10	7	14 AKL	6	5	7	5	6	4	2	7 Q	14 PQRTU A	8 PQ	6	11 APQU
4	25 QTNLI	26	25	21	35 ADFHI	23	28	22	20	34 AKL	25 L	15	28 AN	20	23	26 Q	13	26 Q	27 Q	21 Q	26 Q	31 AQT
3	35 O	35	36	35	33	37 G	28	33	39 G	33	38 AJL	32	36 O	35	29	38	32	38	35	35	32	35
NET: Low confidence -----	32 SVMJE	30	32	37 E	23	33 E	36 E	35 E	34 E	19	31 J	48 AJK	29	40 AM	41 AM	32 SV	52 RSTUV AP	28	24	36 SV	36 SV	23
2	20 VMJEB S	19	22	17	17	21	23	23	21	12	22 J	27 AJK	19	24	27 AM	22 SV	31 PRSTV A	19	16	22 SV	23 SV	15
No confidence at all.....1	11 VMJKE	11	11	20 AEFH	6	11 E	13 E	12 E	13 E	7	9	21 AJK	10	16 AM	13	10	21 RSTUV AP	9	8	14 SV	13	8
DK/NA	*	*	-	1	-	*	-	-	*	*	*	*	*	-	*	-	-	-	-	1	-	*
MEAN	3.0 OLDFI QTN	3.0	3.0	2.8	3.2 DFGHI A	2.9	2.9	3.0	2.9	3.4 AKL	3.0 L	2.6	3.0 ANO	2.7	2.8	2.9 Q	2.4	3.0 Q	3.2 APQTU	2.9 Q	2.9 Q	3.2 APQTU

Leading Edge GenZ – 2020 Survey

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Federal Parliament

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence	26	24	28	22	27	25	27	40	27	18	32	28	25	19	30	23	23	27	37
-----	QPNJB		AB					AIJ	J		AMN	N	N		AP				AQR
A great deal of confidence....5	6	5	6	10	7	5	5	17	4	3	11	7	4	4	8	4	4	7	11
	QPMIJ			AFG				AIJ			ALMN	M			AP			Q	AQ
4	20	18	21	12	21	20	22	23	23	15	20	21	21	15	22	19	19	20	26
	NJD				D	D	D	J	AJ			N	N						AQR
3	39	40	38	33	37	41	41	31	41	41	33	39	42	36	37	41	37	44	31
	SKHD				D	D	D		H	H		K	AKN					AQS	
NET: Low confidence	35	36	34	45	35	33	32	29	32	41	35	33	33	45	33	36	40	29	33
-----	RHI			AEFG						AHI				AKLM			ARS		
2	23	24	21	25	22	22	23	13	23	27	21	21	24	25	22	23	28	18	20
	RH								H	AH							ARS		
No confidence at all....1	12	12	13	20	13	12	10	16	9	14	14	12	9	20	12	13	12	10	13
	RMIG			AEFG				AI		AI	M			AKLM					
DK/NA	*	-	*	-	*	-	-	-	*	-	*	-	-	-	-	*	-	-	-
MEAN	2.8	2.8	2.9	2.7	2.9	2.9	2.9	3.1	2.9	2.7	2.9	2.9	2.9	2.6	2.9	2.8	2.7	2.9	3.0
	QPNJD				D	D	D	AIJ	AJ		N	N	N		AP		AQ		AQ

Leading Edge GenZ – 2020 Survey

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	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence	26	27	31	19	29	15	22	26	26	26	28	23	29	33	24	22	27	27	46	31
-----	OLF	F	ADFG		ADFG								L	AL				OPQRT	A	AOP
A great deal of confidence....5	6	7	5	6	6	5	5	6	6	5	7	5	7	8	5	9	8	4	15	8
	OL													AL				AOQRT		O
4	20	19	26	13	24	10	17	19	20	21	21	18	22	25	19	13	19	23	31	23
	OPLDF	F	ABDFG		ABDFG								L	AL	P			P	AOPQT	P
3	39	38	34	36	42	47	33	38	39	38	43	38	40	42	38	36	46	51	31	41
	SC				AC	ABCDG									S		AOS	AOPST		S
NET: Low confidence	35	35	34	45	29	38	45	36	35	36	30	39	31	25	38	42	27	22	23	28
-----	STMNE	E	E	ACE		E	ABCE					AMN	N		AQRST	QRST				
2	23	22	22	28	21	23	24	21	23	25	23	26	20	15	25	23	14	15	13	19
	QRSN											AMN	N		AQRST	QS				
No confidence at all....1	12	13	12	17	8	15	21	15	12	11	7	13	11	10	13	18	13	7	10	8
	RTKE	E	E	E		E	ABCE	AIJK	K						RT	RST				
DK/NA	*	-	*	-	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-
MEAN	2.8	2.9	2.9	2.6	3.0	2.7	2.6	2.8	2.9	2.9	3.0	2.8	2.9	3.1	2.8	2.7	2.9	3.0	3.3	3.0
	OLDFG	F	DF		ABDFG						AH		AL	ALM		O	AOP	OPQRT	A	AOP

Leading Edge GenZ – 2020 Survey

Q46C. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Federal Parliament

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: High confidence	26 ROKLC PQ	30 AC	23	24	28	27	20	24	26	40 AKL	24 L	16	27 O	22	20	21 Q	13	16 APQRU	35 PQR	29 PQR	23 Q	37 PQRTU A	
A great deal of confidence....5	6 RUKLC PQ	8 AC	4	7	6	6	4	7	5	11 AKL	5 L	3	5	4	6	2	2	3 APQRU	10 APQRU	9 APQRU	4 APQRU	11 APQRU	
4	20 QROL	22 AC	19	17	22	21	16	17	20	28 AKL	19 L	13	21 AO	18	14	19 Q	12	13 APQR	25 APQR	19 Q	20 Q	26 APQRT	
3	39 UJD	38	40	29	39 D	40 D	38	39 D	38	35	41 AJ	37	40	36	42	42 U	38	45 TU	39	36	32	39	
NET: Low confidence	35 SVJFB	32	37 AB	47 AEFI	33	32	41 F	37	36	25	35 J	47 AJK	34	42 AM	38	37 SV	48 APSTV	38 SV	27	36 SV	44 APSTV	24	
2	23 SVJB	19	26 AB	31 AFH	23	21	22	21	24	15	25 AJ	27 AJ	22	27	22	27 ASTV	31 ASTV	29 ASTV	16	21	23 SV	16	
No confidence at all....1	12 PVKE	13	11	16	10	11	19 AEF	15 E	12	11	10	20 AJK	11	15	16 M	10 APRSV	18 APRSV	9	11	15 PRV	22 PRSTV A	8	
DK/NA	*	*	-	-	-	-	-	-	*	-	*	-	*	-	-	*	-	-	-	-	-	-	
MEAN	2.8 NOLGC PQU	2.9 AC	2.8	2.7	2.9 DG	2.9 DG	2.6	2.8	2.8	3.1 AKL	2.8 L	2.5	2.9 NO	2.7	2.7	2.8 QU	2.5	2.7 Q	3.1 PQRTU A	2.9 QU	2.6	3.2 PQRTU A	

Leading Edge GenZ – 2020 Survey

Q46D. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Banks

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence	42	38	45	39	45	41	40	52	43	35	39	44	42	42	44	41	35	40	57
-----	QJB		AB		AG			AIJ	J										AQR
A great deal of confidence....5	12	10	14	16	14	10	11	23	12	7	16	12	10	14	14	11	9	12	19
	PMJFB		AB	FG	FG			AIJ	J		AM				AP				AQR
4	29	28	31	23	31	31	29	29	31	28	23	31	32	28	29	30	26	28	39
	QKD				D	D	D					K	K						AQR
3	35	35	34	34	33	36	36	26	37	37	33	33	38	34	33	36	34	38	27
	SH								H	H			A				S	AS	
NET: Low confidence	23	27	20	27	21	23	24	22	20	28	28	24	20	24	23	23	31	22	16
-----	SMIC	AC								AHI	AM						ARS	S	
2	15	18	14	15	14	15	18	12	15	19	14	17	15	16	16	15	20	16	10
	SHC	AC								AHI							ARS	S	
No confidence at all....1	8	9	7	12	7	8	7	10	6	9	14	6	5	8	7	8	11	7	6
	MI			AEG				I		I	ALMN						ARS		
MEAN	3.2	3.1	3.3	3.2	3.3	3.2	3.2	3.4	3.3	3.1	3.1	3.3	3.3	3.2	3.3	3.2	3.0	3.2	3.5
	QJB		AB		AG			AIJ	AJ								Q		AQR

Leading Edge GenZ – 2020 Survey

Q46D. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Banks

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence -----	42 D	42 D	43 D	28	45 ADF	39 D	42 D	43	40	41	43	42	41	44	41	37	43	49 OP	45	45
A great deal of confidence....5	12 D	13 D	13 D	5	13 D	10	11	12	12	12	14	13	11	14	12	13	16	13	18 AO	13
4	29	29	30	22	33 AD	29	30	31	28	29	28	29	30	30	29	24	27	37 APQ	27	31
3	35 B	31	35	40	36	38 B	32	34	34	35	40	34	37	33	35	43 AT	35	33	33	33
NET: Low confidence -----	23 KE	27 AE	22	33 ACEF	19	23	26	23	26 K	24 K	18	24	23	22	24	19	22	18	22	22
2	15	17	14	17	14	16	15	14	19	16	13	16	15	14	16	10	14	13	17	15
No confidence at all....1	8 KE	10 E	8 E	16 ACEF	5	6	11 E	9 K	8	8	5	7	8	8	8	9	9	5	5	7
MEAN	3.2 OD	3.2 D	3.2 D	2.8	3.3 ABDF	3.2 D	3.2	3.2	3.2	3.2	3.3	3.2	3.2	3.3	3.2	3.2	3.3	3.4 O	3.4	3.3

Leading Edge GenZ – 2020 Survey

Q46D. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Banks

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: High confidence	42 PQTNL	43	42	38	43	41	41	44	43	52 AKL	41 L	32	44 AN	34	38	37	33	40	52 PQRTU A	35	40	53 PQRTU A	
A great deal of confidence....5	12 PQKL	14 AC	11	11	12	13	13	13	12	20 AKL	11 L	7	13	9	11	8	7	11	17 APQ	12 PQ	12	19 PQRTU A	
4	29 TL	28	31	27	31	28	28	31	31	32 L	30 L	25	32 AN	25	27	29 T	26	29	35 AQTU	23	28	34 QT	
3	35 JI	34	36	33	34	37 I	39	34	30	29	38 AJ	34	34	35	33	37 S	36	36	30	38 S	35	31	
NET: Low confidence	23 SVMJK	24	22	29	23	22	20	22	28 F	19	21	35 AJK	21	31 AM	29 AM	25 SV	31 ASV	24 V	18	27 SV	25 SV	16	
2	15 VJ	15	16	17	17	14	13	14	20 AFH	12	15	21 AJK	15	18	19	17 V	20 SV	18	13	16	14	11	
No confidence at all....1	8 SVMKC	9 C	6	12	6	8	7	8	8	7	6	14 AJK	7	13 AM	10	8 V	11 SV	6	5	11 ASV	11 SV	4	
MEAN	3.2 QTNOL P	3.2	3.2	3.1	3.3	3.2	3.3	3.3	3.2	3.5 AKL	3.3 L	2.9	3.3 ANO	3.0	3.1	3.1	3.0	3.2 Q	3.5 PQRTU A	3.1	3.2	3.5 PQRTU A	

Leading Edge GenZ – 2020 Survey

Q46E. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Major corporations

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence	20	18	21	23	25	15	16	35	20	11	23	22	18	17	23	17	12	19	39
-----	QPJFG			FG	AFG			AIJ	J		N				AP			Q	AQR
A great deal of confidence....5	5	5	5	9	6	4	4	15	4	2	9	6	3	5	7	4	3	4	14
	PMIJFQ			AFG	F			AIJ	J		ALMN	M			AP				AQR
4	14	13	16	14	19	12	12	21	16	9	13	16	15	12	16	13	9	16	25
	QJF				AFG			AJ	AJ								Q		AQR
3	33	31	34	31	32	33	34	28	35	32	25	29	38	35	33	33	24	38	29
	QKLH								H				AKL	K				AQS	
NET: Low confidence	48	51	45	46	43	51	50	36	45	57	52	49	44	48	45	50	64	42	32
-----	MHIEC	AC				AE	E		H	AHI	AM					AO	ARS	S	
2	28	30	27	26	25	29	31	19	29	31	27	31	26	28	25	30	31	28	22
	RSO						E		H	AH						AO	AS	S	
No confidence at all....1	20	21	18	20	18	23	19	17	16	26	26	18	18	20	20	20	33	15	11
	RSI					AE				AHI	ALM						ARS	S	
MEAN	2.6	2.5	2.6	2.7	2.7	2.4	2.5	3.0	2.6	2.3	2.5	2.6	2.6	2.5	2.6	2.5	2.2	2.7	3.1
	QPJFB		AB	F	AFG			AIJ	AJ						AP		AQ		AQR

Leading Edge GenZ – 2020 Survey

Q46E. Now a few questions about the level of trust you have in various institutions.
Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Major corporations

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence -----	20 OLF	23 F	20 F	20 F	20 F	13 F	17 F	18 F	20 F	20 F	24 H	18 H	21 H	23 H	18 H	20 H	25 O	20 AOPRT	32 AOPRT	24 O
A great deal of confidence....5	5 OE	8 ACEF	4	5	4	4	6	5	4	7	5	5	6	7	4	7	11 AORT	4	9 O	6
4	14 OF	15 F	16 F	15	16 F	9	11	13	16	13	19 AH	14	16	16	13	14	14	16	23 AOPQ	18
3	33	32	31	30	33	31	36	32	34	33	35	32	32	38 ALM	32	32	38	38	31	36
NET: Low confidence -----	48 QSTNK	45 N	49 N	50 N	47 N	56 ABE	47 N	50 AK	46 N	47 N	41 N	50 AN	47 N	39 AQRST	51 AQRST	47 Q	36 Q	42 Q	37 Q	41 Q
2	28 N	27	29	28	29	34 ABG	24	27	29	31	25	29 N	30 N	22	29 AS	28	23	28	23	25
No confidence at all....1	20 QRSMJ	18	20	22	19	21	23	24 AIJK	18	16	16	21 AMN	17	17	22 AQRST	20	13	14	14	16
MEAN	2.6 OLHF	2.7 AF	2.6	2.5	2.6 F	2.4	2.5	2.5	2.6	2.6 H	2.7 AH	2.5	2.6 L	2.7 AL	2.5	2.6	2.9 AOP	2.7 O	2.9 AOP	2.7 AO

Leading Edge GenZ – 2020 Survey

Q46E. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Major corporations

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: High confidence	20 NOKLC PQR	24 AC	16	24	19	20	20	21	18	34 AKL	16 L	11	21 ANO	11	15	9 Q	4	12 Q	28 APQR	25 APQR	20 PQR	33 PQRTU A	
A great deal of confidence....5	5 QRKLC P	7 AC	3	12 AEFGI	5	5	4	7	4	12 AKL	3	3	5	4	5	1	1	2	7 PQR	8 APQR	6 PQ	10 APQR	
4	14 QNOLC P	17 AC	13	12	15	15	16	14	13	22 AKL	13 L	9	16 ANO	7	10	8 Q	3	10 Q	21 APQR	17 PQR	14 PQ	23 PQRTU A	
3	33 PQODI	34	32	25	37 ADI	34 DI	32	31	26	31	35 A	30	34 O	28	27	24	23	43 APQ	36 PQ	35 PQ	37 PQ	38 APQ	
NET: Low confidence	48 VMJEB ST	42	52 AB	52	44	46	48	49	56 AEF	36	49 J	59 AJK	45	61 AM	58 AM	67 RSTUV A	73 RSTUV A	45 V	36 V	39 V	42 V	29	
2	28 SVJ	26	30 AB	23	26	27	27	31	32 D	21	30 AJ	31 J	29 A	27	26	37 RSTUV A	38 RSTUV A	27	22	24	27 V	20	
No confidence at all....1	20 UVMJB ST	16	22 AB	29 AEFH	17	19	22	18	24 AEFH	14	19 J	28 AJK	16	34 AM	32 AM	30 RSTUV A	36 RSTUV A	18 V	14 V	15 V	15 V	9	
MEAN	2.6 OKLIC PON	2.7 A	2.4	2.5	2.6 I	2.6 I	2.5	2.6 I	2.4	3.0 AKL	2.5 L	2.3	2.6 ANO	2.2	2.3	2.1 Q	2.0	2.5 PQ	2.8 APQR	2.8 APQR	2.7 PQ	3.1 QRSTU AP	

Leading Edge GenZ – 2020 Survey

Q46F. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

The Canadian media

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence	24	22	25	25	27	20	23	37	25	16	30	25	23	16	26	22	25	23	32
-----	PNJF				AF			AIJ	J		AMN	N	N		AP				AQR
A great deal of confidence....5	6	6	6	10	8	3	5	14	5	3	10	6	4	5	7	5	5	5	10
	PMIJF			AFG	AFG			AIJ			ALMN				AP				AQR
4	18	17	19	15	19	17	18	22	20	13	20	19	19	11	19	17	19	18	22
	NJ							AJ	AJ		N	N	N						
3	37	36	37	36	35	40	35	31	38	38	31	38	39	33	34	38	38	39	25
	SKH				AE				H	H		K	AK				S	S	
NET: Low confidence	40	42	38	39	39	39	42	32	38	46	39	37	38	50	39	40	38	38	43
-----	H							H	H	AHI				AKLM					
2	26	28	25	20	25	26	30	17	27	30	25	24	27	30	26	26	25	26	24
	HD						AD		H	AH									
No confidence at all....1	13	14	13	18	13	13	12	15	11	16	14	13	11	20	13	14	12	12	18
	MI			AG				I		AI				AKLM					AQR
DK/NA	*	-	*	*	-	-	-	-	-	*	-	-	-	*	*	-	-	-	-
MEAN	2.8	2.7	2.8	2.8	2.8	2.7	2.7	3.0	2.8	2.6	2.9	2.8	2.8	2.5	2.8	2.7	2.8	2.8	2.8
	NJ				F			AIJ	J		AN	N	N						

Leading Edge GenZ – 2020 Survey

Q46F. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

The Canadian media

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence	24	23	25	21	25	21	19	23	25	25	24	21	24	32	21	24	29	29	37	29
	OL													ALM			O	O	AOP	AO
A great deal of confidence....5	6	7	5	6	5	5	6	6	5	7	5	5	7	7	5	10	11	4	11	7
	OE	E															AOR		AOR	
4	18	15	20	16	20	16	13	16	20	18	20	16	18	25	16	14	18	25	26	22
	OL		BG		ABG									ALM				AOP	AOP	AOP
3	37	33	36	34	38	40	39	36	37	33	43	36	37	38	36	35	38	43	40	35
	B				B	B					AJ									
NET: Low confidence	40	44	39	44	37	40	42	41	38	42	33	43	39	30	43	41	33	28	23	36
	RSNKE	AE						K		K		AN	N		AQRST	RS	S			S
2	26	27	25	26	26	29	25	27	27	27	22	28	26	19	28	30	22	22	14	23
	SN											AN	N		AS	S	S	S		S
No confidence at all....1	13	17	14	19	11	11	17	15	12	15	11	15	12	11	15	11	11	6	10	13
	RE	AEF	E	EF								AN			ARS					R
DK/NA	*	-	*	-	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-
MEAN	2.8	2.7	2.8	2.6	2.8	2.8	2.7	2.7	2.8	2.7	2.9	2.7	2.8	3.0	2.7	2.8	3.0	3.0	3.2	2.9
	OL				AB								L	ALM			AO	AO	AOPT	O

Leading Edge GenZ – 2020 Survey

Q46F. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

The Canadian media

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: High confidence	24 RKLEC PQ	28 AC	20	30 EI	20	25 E	30 E	24	21	33 AKL	21	19	24	22	25	18	15	15	29 APQRU	29 APQRU	19	35 APQRU	
A great deal of confidence....5	6 QRMKC P	8 AC	4	8	4	6	4	9 E	5	10 AKL	4	5	5	4	7	2	2	2	7 PQR	10 APQRU	5	10 APQRU	
4	18 QRL	20 AC	16	23	16	19	25 AEHI	15	16	23 AKL	17	14	19	18	18	16	12	12	21 QRU	19	14	25 PQRTU A	
3	37 DG	35	38	28	39 DG	37 DG	28	38 DG	36	34	39 AJL	33	37	37	34	38	36	40	37	32	33	39	
NET: Low confidence	40 SVJB	37	42 B	42	41	38	42	37	43	33	39 J	48 AJK	40	40	41	43 ASV	49 ASTV	45 SV	35 V	39 V	48 ASTV	26	
2	26 VJB	23	29 AB	28	27	26	26	25	26	20	28 AJ	29 J	26	27	27	31 ASTV	34 ASTV	27 V	23 V	23	31 ASTV	17	
No confidence at all....1	13 VK	15	12	13	14	12	17	13	17 F	13	11	19 AJK	13	13	13	13	15 V	18 SV	11	16 V	16 V	9	
DK/NA	*	-	*	-	-	-	-	*	-	-	-	*	-	*	-	*	-	-	-	-	-	-	
MEAN	2.8 QRULC P	2.8 A	2.7	2.8	2.7	2.8 I	2.8	2.8	2.7	3.0 AKL	2.8 L	2.6	2.8	2.7	2.8	2.6	2.5	2.5	2.9 APQRU	2.8 PQRU	2.6	3.1 QRSTU AP	

Leading Edge GenZ – 2020 Survey

Q46G. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

The health care system

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence	56	53	58	49	60	55	54	61	57	51	57	57	56	52	58	54	57	53	57
	RPJD				AD			AJ	J						AP				
A great deal of confidence....5	18	16	20	19	23	16	15	27	20	12	21	20	16	17	21	16	17	16	24
	PMJGBR		AB		AFG			AIJ	J						AP				AQR
4	38	37	38	30	37	39	40	34	38	39	36	37	39	35	38	37	40	37	33
	D				D	D	D										S		
3	28	30	26	28	26	27	30	20	29	30	23	28	30	29	25	31	26	31	25
	OKH								H	H			K			AO		AQS	
NET: Low confidence	16	17	16	23	14	18	15	18	13	19	20	15	15	18	17	16	17	16	18
	IE			AEG				I		AI	ALM								
2	11	12	11	12	10	13	11	10	10	14	10	12	12	10	11	11	11	12	12
										AHI									
No confidence at all....1	5	4	5	11	4	4	4	9	3	5	10	3	3	8	6	4	6	4	6
	LMI			AEFG				AIJ			ALM			ALM					
MEAN	3.5	3.5	3.6	3.3	3.6	3.5	3.5	3.6	3.6	3.4	3.5	3.6	3.5	3.4	3.6	3.5	3.5	3.5	3.6
	JD				ADFG			J	AJ										

Leading Edge GenZ – 2020 Survey

Q46G. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

The health care system

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence -----	56 JD	52	56 D	43 ABCD	61 F	55 D	53	56 J	59 J	50	59 J	55	56	56	55	50	56	57	65 AOP	58
A great deal of confidence....5	18 OD	18 D	18 D	10	20 AD	16	19 D	19	18	17	19	18	18	20	17	15	24 AOPR	15	27 AOPR	21
4	38 J	35	38	33	41 AB	38	34	37	41 J	34	40	38	38	36	38	35	32	42 Q	37	36
3	28 S	27	28	31	27	30	30	27	25	31	29	28	26	30	29 S	33 ST	25	33 ST	21	24
NET: Low confidence -----	16 RE	21 AE	16 E	26 ACEF	12	16	17	16	16	19 K	13	16	17	14	17 R	17	19 R	10	14	19 R
2	11 RE	14 AE	11	21 ACEFG	8	13 E	11	10	12	14 AHK	10	11	12	10	12 R	9	13	7	10	12
No confidence at all....1	5 E	6 E	5	5	3	3	6	6 AIK	4	4	3	5	5	5	5	8	6	3	4	7 R
MEAN	3.5 BD	3.4	3.5 D	3.2	3.7 ABCD	3.5 D	3.5	3.5	3.6	3.4	3.6 J	3.5	3.5	3.6	3.5	3.4	3.6	3.6	3.7 AOPT	3.5

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Q46G. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

The health care system

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: High confidence	56	56	56	41	52	57	51	65	57	67	55	44	57	50	53	59	48	56	60	45	50	66	
	TUNLD				D	D	ADEFG		D	AKL	L		AN			QTU		T	QTU			PQRTU	
A great deal of confidence....5	18	20	17	13	17	19	17	24	16	27	16	14	19	11	12	14	10	18	25	15	19	24	
	QNOKL	AC					ADEI			AKL			ANO					Q	APQT	Q	Q	APQT	
4	38	36	39	29	35	39	34	41	41	40	39	30	38	39	42	44	38	38	34	30	31	42	
	TULD					D		D	D	L	L					ASTU						STU	
3	28	28	28	30	32	28	28	22	25	21	29	33	27	29	27	27	28	32	26	32	30	24	
	VJH				AHI	H					J	AJ						V		V			
NET: Low confidence	16	16	17	29	16	15	20	13	18	12	16	24	15	21	19	14	24	11	14	23	21	11	
	RVMJ			AEFHI							J	AJK		AM		APRSV			APRSV	PRSV			
2	11	10	12	15	12	10	15	10	12	7	12	14	11	15	13	10	17	10	9	15	16	7	
	VJ										J	AJ		AM			APSV			PSV	APSV		
No confidence at all....1	5	6	4	14	4	4	6	4	5	5	3	9	5	6	7	4	7	1	5	8	5	3	
	RK			EFGHI								AJK				R	R		R	APRV	R		
MEAN	3.5	3.6	3.5	3.1	3.5	3.6	3.4	3.7	3.5	3.8	3.5	3.3	3.6	3.3	3.4	3.6	3.3	3.6	3.7	3.3	3.4	3.8	
	TNOLD				D	D	D	DEFGI	D	AKL	L		ANO			QT		QT	AQTU			APQTU	
	O							A															

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Q46H. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Major non-profit organizations (e.g., YMCA, United Way)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence	47	46	48	36	48	47	52	51	49	43	45	48	50	44	51	45	49	44	51
	RPJD				D	D	AD	J	J						AP				R
A great deal of confidence....5	14	14	15	15	15	12	16	24	14	10	18	15	13	13	16	13	14	12	20
	RPJF						F	AIJ	J		AMN				AP				AQR
4	33	32	34	21	33	35	36	27	35	33	26	33	37	31	35	32	35	32	32
	KHD				D	D	D		AH	H		K	AK						
3	34	35	33	35	32	36	33	25	33	39	30	34	35	33	29	37	32	36	29
	SOH								H	AHI						AO		S	
NET: Low confidence	19	19	19	29	19	17	16	24	17	18	25	17	16	23	20	18	19	20	20
	MIG			AEFG				AIJ			ALM			M					
2	13	15	12	18	14	12	13	14	13	13	16	12	12	15	14	13	13	14	15
	C	AC		AF							M								
No confidence at all....1	6	4	7	12	6	6	3	10	4	6	9	5	4	8	7	5	6	6	5
	MIGB		AB	AEFG	G	G		AIJ			ALM			M					
DK/NA	*	-	*	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-
MEAN	3.4	3.4	3.4	3.1	3.4	3.4	3.5	3.4	3.4	3.3	3.3	3.4	3.4	3.3	3.4	3.3	3.4	3.3	3.5
	RNJD				D	D	ADF		AJ			N	AKN						R

Leading Edge GenZ – 2020 Survey

Q46H. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Major non-profit organizations (e.g., YMCA, United Way)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence -----	47	46	51	39	53	42	43	48	47	47	48	51	40	48	48	46	49	43	48	43
	MF		ADF		ABDFG							AM		M						
A great deal of confidence....5	14	16	17	10	14	12	13	15	14	14	14	16	12	13	14	18	17	9	16	14
	RM		ADF									AM			R	R	R		R	
4	33	30	34	29	39	30	30	33	33	33	33	35	28	35	34	29	32	34	32	29
	M				BCDFG A							AM		M						
3	34	32	29	30	33	41	34	34	34	32	34	32	38	33	33	33	31	42	32	35
	LC				C	ABCDE							AL					AOQS		
NET: Low confidence -----	19	22	20	31	14	17	23	19	18	21	18	18	22	19	19	20	20	15	20	22
	E	E	E	ACEF			E						AL							
2	13	13	15	23	10	12	16	12	13	16	13	12	15	13	13	11	13	11	15	15
	E		E	ABEF						AH										
No confidence at all....1	6	9	5	8	4	5	7	7	5	5	5	5	7	5	5	10	7	3	5	7
	E	ACEF													R					
DK/NA	*	-	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	*	-	-
MEAN	3.4	3.3	3.4	3.1	3.5	3.3	3.3	3.4	3.4	3.4	3.4	3.4	3.2	3.4	3.4	3.3	3.4	3.3	3.4	3.3
	MD		D		ABDFG							AM		M						

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Q46H. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Major non-profit organizations (e.g., YMCA, United Way)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
NET: High confidence	47	45	50	49	56	45	45	46	39	56	48	36	48	50	47	58	40	43	46	39	34	56
-----	QTULI		AB		AFGHI					AKL	L					QRSTU A			U			QRSTU A
A great deal of confidence....5	14	15	13	14	18	12	16	17	11	22	12	11	14	14	15	16	9	10	14	13	12	20
	RKLFIQ				AFI			I		AKL						QR						QRSTU A
4	33	30	36	34	38	33	29	30	28	34	36	25	34	37	33	41	31	33	32	26	23	36
	TULB		AB		AGHI					L	AL					AQSTU		U	U			TU
3	34	33	35	30	31	34	32	32	41	27	35	37	34	29	32	32	39	32	36	34	36	29
	VJ								ADEFH		J	J					V		V			
NET: Low confidence	19	22	16	21	12	21	22	21	20	17	17	27	18	20	20	10	21	24	18	27	30	15
-----	PVKEC	AC		E		E	E	E	E			AJK					P	PV	P	APSV	APQSV	P
2	13	15	12	12	9	15	15	15	14	12	13	16	13	13	14	8	12	20	11	19	21	11
	PEC	C				E		E	E								APSV		APSV	APQSV		
No confidence at all.....1	6	7	4	9	3	6	8	6	6	5	4	11	5	8	6	2	8	5	7	8	9	4
	PVKEC	AC		E		E						AJK					PV		P	PV	APV	
DK/NA	*	*	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-
MEAN	3.4	3.3	3.4	3.3	3.6	3.3	3.3	3.4	3.2	3.6	3.4	3.1	3.4	3.4	3.4	3.6	3.2	3.2	3.4	3.2	3.1	3.6
	ULFIB QT		A		DFGHI A					AKL	L					QRSTU A			TU			QRSTU A

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Q46I. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Universities and colleges

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVv/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
NET: High confidence	47	48	47	39	49	44	52	56	50	39	45	48	50	43	50	45	45	46	54
-----	PJDF				D		ADF	AJ	AJ				N		AP				AQR
A great deal of confidence....5	13	12	15	15	17	10	11	24	13	8	16	13	12	14	15	12	10	13	19
	QPJFB		AB	F	AFG			AIJ	J						AP				AQR
4	34	36	33	24	32	34	41	32	37	31	29	35	38	29	35	33	35	33	34
	KNJD				D	D	ADEF		AJ			K	AKN						
3	32	32	32	34	31	36	29	23	33	36	29	31	35	31	29	35	31	35	25
	SOH					AG			H	AH			AK			AO	S	AS	
NET: Low confidence	20	20	20	27	20	20	19	21	17	24	26	21	15	26	20	20	23	19	21
-----	MI			AEG						AI	AM	M		AM					
2	14	15	13	16	14	13	15	11	12	18	15	15	12	18	13	15	16	13	14
	MI									AHI				M					
No confidence at all....1	6	5	7	11	6	8	3	10	5	6	11	7	3	8	7	6	7	6	7
	MIG			AEG	G	G		AI			ALM	M		M					
DK/NA	*	-	*	*	*	-	-	-	-	*	-	-	*	-	*	*	-	-	-
MEAN	3.3	3.3	3.3	3.2	3.4	3.3	3.4	3.5	3.4	3.2	3.2	3.3	3.4	3.2	3.4	3.3	3.3	3.3	3.5
	QJDF				ADF		ADF	AJ	AJ				AKLN						AQ

Leading Edge GenZ – 2020 Survey

Q46I. Now a few questions about the level of trust you have in various institutions.
Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Universities and colleges

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
NET: High confidence -----	47 MDF	49 DF	48 DF	37 ACDFG	53	38	44	46	48	47	52	50 AM	41	48 M	49	44	47	43	46	45
A great deal of confidence....5	13 R	14	13	13	15	12	12	14	13	14	11	13	12	16	13	17 R	19 AOR	9	18 R	13
4	34 MDF	35 DF	35 DF	24	38 ADF	26	31	32	35	34	41 AH	37 AM	29	32	36 APQS	27	28	34	29	32
3	32 B	28	32	32	32 B	38 AB	31	33	32	31	32	31	34	31	32	32	30	38	32	31
NET: Low confidence -----	20 LE	23 AE	20 E	31 ACE	15	24 E	25 E	21	20	21	16	19	24 AL	21	19	24	23	19	22	24
2	14 LE	15 E	13	21 ACE	11	19 ACE	18	14	15	16	11	13	17 AL	15	13	14	14	16	17	17
No confidence at all....1	6 RE	8 AE	7 E	9 E	3	5	7	8 A	5	5	5	6	7	6	6	10 R	9 R	3	5	7
DK/NA	*	-	-	-	*	-	1	*	-	-	-	-	*	-	*	-	-	-	*	-
MEAN	3.3 MDF	3.3	3.3	3.1	3.5 BCDFG A	3.2	3.2	3.3	3.4	3.3	3.4	3.4 AM	3.2	3.4	3.4	3.3	3.3	3.3	3.4	3.3

Leading Edge GenZ – 2020 Survey

Q46I. Now a few questions about the level of trust you have in various institutions.

Using a scale of 1 to 5, where "1" means "no confidence at all" and "5" means "a great deal of confidence", how much confidence do you have in:

Universities and colleges

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
NET: High confidence -----	47 QTLFI	46	49	45	60 DFGHI A	43	41	52 FGI	39	62 AKL	46 L	32	49	44	43	51 AQTU	29	51 QT	55 AQTU	38 Q	43 Q	54 AQTU	
A great deal of confidence....5	13 QKLFC P	15 AC	12	13	17 AFI	11	13	18 AFI	10	22 AKL	11	8	13	10	13	9 Q	4	14 Q	18 APQU	13 PQ	12 Q	20 APQTU	
4	34 QTLB	31	38 AB	32	43 DFGHI A	32	28	33	29	40 AL	35 L	24	36 A	34	30	42 AQTUV	25	37 QT	36 QT	25	31	33 QT	
3	32 JE	33	31	30	28	34 E	36	29	37 E	24	34 AJ	36 AJ	32	34	36	32	39 S	33	28	32	32	34	
NET: Low confidence -----	20 PVJE	21	19	25 E	12	23 AE	24 E	19 E	24 E	13	19 J	31 AJK	20	22	21	17 APRSV	32	15	17 APRSV	30 APRSV	25 PRSV	13	
2	14 VJE	13	14	9	9	17 ADE	15	13 E	18 DE	9	15 J	18 AJ	14	15	15	14 V	20 ARSV	12	12	20 APRSV	15 V	9	
No confidence at all....1	6 PVKEC	7 AC	5	16 AEFHI	3	6 E	9 E	5	6	5	4	13 AJK	6	8	6	3	12 APRSV	3	5	10 APRSV	9 PRV	4	
DK/NA	*	*	*	-	-	*	-	*	-	*	-	*	*	-	-	-	*	-	-	-	*	-	
MEAN	3.3 QTLFI	3.3	3.4	3.2	3.6 DFGHI A	3.2	3.2	3.5 DFGI	3.2	3.7 AKL	3.3 L	3.0	3.4	3.2	3.3	3.4 QTU	2.9	3.5 QTU	3.5 AQTU	3.1 Q	3.2 Q	3.6 APQTU	

Leading Edge GenZ – 2020 Survey

Q47. How frequently do you follow news and current events (e.g., international, national, regional or local)?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Many times throughout the day	18 PJ	19	18	21	17	20	18	32 AIJ	17 J	13	100	-	-	-	22 AP	15	22 AR	17	26 AR
Once or twice a day	28 JD	28	27	21	26	31 ADE	29 D	27	30 AJ	24	-	100	-	-	29	26	31 A	27	35 AR
Several times each week	29 SHD	30	29	24	29	29	31 D	23	30 H	30 H	-	-	74	-	28	30	27 S	32 S	21
Several times each month	10 QOH	10	11	7	12 ADF	9	11	6	10 H	13 AH	-	-	26	-	9	12 AO	8	11	10
Rarely	11 SOHIF	11	12	20 AEF	12	9	9	7	10	16 AHI	-	-	-	80	9	13 AO	10	11 S	7
Never	3 SIG	2	3	7 AEF	3	2	2	4 I	1	4 I	-	-	-	20	3	3	2	2	1
DK/NA	*	-	*	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q47. How frequently do you follow news and current events (e.g., international, national, regional or local)?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Many times throughout the day	18 E	25 ACEFG	19	17	16	16	17	19	17	19	21	18	19	19	18	21	21	15	23 R	20
Once or twice a day	28 PHG	28 G	30 G	28 G	30 AFG	24 G	16	24	30 H	33 AH	28	27	30	27	28 P	16	26 P	33 P	36 AOPQ	29 P
Several times each week	29	28	28	27	30	30	24	30	28	28	28	29	31	28	29	28	26	30	27	30
Several times each month	10 ST	9	11	16 B	11	10	13	11	10	10	12	11	9	10	11 ST	16 QST	8	13 S	5	7
Rarely	11 RSMJB	7	11 B	9	11 B	17 ABCDE	21 ABCDE	13 J	12	9	10	13 AM	8	12 M	12 RS	15 RS	15 RS	7	5	11 S
Never	3 JKC	3 C	1	2	2	3	10 BCDEF A	4 AJK	3	1	1	3	2	4	3	4	3	3	3	3
DK/NA	*	-	-	-	*	-	-	-	-	-	1	-	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q47. How frequently do you follow news and current events (e.g., international, national, regional or local)?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Many times throughout the day	18 RKC	23 AC	14	17	16	21 E	18	17	19	22 AK	16	20 K	17	19	20	16 R	16 R	6 APQRT	25	18 R	22 PR	21 PR	
Once or twice a day	28 RC	31 AC	25	24	24	30 EH	34 EH	24	30	27	28	27	28	29	27	29 R	22	18	32 QR	31 QR	25	28 R	
Several times each week	29 SUGB	24	34 AB	33 G	33 AFGI	28	21	30	26	28	30	28	29	33	28	34 ASUV	29	38 ASTUV	24	29	24	27	
Several times each month	10 NB	9	12 AB	8	11	10	12	13	10	10	11	10	11 N	6	13 N	9	13	17 APSTV	9	8	13	10	
Rarely	11 SF	11	12	14	14 F	9	12	13	11	10	12	12	12	10	11	11	17 APST	16 S	8	9	12	11	
Never	3 P	3	3	5	2	3	1	4	4	3	3	3	3	2	1	1	3	4	2	4 P	4	3	
DK/NA	*	-	*	-	-	-	1	-	-	-	-	*	*	-	-	-	-	-	*	-	-	-	

Leading Edge GenZ – 2020 Survey

Q48. Which media do you use for this?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVv/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2519	1084	1435	271	838	701	709	450	1200	866	479	716	1025	297	1135	1384	705	871	410
Unweighted Total	2515	1023	1492	285	861	721	648	469	1174	870	491	712	1015	296	1158	1357	686	898	402
Social media (Facebook, Twitter, Instagram, other)	74 ROKHD	75	73	66	73	75 D	77 AD	65	75 H	77 AH	69	74	77 AKN	70	71	76 AO	77 RS	70	70
Television	45 QPNJ	45	44	40	45	44	47	50 AJ	48 AJ	37	50 AN	47 N	46 N	29	48 AP	42	41	47 Q	46
Online – News platforms (e.g. Huffington Post, iPolitics, CNN)	34 MNHDC RS	39 AC	30	22	32 D	41 ADEG	34 D	27	34 H	38 AH	44 AMN	39 AMN	31 N	19	36	33	43 ARS	31	29
Newspapers (print or online)	25 PMNJE	27	24	22	22	29 ADE	27 E	31 AJ	26	22	43 ALMN	30 AMN	19 N	8	28 AP	24	30 A	26	26
Radio	24 PNJDE	25	24	19	21	25	30 ADE	29 AJ	25 J	21	30 AMN	25 N	24 N	14	29 AP	21	22	26	27
Online – Blogs	17 PN	18	15	13	19	18	15	22 AIJ	15	16	25 ALMN	15 N	16 N	10	20 AP	14	15	17	22 AQR
Online – Commentary shows (e.g., Daily Show, Colbert Report)	15 PMN	14	15	14	15	17 G	13	16	13	16	25 ALMN	16 MN	11	9	17 AP	13	17	15	15
Magazines (print or online)	12 PMNJ	11	13	11	11	13	12	21 AIJ	12 J	7	22 ALMN	13 MN	9 N	2	15 AP	10	13	13	16 A
Other	2 I	2	1	2	1	2	1	2	1	3 AI	1	2	1	3	1	2	2	1	2
DK/NA	*	*	1	1	*	1	*	1	*	*	*	-	*	2 AKM	*	1	*	1	*

Leading Edge GenZ – 2020 Survey

Q48. Which media do you use for this?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2519	659	645	130	1071	331	144	1072	531	591	321	1487	644	387	1717	142	96	133	175	231
Unweighted Total	2515	621	647	138	1107	330	151	1105	538	569	298	1243	748	524	1315	138	270	183	213	361
Social media (Facebook, Twitter, Instagram, other)	74 QMJB	69	75 B	70	79 ABCDG	79 ABG	70	78 AJK	74	68	71	75 M	70	76 M	74 Q	71	65	71	75 Q	76 Q
Television	45 RN	46	48 F	45	45	41	39	44	42	47	47	46 N	47 N	35	46 R	44	52 RST	36	41	42
Online – News platforms (e.g. Huffington Post, iPolitics, CNN)	34	35	36	29	36	36	30	36	32	34	33	33	34	38	33	30	33	38	36	38
Newspapers (print or online)	25 QDG	30 ADFG	26 DG	14	26 DG	22	18	25	25	25	29	26	24	27	26 Q	22	18	32 QT	26	22
Radio	24 TNHFG	29 AEFG	28 AEFG	28 G	22 G	19	15	22	26 H	26	27	27 AMN	21	17	27 AQRST	29 QRST	17	17	16	17
Online – Blogs	17 QRS OL	19	16	22	16	15	15	15	19	17	17	15	20 AL	20 L	15	23 O	22 O	17	19	23 AO
Online – Commentary shows (e.g., Daily Show, Colbert Report)	15	13	17	15	16	13	15	15	16	14	12	14	14	19 ALM	14	14	15	13	19	16
Magazines (print or online)	12	14 F	15 ADEF	8	11	9	10	11	14	13	13	12	13	12	12	9	13	12	16	12
Other	2 QM	2	2	1	2	1	2	2	2	1	2	2 M	1	2	2 Q	2	*	1	1	1
DK/NA	*	*	*	1	1	*	1	*	1	1	-	1	*	-	*	*	1	-	*	*

Leading Edge GenZ – 2020 Survey

Q48. Which media do you use for this?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2519	1209	1260	148	586	982	153	325	324	640	1353	526	1773	299	307	639	201	198	405	372	299	404	
Unweighted Total	2515	1152	1303	147	586	982	154	331	315	620	1354	541	1737	305	310	633	211	174	374	378	307	438	
Social media (Facebook, Twitter, Instagram, other)	74 TULFB	65	82 AB	70	78 AF	71	81 ADF	75	73	73	76 AL	69	75 A	79 A	76	87 RSTUV A	82 ASTUV	77 T	70 T	54	68 T	74 T	
Television	45 QL	45	45	41	51 DFGHI A	45	40	41	40	50 AKL	45 L	39	46 O	40	39	43	37	47	44	45	45	50 APQ	
Online – News platforms (e.g. Huffington Post, iPolitics, CNN)	34 TUEBR	32	36 AB	35	27	36 E	34	36 E	41 AE	32	35	34	34	43 AM	40 A	47 RSTUV A	43 RSTUV A	26	34 TU	23	26	30	
Newspapers (print or online)	25 R	25	26	26	31 AFH	23	25	22	27	30 AKL	24	23	25	26	29	33 RSTUV AQ	21	18	25	23	23	24	
Radio	24 LI	23	25	29 I	27 I	22	30 I	25	20	28 AL	25 L	18	24	24	27	25	20	24	24	24	24	25	
Online – Blogs	17 PREC	19 AC	15	13	14	18 E	17	15	21 E	18	16	16	16	22 AM	16	13	14	11	21 APQR	16	20 PR	21 APQR	
Online – Commentary shows (e.g., Daily Show, Colbert Report)	15 TE	16	13	14	11	16 E	17	14	17 E	12	16 AJ	14	14	20 AM	18	17 T	18 T	12	16 T	10	13	14	
Magazines (print or online)	12 QRE	13	12	11	9	13 E	11	12	16 E	14	12	10	12	12	12	10 R	8	6	15 QR	14 QR	14 QR	14 QR	
Other	2 STVF	2	1	2	2	1	3	2	2	1	2	2	2	2	2	2 STV	2	3 TV	1	*	3 STV	*	
DK/NA	*	*	*	1	1	*	1	–	*	*	*	1	*	1	1	*	1	–	*	1	*	1	

Leading Edge GenZ – 2020 Survey

Q49A. And what news and current affairs issues have you been following most closely in the past few months?

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2519	1084	1435	271	838	701	709	450	1200	866	479	716	1025	297	1135	1384	705	871	410
Unweighted Total	2515	1023	1492	285	861	721	648	469	1174	870	491	712	1015	296	1158	1357	686	898	402
COVID-19 news/developments	46 NHDEC	52 AC	42	26	40 D	52 ADE	55 ADE	41	46	50 AH	47 N	54 AKMN	46 N	27	45	47	50 AS	46	42
US politics/2020 elections	24 MNHDE	26	23	14	20 D	32 ADEG	24 D	18	24 H	27 AH	31 AMN	30 AMN	21 N	9	25	24	31 AR	22	26
Racism/racial injustice/Black Lives Matter	14 NHD	15	13	9	14	15 D	16 D	11	14	17 AH	12	15 N	16 AKN	8	15	14	21 ARS	12	11
Politics/international politics	6 ND	6	6	2	6 D	7 D	7 D	7	6	6	8 N	7 N	6	3	6	6	7	7	5
Economy/business/trade/corporations	5 QNDC	6 AC	4	2	4	6 D	5	6	5	4	9 ALMN	5 N	4 N	*	4	5	3	6 Q	8 AQ
Global warming/weather/Environment	4 RMN	5	4	3	4	4	6	4	5	4	7 AMN	5 N	3	2	5	4	9 ARS	3	3
Canadian politics/government	4 NDEC	6 AC	3	2	3	6 ADE	5 D	4	5	4	7 AMN	4 N	4 N	1	4	4	4	5	6
Wars/civil unrest/violence/terrorism	3	3	3	2	3	4	2	2	4	3	3	3	3	2	4	3	3	4	4
Natural disasters	3 R	3	3	2	4	3	3	4	3	2	2	4 AM	3	2	4	3	4 R	1	3
Sports	2	2	3	2	2	3	2	3	2	2	2	3	2	2	3	2	2	2	3
Education/schools issues	2 PN	2	3	2	3	2	2	3	2	2	3 N	3 N	2	1	3 AP	1	2	3	2
Entertainment/celebrities	2	1	2	1	2	1	2	1	1	2	1	2	1	1	1	2	1	1	1

CONTINUED/ ...

Leading Edge GenZ – 2020 Survey

(Continued)

Q49A. And what news and current affairs issues have you been following most closely in the past few months?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2519	1084	1435	271	838	701	709	450	1200	866	479	716	1025	297	1135	1384	705	871	410
Unweighted Total	2515	1023	1492	285	861	721	648	469	1174	870	491	712	1015	296	1158	1357	686	898	402
Crime/drugs/gun violence	1	2	1	1	1	1	2	2	1	1	2	2	1	1	2	1	1	1	3
Science and technology	1	1	2	2	1	1	1	1	2	1	2	1	1	2	1	1	1	1	1
Canadian economy/CERB benefits/jobs	1 LI	1	1	*	1	1	2 D	2	*	2 I	2 L	1	1	1	1	1	1	1	2
Aboriginal issues/ natives affairs	1 RS	1	1	*	1	1	1	1	1	2	1	1	1	-	1	1	3 ARS	*	*
Local news/events	1	2	1	2	1	1	1	2	1	1	2	1	1	1	1	1	2	1	1
Healthcare	1	1	1	1	*	1	1	*	1	1	1	*	1	-	1	1	1	1	1
Child abuse/trafficking/ sex trafficking	1	1	*	1	*	1	1	*	1	1	1	1	1	1	1	1	*	1	1
Refugees/Syrian refugees/ immigrants	*	*	*	-	-	*	*	1	*	*	*	1 A	-	-	1	-	*	*	1
Mentions of news source/ channels only (ex. BBC, CNN, 680 News,...)	3 Q	4	3	4	3	3	3	5 J	3	2	4	3	3	3	4	3	1	4 Q	5 Q
Other	6	5	6	5	6	7	4	8 AI	5	5	6	7	5	5	7	5	7	5	6
Nothing	*	*	*	1	*	*	1	1	*	*	*	*	*	-	1	*	*	*	*
DK/NA	41 LJFGB Q	34	46 AB	61 AEFG	46 AFG	35	32	45 J	41	38	37	34	40 L	63 AKLM	42	40	37	41	40

Leading Edge GenZ – 2020 Survey

Q49A. And what news and current affairs issues have you been following most closely in the past few months?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2519	659	645	130	1071	331	144	1072	531	591	321	1487	644	387	1717	142	96	133	175	231
Unweighted Total	2515	621	647	138	1107	330	151	1105	538	569	298	1243	748	524	1315	138	270	183	213	361
COVID-19 news/ developments	46 PQMG	46 G	48 G	44 G	53 ABFG	43 G	32	47	46	43	50	48 AM	42	45	48 APQT	32	37	48 PQ	50 PQ	41
US politics/2020 elections	24 PTDG	23 D	26 DG	16 ABDFG	29 D	23 D	18	23	26	22	27	26 AM	21	23	26 APQT	17	20	26 T	25 T	14
Racism/racial injustice/ Black Lives Matter	14 N	12	14	23 BCEFG A	15 G	13	9	16 AI	12	12	13	15 N	15 N	10	15	13	15	12	11	13
Politics/international politics	6 OL	5	7	5	7	6	3	7	7	5	6	5	7	10 AL	5	3	9 P	11 AOP	8 P	8 P
Economy/business/trade/ corporations	5 G	7 ACG	4	5	5 G	4	2	4	4	5	7	4	4	7	4	3	7	6	8 AOP	5
Global warming/weather/ Environment	4 RI	4	5	4	5	3	4	5 I	3	4	5	5	4	5	4 R	5 R	4 R	1	8 ART	3
Canadian politics/ government	4 SJ	4	6 ADFG	2	4	3	3	5 J	5 J	2	5	5	3	5	5 S	4	4	3	2	5
Wars/civil unrest/ violence/terrorism	3	2	3	7 BG	3	4	2	3	4	2	3	3	3	3	3	5	3	4	4	3
Natural disasters	3 G	2	4 G	2	4 G	2	1	3	3	3	3	3	3	2	3	3	2	3	2	2
Sports	2	3	2	2	3	1	1	2	1	2	4	2	2	3	2	-	4	1	3	3
Education/schools issues	F 2 OB	1	3 B	2	FG 3 ABG	2	1	3	2	2	2	2	3	3	2	4	2	3	5 AOQ	2
Entertainment/ celebrities	2	1	1	2	2	4 ABG	1	2	1	1	1	1	1	3 M	1	2	2	1	1	3 R

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Leading Edge GenZ – 2020 Survey

(Continued)

Q49A. And what news and current affairs issues have you been following most closely in the past few months?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2519	659	645	130	1071	331	144	1072	531	591	321	1487	644	387	1717	142	96	133	175	231
Unweighted Total	2515	621	647	138	1107	330	151	1105	538	569	298	1243	748	524	1315	138	270	183	213	361
Crime/drugs/gun violence	10	2	1	2	1	*	-	1	1	2	1	1	1	2	1	3	3R	*	4AOR	2
Science and technology	1L	1	1	1	2AC	2	-	1	1	1	1	1	1	2AL	1	1	1	2	1	1
Canadian economy/CERB benefits/jobs	1	2	1	2	1	1	-	1	1	1	1	1	1	1	1	2	3	1	1	1
Aboriginal issues/ natives affairs	1B	*	2B	1	2B	1	1	2AJ	1	1	*	1	1	1	1	4RS	1	*	*	1
Local news/events	1	1	1	2	1	1	2	1	1	1	2	1	1	1	1	2	1	1	2	1
Healthcare	1	1	1	1	1	1	-	1	1	1	1	1	1	1	1	-	*	1	1	1
Child abuse/trafficking/ sex trafficking	1E	1	1	*	*	1	2	1J	1	*	*	1	1	1	1	1	*	-	-	1
Refugees/Syrian refugees/ immigrants	*	*	1	-	*	-	-	*	1	-	*	*	-	1	*	-	-	-	-	*
Mentions of news source/ channels only (ex. BBC, CNN, 680 News,...)	3RE	5E	3	4	2	4	4	3	4	3	3	3	3	3	3R	4	3	1	2	6RS
Other	6R	6	5	9	7	8G	3	6	4	6	6	6	5	8	6R	7R	7R	2	7R	6R
Nothing	*	*	*	-	*	*	-	-	1	*	1	*	1	*	*	1	*	1	-	*
DK/NA	41OLE	40E	39	42	35	43E	59BCDEFA	40	40	45AK	37	39	46AL	41	39	50AOS	47	40	38	46O

Leading Edge GenZ – 2020 Survey

Q49A. And what news and current affairs issues have you been following most closely in the past few months?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2519	1209	1260	148	586	982	153	325	324	640	1353	526	1773	299	307	639	201	198	405	372	299	404	
Unweighted Total	2515	1152	1303	147	586	982	154	331	315	620	1354	541	1737	305	310	633	211	174	374	378	307	438	
COVID-19 news/ developments	46 UVLDB T	39	53 AB	34	55 DFGHI A	45 D	45	41	46 D	49 L	48 L	39	49 A	45	48	61 RSTUV AQ	46 T	51 TUV	49 TUV	27	38 T	41 T	
US politics/2020 elections	24 TVD	25	23	15	21	25 D	19	28 DEG	29 DEG	21	26 AJ	22	24	32 AM	30 A	33 QRTUV A	26 TV	26 TV	27 TUV	14	20	16	
Racism/racial injustice/ Black Lives Matter	14 TULEB	9	18 AB	16	11	15 E	17	13	16	14	15 L	11	13	20 AM	19 AM	23 RSTUV A	22 RSTUV A	12 T	11 T	5	7	13 TU	
Politics/international politics	6 TD	5	6	2	8 D	5	6	5	9 DF	6	6	6	6	6	8	9 ATU	6	7	6	3	5	6 T	
Economy/business/trade/ corporations	5 NLC	6 AC	3	3	5	5	3	4	5	6 L	5 L	3	6 AN	2	4	3	4	4	6	3	7 PT	5	
Global warming/weather/ Environment	4 STB	3	6 AB	2	4	5	5	3	5	6	4	4	4	6	5	7 ARST	5 T	3	2	1	5 T	5 ST	
Canadian politics/ government	4 E	5	4	6	3	4	7	4	6 E	5	4	4	5	4	3	5	6	3	5	3	5	3	
Wars/civil unrest/ violence/terrorism	3 E	3	3	3	2	4 E	5	3	3	4	3	3	3	5	2	3	3	2	5	2	3	3	
Natural disasters	3 TUEB	2	4 AB	6 E	1	3 E	5 E	3 E	6 AE	2	3	3	3	4	3	5 ARSTU	3	2	2	2	1	4 TU	
Sports	2 TNOC	4 AC	1	1	4 ADHI	2	2	1	1	3	2	2	3 ANO	*	1	1	2	4	4 APTU	1	2	2	
Education/schools issues	2 QTI	2	2	2	2 I	3 HI	2	1	1	3	2	1	2	2	2	2 Q	1	2	3 Q	1	1	4 QT	
Entertainment/ celebrities	2	1	2	2	2	2	*	1	1	2	2	1	1	2	2	2	*	2	2	1	1	1	

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Leading Edge GenZ – 2020 Survey

(Continued)

Q49A. And what news and current affairs issues have you been following most closely in the past few months?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2519	1209	1260	148	586	982	153	325	324	640	1353	526	1773	299	307	639	201	198	405	372	299	404	
Unweighted Total	2515	1152	1303	147	586	982	154	331	315	620	1354	541	1737	305	310	633	211	174	374	378	307	438	
Crime/drugs/gun violence	1 E	2	1	1	*	2 E	3	2	2	1	1	2	1	2	1	1	2	-	1	1	4 APT	2	
Science and technology	1 C	2 AC	1	-	2	1	2	1	1	1	1	1	1	2	2	1	1	1	1	*	2	1	
Canadian economy/CERB benefits/jobs	1 U	1	2	3	1	1	-	2	1	1	1	1	1	1	2	2	2	1	1	1	*	1	
Aboriginal issues/ natives affairs	1 SI	1	1	3	1	1	2	1	*	1	1	2	1	2	4 AM	2 S	4 ARSTV	1	*	1	-	1	
Local news/events	1	1	1	2	1	1	2	2	1	2	1	1	1 A	-	1	1	1	1	1	1	1	2	
Healthcare	1	*	1	-	1	*	-	2	*	1	1	*	1	*	1	1	-	2	*	*	*	1	
Child abuse/trafficking/ sex trafficking	1 B	*	1 AB	1	-	*	1	1	2 A	*	*	1	1	1	1	1	2	-	*	*	-	*	
Refugees/Syrian refugees/ immigrants	*	*	*	1	-	*	-	-	-	*	*	*	*	1	*	*	-	-	-	*	*	-	
Mentions of news source/ channels only (ex. BBC, CNN, 680 News,...)	3 PQ	4	3	3	4	3	6 H	2	3	3	3	3	4	3	2	2	1	2	4 Q	4 Q	4 Q	7 APQR	
Other	6 T	5	6	6	5	5	9	6	6	4	6	7	5	7	6	8 AST	6	7	4	3	6	6	
Nothing	*	1	*	1	*	*	-	1	-	*	*	*	*	-	1	-	1	-	*	*	*	1	
DK/NA	41 PMEC	48 AC	34	50 AE	35	42 E	41	45 E	39	38	40	47 AJK	38	39	37	27	36 P	39 P	40 P	65 QRSUV AP	47 APQ	41 P	

Leading Edge GenZ – 2020 Survey

Q50. Generally speaking, how interested are you in politics?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
TOTAL	Early	Mid		Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
(A)	(B)	(C)		(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very interested	14 PMNJE	15	13	13	12	17 AE	14	26 AIJ	13	10	42 ALMN	13 MN	6 N	3	18 AP	11	22 AR	10	22 AR
Somewhat interested	R 38 PNJD	37	39	32	39 D	41 D	38	39	41 AJ	35	38 N	52 AKMN	38 N	14	41 AP	36	41	42 A	48 AQ
Not very interested	33 SOKLH Q	33	33	34	32	33	35	24	35 H	36 AH	14	29 K	43 AKL	41 AKL	30	35 AO	27 S	36 QS	21
Not at all interested	14 OKLIF QRS	14	14	21 AFG	17 AF	9	13 F	12	12	19 AHI	7	7	13 KL	43 AKLM	10	17 AO	11	11	8
DK/NA	*	-	*	-	-	-	-	*	-	*	-	*	-	-	*	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q50. Generally speaking, how interested are you in politics?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very interested	14 RFG	19 AEFG	16 FG	14	13	10	9	13	14	14	21 AHIJ	15	13	14	15 ART	11	14	8	16 R	11
Somewhat interested	38 HG	40 G	38 G	41 G	40 G	36	27	34	41 H	45 AHK	36	37	42 AL	38	37	35	37	47 AOPQ	44	39
Not very interested	33 JB	29	34	32	35 B	35	36	37 AJK	33	29	28	34	34	30	33	38	31	33	31	35
Not at all interested	14 MBE	12	12	13	12	20 ABCE	29 BCDEF A	16 AJ	12	12	15	14 M	11	18 AM	15	16	18 S	11	10	14
DK/NA	*	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	-	-

Leading Edge GenZ – 2020 Survey

Q50. Generally speaking, how interested are you in politics?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Very interested	14 RMKC	17 AC	11	17	12	16 E	12	14	13	17 AK	12	16 K	12	18 M	25 AMN	17 AQR	10	6	17 QR	13 R	16 R	13 R	
Somewhat interested	38 RDEC	42 AC	35	29	33	42 ADE	37	37	44 ADE	38	39	36	39	41	36	41 RU	34 R	25	41 RU	45 AQRUV	33	37 R	
Not very interested	33 TOFIB	30	37 AB	32	39 AFI	31	38	34	28	32	34	32	35 AO	31	27	32	35	48 QSTUV AP	31	26	32	37 T	
Not at all interested	14 PNFB	12	16 AB	22 AFG	16	12	12	15	15	12	15	15	14 N	10	13	10	20 APSV	21 APSV	11	16 P	18 PS	13	
DK/NA	*	*	-	-	*	-	-	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	

Leading Edge GenZ – 2020 Survey

Q51. In politics, people sometimes talk of left and right. Where would you place yourself on this scale, where left means "0" and right means "10"?

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Right (7-10)	16 PMNJ	15	17	12	17	17	16	26 AIJ	15 J	12	22 AMN	20 AMN	13	10	18 AP	14	-	-	100
Mid (4-6)	34 J	35	34	32	34	35	36	36	36 J	31	32	34	37	32	33	35	-	100	-
Left (0-3)	28 PMNH	28	28	27	26	29	29	23	28 H	30 H	33 AMN	31 AMN	25	22	30 AP	26	100	-	-
Cannot say	22 OKLHF	22	22	29 AFG	24 F	19	20	16	21 H	27 AHI	13	15	26 AKL	36 AKLM	19	25 AO	-	-	-
MEAN	4.5 QJ	4.4	4.5	4.2	4.6	4.5	4.4	5.1 AIJ	4.4 J	4.1	4.5	4.6	4.5	4.3	4.5	4.4	1.8	5.0 AQ	8.0 AQR

Leading Edge GenZ – 2020 Survey

Q51. In politics, people sometimes talk of left and right. Where would you place yourself on this scale, where left means "0" and right means "10"?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Right (7-10)	16 HFG	23 ACEFG	16 FG	22 EFG	15 FG	9	6	11	16 H	21 AHI	24 AHI	16	15	17	16	11	17	18	21 P	17
Mid (4-6)	34 OLHG	35 G	34	34	35 G	33	26	30	38 H	36 H	40 H	32	38 AL	38 L	31	38	39 O	45 AO	47 AO	41 AO
Left (0-3)	28 STNJB Q	23	32 AB	31	30 AB	28	28	32 AIJK	26	23	24	29 AN	27	23	31 PQRST A	23	22	22	18	21
Cannot say	22 SKCDE R	19	18	13	20 D	30 ABCDE	40 BCDEF A	26 AIJK	20 K	20 K	13	23	20	22	23 RS	29 RS	23 S	15	14	21 S
MEAN	4.5 LHEFG O	4.9 ACEFG	4.4	4.6	4.3 G	4.0	3.5	4.1	4.6 H	4.9 AH	4.9 AH	4.4	4.5	4.8 ALM	4.3	4.4	4.8 O	4.8 AO	5.2 AOP	4.8 O

Leading Edge GenZ – 2020 Survey

Q51. In politics, people sometimes talk of left and right. Where would you place yourself on this scale, where left means "0" and right means "10"?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Right (7-10)	16 OKLEC PQRN	20 AC	12	14	13	18 AEI	20	18	13	23 AKL	14	11	18 ANO	9	8	5	5	11 PQ	26 APQRT	18 PQR	24 APQR	23 APQR	
Mid (4-6)	34 PNOLC	40 AC	30	30	38 A	35	30	32	33	33	37 AL	31	36 ANO	26	28	25	29	38 P	37 PQ	43 APQ	36 P	37 PQ	
Left (0-3)	28 VMJFB RSTU	22	32 AB	33	28	25	26	31	31 F	23	27 J	35 AJK	23	47 AM	48 AM	47 RSTUV AQ	39 RSTUV A	20	18	21	21	17	
Cannot say	22 TOB	17	26 AB	23	21	22	24	20	24	22	22	23	22 O	18	16	23	28 STU	30 ASTU	19	18	19	22	
MEAN	4.5 QNOLC P	4.9 AC	4.1	4.1	4.4	4.6 A	4.6	4.5	4.3	5.1 AKL	4.4 L	3.9	4.8 ANO	3.4	3.4	3.3	3.2	4.5 PQ	5.3 APQR	4.9 APQ	5.1 APQR	5.3 APQR	

Leading Edge GenZ – 2020 Survey

Q52. Did you vote in the last federal election (held in October 2019)?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2222	1111	1111	208	650	664	700	389	1061	770	418	634	880	288	958	1264	620	782	353
Unweighted Total	2306	1050	1256	236	729	698	643	432	1071	801	443	652	901	309	1031	1275	632	827	365
Yes	59 PNDEC	64 AC	54	30	46 D	65 ADE	75 ADEF	57	62	57	70 ALMN	63 AN	58 N	41	64 AP	56	67 AR	58	63
No	41 KLFGB QO	36	46 AB	70 AEFG	54 AFG	35 G	25	43	38	43	30	37 K	42 K	59 AKLM	36	44 AO	33	42 Q	37

Leading Edge GenZ – 2020 Survey

Q52. Did you vote in the last federal election (held in October 2019)?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2222	645	558	120	885	280	134	943	483	515	278	1315	560	347	1518	125	78	120	158	203
Unweighted Total	2306	616	584	131	965	291	147	1011	503	519	270	1134	679	493	1195	127	245	173	199	335
Yes	59 NHDFG PQST	69 CDEFG A	61 DFG	45	62 DFG	49 G	38	52	61 H	63 H	74 AHIJ	66 AMN	61 N	31	65 APQST	42	36	57 PQ	48 Q	49 Q
No	41 OLKB	31	39 B	55 ABCE	38 B	51 ABCE	62 ABCEF	48 AIJK	39 K	37 K	26	34	39 L	69 ALM	35	58 AOR	64 AORST	43	52 AO	51 AO

Leading Edge GenZ – 2020 Survey

Q52. Did you vote in the last federal election (held in October 2019)?

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2222	1052	1130	136	523	866	136	272	289	566	1183	472	1565	255	267	564	169	176	345	338	269	361
Unweighted Total	2306	1045	1206	138	542	898	143	294	291	576	1230	500	1591	273	282	576	186	162	336	356	284	406
Yes	59 SVLG	58	60	51	70 DFGHI A	57 G	44	62 G	55 G	61 L	60 L	54	61 A	60	62	71 RSTUV AQ	58	58	52	57	58	52
No	41 PME	42	40	49 E	30	43 E	56 AEFHI	38 E	45 E	39	40	46 AJK	39	40	38	29	42 P	42 P	48 AP	43 P	42 P	48 AP

Leading Edge GenZ – 2020 Survey

Q53. Were you eligible to vote in the last federal election?

SUBSAMPLE: Those who didn't vote in Q.52

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	905	397	508	144	350	233	178	167	408	329	126	236	371	171	347	559	204	330	131
Unweighted Total	1012	406	606	160	406	262	184	196	440	375	146	259	411	195	404	608	226	383	141
Yes	55 OC	64 AC	48	49	56	55	58	50	54	60 AH	55	52	56	58	50	58 AO	52	52	53
No	45 PJB	36	52 AB	51	44	45	42	50 J	46	40	45	48	44	42	50 AP	42	48	48	47

Comparison Groups: ABC/ADEFG/AHIJ/AKLMN/AOP/AQRS
T-Test for Means, Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.

Leading Edge GenZ – 2020 Survey

Q53. Were you eligible to vote in the last federal election?

SUBSAMPLE: Those who didn't vote in Q.52

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	905	201	220	66	339	143	83	449	189	192	72	448	219	238	538	72	50	51	82	104
Unweighted Total	1012	201	250	71	410	154	95	517	214	206	72	393	277	342	422	73	152	76	102	175
Yes	55 STNE	64 ACE	53	63 E	49	56	57	53	56	54	66	70 AMN	52 N	31	63 AST	61 ST	52 ST	53 S	24	39 S
No	45 OLB	36	47 B	37	51 ABD	44	43	47	44	46	34	30	48 L	69 ALM	37	39	48	47	76 OPQRT A	61 AOPQ

Leading Edge GenZ – 2020 Survey

Q53. Were you eligible to vote in the last federal election?

SUBSAMPLE: Those who didn't vote in Q.52

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	905	441	454	66	157	371	77	104	130	220	468	218	611	102	102	161	71	75	166	144	114	174
Unweighted Total	1012	463	532	73	192	400	83	124	140	247	522	243	676	109	118	185	80	77	173	156	130	211
Yes	55 O	53	58	56	62	52	53	64 F	51	56	55	55	58 AO	47	44	58	63	63	52	50	58	51
No	45 M	47	42	44	38	48 H	47	36	49	44	45	45	42	53	56 AM	42	37	37	48	50	42	49

Leading Edge GenZ – 2020 Survey

Q54. What is the main reason you did not vote in the last federal election?

SUBSAMPLE: Did not vote in federal election and eligible to do so

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	500	256	244	71	197	129	103	84	218	198	69	123	209	99	175	325	106	173	70
Unweighted Total	535	242	293	79	219	139	98	96	222	217	76	130	224	105	199	336	110	197	75
NET: MOTIVATION -----	56 KH	54	59	58	53	60	57	45	55	63 AH	41	57 K	58 K	62 K	53	58	52	54	54
Couldn't decide who to vote for	17 KH	16	18	20	13	16	23	8	18 H	19 H	4	17 K	21 K	18 K	15	18	18	15	13
No interest/didn't want to	16	15	17	14	21 F	11	16	17	19	13	18	14	17	18	13	18	18	18	17
Don't like politics/ don't like to vote	9 SE	9	8	10	5	12 E	11	11	7	10	4	7	8	15 AK	10	8	7	6	2
Did not trust/like candidates/they are all liars	7	8	6	8	6	9	5	4	7	8	5	10	6	7	7	7	4	9	5
Lazy/forgot	5 G	4	6	4	5	8 G	1	3	4	7	7	5	5	3	5	5	3	4	12 Q
Nothing changes/didn't feel like it mattered	3 I	2	4	2	3	4	-	3	1	5 AI	2	5	3	2	3	3	1	2	5
NET: BARRIERS -----	30 D	31	28	17	34 D	28	32 D	35	29	28	37	31	27	29	32	28	29	33	37
No time/busy (includes working)	16 D	17	16	3	20 D	17 D	17 D	21	17	13	27 AMN	15	14	14	15	17	15	20	17
Out of town	5 D	5	4	*	5 D	7 D	6 D	6	5	4	5	5	4	5	5	5	5	6	3
Sick/medical reasons/ family emergency	3	3	3	5	4	1	3	1	3	3	3	4	4	-	4	2	2	2	6
Not eligible	2	1	3	4	2	1	2	4	1	2	2	3	1	4	2	2	-	2	6
Didn't receive my voting card/didn't have it/lost it	2	2	2	1	1	2	4	1	1	3	-	*	3	3	3	1	2	1	4
Couldn't get a ride to voting centre	2	3	1	4	3	1	-	2	1	2	-	3	1	3	3	2	6 A	1	-
Other	3	4	2	4	3	2	3	4	4	2	7	3	3	2	3	3	2	4	2
Nothing/no particular reason	1	1	1	3	1	1	*	1	2	1	1	1	1	*	-	2	1	1	2
DK/NA	10	9	10	17	9	9	8	15	10	7	14	8	11	7	11	9	16	9	5

Leading Edge GenZ – 2020 Survey

Q54. What is the main reason you did not vote in the last federal election?

SUBSAMPLE: Did not vote in federal election and eligible to do so

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k-\$60k	\$60k-\$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	500	128	117	41	166	81	48	240	106	104	48	312	115	73	337	44	26	27	20	41
Unweighted Total	535	123	127	47	192	86	51	260	113	114	47	275	151	109	266	43	74	41	29	73
NET: MOTIVATION	56	49	61	50	57	62	49	59	59	52	48	57	56	54	57	46	57	64	61	55

Couldn't decide who to vote for	17 PQND	15	22 D	7	16	20 D	14	19	20	11	11	19 N	15	9	19 PQ	8	3	37 OPQST A	6	15 Q
No interest/didn't want to	16 D	19 D	14	6	17 D	21 D	9	18	13	16	12	17	16	15	16	18	18	10	23	21
Don't like politics/ don't like to vote	9 K	6	8	13	10	6	10	10 K	5	12 K	3	7	10	13	8	8	12	4	11	7
Did not trust/like candidates/they are all liars	7 TE	6	10 E	12	3	8	8	8	9	4	4	8	6	3	7 T	7	9 T	8	10	*
Lazy/forgot	5 LHB	1	6 B	3	7 B	6	5	3	5	4	18 AHIJ *	3	5	13 AL	4	-	9	3	11	10
Nothing changes/didn't feel like it mattered	3	2	2	9	4	2	2	2	5	4		3	4	1	3	5	6	3	-	2
NET: BARRIERS	30 Q	34	29	26	31	30	25	30	28	30	31	31	24	34	29	37 Q	18	29	28	39 Q

No time/busy (includes working)	16 Q	22 D	15	9	16	13	14	13	19	18	21	17	16	13	16	16	8	15	8	28 AOQS
Out of town	5	5	3	4	7	6	2	5	5	3	5	4	4	10	4	3	6	1	16	7
Sick/medical reasons/ family emergency	3	1	6 BE	4	3	2	4	4	1	4	-	4	2	1	3	4	-	4	-	-
Not eligible	2	3	1	2	2	2	3	4 A	-	-	2	1	1	8 ALM	2	4	2	-	4	4
Didn't receive my voting card/didn't have it/lost it	2	3	2	1	2	2	2	2	1	4	-	2	1	2	2	2	2	9	-	-
Couldn't get a ride to voting centre	2	-	3	7	2	5	-	2	2	1	2	3	-	-	2	9	-	-	-	-
Other	3	5	2	6	2	4	6	3	2	2	7	3	4	3	3	9	4	-	-	2
Nothing/no particular reason	1	*	1	-	2	-	1	*	2	2	-	1	1	3	1	-	5	-	-	1
DK/NA	10 F	12	7	19 F	7	4	20 CEF	8	9	13	15	9	15	7	10	8	16 T	7	12	4

Leading Edge GenZ – 2020 Survey

Q54. What is the main reason you did not vote in the last federal election?

SUBSAMPLE: Did not vote in federal election and eligible to do so

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	500	233	262	37	97	192	41	67	67	123	258	119	356	48	45	94	45	47	87	72	66	90	
Unweighted Total	535	241	286	37	109	206	40	74	69	132	270	133	373	52	54	104	51	44	88	74	72	102	
NET: MOTIVATION -----	56 C	62 AC	52	65	52	56	52	54	64	56	53	63	58	52	49	54	71 AT	54	57	52	57	56	
Couldn't decide who to vote for	17 UK	15	19	14	19	17	12	14	22	16	13	25 AK	17	22	16	25 ASTUV	35 ASTUV	20	13	12	7	12	
No interest/didn't want to	16 P	21 AC	13	24	15	18	12	16	11	20	13	19	15	18	13	3	15	13	20 P	18 P	18 P	26 AP	
Don't like politics/ don't like to vote	9 N	7	10	10	7	6	11	13	13	9	8	8	9 N	2	5	12	7	5	8	9	8	8	
Did not trust/like candidates/they are all liars	7 C	10 AC	4	4	7	4	12	4	16 ADFH	4	8	7	8 A	6	5	8	5	6	9	7	10	3	
Lazy/forgot	5 L	5	5	6	-	8 AI	4	6	2	5	7 L	2	6 N	1	5	-	7	10	6	6	8	3	
Nothing changes/didn't feel like it mattered	3 C	5 AC	1	8	4	2	2	2	1	1	3	3	3	3	5	5	2	-	2	-	4	4	
NET: BARRIERS -----	30 ULD	25	34 AB	13	37 D	31 D	34 D	28	23	33	31	22	30	32	33	38 U	26	36 U	27	26	17	34 U	
No time/busy (includes working)	16 ULD	15	17	5	25 ADH	15	18	12	15	20 L	18 L	9	17	16	13	21 QU	8	15	16	19 U	6	22 QU	
Out of town	5 B	2	7 AB	2	5	5	5	5	5	7	4	4	4	7	6	9	6	-	4	2	2	7	
Sick/medical reasons/ family emergency	3 B	1	4 B	1	4	3	2	6	1	2	3	3	3	2	5	2	5	8	1	-	5	3	
Not eligible	2 JC	4 AC	*	2	2	1	7	-	2	*	3 J	1	2	-	7	1	-	7	1	2	1	2	
Didn't receive my voting card/didn't have it/lost it	2	1	3	-	1	4	-	2	-	2	2	2	2	2	-	3	2	5	4	-	-	1	
Couldn't get a ride to voting centre	2	2	2	2	-	3	2	4	-	2	2	3	2	5	3	2	5	-	2	3	2	-	
Other	3	2	4	5	2	2	5	4	6	2	4	3	3	7	-	2	-	-	3	4	6	4	
Nothing/no particular reason	1	1	1	-	2	*	-	3	1	1	1	1	1	4	1	*	-	3	*	4	-	*	
DK/NA	10 PQ	9	10	17	7	11	9	11	6	8	10	10	8	4	17	5	3	7	11	14	20 APQV	6	

Leading Edge GenZ – 2020 Survey

Q55A. The last provincial election in your province? - Did you vote:

SUBSAMPLE: Eligible to vote

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1816	970	847	134	497	560	625	305	871	639	362	520	718	216	787	1030	523	624	291
Unweighted Total	1829	886	943	155	542	575	557	332	853	643	373	523	714	219	826	1003	516	641	299
Yes	66 NJDECP	68 AC	63	38	55 D	67 DE	79 ADEF	72 AJ	68 AJ	59	75 ALMN	66 N	66 N	47	71 AP	61	67	67	71 A
No	34 KHIGBSO	32	37 AB	61 AEFG	45 AFG	33 G	21	28	31	41 AHI	25	34 K	34 K	53 AKLM	29	39 AO	33	33	29
DK/NA	*	*	*	1	*	-	-	-	*	*	*	-	*	-	*	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q55A. The last provincial election in your province? - Did you vote:

SUBSAMPLE: Eligible to vote

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1816	572	456	96	713	217	98	735	400	427	253	1179	456	182	1316	97	54	96	95	141
Unweighted Total	1829	538	461	107	747	223	103	754	402	427	245	1016	553	260	1039	97	167	138	126	233
Yes	66 QNHFG P	75 ADEFG	69 DFG	56	67 DFG	46	44	60	65	72 AHI	73 AHI	66 N	68 N	57	67 APQ	50	50	64 PQ	72 PQ	66 PQ
No	34 OJKB	24	31 B	44 BCE	33 B	54 ABCE	55 ABCE	40 AJK	35 JK	28	27	34	32	43 ALM	33	50 AORST	50 AORST	36	28	34
DK/NA	*	*	-	-	-	-	1	*	-	-	1	*	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q55A. The last provincial election in your province? - Did you vote:

SUBSAMPLE: Eligible to vote

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1816	845	937	106	463	687	100	234	226	470	973	374	1310	202	210	497	142	148	266	266	220	277
Unweighted Total	1829	823	960	102	459	704	100	244	220	461	978	390	1288	216	218	495	157	129	251	274	226	297
Yes	66 QLGI	65	66	56	74 ADFGI	66 GI	48	67 G	58	73 AKL	65 L	57	66	65	68	69 Q	53	62	62	69 Q	69 Q	65 Q
No	34 JE	35	34	44 E	26	34 E	52 AEFH	33	42 AEF	27	35 J	43 AJK	34	35	32	31	46 APTUV	38	38	31	31	35
DK/NA	*	*	-	-	-	*	-	-	-	*	*	-	-	-	-	-	1	-	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q55B. The last municipal election held in your city or town? - Did you vote:

SUBSAMPLE: Eligible to vote

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1816	970	847	134	497	560	625	305	871	639	362	520	718	216	787	1030	523	624	291
Unweighted Total	1829	886	943	155	542	575	557	332	853	643	373	523	714	219	826	1003	516	641	299
Yes	47 NJDECP	51 AC	43	30	40	47 DE	57 ADEF	62 AIJ	48 J	39	56 ALMN	47 N	47 N	34	52 AP	44	44	50 Q	53 Q
No	52 OKHGBS	49	56 AB	68 AFG	60 AFG	52 G	43	37	51 H	61 AHI	43	52 K	53 K	65 AKLM	48	56 AO	56 RS	50	46
DK/NA	*	*	1	1	1	1	*	1	1	-	1	*	-	2	1	*	*	*	1

Leading Edge GenZ – 2020 Survey

Q55B. The last municipal election held in your city or town? - Did you vote:

SUBSAMPLE: Eligible to vote

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1816	572	456	96	713	217	98	735	400	427	253	1179	456	182	1316	97	54	96	95	141
Unweighted Total	1829	538	461	107	747	223	103	754	402	427	245	1016	553	260	1039	97	167	138	126	233
Yes	47 QHFG	53 ADFG	51 DFG	38	48 DFG	31	34	41	48 H	54 AH	53 AH	46	52 AL	44	47 Q	40	36	50 Q	50 Q	52 PQ
No	52 MJB	46	49	61 BC	51	69 ABCE	66 ABCE	59 AIJK	52	45	47	54 M	48	55	52	60 T	64 AORST	48	49	47
DK/NA	*	1	-	1	*	*	*	*	*	1	-	*	1	1	*	-	*	1	1	1

Leading Edge GenZ – 2020 Survey

Q55B. The last municipal election held in your city or town? - Did you vote:

SUBSAMPLE: Eligible to vote

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	1816	845	937	106	463	687	100	234	226	470	973	374	1310	202	210	497	142	148	266	266	220	277
Unweighted Total	1829	823	960	102	459	704	100	244	220	461	978	390	1288	216	218	495	157	129	251	274	226	297
Yes	47 L	47	47	50	50	48	42	43	45	55 AKL	46	42	48	48	42	49	41	41	45	52 QR	44	51
No	52 J	53	52	50	50	51	58	57	54	45	54 J	58 AJ	52	52	58	51	59 TV	59 T	55	47	55	48
DK/NA	*	1	*	-	*	1	-	*	1	*	1	*	*	*	-	*	-	*	1	1	*	*

Leading Edge GenZ – 2020 Survey

Q56. In general, would you say that you are very satisfied, satisfied, dissatisfied or very dissatisfied with the way democracy works in Canada?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very satisfied	11 PMNJF	10	11	15 AFG	12 F	7	10	25 AIJ	9 J	5	23 ALMN	12 MN	6	5	15 AP	7	11	11	17 AQR
Satisfied	62 OKHD	61	62	48	63 D	65 D	62 D	57	64 AHJ	60	51	63 K	67 AKN	57	59	64 AO	59	66 AQS	58
Dissatisfied	23 RHE	24	23	29 AE	20	25	23	13	23 H	30 AHI	21	22	23	29 AKLM	22	25	26 R	21	21
Very dissatisfied	4 R	5	4	7 F	5	3	4	5	4	6 I	4	3	4	9 AKLM	4	5	4	3	4

Leading Edge GenZ – 2020 Survey

Q56. In general, would you say that you are very satisfied, satisfied, dissatisfied or very dissatisfied with the way democracy works in Canada?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very satisfied	11 OEFG	16 CDEFG A	11 G	9	8 G	7	3	9	12	12	12	11	10	11	10	11	18 AOR	9	15 O	12
Satisfied	62 OPLBG	56	64 BFG	63	68 ABFG	56	52	61	62	64	59	58	64 L	70 ALM	59	53	58	73 AOPQ	70 AOPQ	71 AOPQ
Dissatisfied	23 RSTNJ	24	22	21	22	31 ABCDE	33 ABCDE	25 J	23	20	25	26 AN	23 N	14	26 ARST	28 RST	21	17	13	15
Very dissatisfied	4 RSTME	4 E	4 E	6	2	6 E	12 ABCE	5	3	5	4	5 AM	2	4	5 RST	8 QRST	3	2	2	2

Leading Edge GenZ – 2020 Survey

Q56. In general, would you say that you are very satisfied, satisfied, dissatisfied or very dissatisfied with the way democracy works in Canada?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Very satisfied	11 QRNKC P	16 AC	6	12	10	11	9	10	12	18 AKL	7	10	11 N	7	11	6	5	5	15 APQR	15 APQR	10 PQR	15 APQR	
Satisfied	62 QUOLD	60	64 AB	49	64 D	64 ADH	60 D	57	60 D	62 L	65 AL	52	64 AO	59	53	63 QU	55	64 U	66 AQU	62	54	62	
Dissatisfied	23 TVMJB S	21	25 B	31 F	23	21	22	29 AEFI	22	18	23 J	31 AJK	22	28 M	30 AM	27 STV	35 APSTV	28 STV	16	19	27 STV	19	
Very dissatisfied	4 SMJ	4	5	9 EF	3	4	8 EF	4	6	3	4 J	7 AJK	4	7 M	6	5 S	6 S	3	2	4	9 PRSTV A	4	

Leading Edge GenZ – 2020 Survey

Q57. Would you say that [federal/provincial/municipal COMBINED] government today is:

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Generally working	26 PMNJD	25	27	20	26	27 D	28 D	40 AIJ	25 J	21	35 ALMN	28 MN	23	19	28 AP	24	25	24	33 AQR
Working, with major problems	46 SKHB	43	48 AB	43	46	48	46	38	50 AH	46 H	37	48 K	49 AK	45 K	45	47	48 S	51 AS	40
Broken, but working in some areas	22 LHC	25 AC	20	28 AF	22	20	21	16	21 H	26 AHI	21	19	23 L	25 L	21	23	22	20	20
Completely broken	6 RMI	7	5	10 AFG	7	5	5	6	4	8 AI	7	5	5	11 AKLM	5	6	6	4	6

Leading Edge GenZ – 2020 Survey

Q57. Would you say that [federal/provincial/municipal COMBINED] government today is:

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Generally working	26 ODFG	28 DFG	25 DG	12 ACDFG	30	21 D	16	26	25	26	29	25	25	31 ALM	25	20	29	31 P	33 AOP	29 P
Working, with major problems	46 L	43	48	49	48	48	43	45	49	47	44	44	48	49	45	42	48	48	47	53 AOP
Broken, but working in some areas	22 STNE	23	22	34 ABCEF	19	24 E	23	22	22	22	23	24 AN	22 N	15	23 AST	27 ST	21	18	17	15
Completely broken	6 QSE	7 E	5 E	6	3	7 E	17 BCDEF A	7 AK	5	5	4	6	5	5	6 QRS	12 AQRST	2	3	3	4

Leading Edge GenZ – 2020 Survey

Q57. Would you say that [federal/provincial/municipal COMBINED] government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Generally working	26 OLDHC QUN	30 AC	23	17	27 D	29 ADH	23	21	27 D	35 AKL	24 L	19	28 ANO	19	19	25 Q	15	21	33 APQRU	27 QU	20	33 APQRU
working, with major problems	46 JH	45	47	38	50 DH	46	48	41	47	42	49 AJL	43	47	49	45	46	51	48	44	46	44	46
Broken, but working in some areas	22 SMJEB	19	25 AB	38 AEFGI	16	20	23	30 AEFI	22 E	17	22 J	29 AJK	21	26	28 AM	24 S	29 ASV	27 S	17	21	21	20
Completely broken	6 VMKF	6	6	6	7	5	6	9 FI	4	6	5	9 AK	5	7	8	5 V	5	4	6 V	6 V	15 QRSTV AP	2

Leading Edge GenZ – 2020 Survey

Q57. Would you say that the federal government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	839	383	456	86	281	233	239	151	405	282	141	233	334	130	362	477	248	275	135
Unweighted Total	839	353	486	93	287	241	218	171	388	280	150	232	332	124	376	463	240	291	132
Generally working	23 N	22	24	17	20	27	24	36 AIJ	21	19	31 AMN	26 N	20	15	25	21	24	24	20
Working, with major problems	49 KHB	43	54 AB	51	52	48	47	41	53 H	49	40	50	51 K	53 K	47	51	55 AS	52	43
Broken, but working in some areas	23 C	28 AC	18	27	22	21	25	18	22	27 H	23	21	25	23	24	22	19	21	29 Q
Completely broken	5 Q	7	4	5	6	5	4	5	4	6	7	3	4	9	5	5	2	4	8 Q

Leading Edge GenZ – 2020 Survey

Q57. Would you say that the federal government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	839	220	214	39	355	109	49	362	191	186	97	470	217	151	566	45	32	49	65	75
Unweighted Total	839	199	223	43	368	106	49	379	185	181	92	397	256	186	432	42	90	64	81	118
Generally working	23 OLF	22	20	16	30 ABCFG	14	16	22	24	23	24	20	26	28	20	22	41 AOP	25	29	28
working, with major problems	49	46	57 ABG	43	49	51	38	47	47	54	51	50	49	48	49	49	39	55	52	52
Broken, but working in some areas	23 TNE	27 E	20	34	18	27	28	25	24	20	22	26 AN	21	16	26 AT	18	18	16	18	15
Completely broken	5 SE	5	3	7	3	8	19 ABCE	6	5	4	3	4	4	8	5 S	11	2	4	2	5

Leading Edge GenZ – 2020 Survey

Q57. Would you say that the federal government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	839	378	443	38	193	348	54	106	99	214	464	161	595	90	92	227	59	71	117	136	92	137	
Unweighted Total	839	369	450	39	195	342	54	113	96	220	454	165	584	92	96	223	64	63	109	136	95	149	
Generally working	23 POLC	29 AC	18	18	22	25	25	18	23	30 AKL	22	16	24 O	19	11	17	16	19	32 PQU	28 P	19	27 P	
Working, with major problems	49 J	47	51	39	53	52	43	43	47	42	53 J	50	48	54	57	52	49	53	47	46	48	49	
Broken, but working in some areas	23 FB	19	26 AB	43 AEF	18	19	29	32 AEF	26	21	22	28	23	24	28	27	32	25	19	22	18	20	
Completely broken	5	6	5	-	7	4	3	7	4	7	4	6	5	3	5	4	3	4	3	4	15 QRSTV AP	3	

Leading Edge GenZ – 2020 Survey

Q57. Would you say that your provincial government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	863	361	502	106	294	250	213	148	390	322	155	240	348	119	390	473	227	283	151
Unweighted Total	867	344	523	109	307	252	199	147	387	331	156	244	347	120	393	474	224	299	144
Generally working	25 MJ	25	26	24	27	25	24	39 AIJ	24	21	38 ALMN	25	21	22	26	25	22	22	36 AQR
Working, with major problems	46 KH	43	47	39	42	49	50	36	51 AH	44	35	47 K	50 AK	43	47	44	42	55 AQS	39
Broken, but working in some areas	21 RH	23	20	27	22	21	19	15	20	25 AH	18	20	23	23	21	22	25	17	17
Completely broken	8 MI	9	7	10	9	6	7	10	5	10 AI	9	8	5	12	6	9	11 R	6	8

Leading Edge GenZ – 2020 Survey

Q57. Would you say that your provincial government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	863	200	221	52	368	127	65	376	171	191	123	505	230	127	580	49	32	47	58	89
Unweighted Total	867	190	219	55	384	125	68	400	174	181	110	422	264	181	444	50	90	66	71	135
Generally working	25 DG	29 DG	26 D	8	27 DG	26 D	15	26	23	23	31	26	20	30 M	25	22	19	34	32	26
Working, with major problems	46 L	40	43	50	49	45	52	45	47	47	43	42	49	53 L	44	38	56	48	45	58 AOP
Broken, but working in some areas	21 TN	23	22	37 ACEFG	19	21	15	20	23	23	20	22 N	24 N	14	23 T	25	21	15	20	13
Completely broken	8 STNE	8	9 E	5	5	9	18 ADE	9	7	8	6	9 N	7	3	9 AQRST	15 QRST	3	3	4	3

Leading Edge GenZ – 2020 Survey

Q57. Would you say that your provincial government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	863	439	407	53	209	314	42	121	125	228	430	204	604	117	99	196	77	68	150	128	105	139	
Unweighted Total	867	410	436	53	211	305	47	126	125	214	443	210	596	114	101	200	80	61	143	128	102	153	
Generally working	25 QNOKL	28	23	21	26	26	22	23	28	38 AKL	22	18	27 NO	16	17	24 Q	12	28 Q	28 Q	24 Q	23 Q	33 Q	
working, with major problems	46 JLH	44	47	41	50 H	49 H	54 H	31	44 H	38	53 AJL	38	48 A	46	43	44	52	50	44	46	44	46	
Broken, but working in some areas	21 MJE	19	23	30 E	15	20	16	33 AEFG	23	16	20	32 AJK	18	27	27	25	29 S	20	16	21	20	19	
Completely broken	8 RVMK	9	7	8	9	5	9	13 AFI	5	8	6	12 AK	6	11	12	7 V	8	3	12 RV	8 V	13 RV	2	

Leading Edge GenZ – 2020 Survey

Q57. Would you say that your municipal government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	891	368	523	98	291	233	269	172	423	296	183	244	342	122	414	477	243	331	128
Unweighted Total	886	353	533	103	297	244	242	173	420	293	185	236	336	129	419	467	240	326	132
Generally working	30 PNJD	28	31	18	30 D	30 D	34 D	44 AIJ	29	22	36 MN	34 N	27	20	34 AP	26	28	27	44 AQR
working, with major problems	43	43	44	39	43	47	42	37	45	45	37	47	46	38	42	45	45	46	40
Broken, but working in some areas	22 SLH	25	20	29	22	20	20	15	22	26 H	23	17	23	28 L	19	24	23	23	15
Completely broken	5 SL	5	5	14 AEFG	5	3	4	4	4	7	4	3	4	14 AKLM	6	5	4	4	2

Leading Edge GenZ – 2020 Survey

Q57. Would you say that your municipal government today is:

SUBSAMPLE: Split sample (1/3 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	891	257	217	42	373	107	45	379	185	222	104	554	211	126	617	54	34	41	58	74
Unweighted Total	886	249	212	44	381	111	50	372	193	218	102	459	246	181	473	52	98	59	68	120
Generally working	30 PD	33 DG	30 D	12	33 DG	24	18	29	27	31	33	29	28	35	29 P	17	26	35 P	40 P	32 P
Working, with major problems	43	41	43	53	45	47	37	43	51 AJK	40	38	42	47	45	44	38	50	39	44	47
Broken, but working in some areas	22 SN	19	23	29	20	26	31	21	18	24	27	24 N	21	16	22 S	36 AST	24	24	12	16
Completely broken	5 QE	7 E	4	6	3	3	15 ACEF	7 A	3	4	3	6	4	4	5 Q	9 Q	*	2	4	5

Leading Edge GenZ – 2020 Survey

Q57. Would you say that your municipal government today is:

SUBSAMPLE: split sample (1/3 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	891	427	447	64	194	349	60	110	113	219	496	175	620	99	119	225	71	69	148	125	114	139	
Unweighted Total	886	406	458	62	193	361	58	106	106	211	494	181	602	108	120	221	72	60	132	132	123	146	
Generally working	30 RULDH Q	34 AC	26	14	32 D	36 ADGH	21	21	28 D	37 AL	29	22	32 AN	22	27	32 QRU	17	16	40 AQRU	29 R	18	38 AQRU	
working, with major problems	43 F	44	43	36	47	38	49	49	49	47	42	43	44	49	37	43	53	42	41	45	41	43	
Broken, but working in some areas	22 JEB	18	24 B	41 EFGHI A	16	21	22	24	19	14	23 J	27 J	20	25	29	19	26	37 APSTV	18	20	25	19	
Completely broken	5 SVJ	4	6	8	5	4	8	5	4	3	5	7	4	5	7	5 V	4	5	2	5	15 QRSTV AP	1	

Leading Edge GenZ – 2020 Survey

Q58. In what way is [federal/provincial municipal COMBINED] government broken?

SUBSAMPLE: Those who say gov't is broken

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	724	358	365	109	247	178	189	105	313	304	133	170	287	134	308	416	199	219	108
Unweighted Total	701	330	371	111	253	172	165	108	285	307	133	161	275	132	298	403	198	216	97
Poor decisions/do not agree with policies	60 D	63	56	46	56	64 D	67 ADE	52	59	63	62	61	57	61	61	58	61	54	59
Wasteful spending	59 LEC	63 AC	55	52	52	63 E	67 ADE	51	63 H	57	65 L	52	59	61	58	59	56	56	64
Not responsive to citizen priorities and needs	49 RHC	54 AC	45	47	44	53	55 E	33	49 H	55 AH	52	51	49	45	45	52	55 R	42	45
Lack of leadership	47	48	46	40	50	45	51	50	49	44	47	54 N	47	42	50	46	44	47	58 AQ
Cannot be trusted	46	48	43	42	46	46	47	44	46	47	51	47	42	47	46	46	53 AS	47	39
Not enough transparency in how it operates/makes decisions	42 RSHEC	47 AC	37	37	33	45 E	54 ADE	33	40	48 AH	46	37	39	50 L	41	43	52 ARS	36	33
Inadequate services/help to those in need	41 REC	46 AC	37	38	35	40	51 ADE	37	40	43	46	45	36	42	42	40	52 ARS	34	33
Corruption/too much corruption	40	44	37	38	37	40	47	37	39	43	52 ALM	36	37	42	41	40	45	40	40
Poor government leadership / representation	*	*	1	3	-	*	-	-	*	1	-	-	1	1	1	-	*	-	2
Racism	*	*	*	-	-	1	*	-	1	-	1	-	*	-	1	*	*	1	-
Other	2 R	2	3	1	4	2	1	4	2	2	5 N	2	2	1	3	1	4 R	*	4
DK/NA	1	2	*	1	1	1	*	-	1	1	-	1	1	1	1	1	-	*	1

Leading Edge GenZ – 2020 Survey

Q58. In what way is [federal/provincial municipal COMBINED] government broken?

SUBSAMPLE: Those who say gov't is broken

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	724	199	178	53	245	106	65	326	145	165	88	465	177	82	526	57	23	29	36	45
Unweighted Total	701	178	177	51	245	102	70	329	140	151	81	395	200	106	409	56	67	40	43	72
Poor decisions/do not agree with policies	60 Q	64	54	52	62	63	55	60	62	54	64	63 AN	56	50	61 Q	62 Q	43	59	52	56
Wasteful spending	59 QMND	67 ADE	59 D	39	57 D	55	61 D	57	63	57	63	65 AMN	47	47	62 AQST	53	40	51	46	47
Not responsive to citizen priorities and needs	49 Q	48	52	41	50	58 D	49	50	49	46	51	53 AMN	43	41	50	50	35	46	50	45
Lack of leadership	47 QTH	56 AEF	45	46	42	39	45	43	53	50	50	48	48	40	47 Q	58 QT	32	55 QT	54 Q	35
Cannot be trusted	46 MC	51 C	34	47	44 C	48 C	54 C	43	50	48	46	51 AM	37	39	45	57 Q	36	44	46	44
Not enough transparency in how it operates/makes decisions	42 TMJD	51 ACDE	36	25	38	49 D	49 D	45 J	46 J	34	40	47 AM	28	47 M	43 T	45 T	32	48 T	40	24
Inadequate services/help to those in need	41 M	45	37	32	42	47	41	42	45	39	35	43 M	34	42	41	41	35	50	43	35
Corruption/too much corruption	40 D	43 D	42 D	24	36	41 D	50 D	38	41	43	43	44 AM	35	35	40	50 Q	28	40	43	40
Poor government leadership / representation	*	1	1	-	*	-	-	1	-	-	2	1	*	-	*	2	-	2	-	-
Racism	*	-	1	-	*	-	-	*	-	-	1	*	*	-	*	1	-	-	-	1
Other	2	2	1	3	2	6 C	1	4 AJ	2	1	-	2	2	5	2	7	2	-	3	-
DK/NA	1	2	-	2	1	1	1	1	2	-	-	1	1	1	1	-	-	-	3	1

Leading Edge GenZ – 2020 Survey

Q58. In what way is [federal/provincial municipal COMBINED] government broken?

SUBSAMPLE: Those who say gov't is broken

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	724	309	395	69	140	249	45	130	90	149	371	204	466	99	112	188	70	64	96	104	111	90	
Unweighted Total	701	283	393	65	136	244	48	125	83	141	355	205	436	98	112	187	72	57	85	105	107	88	
Poor decisions/do not agree with policies	60 TB	52	65 AB	57	58	55	68	65	65	63	57	62	63 A	59	60	70 AST	81 RSTUV A	61 T	49	37	60 T	57 T	
Wasteful spending	59 TKB	53	62 B	57	54	58	62	67 E	56	71 AKL	55	57	65 ANO	52	50	61 T	71 AT	60 T	61 T	35	66 T	59 T	
Not responsive to citizen priorities and needs	49 TIB	42	54 AB	41	54 I	46	62 DI	58 ADFI	38	44	52	49	50	55	52	63 ATUV	59 TU	49 T	53 T	27	43 T	43 T	
Lack of leadership	47 RE	48	47	52 E	32	47 E	61 E	56 E	52 E	50	47	46	49	43	48	45 R	49 R	24	48 R	49 R	58 APR	52 R	
Cannot be trusted	46 T	43	47	49	45	44	35	51	49	52	44	44	45	45	52	53 AST	59 ARST	39	40	27	51 T	46 T	
Not enough transparency in how it operates/makes decisions	42 TV	39	44	49	44	37	37	46	43	53 AKL	39	40	42	49	47	57 ARTUV	54 TV	39 T	49 TV	19	41 TV	25	
Inadequate services/help to those in need	41 RTB	31	48 AB	48	40	41	48	39	38	43	40	42	39	51 AM	47	60 RSTUV A	53 RTU	24	37 T	21	37 T	37 T	
Corruption/too much corruption	40 TE	38	42	44	33	45 E	38	43	35	42	39	41	42	44	40	46 T	61 RSTUV AP	33	41 T	24	41 T	36	
Poor government leadership / representation	*	1	*	-	-	1	-	1	-	1	*	-	1	-	-	*	-	-	3	-	-	-	
Racism	*	-	1	-	1	-	-	-	1	-	1	-	*	1	1	1	-	-	-	-	-	-	
Other	2	3	2	-	3	3	-	4	1	3	2	2	2	1	3	2	2	-	1	2	3	4	
DK/NA	1	*	1	2	*	*	-	-	4	-	1	2	1	-	-	1	1	2	-	1	1	-	

Leading Edge GenZ – 2020 Survey

Q58. In what way is the federal government broken?

SUBSAMPLE; split sample (1/3 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	234	133	100	28	78	59	69	35	106	92	41	55	96	41	103	131	52	67	50
Unweighted Total	221	119	102	28	77	56	60	37	95	89	44	51	88	38	95	126	51	67	40
Wasteful spending	63 E	66	59	64	49	72 E	70 E	58	63	65	79 AL	56	61	62	61	65	64	56	73
Poor decisions/do not agree with policies	61 I	61	62	62	59	64	62	62	53	71 AI	64	54	59	73	63	60	55	60	67
Lack of leadership	53	52	55	51	53	57	51	59	56	47	50	61	54	43	56	51	50	51	67 A
Cannot be trusted	50 M	49	50	56	47	53	47	61	46	49	60 M	57	39	56	52	48	61	49	49
Not responsive to citizen priorities and needs	49 R	50	47	46	42	62 AE	46	35	52	50	56	44	47	49	41	54	66 AR	38	46
Not enough transparency in how it operates/makes decisions	47 E	52	41	39	35	57 E	56 E	44	42	54	52	39	43	64 ALM	45	49	52	39	48
Corruption/too much corruption	44	42	47	41	48	47	40	46	45	43	57	38	42	46	45	44	48	43	50
Inadequate services/help to those in need	39 RME	38	40	58 E	27	39	45 E	42	37	40	55 AM	45 M	27	44	41	37	48 R	28	41
Poor government leadership / representation	1	-	2	6	-	-	-	-	-	2	-	-	-	4	2	-	-	-	3
Racism	*	-	1	-	-	2	-	-	1	-	2	-	-	-	1	-	2	-	-
Other	3	4	3	-	5	2	4	5	4	2	17 AM	-	1	-	6	2	7	-	3
DK/NA	1	2	-	-	-	4	-	-	1	1	-	-	3	-	1	1	-	-	3

Leading Edge GenZ – 2020 Survey

Q58. In what way is the federal government broken?

SUBSAMPLE; split sample (1/3 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	234	71	51	16	73	38	23	113	54	43	24	143	54	36	175	13	7	10	13	15
Unweighted Total	221	60	52	16	71	35	24	110	49	40	22	120	62	39	134	12	20	13	14	24
Wasteful spending	63 N	77 ACDE	52	47	59	57	65	58	74	61	67	68 N	64 N	41	67 A	52	44	49	45	57
Poor decisions/do not agree with policies	61 QN	64	52	42	66	60	53	60	62	60	69	64 N	68 N	40	62 Q	79 Q	34	54	56	58
Lack of leadership	53 N	62 F	49	57	48	39	54	52	50	57	55	60 AN	46	36	54	59	36	53	68	40
Cannot be trusted	50 C	52 C	33	58	50 C	53	54	43	52	61	53	57 AMN	39	35	50	66	31	38	41	48
Not responsive to citizen priorities and needs	49 N	48	44	41	52	56	55	51	42	54	41	50	57 N	32	49	45	37	49	49	48
Not enough transparency in how it operates/makes decisions	47	55 E	39	28	38	60 DE	47	53	47	37	38	50	41	46	48	48	32	60	43	34
Corruption/too much corruption	44	41	45	36	43	57	44	45	45	44	40	48	39	37	44	55	52	34	32	60
Inadequate services/help to those in need	39	40	33	36	35	41	40	42	34	41	31	40	41	32	39	36	25	51	28	44
Poor government leadership / representation	1	-	3	-	-	-	-	2	-	-	-	1	-	-	1	-	-	-	-	-
Racism	*	-	2	-	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-
Other	3	1	-	10	4	11	-	4	4	3	-	3	3	7	3	20	-	-	-	-
DK/NA	1	2	-	8	-	-	-	1	2	-	-	2	-	-	1	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q58. In what way is the federal government broken?

SUBSAMPLE; split sample (1/3 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS									
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Total	234	93	137	17	49	80	17	42	30	60	119	55	165	25	30	70	21	20	25	35	30	32			
Unweighted Total	221	84	132	15	45	78	17	42	24	58	109	54	149	23	33	66	22	17	21	34	31	30			
Wasteful spending	63 TK	55	68	82	60	61	55	66	63	73 K	55	69	69 A	49	62	68 T	75 T	67 T	75 T	31	76 T	55			
Poor decisions/do not agree with policies	61 TB	51	68 AB	59	61	62	60	62	61	60	59	69	66 A	49	60	66 T	69 T	76 T	56 T	27	81 AT	62 T			
Lack of leadership	53	51	54	69	48	50	59	55	56	56	49	57	57	38	62	46	53	47	50	51	71 AP	59			
Cannot be trusted	50	48	51	33	53	49	35	60	47	52	48	51	55 A	45	53	54	51	52	38	38	67 ST	43			
Not responsive to citizen priorities and needs	49 T	41	53	43	55	46	59	54	36	39	49	59	48	50	67 A	55 T	51	58 T	53 T	25	48	50			
Not enough transparency in how it operates/makes decisions	47 TV	45	48	40	59	40	32	48	60	53	42	52	47	45	60	57 TV	46	55 V	67 TV	27	55 TV	23			
Corruption/too much corruption	44 T	43	45	56	34	53	36	47	34	46	39	55	51 A	42	42	42	70 APT	38	42	25	60 T	46			
Inadequate services/help to those in need	39 B	29	45 AB	48	39	41	35	31	41	38	37	44	37	44	54	51 AV	39	35	36	34	32	30			
Poor government leadership / representation	1	-	1	-	-	2	-	-	-	3	-	-	1	-	-	-	-	-	7	-	-	-			
Racism	*	-	1	-	-	-	-	-	3	-	1	-	-	-	3	1	-	-	-	-	-	-			
Other	3 C	8 AC	1	-	6	3	-	7	-	2	2	7	4	3	8	2	4	-	6	3	5	4			
DK/NA	1	-	2	-	-	-	-	-	9	-	1	2	2	-	-	2	-	-	-	-	4	-			

Leading Edge GenZ – 2020 Survey

Q58. In what way is your provincial government broken?

SUBSAMPLE; Split sample (1/3 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	251	116	135	38	91	66	56	37	97	115	42	68	99	41	104	147	81	65	38
Unweighted Total	242	109	133	38	92	61	51	37	87	117	40	64	99	39	101	141	81	66	36
Poor decisions/do not agree with policies	63 HD	70	58	39	62 D	67 D	79 ADE	46	69 H	65	62	66	62	64	61	65	66	58	60
Wasteful spending	60 L	63	58	54	61	55	69	52	62	63	63	48	65 L	68	58	62	55	62	59
Not responsive to citizen priorities and needs	51 H	55	47	43	49	49	61	34	43	63 AHI	53	54	52	39	46	54	53	42	48
Cannot be trusted	49 S	54	45	38	52	45	56	39	51	51	50	43	54	46	51	47	61 AS	50	33
Lack of leadership	47 F	46	47	37	54 F	32	60 ADF	41	48	47	40	45	54	41	47	46	45	51	47
Inadequate services/help to those in need	46 C	57 AC	37	38	44	41	62 ADEF	34	45	51	47	43	48	48	45	47	52	44	34
Corruption/too much corruption	41 LC	50 AC	34	43	35	35	57 AEF	35	35	49 A	56 L	29	41	46	42	40	45	44	37
Not enough transparency in how it operates/makes decisions	41 SH	43	38	37	37	31	60 ADEF	23	39	48 H	45	36	41	42	37	43	50 S	34	26
Poor government leadership / representation	1	1	*	3	-	1	-	-	1	*	-	-	2	-	2	-	1	-	-
Racism	*	1	*	-	-	1	1	-	1	-	-	-	1	-	1	*	-	2	-
Other	2	1	3	-	4	2	-	4	1	2	-	3	3	-	3	1	2	1	7
DK/NA	1	2	1	2	3	-	-	-	1	2	-	1	1	3	2	1	-	-	-

Leading Edge GenZ – 2020 Survey

Q58. In what way is your provincial government broken?

SUBSAMPLE; Split sample (1/3 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	251	62	68	22	87	37	21	108	52	58	33	158	71	21	184	20	8	8	14	14
Unweighted Total	242	56	68	19	83	35	25	110	49	53	30	136	74	32	143	21	25	12	16	21
Poor decisions/do not agree with policies	63	65	58	75	64	76	64	63	70	58	65	65	57	76	65	62	47	82 QS	41	56
Wasteful spending	60 QM	61	64	41	61	61	68	65	63	48	61	68 AM	41	66 M	61 Q	65 Q	30	58	54	56
Not responsive to citizen priorities and needs	51 MJ	51	58	40	53	63	51	51	60 J	38	59	55 M	39	56	49	62	47	58	48	48
Cannot be trusted	49	52	39	34	47	57	60	47	55	47	50	54	41	39	47	74 AOQT	33	48	52	41
Lack of leadership	47 QH	54	42	42	38	52	54	39	62 AH	43	54	43	54	52	45 Q	71 AOQT	22	58 Q	44	36
Inadequate services/help to those in need	46	48	44	29	52	60 D	47	47	56 J	34	49	48	37	65 AM	45	56	44	69	49	37
Corruption/too much corruption	41 Q	50 DE	40	25	33	42	56 D	35	44	45	50	44	38	34	42 Q	56 QT	10	41	44 Q	24
Not enough transparency in how it operates/makes decisions	41 TMJ	44	38	23	41	42	57 D	44 J	48 J	27	41	45 M	24	59 M	41 T	60 QT	27	60 T	40	11
Poor government leadership / representation	1	2	-	-	1	-	-	-	-	-	5	1	1	-	-	6	-	6	-	-
Racism	*	-	1	-	1	-	-	*	-	-	2	*	1	-	-	3	-	-	-	4
Other	2	3	1	-	2	2	4	5	-	-	-	3	-	-	1	8	-	-	-	-
DK/NA	1	4	-	-	1	-	-	2	2	-	-	2	1	-	1	-	-	-	7	-

Leading Edge GenZ – 2020 Survey

Q58. In what way is your provincial government broken?

SUBSAMPLE; Split sample (1/3 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	251	123	122	20	50	80	10	56	35	54	108	89	150	44	39	63	28	15	42	38	35	30	
Unweighted Total	242	109	125	19	50	74	14	52	33	50	103	89	144	40	38	63	29	14	39	36	31	30	
Poor decisions/do not agree with policies	63 B	56	71 AB	58	54	55	97 ADEFI	80 AEF	65	70	64	60	69	60	56	79 ASTV	82 ARSTV	49	52	55	63	46	
Wasteful spending	60 T	59	61	51	52	58	76 AEFI	76 AEFI	54	73 AK	56	58	67 A	55	56	56 APSTV	87 APSTV	75 T	62	41	64	55	
Not responsive to citizen priorities and needs	51 TLDF	45	55	29	60 DFI	39	82 ADFI	70 ADFI	36	50	58 AL	42	51	62	46	69 ATV	55	45	51	33	48	36	
Cannot be trusted	49 TB	42	55	60	50	41	32	52	59	66 AKL	45	43	44	49	56	57 T	65 T	35	47	24	57 T	48	
Lack of leadership	47 RE	46	48	66 E	21	48 E	61 E	57 E	48 E	48	52	39	49	42	40	40	61 R	20	47	45	63 PR	44	
Inadequate services/help to those in need	46 TFB	35	57 AB	41	51	35	83 ADEFI	59 AF	37	52	47	42	45	60	42	73 RSTUV	54 T	33	39	19	43 T	37	
Corruption/too much corruption	41 T	36	48	35	42	40	38	47	38	45	42	38	42	51	36	47 T	71 RSTUV AP	30	44 T	20	43 T	28	
Not enough transparency in how it operates/makes decisions	41 TVLF	36	46	47	41	29	50	55 AF	37	58 AKL	40	30	40	51	40	57 ARTV	67 ARTUV	25	45 TV	16	37	18	
Poor government leadership / representation	1	1	-	-	-	1	-	2	-	-	2	-	1	-	-	1	-	-	3	-	-	-	
Racism	*	-	1	-	2	-	-	-	-	-	1	-	*	1	-	2	-	-	-	-	-	-	
Other	2	1	3	-	-	4	-	4	-	5	2	1	2	-	2	2	3	-	-	2	-	7	
DK/NA	1	-	3	6	-	1	-	-	4	-	1	2	2	-	-	2	3	8	-	-	-	-	

Leading Edge GenZ – 2020 Survey

Q58. In what way is your municipal government broken?

SUBSAMPLE; Split sample (1/3 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	239	109	130	43	79	53	64	33	109	97	49	47	92	51	101	138	66	87	21
Unweighted Total	238	102	136	45	84	55	54	34	103	101	49	46	88	55	102	136	66	83	21
Poor decisions/do not agree with policies	54	59	49	43	48	60	63	47	55	54	60	63	50	48	59	50	58	47	39
Wasteful spending	53 J	58	48	42	44	64 DE	62	41	64 AHJ	44	57	52	51	53	54	52	50	52	50
Not responsive to citizen priorities and needs	48 HC	57 AC	40	50	40	47	58	30	52 H	50	48	55	46	46	46	49	50	47	37
Lack of leadership	43 M	47	39	36	42	48	43	48	44	39	49	60 AM	31	41	46	40	39	40	58
Cannot be trusted	39	42	36	38	39	40	39	30	40	41	46	41	34	41	35	42	38	43	26
Not enough transparency in how it operates/makes decisions	39 SE	45	33	37	28	47 E	46	31	38	43	42	38	33	45	43	36	53 ARS	35 S	10
Inadequate services/help to those in need	38 SD	42	34	24	33	41	49 D	34	39	37	37	47	34	36	41	35	55 ARS	31 S	10
Corruption/too much corruption	36	40	31	31	29	36	45	28	36	37	43	42	28	36	35	36	43	33	20
Other	1	1	1	2	1	3	-	3	1	1	-	4	*	2	1	1	3	-	-
DK/NA	*	*	-	-	-	-	1	-	-	1	-	-	-	1	-	*	-	1	-

Leading Edge GenZ – 2020 Survey

Q58. In what way is your municipal government broken?

SUBSAMPLE; Split sample (1/3 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	239	66	59	15	84	31	20	105	40	63	31	163	52	24	166	24	8	11	10	16
Unweighted Total	238	62	57	16	91	32	21	109	42	58	29	139	64	35	132	23	22	15	13	27
Poor decisions/do not agree with policies	54	63 D	52	30	58 D	51	49	57	54	45	59	59 AM	43	42	54	53	46	46	62	53
Wasteful spending	53 TMD	62 D	58 D	26	51	45	49	47	46	62	60	60 AMN	37	38	57 AT	45	46	47	34	28
Not responsive to citizen priorities and needs	48 QM	46	53	42	47	55	40	49	45	48	49	54 AM	32	41	51 Q	44	24	33	55	39
Lack of leadership	43 F	50 F	45 F	41	42 F	23	27	36	44	52	42	44	42	36	43	47	39	54	49	28
Cannot be trusted	39	50 C	31	53	36	30	48	39	42	39	37	42	28	45	37	37	41	46	45	44
Not enough transparency in how it operates/makes decisions	39 M	53 ACDE	32	25	35	43	43	38	42	38	40	45 AM	19	38	41	33	37	27	39	27
Inadequate services/help to those in need	38 M	45	31	30	38	38	36	37	46	40	24	43 AM	24	35	39	31	34	33	54	26
Corruption/too much corruption	36 D	38 D	42 DF	8	34 D	20	50 DF	34	30	40	38	39	26	31	34	43	24	46	56	36
Other	1	1	2	-	1	3	-	2	2	-	-	1	2	6	1	-	5	-	10	-
DK/NA	*	-	-	-	1	2	3	1	-	-	-	-	-	2	-	-	-	-	-	3

Leading Edge GenZ – 2020 Survey

Q58. In what way is your municipal government broken?

SUBSAMPLE; Split sample (1/3 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	239	94	135	32	41	90	18	33	26	36	143	61	151	29	42	55	21	29	29	31	46	27	
Unweighted Total	238	90	136	31	41	92	17	31	26	33	143	62	143	35	41	58	21	26	25	35	45	28	
Poor decisions/do not agree with policies	54 T	47	57	55	59	49	59	43	70	59	50	58	52	65	63	65 STU	92 RSTUV AP	57 T	40	27	43	63 T	
Wasteful spending	53 TO	45	57	48	48	55	60	52	52	63	54	45	59 AO	52	37	57 T	45	48	47	34	61 T	69 T	
Not responsive to citizen priorities and needs	48 TB	37	54 AB	47	47	52	55	42	42	44	48	50	51	47	48	65 ATU	72 ATUV	45	56 T	21	36	44	
Lack of leadership	43 RE	47	39	33	25	43	64 DE	54 E	53 E	43	41	47	42	47	45	49 R	31	10	49 R	51 R	45 R	53 R	
Cannot be trusted	39 T	40	37	49	29	41	36	38	39	33	40	41	36	41	46	48 T	57 T	33	31	20	36	49 T	
Not enough transparency in how it operates/makes decisions	39 T	38	38	56 EH	29	43	34	29	33	46	35	44	37	49	44	57 ATU	44 T	35	40 T	13	35 T	36	
Inadequate services/help to those in need	38 RTHB	27	44 AB	51 EH	26	46 EH	41	15	36	38	36	41	35	45	47	57 ARTU	64 ARTU	11	36 T	9	35 RT	46 RT	
Corruption/too much corruption	36 E	34	34	44 E	20	42 E	41	31	31	31	38	33	33	35	43	50 AU	40	30	35	28	27	32	
Other	1	-	2	-	2	2	-	-	4	-	2	-	2	-	-	2	-	-	-	-	4	2	
DK/NA	*	1	-	-	1	-	-	-	-	-	*	-	*	-	-	-	-	-	-	2	-	-	

Leading Edge GenZ – 2020 Survey

Q59. What in your view is the single most important change government needs to make in order to do a better job?

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Listen to the people/ voters/engage future generations/care more about their needs than money/corporations/other countries	12 KHD	13	12	7	14 AD	13 D	12 D	9	13 H	14 H	9	14 K	13 K	12	12	12	13	12	11
Address social issues (e.g. seniors' issues, immigration issues/ housing)	8 SIC	10 AC	7	7	8	9	7	8	7	10 AI	10	8	8	8	8	8	8 S	9 S	5
Address the environment / pollution/ climate change/opt for green solutions	7 RS	7	7	5	7	5	8 DF	5	6	8	5	7	8 AKN	5	7	6	10 ARS	5	3
Be more accountable/ honest/open/transparent	7 NHC	9 AC	5	5	6	8	7	4	7 H	7 H	8 N	6	7 N	4	6	7	9 A	7	6
Create more jobs/ decrease unemployment/ reduce inequality	6 MJ	6	6	6	7	5	6	10 AIJ	6	5	8 M	8 M	4	6	6	6	6	6	9
Abolish racism/have equality/social justice/ gender equality/cultural equality	6 RS	6	6	7	6	5	5	6	6	6	7	6	6	5	7	5	9 ARS	4	4
Improve education system	5 D	5	4	2	4	6 D	6 D	4	5	4	6	4	4	5	4	5	4	5	5
More efficient spending/ decrease deficit/ balanced budget	5	5	4	3	4	6 D	6 D	4	4	5	5	4	5	4	4	5	3	5	6
Lower taxes on individuals/tax the rich more/get rid of Carbon tax	4 J	4	4	4	4	4	3	6 AJ	4	3	4	4	4	5	4	4	3	4	6
Take COVID-19 more seriously	4 QMJC	4	4	2	4	6 ADG	3	6 AJ	4	3	4	6 AMN	3	2	4	4	2	5 Q	5 Q

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Leading Edge GenZ – 2020 Survey

(Continued)

Q59. What in your view is the single most important change government needs to make in order to do a better job?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Better leadership/ representation	3	4	3	2	3	5	3	4	3	4	3	5	2	3	4	3	5	3	5
Improve healthcare system (mental health, drug plan, free dental,...)	3	4	3	2	2	ADEG 3	4	2	3	4	3	AM 3	3	3	3	3	4	3	3
Do a better job/be more efficient/logical in your decisions	3	3	3	3	3	3	3	3	3	3	3	3	3	2	3	3	2	3	4
Strengthen the economy/ diversify it	2	2	3	2	2	3	2	2	2	2	2	3	2	1	2	2	1	3	5
Better election system/ electoral reform/go by numbers of votes not ridings	2	3	2	1	1	3	3	1	2	3	5	2	2	1	2	2	4	2	2
	NHDE					ADE	DE		H	H	ALMN						AR		
Address crime/crime legislation/justice system/police system	2	1	3	5	2	2	1	1	2	2	1	2	3	2	2	2	2	2	1
	G			AFG															
Other	9	10	9	10	9	10	10	11	9	10	13	8	9	9	10	9	8	10	14
	Q										ALM								AQR
Nothing	4	3	4	4	4	2	3	5	3	3	3	3	4	4	3	4	2	4	4
	QF				F													Q	
You cannot say	22	19	24	30	22	17	23	18	23	22	19	17	24	30	22	22	23	23	14
	SLHFB		AB	AEFG	F		F		H				KL	AKLM			S	S	

Leading Edge GenZ – 2020 Survey

Q59. What in your view is the single most important change government needs to make in order to do a better job?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Listen to the people/ voters/engage future generations/care more about their needs than money/corporations/other countries	12	12	13	19 ABE	11	14	11	12	12	13	11	13	13	10	13	12	11	12	13	12
Address social issues (e.g. seniors' issues, immigration issues/ housing)	8 OLK	7	10	6	8	9	10	9 K	8 K	9 K	3	7	10	10	7	8	12	10	9	11 O
Address the environment / pollution/ climate change/opt for green solutions	7 QMNJG	7	7 G	5	8 AG	6	3	8 AJ	6	5	6	8 AMN	5	5	8 AQT	6	3	4	5	5
Be more accountable/ honest/open/transparent	7 S	7	6	7	7	5	4	6	6	7	10 HI	7	6	6	7 S	5	6	10 S	4	6
Create more jobs/ decrease unemployment/ reduce inequality	6 OLKG	7 G	6 G	9 G	6 G	8 G	2	7 K	7 K	6	4	5	6	11 ALM	5	6	8	7	11 AO	10 AO
Abolish racism/have equality/social justice/ gender equality/cultural equality	6 OB	4	5	5	7 AB	7 B	7	6	6	5	6	6	6	6	5	15 AORST	12 AORST	6	4	6
Improve education system	5 PRB	3	6 B	4	6 AB	5	3	5	4	4	7	5	4	5	5 PR	2	3	2	8 PR	7 PR
More efficient spending/ decrease deficit/ balanced budget	5 PS	6	4	3	5	4	5	4	5	5	6	5	4	3	5 PS	2	3	3	2	5
Lower taxes on individuals/tax the rich more/get rid of Carbon tax	4 P	4	5 DG	2	4	3	2	3	4	3	7 AHJ	4	3	4	4 P	1	2	4	4	3
Take COVID-19 more seriously	4 LD	4	5 DG	1	4 D	3	2	4	4	3	7 J	3	6 AL	4	4	2	4	3	3	8 AOPRS

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Leading Edge GenZ – 2020 Survey

(Continued)

Q59. What in your view is the single most important change government needs to make in order to do a better job?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Better leadership/ representation	3 QTN	3	5 AB	4	4	3	4	3	2	4	4	4 N	3	2	4 AQT	2	1	3	2	2
Improve healthcare system (mental health, drug plan, free dental,...)	3	2	3	4	4	4	5	3	3	3	2	3	3	3	3	3	5	3	3	3
Do a better job/be more efficient/logical in your decisions	3	3	3	3	3	2	3	2	3	3	4	3	3	3	3	-	2	3	6 AQ	4
Strengthen the economy/ diversify it	2	2	2	4	2	3	-	2	2	2	3	2	2	3	2	2	2	4	4	2
Better election system/ electoral reform/go by numbers of votes not ridings	2 QT	2	2	1	3	3	1	2	2	2	2	2	3	1	3 AQT	1	1	2	2	1
Address crime/crime legislation/justice system/police system	2 B	1	3 B	3	2	2	3	2	2	1	2	2	2	1	2	5 R	3	1	1	2
Other	9 QTE	12 AEG	9	9	7	11	7	9	9	10	10	9	10	10	10 Q	16 AQT	3	10 Q	11 Q	7
Nothing	4 O	3	3	4	3	4	4	3	2	4	4	3	4	4	3	4	8 AOT	6	5	4
You cannot say	22 SC	22	18	23	22	19	33 ABCEF	22	23	22	18	22	21	21	23 AS	18	27 ST	21	16	19

Leading Edge GenZ – 2020 Survey

Q59. What in your view is the single most important change government needs to make in order to do a better job?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Listen to the people/ voters/engage future generations/care more about their needs than money/corporations/other countries	12 TB	10	15 AB	13	11	13	14	15 I	9	12	13	12	13	16	10	16 ASTU	15 T	15 T	10	8	11	12
Address social issues (e.g. seniors' issues, immigration issues/ housing)	8 DEB	7	9 B	4	5	10 ADE	6	7	12 ADEGH	8	8	8	8	10	8	9	10	8	8	7	6	8
Address the environment / pollution/ climate change/opt for green solutions	7 LFGHB STV	5	8 AB	5	12 DFGHI A	5	3	4	8 G	8 L	7 L	4	7	6	11 AMN	13 QSTUV A	8 TV	9 TV	4	2	6 T	3
Be more accountable/ honest/open/transparent	7 T	7	6	5	9 ADG	6	4	6	6	7	7	5	7	7	6	7 T	8 T	6	7 T	3	9 T	6 T
Create more jobs/ decrease unemployment/ reduce inequality	6 ROE	6	6	8 E	2	8 AE	7 E	8 E	7 E	5	6	7	6	6	3	6 R	6 R	1	6 R	7 R	7 R	8 R
Abolish racism/have equality/social justice/ gender equality/cultural equality	6 STUMB	3	8 AB	6	6	5	9	6	5	5	6	6	5	11 AM	10 AM	10 ARSTU	7 T	5	3	2	3	7 STU
Improve education system	5 T	4	6	3	5	6 AHI	4	3	3	6 L	4	3	5	5	5	6 T	6	3	5	2	4	6 T
More efficient spending/ decrease deficit/ balanced budget	5 TO	5	4	5	4	5	4	6 I	3	6 AL	4	3	5 AO	4	2	5	3	4	5	3	8 AQTV	4
Lower taxes on individuals/tax the rich more/get rid of Carbon tax	4 E	4	4	4	2	4 E	5	4	6 AE	4	4	4	4 A	3	2	4	3	3	4	5	4	4
Take COVID-19 more seriously	4 H	5 A	3	-	4	5 H	3	2	5	5	4	3	4	3	3	3	3	4 APQUT	7	3	3	4

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Leading Edge GenZ – 2020 Survey

(Continued)

Q59. What in your view is the single most important change government needs to make in order to do a better job?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Better leadership/ representation	3 R	4	3	5	3	3	2	4	4	2	4	3	3	4	4	5 ARTV	3	1	4	2	4 R	2	
Improve healthcare system (mental health, drug plan, free dental,...)	3 TUFB	2	4 AB	3	5 F	2	4	4	3	4	3	3	3	3	4	5 ARTUV	3	2	4 U	2	1	2	
Do a better job/be more efficient/logical in your decisions	3 PUC	4 AC	2	1	3	3	4	2	3	3	3	3	3	3	3	2	5 PU	4	5 APTU	2	1	3	
Strengthen the economy/ diversify it	2 QNOIC	3 AC	2	1	1	2	3	7 DEFGI A	1	3	2	2	3 ANO	1	1	2	1	2	2	3 Q	3 Q	3	
Better election system/ electoral reform/go by numbers of votes not ridings	2 VJC	3 AC	2	1	3 AH	2	1	1	3	1	2 J	3 J	2	3	4	3 TV	3	3 V	1	1	3 V	1	
Address crime/crime legislation/justice system/police system	2 T	2	2	2	2	2	5 H	1	2	2	2	3	2	4	3	2 T	5 TU	2	2	1	1	3 T	
Other	9 PVEC	11 AC	8	9	6	9 E	12 E	15 AEF	9	10	9	11	10	10	11	7	12 V	12	13 APV	10	11 V	6	
Nothing	4 PC	5 AC	3	2	3	4	4	4	4	4	3	3	4	2	2	2	3	3	8 PQRSU A	2	5 P		
You cannot say	22 PMJFH	22	22	33 AFGHI	27 AFGHI	20	19	16	21	18	22	26 AJ	19	18	27 AMN	16	18	23	20 QRSUV AP	35	24 P	21	

Leading Edge GenZ – 2020 Survey

Q60. How would you rate your own understanding of how democracy and government institutions work in Canada?
Would you say your understanding is:

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVv/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Excellent	14 PMNIJR	14	14	15	16	12	14	34 AIJ	11	8	33 ALMN	16 MN	7	5	20 AP	9	18 AR	12	22 AR
Good	48 PNHJD	47	49	40	46	53 ADE	49 D	43	55 AHJ	41	45 N	57 AKMN	48 N	33	52 AP	45	48	52 A	57 AQ
Only fair	31 OKLHCQS	33 AC	29	32	30	30	32	17	29 H	40 AHI	19	24 K	37 AKL	42 AKL	24	36 AO	27 S	31 S	17
Poor	7 LIFGBRSOK	6	8 AB	12 AFG	9 AFG	5	5	5	5	11 AHI	3	3	8 KL	20 AKLM	4	9 AO	7 S	5	3
DK/NA	*	*	-	-	*	-	-	-	*	-	-	-	*	-	*	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q60. How would you rate your own understanding of how democracy and government institutions work in Canada?
Would you say your understanding is:

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Excellent	14 EFG	22 CDEFG A	17 AEFG	14	11	8	8	12	14	16	17	14	15	11	14	13	21 AORT	11	15	13
Good	48 PQFG	45 G	47 G	57 BFG	52 ABCFG	40	36	46	50	49	51	48	47	50	49 APQ	34	36	49 PQ	57 AOPQT	45 PQ
Only fair	31 OD	29	30	22	31 D	37 ABDE	37 D	32	28	30	28	30	32	31	29	38 OS	36 S	36 S	26	32
Poor	7 RSJKB	4	6	7	6 B	16 ABCDE	19 ABCDE	9 AJK	8 K	5	4	8	6	8	7 S	14 AOQRS	7 S	4	2	9 RS
DK/NA	*	*	-	-	-	-	-	-	*	-	-	*	-	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q60. How would you rate your own understanding of how democracy and government institutions work in Canada?
Would you say your understanding is:

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Excellent	14 PQRKC	20 AC	8	15	13	15	14	17	12	20 AKL	11	15	13	14	16	12 QR	7	4	16 QR	19 APQR	18 PQR	17 PQR	
Good	48 QRL	49	48	43	49	50	50	47	45	49 L	51 AL	40	49	48	47	50 QR	36	39	53 AQR	50 QR	50 QR	47 Q	
Only fair	31 STUJB	26	35 AB	35	32	29	29	29	35 F	27	31	35 AJ	30	32	30	32 STU	39 ASTU	47 PSTUV A	26	24	25	31 T	
Poor	7 VJB	6	9 AB	8	7	7	7	8	8	4	7 J	11 AJK	7	6	7	6 RSTUV AP	18 V	10	5	7	7	5	
DK/NA	*	-	*	-	-	-	-	-	*	-	*	-	*	-	-	*	-	-	-	-	-	-	

Leading Edge GenZ – 2020 Survey

Q61. Was the topic of democracy and government - sometimes called "civics" - covered in your high school education? Was it covered:

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Extensively	11 NIJGB PM	10	12 AB	10	15 ADFG	10	8	28 AIJ	8	6	21 ALMN	11 N	8	7	15 AP	8	11	10	19 AQR
Reasonably well	48 NJG	45	49	47	49 G	50 G	43	44	54 AHJ	40	49 N	54 AMN	45	41	49	47	46	51 A	52
Not very much	33 KLHEC SO	36 AC	31	31	29	33	37 AE	21	31 H	41 AHI	25	28	38 AKL	37 KL	30	35 AO	32 S	32 S	25
Not at all	9 SOKIE R	10	8	12 EF	7	7	11 AEF	7	7	12 AHI	6	7	9	15 AKLM	6	11 AO	11 ARS	7	4
DK/NA	*	-	*	*	-	-	-	-	-	*	-	-	-	*	-	*	*	-	-

Leading Edge GenZ – 2020 Survey

Q61. Was the topic of democracy and government - sometimes called "civics" - covered in your high school education? Was it covered:

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Extensively	11 OHEF	16 CDEFG A	11 F	8	9	7	7	9	12	12	14	11	11	12	10	9	16 OP	10	20 AOPRT	11
Reasonably well	48 OL	44	48	50	49	45	48	46	51	48	44	44	53 AL	52 L	45	53	55 O	56 AO	50	54 AO
Not very much	33 Q	32	34	30	34	39 ABG	30	34	32	32	32	34	32	29	35 AQS	30	25	31	27	30
Not at all	9 QRSMI	8	8	11	9	8	16 ABCEF	10 AIJ	6	7	10 I	11 AMN	4	7 M	10 AQRST	8 RS	5	3	3	6
DK/NA	*	-	-	-	*	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q61. Was the topic of democracy and government - sometimes called "civics" - covered in your high school education? Was it covered:

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Extensively	11 RKEGC PQ	14 AC	8	9	8	14 AEGI	5	15 AEGI	8	15 AK	9	11	12	8	12	6	7	6	15 APQRU	15 APQRU	9	17 APQRU	
Reasonably well	48 QRDE	49	46	32	36	57 ADEHI	48 DE	49 DE	45 DE	46	50 AL	44	47	49	43	47 Q	37	39	48 Q	53 AQR	48 Q	52 AQR	
Not very much	33 TVFB	29	36 AB	40 FH	38 AFH	27	39 F	30	36 F	31	32	36	32	33	36	35 TV	44 PSTUV A	38 TV	32	26	35 TV	27	
Not at all	9 SVFHB	7	10 AB	18 AFGHI	18 AFGHI	3	8	5	10 FH	8	9	9	9	9	10	11 STV	13 STV	17 PSTUV A	6	7 V	9 V	3	
DK/NA	*	-	*	-	-	-	*	-	-	-	*	-	-	*	-	-	-	-	-	*	-	-	

Leading Edge GenZ – 2020 Survey

Q62. When you think about your friends, what proportion do you believe share your own views about politics?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
All of them	8 RPMIJ	8	9	12 F	10	7	7	20 AIJ	6	5	17 ALMN	8 M	5	7	11 AP	6	9 R	6	13 AR
Most	38 RND	39	37	30	35	42 ADE	40 DE	35	39	37	43 AN	42 AN	37 N	23	39	37	53 ARS	33	39 R
Some	33 QKH	35	32	33	33	33	34	29	36 AHJ	31	26	33 K	36 AK	34 K	33	33	24	44 AQS	31 Q
Few	11 KGB	9	12 AB	14 G	12 G	10	8	10	11	11	8	10	11	15 AK	10	11	9	10	13
Cannot say	10 OKLHI QRS	10	10	12	10	9	10	6	7	15 AHI	6	6	10 KL	21 AKLM	7	12 AO	5	8 QS	3
DK/NA	*	-	*	-	-	*	*	-	*	-	-	*	*	-	*	-	-	*	*

Leading Edge GenZ – 2020 Survey

Q62. When you think about your friends, what proportion do you believe share your own views about politics?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
All of them	8 OE	13 ACEF	7	9	6	7	11	9	9	8	6	8	8	9	8	8	13 AO	9	11	9
Most	38 PQG	38 G	40 G	44 G	40 G	34	28	36	38	40	41	38	38	35	40 APQT	27	27	38 Q	42 PQ	33
Some	33	33	33	30	34	31	28	32	34	34	36	33	36	31	33	35	33	36	29	35
Few	11	9	11	13	10	12	12	11	10	11	9	11	9	13	10	13	13	9	11	12
Cannot say	10 JBD	7	10 D	4	9 D	15 ABCDE	21 ABCDE	12 AJK	9	7	7	10	9	12	10	16 S	14 S	9	7	11
DK/NA	*	-	-	-	*	-	-	*	-	*	-	-	*	-	-	-	*	-	*	-

Leading Edge GenZ – 2020 Survey

Q62. When you think about your friends, what proportion do you believe share your own views about politics?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
All of them	8 RMKEC P	10 AC	7	8	6	9	7	10	11 E	11 AK	6	10 K	7	13 AM	13 AM	6	8 R	3	10 PR	10 PR	9 R	13 APR	
Most	38 TUVG	36	39	34	39 G	39 G	30	38	35	38	39	35	37	43 AM	48 AM	50 RSTUV AQ	37	39 U	37 U	33	29	31	
Some	33 PQNO	35 A	32	26	35	32	39 D	34	35	33	33	33	35 ANO	27	23	29	26	33	35 Q	37 PQ	36 Q	35 Q	
Few	11 POE	11	11	21 AEFHI	7	12 E	13 E	8	11	9	11	12	11	11	7	5	14 P	10	12 P	10 P	12 P	16 APT	
Cannot say	10 VNFB	8	12 AB	11	13 AF	8	11	10	9	8	11	9	10 N	6	8	10 V	14 SV	15 SV	7	10 V	14 SV	6	
DK/NA	*	*	*	-	*	-	-	-	*	-	*	-	*	-	-	-	*	-	-	*	-	-	

Leading Edge GenZ – 2020 Survey

Q63A. How often, if at all, do you connect with people (online/ in person) socially or professionally with people whose political views are clearly different from your own?

Online

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some/ PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Frequently	25 IJFGB PMN	22	27 AB	32 AFG	28 AFG	22	21	35 AIJ	23	22	35 ALMN	27 MN	21	20	29 AP	21	24	24	31 AQR
Sometimes	31 PNJ	30	31	27	30	34 D	30	31	34 AJ	27	31 N	37 AMN	29	24	33 AP	29	34	32	32
Rarely	21 KH	21	22	20	22	21	22	18	23 H	21	18	20	25 AKLN	19	20	22	21	23	23
Never	12 OLHEC	14 AC	10	10	8	13 E	16 ADE	8	11	15 AHI	9	9	14 AKL	15 KL	9	14 AO	12	12	10
Cannot say	11 OKLHI QRS	12	10	11	11	11	12	8	9	15 AHI	7	7	11 KL	23 AKLM	8	13 AO	9 S	8 S	3

Leading Edge GenZ – 2020 Survey

Q63A. How often, if at all, do you connect with people (online/ in person) socially or professionally with people whose political views are clearly different from your own?

Online

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Frequently	25 E	27	25	26	23	23	24	24	24	28	25	26	23	24	25	29	31 ART	20	25	22
Sometimes	31 G	30	31	36 G	31	31	24	32	32	31	26	31	30	31	30	36	26	29	36 Q	35 Q
Rarely	21 L	20	22	22	22	20	25	21	22	22	23	19	26 ALN	21	21	16	26 P	26 P	24	23
Never	12 P	12	13 D	7	13 D	12	10	11	10	11	18 AHIJ	11	12	13	13 P	6	9	15 P	11	11
Cannot say	11 SMJK	10	10	8	12	14	18 ABCD	13 AJK	12	8	8	12 AM	8	11	12 QS	13 S	8	10	5	10 S

Leading Edge GenZ – 2020 Survey

Q63A. How often, if at all, do you connect with people (online/ in person) socially or professionally with people whose political views are clearly different from your own?

Online

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Frequently	25 RMKC	27 AC	22	36 AEFGI	22	25	21	27	23	27 K	22	28 K	23	35 AM	29 M	25 R	27 R	10	29 AR	24 R	23 R	28 R	
Sometimes	31 QSLE	31	30	29	26	33 E	38 E	30	33 E	30	33 AL	26	30	29	35	31	25	30	26	34 QS	31	35 QS	
Rarely	21	23	20	17	19	23	22	21	21	20	22	22	22	22	18	19	21	23	23	25 PU	18	23	
Never	12 TVNB	10	14 AB	10	15 AFG	10	8	11	14	13	11	12	13 ANO	7	9	11	13	17 TV	13 TV	8	17 APTUV	8	
Cannot say	11 TVNFB	9	13 AB	9	18 DFGHI A	8	11	10	10	9	12	12	12 AN	7	9	14 ASTV	14 TV	21 PSTUV A	9	8	11 V	6	

Leading Edge GenZ – 2020 Survey

Q63B. How often, if at all, do you connect with people (online/ in person) socially or professionally with people whose political views are clearly different from your own?

In person

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Frequently	17 QPMIJ	16	17	22 AFG	18	14	16	29 AIJ	15	13	26 ALMN	17 M	13	14	22 AP	12	14	15	28 AQR
Sometimes	38 NJD	38	38	30	37 D	41 D	40 D	36	44 AHJ	32	40 N	43 AN	38 N	26	39	38	41	40	41
Rarely	27 KH	27	27	28	26	27	27	21	27 H	29 H	20	27 K	29 AK	27	26	28	29	29	24
Never	8 SOI	8	8	9	9	7	8	6	6	12 AHI	7	6	9	12 AKL	6	10 AO	8 S	9 S	4
Cannot say	10 OKLH RS	11	9	11	10	10	10	7	8	15 AHI	7	6	11 KL	22 AKLM	8	12 AO	8 S	7 S	2

Leading Edge GenZ – 2020 Survey

Q63B. How often, if at all, do you connect with people (online/ in person) socially or professionally with people whose political views are clearly different from your own?

In person

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Frequently	17 RHFG	22 ACEFG	16 G	20 FG	16 FG	11	9	15	18	18	20 H	17	17	16	17	16	19	12	16	20 R
Sometimes	38 RKG	38 G	39 G	43 G	38 G	37	28	39	38	41 K	33	39	37	37	38	42	41 R	31	46 AORT	34
Rarely	27	25	28	26	28	27	32	27	27	25	29	25	29	28	27	24	30	35 AOPST	25	26
Never	8	6	7	6	8	13 ABCDE	12	8	7	9	10	8	8	9	8	7	5	11	8	11 Q
Cannot say	10 QSJD	9 D	10 D	4	9 D	13 D	20 ABCDE	12 AJK	10	7	8	11	8	10	11 QS	12 S	6	11 S	5	9

Leading Edge GenZ – 2020 Survey

Q63B. How often, if at all, do you connect with people (online/ in person) socially or professionally with people whose political views are clearly different from your own?

In person

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Frequently	17 RKEGC PQ	21 AC	13	24 AEG	13	17	11	22 AEG	16	21 AK	15	17	16	18	19	14 R	12	7	21 APQR	20 PQR	17 R	21 APQR	
Sometimes	38	38	38	36	38	38	38	39	41	39	39	36	38	37	39	42 A	34	35	37	38	35	40	
Rarely	27	27	27	23	27	29	32	24	24	25	28	25	26	32 M	28	26	25	28	28	25	29	27	
Never	8 VO	7	9	9	8	8	9	6	8	6	8	10 J	9 ANO	6	5	7	11	10	7	9	10	6	
Cannot say	10 SVFB	8	13 AB	8	14 ADF	8	10	10	12	8	10	12	11	8	9	11 SV	18 PSTUV A	19 PSTUV A	7	9	9	6	

Leading Edge GenZ – 2020 Survey

Q64. And how often, if at all, do you discuss politics with others whose political views are clearly different from your own?

SUBSAMPLE: Connect with people whose political views are different, at least rarely

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2244	942	1301	250	754	618	622	422	1095	724	433	665	879	265	1054	1190	641	794	399
Unweighted Total	2244	890	1354	261	776	638	569	441	1074	727	445	656	874	268	1076	1168	630	816	391
Frequently	12 PMNIJR	11	12	15	12	12	10	27 AIJ	9	7	28 ALMN	11 M	6	7	17 AP	7	14 AR	8	18 AR
Sometimes	45 NJE	47	44	42	40	50 AE	47 E	40	50 AHJ	40	49 N	49 AN	44 N	30	47	43	42	49 AQ	53 AQ
Rarely	35 SOKH	35	35	32	38 AF	32	35	27	34 H	41 AHI	20	33 K	41 AKL	44 AKL	29	40 AO	35 S	37 S	25
Never	9 OKLHIRS	8	9	11	10	7	8	6	7	12 AHI	3	7 K	10 KL	19 AKLM	7	10 AO	9 RS	6	4
DK/NA	*	*	-	-	*	-	-	-	*	-	-	-	-	*	-	*	-	-	-

Leading Edge GenZ – 2020 Survey

Q64. And how often, if at all, do you discuss politics with others whose political views are clearly different from your own?

SUBSAMPLE: Connect with people whose political views are different, at least rarely

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2244	598	566	124	951	284	126	953	477	536	275	1319	577	347	1516	128	91	116	167	203
Unweighted Total	2244	565	568	132	978	287	132	982	480	521	258	1101	668	475	1158	124	252	156	200	318
Frequently	12 EG	16 AEFG	13 EG	11	10	9	6	11	12	11	16	11	12	12	12	9	14	8	17 R	12
Sometimes	45 HFG	46 FG	46 FG	52 FG	46 FG	38	34	41	47	50 AH	45	43	48	45	44	50	44	42	52	46
Rarely	35 SB	31	32	33	36 B	42 ABC	47 ABCDE	37	33	34	33	36	32	35	36 S	30	31	39 S	27	36 S
Never	9 SJD	7	8	4	9 D	11 D	14 D	11 AJK	8	6	6	10	7	7	9 S	11	11 S	11	5	6
DK/NA	*	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q64. And how often, if at all, do you discuss politics with others whose political views are clearly different from your own?

SUBSAMPLE: Connect with people whose political views are different, at least rarely

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	=====		=====							=====			=====			=====							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2244	1120	1081	140	489	894	136	298	287	586	1195	462	1543	282	284	563	170	151	371	339	269	381	
Unweighted Total	2244	1066	1123	136	497	888	137	307	279	568	1202	474	1513	289	292	557	175	135	341	349	276	411	
Frequently	12 RMKEC Q	14 AC	9	13	9	13 E	10	12	12	14 K	10	15 AK	10	14	16 AM	11 QR	6	4	13 QR	14 QR	12 R	14 QR	
Sometimes	45	47	43	44	41	47 E	44	44	47	44	44	48	45	44	46	44	43	42	43 PQRSV A	53	46	43	
Rarely	35 TOLB	31	39 AB	30	42 ADFHI	33	35	33	32	37 L	36 L	29	37 AO	34	29	38 T	38 T	41 T	36 T	26	33	34 T	
Never	9 PJF	8	9	13	9	7	11	11	9	6	10 J	9	8	7	9	6	13 P	14 P	9	7	9	9	
DK/NA	*	*	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	-	-	*	-	-	

Leading Edge GenZ – 2020 Survey

Q65. In your experience, when you talk about politics with people who you disagree with, do you generally find it to be:

SUBSAMPLE: Those who discuss politics with others whose views are different, at least rarely

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2049	869	1180	223	681	574	571	396	1015	636	419	622	793	214	979	1070	586	749	383
Unweighted Total	2048	822	1226	231	700	590	527	415	994	637	428	617	789	213	999	1049	571	770	376
Interesting and informative	42 QPNJ	42	41	38	44	42	40	56 AIJ	41 J	33	51 ALMN	41 N	40 N	30	45 AP	38	32	46 AQ	52 AQ
Stressful and frustrating	45 RSH	44	45	47	42	48 E	45	35	47 H	48 H	44	45	45	49	44	46	57 ARS	41	38
Neither	13 SOKHF	13	14	15	15 F	11	15	9	12	19 AHI	6	14 K	15 K	21 AKL	11	16 AO	12	13	10

Leading Edge GenZ – 2020 Survey

Q65. In your experience, when you talk about politics with people who you disagree with, do you generally find it to be:

SUBSAMPLE: Those who discuss politics with others whose views are different, at least rarely

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2049	554	520	119	870	251	109	847	439	503	257	1192	534	322	1383	113	81	103	158	189
Unweighted Total	2048	525	519	125	896	254	113	871	442	488	244	997	613	438	1057	111	222	140	189	298
Interesting and informative	42 OG	49 ACEFG	41 G	39	40 G	37	28	40	45	42	40	40	41	50 ALM	39	48	46	40	53 AOR	49 AO
Stressful and frustrating	45 TNB	40	46 B	46	46 B	48 B	49	46	42	43	49	46 N	49 N	35	47 AT	40	43	43	40	38
Neither	13 SM	11	12	14	14	15	23 ABCE	14	13	14	11	14	11	15	14 S	12	11	17 S	7	13 S

Leading Edge GenZ – 2020 Survey

Q65. In your experience, when you talk about politics with people who you disagree with, do you generally find it to be:

SUBSAMPLE: Those who discuss politics with others whose views are different, at least rarely

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2049	1032	982	122	446	833	122	266	260	551	1077	421	1413	262	259	527	147	130	339	314	244	347	
Unweighted Total	2048	981	1020	121	452	822	123	273	257	532	1086	430	1386	267	269	516	153	116	308	326	252	377	
Interesting and informative	42 TNOLC Q	46 AC	37	38	40	45 A	37	38	41	50 AKL	40	36	44 ANO	34	35	40 Q	31	36	51 PQRTU A	36	37	50 PQRTU A	
Stressful and frustrating	45 SVMJB	40	50 AB	50	42	45	49	46	47	37	48 AJ	48 J	43	53 AM	53 AM	47 SV	55 ASV	51 SV	35	53 ASV	45 S	38	
Neither	13 F	14	13	11	18 AF	11	14	17 F	12	13	12	16	13	13	12	13	15	14	14	12	18 TV	11	

Leading Edge GenZ – 2020 Survey

Q66. Would you say you are basically optimistic or basically pessimistic about the direction you think the world is heading over the next 10 years?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Basically optimistic	32 PMNJD Q	30	33	26	36 ADG	31	31	51 AIJ	33 J	21	40 AMN	34 MN	29	24	38 AP	27	29	34 Q	42 AQR
Basically pessimistic	44 OHE	45	44	46	41	47 E	45	32	44 H	50 AHI	41	47	44	41	41	47 AO	49 ARS	43	41
Neither pessimistic/ optimistic	24 SOKLH	25	23	29 F	23	22	25	17	23 H	29 AHI	19	18	27 AKL	34 AKLM	21	26 AO	22	23 S	17
DK/NA	*	*	*	-	*	-	-	-	*	-	-	*	-	*	*	*	*	-	*

Leading Edge GenZ – 2020 Survey

Q66. Would you say you are basically optimistic or basically pessimistic about the direction you think the world is heading over the next 10 years?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Basically optimistic	32 OHFG	40 AEFG	35 FG	31 G	31 FG	23	19	29	32	35 H	35	31	31	38 ALM	30	27	47 AOPRT	31	39 AOP	38 AOP
Basically pessimistic	44 QNB	40	45	50 B	44	45	50 B	45	46	44	40	45 N	47 N	37	46 AQT	42	33	44 Q	42	40
Neither pessimistic/ optimistic	24 JBC	21	20	19	25 BC	32 ABCDE	31 BCD	26 AJ	23	21	24	24	22	25	24	30 QS	20	25	19	22
DK/NA	*	-	-	-	*	1	-	*	-	-	-	*	*	-	*	-	-	-	1	-

Leading Edge GenZ – 2020 Survey

Q66. Would you say you are basically optimistic or basically pessimistic about the direction you think the world is heading over the next 10 years?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Basically optimistic	32 QNKLC	37 AC	27	32	31	33	30	33	29	44 AKL	29 L	23	33 AN	23	28	29 Q	10	26 Q	38 APQR	35 QR	32 Q	41 APQRU	
Basically pessimistic	44 SVJ	43	45	43	43	43	46	43	50 AF	32	46 J	55 AJK	43	53 AM	51 AM	43 V	65 RSTUV AP	46 V	38	45 V	49 SV	36	
Neither pessimistic/ optimistic	24 TB	19	28 AB	26	26	23	24	24	21	23	25	21	24	24	21	28 ATU	25	28 T	24	19	20	22	
DK/NA	*	*	*	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	*	*	-	-	

Leading Edge GenZ – 2020 Survey

Q67. In your opinion, what is the most important problem facing the world today?

SUBSAMPLE: Split sample (1/2 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1305	567	738	144	470	324	367	257	606	440	249	355	516	182	592	713	355	451	212
Unweighted Total	1303	531	772	151	481	340	331	264	600	437	251	355	513	183	598	705	347	462	208
Environment/pollution/global warming/climate change	27 RSDE	27	27	19	24	34 ADE	29 D	22	27	31 AH	26	29	28	25	27	27	37 ARS	23	20
COVID-19 effects/issues/how it is handled	26	27	25	20	30 ADG	27	23	28	27	24	25	30	24	28	26	27	22	29	22
Racism/ethnic intolerance/discrimination/police brutality	12 H	13	12	12	12	12	12	8	13 H	13	11	13	13	12	11	13	11	13	14
Starvation/world hunger/poverty	5	6	5	6	7	4	4	5	4	8 AI	5	4	6	8	6	5	4	7	4
Economy/recession/unemployment/debt	5 L	5	5	7	5	6	4	4	5	6	6	3	6	7	4	6	4	5	7
Social/moral decline/lack of common sense/knowledge	5 C	6 AC	3	5	4	5	5	3	5	6	3	5	5	7	3	6	5	4	5
Corruption/corrupted governments worldwide	4	4	4	4	5	5	3	4	4	5	5	4	5	2	3	5	3	5	5
war/conflict/nuclear arms/unrest	4	4	4	3	4	3	4	3	4	3	2	3	4	5	4	4	3	5 A	3
Unequal distribution of wealth/greed/capitalism	3 OC	4 AC	2	1	2	4	4	2	2	5 AI	2	4	3	2	2	4 AO	5 ARS	2	2
Fake news/lies/spread of misinformation in the media	2 IF	2	2	3	3 F	1	2	3	1	3	1	3	3 N	1	2	3	2	2	3

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Leading Edge GenZ – 2020 Survey

(Continued)

Q67. In your opinion, what is the most important problem facing the world today?

SUBSAMPLE: Split sample (1/2 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1305	567	738	144	470	324	367	257	606	440	249	355	516	182	592	713	355	451	212
Unweighted Total	1303	531	772	151	481	340	331	264	600	437	251	355	513	183	598	705	347	462	208
Health care/disease/drug abuse	2 QN	3	2	2	3	1	2	1	2	2	3	3	2	1	2	2	1	2 Q	4 Q
Decline of democracy/ authoritarian governments/extreme political movements	1 R	1	2	2	1	1	2	-	1	2	-	1	2	3	1	2	1	*	3 R
Donald Trump/US politics/ foreign policy	1	1	1	1	1	2	1	-	2	1	*	1	1	1	1	2	2	1	1
Automation in the workplace/disappearance of jobs/unemployment/ technology taking over in people's lives	1 M	*	1	1	1	1	*	1	*	1	1	1	*	2	1	1	1	1	-
Crime/human trafficking/ child sex	1	1	*	2	1	*	*	1	1	*	2	1	-	*	1	*	*	1	1
Refugees/Immigration	*	-	*	-	*	-	-	*	-	*	-	*	-	-	*	*	*	*	-
Other	3	4	2	2	5	2	3	2	3	4	3	3	3	5	3	4	3	3	4
None	1 G	1	1	3 FG	1	*	*	2	1	*	1	1	*	2	1	1	1	1	1
DK/NA	13 PJB	10	15 AB	21 AEF	11	11	14	19 AJ	13	9	17 L	11	13	11	16 AP	10	12	13	15

Leading Edge GenZ – 2020 Survey

Q67. In your opinion, what is the most important problem facing the world today?

SUBSAMPLE: Split sample (1/2 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1305	357	330	59	533	174	82	541	293	307	164	766	331	208	883	80	49	64	94	119
Unweighted Total	1303	334	329	63	555	172	87	554	301	294	153	635	389	279	671	78	143	89	116	181
Environment/pollution/ global warming/climate change	27 PQTMG	26	30 G	19	34 ABDFG	24	18	27	24	29	32	31 AM	20	25	31 APQT	17	10	25 Q	23 Q	20 Q
COVID-19 effects/issues/ how it is handled	26 OL	23	28	35	25	26	36 B	27	26	26	26	23	29 L	35 AL	23	26	23	27	35 QQ	41 AOPQR
Racism/ethnic intolerance/ discrimination/police brutality	12	11	15	9	11	15	11	12	13	13	10	12	15 N	8	11	19 R	20 R	7	10	14
Starvation/world hunger/ poverty	5	6	3	12 C	4	6	6	4	7	6	5	5	5	6	6	3	6	9	4	4
Economy/recession/ unemployment/debt	5	6	4	8	6	7	4	6	4	7	3	5	5	4	5	6	4	6	7	5
Social/moral decline/ lack of common sense/ knowledge	5 K	6	4	3	4	4	3	5 K	6 K	4	2	5	3	7 M	4	3	8	7	4	5
Corruption/corrupted governments worldwide	4	4	6 D	1	4	4	2	4	6	3	4	4	4	6	4	4	7	2	9 R	4
war/conflict/nuclear arms/unrest	4 JG	3	3	3	5 G	4	1	5 J	4	2	3	3	4	5	3	3	4	3	3	5
Unequal distribution of wealth/greed/capitalism	3	3	5	2	3	2	3	3	4	3	1	3	3	2	3	-	4	1	4	2
Fake news/lies/spread of disinformation in the media	2 IK	2	2	3	2	6 ACG	2	3 IK	1	4 IK	*	3	1	1	3	1	2	2	-	2

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Leading Edge GenZ – 2020 Survey

(Continued)

Q67. In your opinion, what is the most important problem facing the world today?

SUBSAMPLE: Split sample (1/2 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1305	357	330	59	533	174	82	541	293	307	164	766	331	208	883	80	49	64	94	119
Unweighted Total	1303	334	329	63	555	172	87	554	301	294	153	635	389	279	671	78	143	89	116	181
Health care/disease/drug abuse	2 T	2	2	2	2	4	-	3	2	1	3	2	1	2	2 T	1	2	1	4	1
Decline of democracy/ authoritarian governments/extreme political movements	1	1	1	-	2 C	1	-	1	1	3	1	1	1	2	1	-	1	1	1	1
Donald Trump/US politics/ foreign policy	1 B	*	2	1	1	4 B	-	1	2	1	2	1	1	*	2 A	-	-	-	-	1
Automation in the workplace/disappearance of jobs/unemployment/ technology taking over in people's lives	1	1	*	-	1	1	-	*	1	1	1	1	1	-	1	-	-	-	-	-
Crime/human trafficking/ child sex	1	*	1	-	*	1	-	1	2	*	-	1	1	*	1	1	1	-	-	-
Refugees/Immigration	*	*	*	-	-	-	-	-	-	*	-	*	*	-	*	-	-	-	1	-
Other	3 E	4	4	5	2	2	3	4	3	2	4	3	4	3	3	8 Q	1	4	4	3
None	1	1	1	3	*	1	2	*	1	2	1	1	1	*	1	2	2	-	1	2
DK/NA	13	15	13	16	11	11	21 E	13	13	14	11	12	15	12	12	16	16	22 AOS	8	13

Leading Edge GenZ – 2020 Survey

Q67. In your opinion, what is the most important problem facing the world today?

SUBSAMPLE: Split sample (1/2 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS									
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
Total	1305	632	648	85	290	520	84	176	150	346	687	273	910	155	159	311	100	98	221	188	160	226			
Unweighted Total	1303	592	678	84	288	520	83	184	144	334	693	276	883	161	163	312	100	87	201	199	156	248			
Environment/pollution/ global warming/climate change	27 TVH	26	29	25	38 DFGHI A	26	22	20	24	27	27	27	27	30	31	40 ASTUV	30 T	33 TV	24	17	23	21			
COVID-19 effects/issues/ how it is handled	26 O	25	28	22	22	26	30	23	40 ADEFH	27	27	24	28 O	20	16	22	26	20	27	27	20	38 QRSTU AP			
Racism/ethnic intolerance/ discrimination/police brutality	12 TUB	8	16 AB	13	9	13	15	15	12	11	13	13	11	12	19 AM	17 ATU	19 TU	11	11	7	6	13 TU			
Starvation/world hunger/ poverty	5 OE	5	6	5	2	6 E	6	7 E	9 E	5	5	6	6 AO	5	1	5	7	7	4	6	6	6			
Economy/recession/ unemployment/debt	5 NOGI	6	5	3	7 GI	6 GI	1	8 GI	2	5	5	6	6 ANO	2	3	3	3	6	6	6	9 PQ	5			
Social/moral decline/ lack of common sense/ knowledge	5 OD	5	4	2	7 D	4	5	5	3	6	4	4	5 AO	6 O	1	4	3	7	6	5	5	3			
Corruption/corrupted governments worldwide	4 DC	6 AC	3	*	3	4 D	7 D	6 D	5 D	3	4	6	5 A	3	2	4	2	8	5	4	5	2			
war/conflict/nuclear arms/unrest	4 RVLG	3	4	3	5 G	4 G	1	3	4	3	5 L	1	4	4	4	6 RV	7 RV	*	4 R	3	2	1			
Unequal distribution of wealth/greed/capitalism	3 STJH	2	4	3	4	3	5	1	2	1	3 J	5 J	2	7	6	7 ASTUV	3	3	1	1	2	2			

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Leading Edge GenZ – 2020 Survey

(Continued)

Q67. In your opinion, what is the most important problem facing the world today?

SUBSAMPLE: Split sample (1/2 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1305	632	648	85	290	520	84	176	150	346	687	273	910	155	159	311	100	98	221	188	160	226	
Unweighted Total	1303	592	678	84	288	520	83	184	144	334	693	276	883	161	163	312	100	87	201	199	156	248	
Fake news/lies/spread of disinformation in the media	2 TO	3	2	3	1	2	1	4	3	3	2	2	3 O	2	1	3 T	1	3	1	1	5 QT	2	
Health care/disease/drug abuse	2 NC	3 C	1	1	2	2	3	2	-	1	3	2	2 N	1	2	1	3	-	3	1	3	3	
Decline of democracy/ authoritarian governments/extreme political movements	1 J	1	1	3	1	2	-	1	*	*	2 J	1	1	1	3	1	1	2	2	1	2	1	
Donald Trump/US politics/ foreign policy	1	1	1	-	1	1	3	3	1	1	1	3 AK	1	2	2	2	2	-	1	1	1	2	
Automation in the workplace/disappearance of jobs/unemployment/ technology taking over in people's lives	1 F	1	1	-	2 F	*	-	1	1	1	1	1	1	-	2	1	1	-	1	1	1	1	
Crime/human trafficking/ child sex	1 K	1	1	1	*	1	-	-	1	*	*	2 AK	1	1	-	-	2	-	1	1	-	1	
Refugees/Immigration	*	*	-	-	-	*	-	1	-	-	-	1	*	-	*	-	-	-	-	*	1	-	
Other	3 E	4	3	6	1	3	3	6 E	5	3	3	4	4	2	2	2	5	3	6 TV	2	6 TV	2	
None	1 K	1	*	1	1	1	1	-	-	1	*	2 K	1	1	3	-	-	1	1	3 A	1	1	
DK/NA	13 PM	14	12	19	12	13	8	16	10	13	12	14	10	17 M	20 AM	6	12	9	12 P	25 PQRSV A	17 P	12 P	

Leading Edge GenZ – 2020 Survey

Q68. In your opinion, what do you think will be the most serious problem facing the world in the future if nothing is done to address it?

SUBSAMPLE: Split Sample (1/2 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1287	544	743	147	396	392	353	214	612	460	229	361	508	188	573	714	363	439	203
Unweighted Total	1289	519	770	154	410	397	328	227	595	467	240	357	502	190	590	699	357	454	200
Environment/pollution/ global warming/climate change	47 SHD	48	46	33	46 D	49 D	50 D	35	45 H	54 AHI	41	47	51 AKN	42	45	48	58 ARS	43	35
COVID-19 effects/issues/ how it is handled	13 QJ	12	14	18	14	12	12	19 AJ	15 J	9	19 AMN	13	12	11	14	13	9	15 Q	15 Q
Economy/recession/ unemployment/debt	6 OC	8 AC	5	4	4	6	9 DE	9	5	6	7	8	6	4	4	8 AO	4	6	9 Q
Racism/ethnic intolerance/ discrimination/police brutality	5 B	4	7 AB	8	6	6	4	4	6	5	5	6	5	6	5	6	6	5	3
War/conflict/nuclear arms/unrest	5 H	4	5	3	5	6	3	1	4 H	7 AHI	3	5	5	5	4	5	3	5	5
Decline of democracy/ authoritarian governments/extreme political movements	3	4	3	3	2	5 E	3	2	3	4	3	3	4	2	4	3	4	2	8 AR
Starvation/world hunger/ poverty	3 S	4	3	4	4	3	2	3	3	3	3	3	2	4	3	4	2	3	1
Corruption/corrupted governments worldwide	3 HC	4 AC	2	1	3	2	3	*	3 H	3 H	3	2	3	4	2	3	3	2	3
Unequal distribution of wealth/greed/capitalism	2 SD	3	2	1	2	5 ADE	2	-	3	3	3	2	3	2	3	2	4 S	3 S	1

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Leading Edge GenZ – 2020 Survey

(Continued)

Q68. In your opinion, what do you think will be the most serious problem facing the world in the future if nothing is done to address it?

SUBSAMPLE: Split Sample (1/2 of total)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1287	544	743	147	396	392	353	214	612	460	229	361	508	188	573	714	363	439	203
Unweighted Total	1289	519	770	154	410	397	328	227	595	467	240	357	502	190	590	699	357	454	200
Social/moral decline/ lack of common sense/ knowledge	2 Q	2	2	-	3	3	1	1	2	3	1	2	2	4	2	2	1	2	3
Health care/disease/drug abuse	2	3	1	1	1	2	3	2	2	2	1	2	2	3	2	2	1	1	3
Donald Trump/US politics/ foreign policy	1	2	1	1	1	2	1	1	1	2	2	2	1	1	2	1	2	1	3
Automation in the workplace/disappearance of jobs/unemployment/ technology taking over in people's lives	1 L	*	1	2	1	1	*	1	1	1	-	*	2 L	1	1	1	-	1	2
Fake news/lies/spread of disinformation in the media	1	1	1	*	1	1	-	1	1	1	-	1	1	1	1	1	*	1	2
Crime/human trafficking/ child sex	*	*	*	-	1	-	*	*	*	*	-	*	*	1	*	*	-	*	1
Refugees/Immigration	*	1	*	-	*	1	-	1	*	-	1	*	*	-	-	*	-	*	-
Other	4	5	3	5	4	3	4	4	4	4	3	4	4	5	4	4	4	3	4
None	3 QN	2	3	3	2	4	2	5	2	2	2	4 N	3 N	1	2	3	1	3	6 AQ
DK/NA	16 MJF	14	18	27 AFG	19 F	11	16	22 J	18 J	12	21 LM	13	13	25 ALM	18	15	16	18	12

Leading Edge GenZ – 2020 Survey

Q68. In your opinion, what do you think will be the most serious problem facing the world in the future if nothing is done to address it?

SUBSAMPLE: Split Sample (1/2 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1287	320	322	75	563	169	77	576	254	292	161	763	328	197	880	67	50	73	88	119
Unweighted Total	1289	304	325	79	578	170	80	597	251	286	151	643	377	269	678	66	135	100	104	192
Environment/pollution/ global warming/climate change	47 PQJBD	39	50 BD	34	55 ABDG	49 D	39	53 AJ	45	39	43	50 AM	42	43	48 PQ	33	30	65 OPQST A	47 Q	41
COVID-19 effects/issues/ how it is handled	13	15	15	10	12	11	11	12	14	14	15	13	15	13	13	18	10	9	18	15
Economy/recession/ unemployment/debt	6 PE	6	8 E	5	4	7	6	5	6	8	6	5	7	7	6 P	2	9 P	3	7	10 PR
Racism/ethnic intolerance/ discrimination/police brutality	5 B	3	5	10	6 B	7	11 B	6	5	5	5	5	6	7	5	7	10	5	5	6
War/conflict/nuclear arms/unrest	5	3	6	5	5	7	6	5	5	3	5	5	5	3	5	4	6	2	3	5
Decline of democracy/ authoritarian governments/extreme political movements	3 S	5	3	5	3	4	3	3	3	4	4	3	2	5	4 S	4	2	3	1	3
Starvation/world hunger/ poverty	3 NIK	3	4	1	2	6 DEG	1	5 AIJK	1	2	1	4 AMN	2	1	3	10 RST	4	1	1	2
Corruption/corrupted governments worldwide	3	3	2	5	2	4	2	2	3	3	2	2	3	3	3	3	4	1	3	2
Unequal distribution of wealth/greed/capitalism	2	2	2	2	3	2	2	3	2	2	2	2	2	4	3	2	1	4	2	2

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Leading Edge GenZ – 2020 Survey

(Continued)

Q68. In your opinion, what do you think will be the most serious problem facing the world in the future if nothing is done to address it?

SUBSAMPLE: Split Sample (1/2 of total)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1287	320	322	75	563	169	77	576	254	292	161	763	328	197	880	67	50	73	88	119
Unweighted Total	1289	304	325	79	578	170	80	597	251	286	151	643	377	269	678	66	135	100	104	192
Social/moral decline/ lack of common sense/ knowledge	2	1	3	2	2	2	7 B	2	2	2	2	2	2	4	2	5	4	-	-	1
Health care/disease/drug abuse	2	3	1	1	2	2	-	1	3	2	2	2	1	2	2	1	2	2	2	2
Donald Trump/US politics/ foreign policy	1	2	1	-	1	1	3	1	2	2	2	2	1	*	2 A	1	2	1	-	-
Automation in the workplace/disappearance of jobs/unemployment/ technology taking over in people's lives	1	2	*	-	1	*	2	1	1	1	1	1	1	2	1	2	1	-	1	-
Fake news/lies/spread of disinformation in the media	1	1	1	3	1	1	-	*	1	1	2	1	1	*	1	-	*	*	1	2
Crime/human trafficking/ child sex	*	*	*	2	*	2	-	*	-	1	-	*	1	*	*	-	*	-	1	-
Refugees/Immigration	*	*	-	-	*	1	-	*	1	*	-	*	-	*	*	2	-	-	-	1
Other	4	5	4	1	3	5	3	4	5	4	3	4	3	6	3	5	5	3	3	8 O
None	3 TLH	4	2	9 ACEG	2	-	1	1	3	5 AHK	1	1	6 ALN	2	3 T	4	3	3	1	*
DK/NA	16	19	13	22	14	14	22	14	18	20	14	16	18	16	16	13	26 AOPR	11	20	17

Leading Edge GenZ – 2020 Survey

Q68. In your opinion, what do you think will be the most serious problem facing the world in the future if nothing is done to address it?

SUBSAMPLE: Split Sample (1/2 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	=====			=====						=====			=====			=====							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1287	612	651	70	307	491	72	161	187	315	704	268	909	152	151	337	108	109	193	200	151	189	
Unweighted Total	1289	593	666	70	311	488	76	161	183	311	698	280	899	153	154	332	116	97	183	197	164	200	
Environment/pollution/ global warming/climate change	47 TVHB	42	51 AB	39	58 ADFGH	45 H	41	34	48 H	44	49 A	42	48	49	50	67 RSTUV A	60 ASTUV	54 TV	42 T	26	41 T	32	
COVID-19 effects/issues/ how it is handled	13 POE	14	13	9	10	14	20	19 ADEI	11	15	13	12	14 O	14	8	7	13	9	19 PRU	16 P	10 APQRU	23	
Economy/recession/ unemployment/debt	6 OI	5	7	5	7 I	6 I	3	9 I	2	8	5	7	7 AO	4	2	5	6	5	5	6	9	9	
Racism/ethnic intolerance/ discrimination/police brutality	5 RB	4	7	7	3	6	6	6	6	4	6	5	5	8	9	8 RS	5	1	3	5 R	4	7 R	
war/conflict/nuclear arms/unrest	5 VF	5	5	5	4	2	9	9 AEF	7 F	4	5	5	5	4	5	4	10 APT	4	4	4	6	2	
Decline of democracy/ authoritarian governments/extreme political movements	3 QB	2	4 AB	-	2	3	8	5	3	5	3	3	3	5	3	4 Q	1	4	4	3	4	2	
Starvation/world hunger/ poverty	3	3	4	6	3	3	1	4	2	2	3	3	3	3	5	3	7	2	4	2	2	3	
Corruption/corrupted governments worldwide	3 TJ	2	3	4	2	2	4	2	4	*	4 AJ	3 J	2	3	5	3	4	2	2	1	4 T	3	
Unequal distribution of wealth/greed/capitalism	2 T	2	2	-	3	2	2	2	6 AF	1	3	2	2	3	4	4 T	1	4	1	1	4	1	

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Leading Edge GenZ – 2020 Survey

(Continued)

Q68. In your opinion, what do you think will be the most serious problem facing the world in the future if nothing is done to address it?

SUBSAMPLE: Split Sample (1/2 of total)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS								
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	1287	612	651	70	307	491	72	161	187	315	704	268	909	152	151	337	108	109	193	200	151	189		
Unweighted Total	1289	593	666	70	311	488	76	161	183	311	698	280	899	153	154	332	116	97	183	197	164	200		
Social/moral decline/ lack of common sense/ knowledge	2	2	2	-	2	1	3	2	4	1	2	3	2	1	4 N	2	4	3	4	-	1	1		
Health care/disease/drug abuse	2 OL	1	2	1	2	1	3	2	2	2 L	2 L	*	2 O	1	*	2	-	3	4	2	1	1		
Donald Trump/US politics/ foreign policy	1	1	1	2	1	2	2	2	1	2	2	1	2	2	-	2	2	5	1	1	1	-		
Automation in the workplace/disappearance of jobs/unemployment/ technology taking over in people's lives	1	1	1	-	1	1	2	-	1	1	1	1	1	-	-	1	2	1	1	1	-	*		
Fake news/lies/spread of disinformation in the media	1	1	*	1	*	1	-	-	-	1	1	1	1	1	*	*	1	-	1	*	1	1		
Crime/human trafficking/ child sex	*	-	1	-	*	-	4	-	*	-	*	*	*	1	-	*	1	-	*	-	-	1		
Refugees/Immigration	*	*	*	-	*	*	-	-	*	1	-	-	*	-	-	-	-	-	1	-	-	1		
Other	4 E	4	4	4	2	5 E	8	2	4	4	4	3	4	6	2	3	3	5	4	3	4	5		
None	3 POC	4 AC	1	3	3	2	1	5	2	3	2	3	2	3	1	1	-	1	2	10 PRSUVA	1	2		
DK/NA	16 PQMC	19 AC	14	27 AFGH	16	16	13	13	20	16	15	21 AK	15	11	18	7	7	17 PQ	16 PQ	31 QRSUV AP	21 PQ	20 PQ		

Leading Edge GenZ – 2020 Survey

Q69A. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Climate change

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very confident	15 PMIJF	15	15	18	17 F	12	15	28 AIJ	13	11	23 ALMN	16 M	11	15	19 AP	12	15	14	21 AQR
Somewhat confident	33	32	34	35	33	35	31	30	37	30	29	36	34	31	33	34	27	37	39
Not very confident	37 SOKHD	37	37	29	35	38 D	42 ADE	30	38 H	40 H	31	36	41 AKL	35	34	39 AO	40 S	35	32
Not at all confident	14 SLHIG	16	13	18 G	15	14	12	11	12	20 AHI	17 L	11	14	18 L	14	15	17 AS	14 S	8
DK/NA	*	*	*	1	*	-	*	1	*	*	1	-	*	*	*	*	*	-	*

Leading Edge GenZ – 2020 Survey

Q69A. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Climate change

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very confident	15	19	18	19	12	9	13	15	15	16	13	16	12	17	15	22	18	5	20	15
	RMEF	AEF	AEF	F								M		M	R	AOR	R		R	R
Somewhat confident	33	33	28	36	35	33	31	32	33	34	36	32	36	34	32	27	38	37	39	35
	C				C												P		OP	
Not very confident	37	34	38	32	40	40	40	36	36	39	39	38	38	34	38	34	32	44	28	39
	S				AB										S			QS		S
Not at all confident	14	13	16	13	12	17	15	17	16	10	12	14	14	15	15	16	12	14	12	10
	TJE		E			E		AJK	J						T					
DK/NA	*	1	-	-	-	-	1	*	1	-	-	*	-	-	*	-	-	-	-	-
		A																		

Leading Edge GenZ – 2020 Survey

Q69A. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Climate change

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Very confident	15 QKEC	19 AC	11	22 AEI	11	16 E	15	16	14	19 AKL	14	14	14	17	13	13 Q	5	11 Q	19 APQR	16 Q	16 Q	20 APQR
Somewhat confident	33 QNOLE	35	32	27	30	35 E	37	35	33	36 L	35 L	26	35 ANO	27	28	30 Q	21	33 Q	34 Q	40 APQU	30 Q	40 APQU
Not very confident	37 TVFB	34	40 AB	41	41 F	34	36	36	39	34	38	39	37	36	39	42 ATV	52 RSTUV	37	36 T	29	37 T	31
Not at all confident	14 SVJB	12	17 AB	11	18 AD	14	12	13	14	11	14 J	20 AJK	13	20 AM	19 AM	15 SV	22 APSV	19 SV	10	15 SV	17 SV	9
DK/NA	*	*	*	-	*	*	-	-	*	*	*	1	*	-	1	*	-	*	1	-	-	-

Leading Edge GenZ – 2020 Survey

Q69B. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Poverty and economic inequality

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some/ PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very confident	13 MIJFB	11	14 AB	17 F	16 AFG	9	12	28 AIJ	10	10	24 ALMN	15 M	7	12 M	18 AP	9	14	11	19 AR
Somewhat confident	P 33 QKJ	31	34	31	33	35 G	30	34 J	36 AJ	27	27	34 K	34 K	32	31	34	28	37 AQ	34 Q
Not very confident	41 SKHEC	44 AC	39	36	37	44 DE	46 ADE	26	42 H	47 AHI	34	39	46 AKL	40	39	43	44 S	40 S	34
Not at all confident	13 RO	14	12	16	14	11	12	11	11	16 AHI	14	12	12	15	11	15 AO	15 R	11	12
DK/NA	*	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*

Leading Edge GenZ – 2020 Survey

Q69B. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Poverty and economic inequality

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very confident	13 ORE	16 AEF	15 E	16	11	11	11	14	14	11	12	13	12	15	12 R	20 OR	22 AORT	6	20 AOR	15 R
Somewhat confident	33 HE	32	33	40 E	30	32	39 E	30	32	37 AH	36	32	35	31	32	32	32	34	41 AOT	32
Not very confident	41 PQSD	38	41 D	30	48 BCDFGA	41 D	36	41	42	43	39	42	41	39	44 APQS	30	33	44 PQS	29	40 PS
Not at all confident	13 JE	14	12	14	11	17 CE	14	15 AJ	13	9	13	13	11	15	12	18 S	13	15	10	13
DK/NA	*	*	-	-	-	-	1	*	*	-	-	*	-	-	*	-	-	*	-	-

Leading Edge GenZ – 2020 Survey

Q69B. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Poverty and economic inequality

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS								
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415		
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448		
Very confident	13 RMKEC Q	16 AC	11	15	9	14 E	17 E	14	15 E	18 AKL	11	13	11	16 M	14	11 Q	6	8	15 QR	17 APQRU	11	19 APQRU		
Somewhat confident	33 QLE	33	32	37 E	24	37 AE	32	37 E	31 E	33	34 L	29	33	30	29	31	25	31	33 Q	36 Q	32	37 Q		
Not very confident	41 VJDHBT	38	44 AB	33	52 DFGHI A	39	39	35	40	37	43 J	42	43 A	39	41	45 ATV	49 ATV	48 TV	42 V	36	40 V	32		
Not at all confident	13 SF	13	13	15	15 F	11	12	14	13	11	12	16 AJK	13	15	15	12	20 APSTV	13	9	11	17 AST	12		
DK/NA	*	*	*	-	*	*	-	*	*	*	*	*	*	-	-	*	-	1	*	-	-	-		

Leading Edge GenZ – 2020 Survey

Q69C. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Racism

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very confident	20 PMJF	19	22	23 F	25 AFG	16	19	35 AIJ	19	15	28 ALMN	21 M	17	20	25 AP	17	18	21	27 AQR
Somewhat confident	44 KHE	44	44	41	40	48 ADE	45	36	46 H	46 H	39	45	46 K	42	43	45	46	43	43
Not very confident	26 SOKHC	29 AC	25	23	25	27	29	19	27 H	30 AH	21	26	30 AK	25	23	29 AO	28 S	29 S	20
Not at all confident	9 M	9	9	12 G	10	8	7	10	8	9	11 M	8	7	12 M	9	9	8	8	10
DK/NA	*	*	*	-	*	-	-	-	*	*	-	-	*	*	*	*	*	-	-

Leading Edge GenZ – 2020 Survey

Q69C. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Racism

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very confident	20 RE	22 E	22	24	18	18	26 E	20	21	22	17	21	19	21	20 R	26 R	23 R	11	26 R	19 R
Somewhat confident	44 PQTMN	41	45	39	48 AB	42	42	43	44	44	46	47 AMN	40	38	47 APQRT	32	30	39	41 Q	38
Not very confident	26 OLG	27 G	24	29 G	26 G	29 G	18	26	26	27	30	24	32 AL	29 L	25	24	33 OS	39 AOPS	23	31 OS
Not at all confident	9 OL	9	9	8	8	10	13	10 J	9	7	7	8	10	12 AL	7	18 AOS	15 AO	11	10	13 AO
DK/NA	*	*	-	-	-	-	1	*	*	-	-	*	-	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q69C. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Racism

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Very confident	20 UMKEC Q	23 AC	18	28 AE	16	22 E	20	20	21	27 AKL	18	19	19	20	23	19	13	18	23 QU	19	16	30 QRSTU AP
Somewhat confident	44 VB	42	46 B	42	51 ADFI	42	43	45	39	42	45	44	45	43	42	50 ATV	42	46	44	41	44	37
Not very confident	26 D	25	27	19	26	27 D	25	26	32 AD	23	28 AJ	25	27	26	27	25	33 APV	27	25	28	29	23
Not at all confident	9 P	10	9	11	8	9	12	10	7	8	8	12	9	10	9	6	11	8	8	12	11	10
DK/NA	*	-	*	-	-	*	-	-	*	-	*	*	*	-	-	*	-	*	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q69D. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Gender inequality

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very confident	25 PMIJ	24	26	27	27	23	24	40 AIJ	22	22	36 ALMN	25	21	22	29 AP	22	23	23	33 AQR
Somewhat confident	49 SKHDE	51	47	41	45	53 ADE	52 DE	38	52 AH	50 H	41	50 K	52 AK	47	48	50	52 S	51 S	43
Not very confident	20 H	19	20	21	20	19	19	14	21 H	20 H	16	19	20	23 K	18	21	20	19	18
Not at all confident	6 QI	6	7	10 AFG	8 G	5	5	8	5	8 I	6	7	6	8	6	7	5	6	7
DK/NA	*	*	*	-	*	-	*	*	*	*	*	-	*	*	*	*	*	-	*

Leading Edge GenZ – 2020 Survey

Q69D. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Gender inequality

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very confident	25 R	29 AE	25	27	24	23	23	26	24	24	26	26	22	24	26 R	25 R	24 R	14	29 R	24 R
Somewhat confident	49 QN	45	48	42	53 ABCDG	48	43	47	49	51	50	50 N	50 N	42	50 APQT	41	41	53 PQ	46	44
Not very confident	20 OL	19	21	25	18	20	22	19	21	19	18	17	23 AL	24 AL	18	21	27 AOS	30 AOPS	17	27 AOS
Not at all confident	6 RME	6	6	7	5	9 E	10 E	7	6	5	6	7	5	9 AM	6 R	13 AORT	9 R	3	8 R	5
DK/NA	*	*	-	-	-	-	1	*	*	-	-	*	-	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q69D. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Gender inequality

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
very confident	25 UMKE	27 A	23	26	19	26 EG	19	25	33 AEFGH	32 AKL	21	26	23	29	25	25 U	22	21	28 U	23	18	32 PQRTU A
Somewhat confident	49 LIB	46	51 AB	49	54 AHI	50 I	54 I	44	39	46	53 AJL	42	51 A	47	46	54 AQSV	44	55 QS	45	47	49	47
Not very confident	20 J	19	19	16	20	19	20	20	22	16	20	23 AJ	19	18	20	17	27 APRV	17	21	21	21	17
Not at all confident	6 PV	7	6	8	6	5	7	10 AF	6	6	6	9 AJK	7	6	8	4	7	7	5	9 PV	13 APQSV	4
DK/NA	*	*	*	-	*	*	-	-	*	*	*	*	*	-	-	*	-	*	*	-	-	-

Leading Edge GenZ – 2020 Survey

Q69E. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Pandemics like Covid-19

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very confident	22 NIJFB PM	19	24 AB	23	25 F	19	22	36 AIJ	20	18	29 AMN	23	20	18	26 AP	19	23	20	26 R
Somewhat confident	44 HDE	45	43	37	41	50 ADE	45 D	35	48 AHJ	43 H	40	47	44	43	43	45	47	47	42
Not very confident	25 KLH	27	24	27	26	23	26	19	25 H	29 AHI	21	22	29 AKL	27	24	26	23	26	23
Not at all confident	8 OM	9	8	13 AEFG	8	8	7	9	7	9	9	9	7	12 AM	7	10 AO	7	7	9
DK/NA	*	*	*	-	*	-	*	*	*	*	*	-	*	*	*	*	*	-	*

Leading Edge GenZ – 2020 Survey

Q69E. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Pandemics like Covid-19

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very confident	22 RF	26 AF	24 F	28 F	22 F	17	19	24	19	22	21	23	20	24	22 R	26 R	31 AORT	13	27 R	21 R
Somewhat confident	44 PB	38	41	41 ABCDG	50 ABCDG	47 B	38	43	46	45	45	44	45	43	44 P	34	38	53 AOPQ	47 P	47 PQ
Not very confident	25 SE	27	27 E	25	23	24	29	24	26	26	27	25	28	23	26 S	26	24	27 S	19	24
Not at all confident	8 E	9 E	8	6	5	12 ACDE	14 CDE	9	9	7	7	8	7	10	8	15 AOQRS	7	7	7	8
DK/NA	*	*	-	-	-	-	1	*	*	-	-	*	-	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q69E. And how confident are you that real progress can be made over time in addressing each of the following issues at the global level?

Pandemics like Covid-19

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Very confident	22 QKLC	24 AC	20	27	20	23	25	20	21	29 AKL	20	18	22	23	23	24 Q	11	23 Q	23 Q	21 Q	20 Q	27 AQTU
Somewhat confident	44 U	43	45	42	46 G	44	37	45	44	41	47 AJL	41	45	47	43	49 ARU	42	39	43	44	38	46 U
Not very confident	25 VJB	23	27 B	25	26	25	27	23	25	21	26 J	29 AJ	25	21	28	23	34 APSTV	30 V	24	24	30 PV	21
Not at all confident	8 PVK	9	8	7	7	7	12	11	9	8	7	13 AJK	8	9	7	5	13 APV	7	9 P	11 PV	13 APV	6
DK/NA	*	*	*	-	*	*	-	-	*	*	*	*	*	-	-	*	-	*	*	-	-	-

Leading Edge GenZ – 2020 Survey

Q70A. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Launching social movements to create public debate and build public awareness

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVv/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very effective	22 MNJGB RP	20	24 AB	25	25 AG	21	19	39 AIJ	21 J	15	36 ALMN	23 MN	18	15	28 AP	18	28 AR	17	26 R
Somewhat effective	42 KHD	44	41	35	40	46 ADE	45 D	35	46 AH	42 H	37	44 K	45 AK	39	41	44	41	45	41
Not very effective	23 OKHE	23	22	24	20	23	25 E	17	23 H	25 H	17	23 K	25 K	23 K	20	24 AO	22	25	21
Not at all effective	6 IF	6	6	6	8 AF	5	6	4	5	9 AHI	6	5	6	9	7	6	5	8 AQ	8
Depends	6 RSOKI Q	7	6	10 FG	7	6	6	5	5	9 AHI	4	5	6	14 AKLM	5	8 AO	4	5	4
DK/NA	*	-	*	*	*	-	-	-	-	*	-	-	-	1	-	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q70A. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Launching social movements to create public debate and build public awareness

	Employment Status							Household income				Generation in Canada			Ethnicity						
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	chin/ ese	Sou/ Asian	Other	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238	
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373	
Very effective	22 RKE	27 AEF	25 E	23	19	20	21	25 AK	21	23 K	16	23	20	24	22 R	27 R	23 R	15	27 R	22	
Somewhat effective	42	40	43	36	46 ABD	45	39	42	44	41	44	42	46 AN	39	42	39	37 AOPQT	52	43	41	
Not very effective	23 PHF	22	21	27 F	23 F	18	21	20	24	24	28 AH	23	22	23	23 P	16	24	22	19	24 P	
Not at all effective	6 R	6	6	10	6	5	5	5	6	8 H	7	6	7	6	6 R	7	9 R	3	7 R	7 R	
Depends	6 SJC	5	4	4	6	12 ABCDE	13 ABCDE	8 AJK	6	4	5	6	5	9 M	6	10 S	7	8	3	6	
DK/NA	*	-	-	-	*	-	1	*	*	-	-	*	*	-	*	-	-	-	-	-	

Leading Edge GenZ – 2020 Survey

Q70A. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Launching social movements to create public debate and build public awareness

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Very effective	22 RUMKE	22	22	28 E	16	24 E	20	27 AE	21	29 AKL	20	22	21	26	26	27 AQRTU	19 R	9	23 RU	20 R	17 R	29 AQRTU	
Somewhat effective	42 ULB	40	45 AB	36	43	43	46	42	41	42	44 L	38	44 A	41	40	46 ATU	38	41	45 U	39	34	45 U	
Not very effective	23 PVHC	26 AC	20	24	29 AFHI	21	22	17	20	20	24	23	23	22	20	18	26 PV	31 APSV	19	25 PV	33 APSV	18	
Not at all effective	6 PVNJC	8 AC	5	7	6	6	8	5	8	5	6	9 AJK	7 N	3	6 N	4	5	9 PV	8 PV	8 PV	10 APV	3	
Depends	6 SMJB	5	8 AB	5	6	5	4	8 G	9 FG	5	7	8 J	6	8	7	6	12 APSV	9 S	4	8 S	7	5	
DK/NA	*	-	*	-	-	*	-	-	-	-	*	*	*	-	-	-	-	*	-	-	-	*	

Leading Edge GenZ – 2020 Survey

Q70B. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Advocating for policy reform through working with and within governments

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVv/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very effective	19 RPMNJ	18	19	19	21	18	17	31 AIJ	17	14	30 ALMN	18 N	16 N	11	22 AP	15	22 AR	16	26 AR
Somewhat effective	45 NDE	45	45	37	42	50 ADE	48 DE	42	49 AHJ	43	44	49 AN	46 N	38	45	46	46	48	43
Not very effective	21 KH	21	22	24	21	20	22	16	22 H	23 H	15	21 K	23 K	24 K	19	23	20	24 A	20
Not at all effective	6	6	5	4	6	5	7	7	5	5	6	6	5	6	5	6	5	5	8
Depends	9 LHIFG QRSOK	10	9	17 AEFG	11 FG	7	7	6	7	14 AHI	4	6	10 KL	20 AKLM	8	10 AO	7 S	7 S	4
DK/NA	*	-	*	*	*	*	-	-	*	*	-	-	-	1	*	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q70B. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Advocating for policy reform through working with and within governments

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very effective	19 E	23 AEFG	19	21	16	17	15	18	19	20	17	18	19	19	18	17	25 AOR	15	23 R	18
Somewhat effective	45 G	43	47 G	38	49 ABDG	44 G	35	45	47	44	48	45	46	46	45	38	43	49	49 P	46
Not very effective	21	20	23	27	21	19	24	21	21	21	23	20	23	21	20	29 AOQ	18	24	21	21
Not at all effective	6 RSF	8 ACEF	5	8 F	4	3	6	5	5	9 AHIK	4	6	5	4	6 RS	7	4	3	3	7 RS
Depends	9 SMJBC	6	6	5	9 BC	17 ABCDE	20 ABCDE	12 AIJK	8	7	7	10 M	7	10 M	10 ST	9	10 S	10 S	3	7
DK/NA	*	-	-	-	*	-	1	*	*	-	1	*	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q70B. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Advocating for policy reform through working with and within governments

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Very effective	19 RUMKE Q	20	17	23 E	12	21 AE	15	23 AEG	19 E	23 AK	17	19	17	23 M	20	21 QRU	13	12	22 QRU	17	14 AQRTU	23	
Somewhat effective	45 UL	43	48 AB	41	45	48	40	42	46	49 AL	46 L	39	47	44	44	49 U	41	43	47	45	39	46	
Not very effective	21 PJC	24 AC	19	21	26 AFI	19	25	20	18	17	22 J	23 J	22	19	20	16	24 P	25 P	21	22	28 APV	21	
Not at all effective	6 P	6	5	8	6	5	6	4	7	4	5	7	6	4	5	4	5	5	5	8 P	9 P	5	
Depends	9 VMJFB S	6	12 AB	7	12 AF	7	13 F	10	11	6	10 J	12 AJ	8	11	10	10 SV	17 APSTV	15 ASV	5	9 SV	11 SV	5	
DK/NA	*	-	*	-	-	*	1	-	-	-	*	*	*	-	-	-	-	*	*	-	-	*	

Leading Edge GenZ – 2020 Survey

Q70C. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Developing community projects and grass-roots programs to achieve meaningful change at the local level

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very effective	22 MNIJG RP	22	22	24	24 G	23 G	18	37 AIJ	20	17	32 ALMN	24 MN	18	16	27 AP	18	27 AR	18	28 AR
Somewhat effective	45 NHD	45	44	37	42	47 D	49 ADE	39	48 AHJ	43	43	46 N	47 N	38	44	45	45	45	41
Not very effective	21 QOKH	20	22	22	20	21	23	16	22 H	23 H	16	20	24 AK	24 K	19	23 AO	18	26 AQ	23
Not at all effective	5	4	5	7 F	6	4	4	4	5	5	5	6	4	5	4	5	4	5	6
Depends	7 KLHIF QSO	8	7	10 F	9 F	5	6	4	5	12 AHI	4	4	7 KL	17 AKLM	6	8 AO	5	6 S	3
DK/NA	*	-	*	*	*	-	-	-	-	*	-	-	-	1	-	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q70C. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Developing community projects and grass-roots programs to achieve meaningful change at the local level

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very effective	22 ORK	23	23	24	21	22	19	25 AJK	20	20	17	22	20	24	21	29 OR	31 AORT	15	28 AOR	22
Somewhat effective	45 Q	43	46	46	47	45	42	43	47	44	49	45	44	44	46 AQT	40	38	50 QT	41	40
Not very effective	21 L	23	21	22	20	20	20	20	21	24	21	20	26 ALN	20	21	16	20	24	23	26 AOP
Not at all effective	5	5	5	5	5	3	6	4	5	7 H	5	5	4	5	5	4	5	3	5	6
Depends	7 SMCD	6 D	5	3	7 D	10 BCD	13 ABCD	8	7	6	8	8 M	5	8	7 S	11 S	7	7	3	6
DK/NA	*	-	-	-	*	-	1	*	*	-	-	*	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q70C. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Developing community projects and grass-roots programs to achieve meaningful change at the local level

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Very effective	22 RUMKE	23	20	29 E	17	22 E	21	25 E	24 E	27 AK	20	22	20	26 M	31 AM	27 AQRTU	17	13	24 RU	20 R	16	25 QRU	
Somewhat effective	45 B	42	48 AB	41	46	46	43	40	45	44	46	41	47 A	42	42	50 ARTU	42	40	47	40	40	46	
Not very effective	21 PO	23	20	19	24 H	21	23	18	19	20	22	21	23 AO	18	14	14	24 P	32 APSV	18	25 PS	26 PS	22 P	
Not at all effective	5 PVC	6 AC	4	3	5	4	8	7	4	4	4	7 AJK	4	4	5	2	3	4	6 PV	8 APQV	10 PQRSV A	3	
Depends	7 VMJFB	5	9 AB	8	8	6	5	10 FG	8	5	8 J	9 J	6	10	9	6	14 APSTV	11 SV	5	8	8	5	
DK/NA	*	-	*	-	-	*	-	-	-	-	*	*	*	-	-	-	-	*	-	-	-	*	

Leading Edge GenZ – 2020 Survey

Q70D. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Holding governments accountable through elections and voting

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very effective	23 RMNJ	22	24	23	25	23	21	33 AIJ	23 J	18	35 ALMN	23 M	19	18	24	22	26 AR	18	32 AR
Somewhat effective	41 ND	42	40	34	41 D	44 D	42 D	39	43	39	39	43 N	44 AN	34	43	40	43	44 A	39
Not very effective	22 KH	23	22	21	20	22	25 AE	17	23 H	24 H	15	23 K	24 K	23 K	22	22	20	26 AQS	20
Not at all effective	6	6	6	9	6	6	6	6	6	7	7	6	6	8	6	7	7	6	6
Depends	7 OKLIF QRS	7	8	12 AFG	8 F	5	6	5	5	11 AHI	4	5	7 K	16 AKLM	5	9 AO	5	6	3
DK/NA	*	*	*	*	*	-	*	-	-	*	-	-	*	1	-	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q70D. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Holding governments accountable through elections and voting

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very effective	23 EF	28 AEF	23	24	21	18	24	23	23	25	20	23	24	22	23	22	28 R	17 AOPRT	32	20
Somewhat effective	41 PG	39	44 DG	34	43 DG	40 G	31	41	44	39	42	43	40	39	41 P	33	38	46 P	47 P	41
Not very effective	22 S	21	21	29	24	22	20	20	23	22	27 H	21	25	22	22 S	26 S	22	23 S	15	24 S
Not at all effective	6 SE	7	6	8	5	7	10 E	7	5	7	6	7	6	6	7 S	8 S	5	5	2	6 S
Depends	7 SIBC	5	5	5	7 ABCDE	13 ABCDE	14 ABCDE	9 AIK	5	6	5	7	6	10 ALM	7 S	11 S	7	8	4	9 S
DK/NA	*	-	-	-	*	-	1	*	*	-	*	*	*	-	*	-	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q70D. Thinking about how progress might be made in addressing these types of issues in Canada, how effective would you rate each of the following?

Holding governments accountable through elections and voting

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Very effective	23 RTKE	24	22	27 E	16	26 AE	23	27 E	23 E	29 AKL	21	22	22	25	24	25 RT	20	16	25 RT	16	21	30 AQRTU	
Somewhat effective	41 UL	41	42	37	40	43	43	39	41	44 L	43 L	34	42	39	39	46 AQU	37	38	42	42	35	42	
Not very effective	22 JF	23	22	21 AFGHI	29	20	20	20	22	18	24 AJ	23 J	23	21	21	20	24	27	22	26 P	22	20	
Not at all effective	6 PVJC	7	5	9	6	6	10	5	6	3	6 J	12 AJK	6	7	8	4	8 PV	8	6	7 PV	13 APSTV	3	
Depends	7 SVMFB P	6	9 AB	6	10 AF	5	5	9 F	9 F	6	7	9	6	8	8	5	12 APSV	12 PSV	4	10 PSV	10 PSV	4	
DK/NA	*	–	*	*	–	*	–	–	–	–	*	*	*	*	–	–	–	*	–	*	–	*	

Leading Edge GenZ – 2020 Survey

Q71. And which one of these do you believe is the most likely to make a difference over time?

SUBSAMPLE: Those who identified more than one in Q.70 as “very effective”

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	620	257	363	71	234	166	149	190	278	151	182	178	204	57	335	285	213	170	131
Unweighted Total	631	249	382	75	239	171	146	194	270	166	197	175	202	57	344	287	214	173	138
Launching social movements to create public debate and build public awareness	38 PMNIJ	36	40	47	42	34	35	56 AIJ	33	28	50 ALMN	39 N	32	23	43 AP	33	37	35	42
Developing community projects and grass-roots programs to achieve meaningful change at the local level	22 K	26	19	28	20	26	17	21	23	21	16	21	23	37 AKL	22	22	22	24	19
Advocating for policy reform through working with and within governments	22 HD	21	22	12	21	21	27 D	14	25 H	23	18	26 N	23	12	21	23	25	22	19
Holding governments accountable through elections and voting	18 OH	17	19	14	17	20	20	9	19 H	28 AHI	16	14	21	27	14	22 AO	17	20	20

Leading Edge GenZ – 2020 Survey

Q71. And which one of these do you believe is the most likely to make a difference over time?

SUBSAMPLE: Those who identified more than one in Q.70 as “very effective”

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	620	194	164	36	234	71	34	278	126	154	61	367	156	96	409	44	30	24	54	54
Unweighted Total	631	191	161	38	251	66	39	296	123	151	61	315	187	129	312	42	84	35	65	84
Launching social movements to create public debate and build public awareness	38 KG	42 G	40 G	51 G	34	38	23	40 K	35 K	47 AK	19	39	34	42	37	51 Q	27	43	44	39
Developing community projects and grass-roots programs to achieve meaningful change at the local level	22	21	17	21	24 C	28	34	27 AJ	18	16	23	21	24	24	21	22	32 R	14	27	25
Advocating for policy reform through working with and within governments	22	21	23	24	22	22	23	19	24	19	33	22	22	18	23	14	19	22	16	26
Holding governments accountable through elections and voting	18 THD	16 D	20 D	5	20 D	13	21	14	24 H	18	25	18	20	16	20 T	13	22 T	20	13	10

Leading Edge GenZ – 2020 Survey

Q71. And which one of these do you believe is the most likely to make a difference over time?

SUBSAMPLE: Those who identified more than one in Q.70 as “very effective”

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	620	301	304	44	93	258	38	100	86	197	298	125	406	89	84	200	36	27	107	73	54	123	
Unweighted Total	631	295	320	41	100	262	39	102	87	201	303	127	416	85	87	197	39	23	101	78	52	141	
Launching social movements to create public debate and build public awareness	38 RUNKH	43	34	47	35	43 AH	34	29	35	43 K	33	43	36	27	48 N	34	41	17	39 R	50 PRU	25	48 APRU	
Developing community projects and grass-roots programs to achieve meaningful change at the local level	22 Q	22	22	17	33 ADFI	20	30	21	15	21	24	19	22	20	23	22	10	27	26 Q	16	24	24	
Advocating for policy reform through working with and within governments	22 O	20	22	20	20	22	20	27	18	21	22	21	24 AO	26 O	13	24	19	22	20	29	19	16	
Holding governments accountable through elections and voting	18 TE	15	21	16	11	14	16	23 E	32 AEF	16	20	17	18	28 A	16	20 T	29 TV	35 TV	14	6	32 ASTV	12	

Leading Edge GenZ – 2020 Survey

Q71. And which one of these do you believe is the most likely to make a difference over time?

FULL SAMPLE (combines Q.70 and Q.71 responses)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Launching social movements to create public debate and build public awareness	15 PMNJB R	12	16 AB	17	17 AFG	13	12	28 AIJ	13 J	9	25 ALMN	16 MN	11	8	19 AP	11	17 AR	11	17 R
Developing community projects and grass-roots programs to achieve meaningful change at the local level	11 PJG	12	10	12	11	13 G	9	15 AIJ	11	9	12	13	9	11	13 AP	9	13	10	12
Holding governments accountable through elections and voting	10 R	10	11	8	10	11	11	8	10	11	11	10	10	10	9	11	11	8	13 R
Advocating for policy reform through working with and within governments	8 N	7	9	6	9	8	8	10	8	7	11 AN	8 N	8 N	3	9	7	10	7	10
DK/NA	57 KLHEC QSO	60 AC	54	58	53	56	60 AE	39	58 H	64 AHI	41	53 K	62 AKL	67 AKL	51	61 AO	50	63 AQS	48

Leading Edge GenZ – 2020 Survey

Q71. And which one of these do you believe is the most likely to make a difference over time?

FULL SAMPLE (combines Q.70 and Q.71 responses)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Launching social movements to create public debate and build public awareness	15 RMK	18 AEF	17 E	17	13	12	12	16 K	13 K	16 K	8	15 M	12	16	14 R	18 R	12	9	18 R	15
Developing community projects and grass-roots programs to achieve meaningful change at the local level	11 J	10	11	10	12	12	11	13 AJ	11	9	9	11	10	13	10	14	16 OR	7	15 R	12
Holding governments accountable through elections and voting	10 TNF	11 F	11 F	7	10	7	13 F	9	11	11	11	10 N	11 N	7	11 T	8	10 T	9	12 T	5
Advocating for policy reform through working with and within governments	8	10 G	9	9	7	7	5	7	9	7	8	8	8	7	8	5	10	6	9	8
DK/NA	57 SBC	51	53	57	58 BC	63 ABC	59	55	56	57	64 AHI	56	59	57	57 S	55	51	69 OPQST A	47	60 S

Leading Edge GenZ – 2020 Survey

Q71. And which one of these do you believe is the most likely to make a difference over time?

FULL SAMPLE (combines Q.70 and Q.71 responses)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Launching social movements to create public debate and build public awareness	15 RUMKE	16	13	17 E	10	17 AEG	11	16 E	13	19 AK	13	14	13	14	17	16 RU	13 R	6	15 R	16 R	11	19 ARU
Developing community projects and grass-roots programs to achieve meaningful change at the local level	11 C	12	10	14	11	11	12	10	11	12	11	10	10	11	15	14 AT	9	9	12	8	9	11
Holding governments accountable through elections and voting	10 TE	9	11	14	8	9	10	12	13 E	11	10	10	10	13	9	11 T	13 T	10 T	10 T	5	14 AT	10 T
Advocating for policy reform through working with and within governments	8	8	7	9	7	8	8	9	6	10	7	7	8	11 A	7	9	6	5	9	9	7	6
DK/NA	57 PNJD	55	59 AB	46	65 ADFHI	54	59 D	53	56 D	49	60 AJ	58 J	58 AN	51	52	50	60 P	69 APSUV	54	63 APSV	59 P	54

Leading Edge GenZ – 2020 Survey

Q72. If a close friend asked your advice about what career path he or she should take to help make the world a better place, which of the following would you most likely recommend? (select up to three)

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Scientist	37 NH	38	36	32	35	39 D	41 ADE	29	37 H	42 AH	34	38	40 AKN	32	37	37	36	40 A	35
Teacher or professor	32 SOKHD	32	32	21	32 D	33 D	36 AD	23	33 H	36 AH	26	31	35 AK	34 K	28	35 AO	36 ARS	31 S	21
Business entrepreneur	25 QND	25	25	20	26	28 ADG	23	23	26	24	23	26 N	27 N	20	24	26	18	28 AQ	32 AQ
Community activist	24 RPN	24	25	23	23	27	25	23	26	23	26 N	28 AN	25 N	16	29 AP	21	35 ARS	20	22
Government policy expert	22 PMN	21	22	21	24	20	21	29 AIJ	21	20	33 ALMN	22 N	19	15	25 AP	19	24	21	27 AR
Elected official	21 MD	21	21	15	20	25 ADE	22 D	22	20	23	25 MN	25 AMN	19	17	22	21	27 ARS	20	20
Artist	14 KJGB	11	15 AB	20 AFG	16 FG	11	11	17 J	14	11	11	14	13	17 K	14	13	13	14	13
Journalist	12 RH	11	12	12	12	12	11	9	13 H	12	11	13	12	11	11	12	14 AR	10	11
Other	5 RH	5	5	5	5	6	5	3	5	6 H	4	4	6	5	4	6	4	4	6
Nothing	*	*	*	*	*	*	-	-	*	*	*	*	*	-	*	*	*	*	*
DK/NA	1 L	1	1	1	1	1	1	1	1	2 AI	*	*	1	3 AKLM	1	1	1	1	*

Leading Edge GenZ – 2020 Survey

Q72. If a close friend asked your advice about what career path he or she should take to help make the world a better place, which of the following would you most likely recommend? (select up to three)

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k-\$60k	\$60k-\$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Scientist	37 QSG	37	36	30	43 BCDFGA	35	30	35	42 AHJ	35	41	37	37	38	39 APQS	30	28	42 PQS	31	39 Q
Teacher or professor	32 QJB	27	34 BD	24	37 ABD	33	40 ABD	35 AJ	31	28	30	34 A	30	29	33 Q	27	24	31	28	33 Q
Business entrepreneur	25 OPLG	24	23	28 G	29 ABCG	28 G	17	26	25	24	25	23	26	31 AL	24 P	17	33 AOP	28 P	32 AOP	29 OP
Community activist	24	24	25	26	25	26	20	25	24	25	22	25	25	21	24	26	19	29 Q	24	24
Government policy expert	22 OD	27 ADF	22 D	10	22 D	20 D	19 D	21	20	23	24	22	22	22	20	23	22	26	25	25
Elected official	21 N	22	21	17	21	22	17	20	21	23	25	21	25 ALN	17	22	16	21	25	20	19
Artist	14 OKE	12	14	19	12	15	20 ABE	15 AK	14 K	12	8	13	14	14	12	23 AORT	23 AORT	12	16	14
Journalist	12	10	14 B	12	13 B	11	12	12	11	11	14	11	13	13	12	14	11	9	14	12
Other	5	5	6	4	5	6	4	5	6	5	4	5	4	6	5	6	3	6	5	5
Nothing	*	-	-	2	*	*	-	-	*	*	*	*	*	*	*	1	1	1	-	-
DK/NA	1 NK	1	1	1	1	2	1	1 JK	1	*	*	1 N	1	*	1	-	1	1	1	1

Leading Edge GenZ – 2020 Survey

Q72. If a close friend asked your advice about what career path he or she should take to help make the world a better place, which of the following would you most likely recommend? (select up to three)

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Scientist	37 V	39	36	35	39	36	35	36	41	37	38	35	39 A	37	36	39 V	40	46 ATUV	39	33	35	32	
Teacher or professor	32 TVFB	26	38 AB	26	37 ADF	29	31	33	35 DF	31	33	31	33	33	34	41 ASTUV	38 STV	40 ASTV	28 T	19	32 T	28 T	
Business entrepreneur	25 QNOLE P	27	24	22	20	29 AEI	26	26	22	27 L	26 L	19	28 ANO	19	16	20	17	25	33 PQRTV A	22	33 APQT	26 PQ	
Community activist	24 SUMEB	20	28 AB	26 E	17	26 E	24	29 E	26 E	23	25	26	23	33 AM	30 AM	32 ARSTU	30 RSU	20	17	23 S	19	26 SU	
Government policy expert	22 E	24 A	20	17	18	24 AE	27 E	22	22	25	21	21	22	22	21	20	24	18	19	25	22	26 PRS	
Elected official	21 E	23 AC	20	19	16	23 E	24 E	22 E	25 E	23	20	22	22	21	23	23	27 SV	19	18	24	20	19	
Artist	14 RM	13	14	15	15	12	15	13	14	13	13	15	11	18 AM	19 AM	12	14	8	12	15 R	13	18 APRS	
Other	5	5	6	6	4	4	6	8 AEF	6	5	5	6	5	5	5	6	6	3	6	3	5	4	
Nothing	*	*	*	1	*	*	1	-	-	-	*	*	*	*	-	-	1	-	*	*	-	*	
DK/NA	1	1	1	1	1	1	1	2	1	*	1	1	1	-	1	*	1	2	*	1	1	1	

Leading Edge GenZ – 2020 Survey

Q73. How confident are you today that your generation of Canadians will make a positive impact on the country and society for the better over the next several decades?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Very confident	21 RPMIJ	19	22	24 G	23 G	19	18	40 AIJ	18 J	14	33 ALMN	20	16	17	26 AP	16	27 ARS	18	20
Somewhat confident	57 KNHDE	59	56	47	52	63 ADE	61 ADE	44	64 AHJ	55 H	49	62 AKN	59 KN	52	57	58	57	62 AS	54
Not very confident	18 QOKHI	19	17	24 AFG	19	16	17	12	15	25 AHI	13	16	20 KL	24 AKL	14	21 AO	13	18 Q	21 Q
Not at all confident	4 QRLIF	3	5	4	6 AFG	2	3	4	3	6 AI	4	2	4 L	6 L	3	5	3	3	6 QR
DK/NA	*	*	*	*	*	-	*	-	*	*	-	*	-	*	-	*	*	*	*

Leading Edge GenZ – 2020 Survey

Q73. How confident are you today that your generation of Canadians will make a positive impact on the country and society for the better over the next several decades?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Very confident	21 RMG	22 G	23 G	20	21 G	20	14	22	20	19	20	23 AM	16	21 M	21 R	22 R	27 ART	11	26 RT	18 R
Somewhat confident	57	56	59	54	60 A	55	53	56	58	59	56	56	61 AL	55	57	51	53	62	57	62 P
Not very confident	18 C	18	15	19	16	20	24 C	18	18	17	21	17	20	17	18	22	17	24 ST	14	15
Not at all confident	4 E	4 E	3	8 CE	2	5 E	8 CE	4	4	5	3	4	3	6 AM	4	5	3	3	3	5
DK/NA	*	-	*	-	-	-	1	*	*	-	*	*	-	*	*	-	*	*	-	-

Leading Edge GenZ – 2020 Survey

Q73. How confident are you today that your generation of Canadians will make a positive impact on the country and society for the better over the next several decades?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Very confident	21 RUK	22	19	21	22	20	17	23	18	28 AKL	18	18	20	25	23	25 AQRTU	16	14	21 R	18	15	26 AQRTU	
Somewhat confident	57 UL	56	59	49	57	59 D	61 D	54	55	57 L	60 AL	50	57	54	57	59 U	55	60	62 ATU	53	50	59 U	
Not very confident	18 PSVJ	18	18	22	18	17	17	18	21	12	18 J	25 AJK	19	17	17	14	26 APSV	24 PSV	14	22 PSV	25 APSV	13	
Not at all confident	4 PVE	5	3	7	2	4	5	5	5	4	3	6 AJK	4	3	3	3	3	2	3	7 APRSV	9 PQRSV A	2	
DK/NA	*	*	*	-	*	*	-	*	-	*	*	*	*	-	-	-	-	1	*	-	*	-	

Leading Edge GenZ – 2020 Survey

Q74. In the past 12 months did you do unpaid volunteer work for any organization?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Yes	45 MNJGB	37	51 AB	47 G	48 AG	46 G	39	63 AIJ	47 J	33	55 ALMN	47 MN	42	37	100	-	49 AR	43	51 AR
No	55 SKHEC Q	63 AC	49	53	52	54	61 ADEF	37	53 H	67 AHI	45	53 K	58 AKL	63 AKL	-	100	51	57 QS	49

Leading Edge GenZ – 2020 Survey

Q74. In the past 12 months did you do unpaid volunteer work for any organization?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30k- \$60k	\$60k- \$100k	\$100k +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Yes	45 FG	45 FG	50 AFG	50 FG	47 FG	37 G	24	44	47	44	46	44	48	43	44	47	54 AOS	48	42	48
No	55 QC	55	50	50	53	63 ABCDE	76 BCDEF A	56	53	56	54	56	52	57	56 Q	53	46	52	58 Q	52

Leading Edge GenZ – 2020 Survey

Q74. In the past 12 months did you do unpaid volunteer work for any organization?

	Gender		Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Yes	45 QRMKE	45	44	49	39	47 E	49 E	42	49 E	52 AKL	42	44	43	49	53 AM	49 AQRU	34	30	47 QR	47 QR	42 R	49 QR
No	55 POJ	55	56	51	61 AFGI	53	51	58	51	48	58 AJ	56 J	57 AO	51	47	51	66 APSTV	70 PSTUV A	53	53	58 P	51

Leading Edge GenZ – 2020 Survey

Q75. On average, about how many hours per month did you volunteer?

SUBSAMPLE: Those who did unpaid volunteer work in past 12 months

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1165	411	755	137	417	327	284	296	568	300	262	338	428	136	1165	-	353	384	210
Unweighted Total	1188	400	788	146	433	339	270	304	562	321	277	349	427	134	1188	-	355	406	214
Less than 1 hour per month	19 I	16	20	24	17	18	19	21	16	21	20	16	19	19	19	-	20	19	18
Between 1 and 4 hours per month	43 J	45	42	38	44	45	43	44	47 AJ	36	43	47 N	44	35	43	-	41	47	48
Between 5 and 14 hours per month	25	26	25	25	26	25	26	22	24	30 AH	24	26	26	26	25	-	24	25	25
15 hours or more per month	13 RS	12	13	13	13	13	12	13	13	12	13	11	12	19	13	-	15 RS	9	9

Leading Edge GenZ – 2020 Survey

Q75. On average, about how many hours per month did you volunteer?

SUBSAMPLE: Those who did unpaid volunteer work in past 12 months

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1165	302	328	67	519	127	38	496	255	262	150	676	315	175	778	70	53	65	76	114
Unweighted Total	1188	298	341	72	533	129	40	515	260	263	147	577	371	240	595	70	147	91	96	174
Less than 1 hour per month	19	23 AC	16	14	18	16	18	19	18	17	20	21 A	16	15	20	20	16	14	18	16
Between 1 and 4 hours per month	43	42	47	54 F	42	37	46	43	44	47	39	43	44	44	43	53	46	46	37	44
Between 5 and 14 hours per month	25	25	25	20	27	32	23	25	25	25	29	23	29	27	25	17	25	31 P	30	28
15 hours or more per month	13	10	13	11	14	16	13	13	13	11	12	13	10	14	13	11	12	9	15	12

Leading Edge GenZ – 2020 Survey

Q75. On average, about how many hours per month did you volunteer?

SUBSAMPLE: Those who did unpaid volunteer work in past 12 months

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1165	565	575	76	234	470	76	142	167	347	580	238	779	150	163	319	71	62	193	185	131	205	
Unweighted Total	1188	560	597	75	247	482	76	149	159	344	596	248	780	154	165	306	79	56	180	197	143	227	
Less than 1 hour per month	19 SK	20	17	17	25 AG	18	12	17	18	21	15	23 K	18	17	18	16	14	29 PS	12	22 S	18	25 APQS	
Between 1 and 4 hours per month	43 M	43	44	47	45	42	48	43	43	42	46	40	41	48	50	41	38	40	46	48	48	41	
Between 5 and 14 hours per month	25 E	25	26	31	19	27 E	25	25	28	22	28	25	28 A	25	21	32 ATV	30	21	26	20	23	21	
15 hours or more per month	13 D	12	13	5	11	13 D	15	16 D	12	15	11	12	13	10	12	12	18	10	15	10	12	14	

Leading Edge GenZ – 2020 Survey

Q76. Which of the following activities were part of your volunteering in the past 12 months?

SUBSAMPLE: Those who did unpaid volunteer work in past 12 months

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1165	411	755	137	417	327	284	296	568	300	262	338	428	136	1165	-	353	384	210
Unweighted Total	1188	400	788	146	433	339	270	304	562	321	277	349	427	134	1188	-	355	406	214
Teaching, educating or mentoring	28 NJD	29	28	19	25	35 ADE	30 D	30	31 J	23	30 N	33 AMN	25	20	28	-	27	28	32
Canvassing or fundraising (including participatory events like charity runs)	23 R	22	24	29	23	23	22	27	21	23	32 ALMN	22	21	19	23	-	25	18	30 AR
Organizing, supervising or coordinating activities or events	23 ND	25	23	15	24 D	24 D	26 D	22	23	25	27 N	25 N	24 N	11	23	-	27	21	25
Communications (research, writing, social media)	20 M	23	19	18	17	21	25 E	20	21	20	25 M	21	17	20	20	-	21	20	24
Collecting, serving or delivering food or other goods	20	21	19	23	18	21	20	16	20	23 H	17	19	21	24	20	-	17	21	19
Providing health care or support (including companionship)	13 HE	15	12	12	9	13	19 AE	9	16 AH	12	11	17 A	12	10	13	-	10	14	15
Sitting as a member of a committee or board	13 E	13	12	12	10	15	16 E	16	12	12	16	11	12	11	13	-	13	15	17
Coaching or refereeing sports and recreation	12	12	12	9	11	12	15	14	12	10	12	15	11	9	12	-	13	11	17 A
Office work (bookkeeping, administrative duties, library work)	11 NE	14	10	10	8	15 E	13	11	12	10	14 N	10	12 N	6	11	-	13	12	12
Doing work associated with maintenance or repair (buildings, facilities, grounds)	11 QLG	11	11	17 G	12 G	11	7	12	10	11	11	8	15 ALN	7	11	-	8	12	15 Q
Counselling or providing advice	10 DE	12	8	3	6	12 DE	15 ADE	11	10	9	11	11	8	9	10	-	9	10	11
Other types of activities	4 NI	4	5	2	6 ADF	3	4	5	3	7 AI	4	4	6 N	2	4	-	5	3	4
None of the above	6 RSLF	4	7	8 F	8 AF	2	5	4	5	8	5	2	7 L	12 AKL	6	-	5 S	4	2

Leading Edge GenZ – 2020 Survey

Q76. Which of the following activities were part of your volunteering in the past 12 months?

SUBSAMPLE: Those who did unpaid volunteer work in past 12 months

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	1165	302	328	67	519	127	38	496	255	262	150	676	315	175	778	70	53	65	76	114
Unweighted Total	1188	298	341	72	533	129	40	515	260	263	147	577	371	240	595	70	147	91	96	174
Teaching, educating or mentoring	28 HG	27 G	30 G	24	33 AFG	23	13	24	31	29	34 H	28	27	32	27	25	29	38 O	32	30
Canvassing or fundraising (including participatory events like charity runs)	23 MG	30 AEFG	25 G	23 G	21 G	19	9	21	26	25	26	27 AM	17	21	24	29	19	18	24	23
Organizing, supervising or coordinating activities or events	23	21	26	21	26	20	20	26	19	25	19	25	23	20	23	17	19	24	31	23
Communications (research, writing, social media)	20 E	22	26 AEG	30 EFG	17	17	12	18	20	24	23	19	19	26 A	20	15	20	18	29 P	21
Collecting, serving or delivering food or other goods	20 RK	20	17	21	19	22	12	20 K	19	25 AK	12	20	19	20	19 R	32 AOR	25 R	10	18	19 R
Providing health care or support (including companionship)	13	14	15	14	11	12	9	11	11	18 AHI	15	12	16	12	12	11	11	13	13	18
Sitting as a member of a committee or board	13 N	18 ACEFG	12	17	11	8	8	12	14	12	16	13	15 N	8	14	14	8	8	14	9
Coaching or refereeing sports and recreation	12 QNF	16 AF	12	13	11	7	6	10	11	17 AH	12	12 N	14 N	7	13 Q	12	6	10	11	13 Q
Office work (bookkeeping, administrative duties, library work)	11 R	12	12	15	11	12	4	13	12	9	10	10	12	15	10	13	11	5	22 AOR	17 OR
Doing work associated with maintenance or repair (buildings, facilities, grounds)	11 RK	10	15 ADE	7	9	15	6	12 K	11	11	6	11	11	10	11 R	17 R	10	4	13 R	13 R
Counselling or providing advice	10 G	12 G	9	12	9 G	8	3	9	9	15 AHK	6	10	8	12	10	11	7	7	15	9
Other types of activities	4 B	2	4	3	6 AB	9 ABG	2	6	4	3	2	4	3	5	5	6	5	2	3	3
None of the above	6 SMBC	3	3	5	6 C	15 ABCDE	28 ABCDE	8 AIJ	3	4	4	7 M	3	6	6 S	7	6	8 S	1	4

Leading Edge GenZ – 2020 Survey

Q76. Which of the following activities were part of your volunteering in the past 12 months?

SUBSAMPLE: Those who did unpaid volunteer work in past 12 months

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	1165	565	575	76	234	470	76	142	167	347	580	238	779	150	163	319	71	62	193	185	131	205	
Unweighted Total	1188	560	597	75	247	482	76	149	159	344	596	248	780	154	165	306	79	56	180	197	143	227	
Teaching, educating or mentoring	28 E	30	27	29	19	32 AEH	33 E	22	33 EH	30	27	28	29	36 AO	22	29	27	25	32	24	24	31	
Canvassing or fundraising (including participatory events like charity runs)	23 U	23	23	20	20	25	23	24	24	26	21	25	23	25	29	25 U	26	28	26 U	20	15	24	
Organizing, supervising or coordinating activities or events	23 QTB	19	27 AB	18	24	26 I	24	24	18	23	25	19	24	27	26	33 RSTUV AQ	12	18	22	16	22	24 Q	
Communications (research, writing, social media)	20 RH	21	20	17	20	23 H	23	14	17	21	20	19	19	29 AM	20	19 R	20	9	21 R	23 R	25 R	19 R	
Collecting, serving or delivering food or other goods	20 FB	15	24 AB	26	24 F	15	29 F	21	18	20	20	17	20	25	18	24 A	23	18	17	17	17	18	
Providing health care or support (including companionship)	13 Q	12	14	14	12	13	14	15	11	13	14	10	13	13	12	12	6	13	15 Q	13	12	15 Q	
Sitting as a member of a committee or board	13 S	14	12	12	15	12	13	15	11	13	12	14	13	12	18	11	10	10	8	20 APQSV	19 APSV	11	
Coaching or refereeing sports and recreation	12 QC	14 AC	10	8	11	14	14	15	8	16 AL	11	9	14 AO	13	8	13 Q	3	13 Q	13 Q	16 Q	11 Q	10 Q	
Office work (bookkeeping, administrative duties, library work)	11 R	9	14 AB	10	11	13	9	10	10	10	12	13	10	10	16	12 R	12	4	10	12 R	12 R	11	
Doing work associated with maintenance or repair (buildings, facilities, grounds)	11 EC	15 AC	7	7	7	12 E	14	17 DE	9	11	11	11	11	13	10	8	13	8	13	9	13	14	
Counselling or providing advice	10	9	10	15	9	9	7	12	9	9	10	9	9	10	13	10	13	6	13 T	6	10	9	
Other types of activities	4 TVE	4	5	7	2	4	4	6	5	4	4	4	5	4	3	6 TV	7	8	4	2	5 V	1	
None of the above	6 PTM	5	6	6	6	5	3	7	7	6	5	8	5	3	6	4	11 T	8	5	3	9 T	8 PT	

Leading Edge GenZ – 2020 Survey

Q77. In the past 12 months, were you a member or participant in any of the following types of groups?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
A school group, neighbourhood, civic or community association	15 PMNJB	11	17 AB	14	14	17 AG	13	17 J	18 AJ	10	18 MN	18 AMN	13	9	23 AP	8	17	13	17
A sports or recreational organization (such as a hockey league, health club or golf club)	14 PNJDE Q	14	15	10	12	16 D	17 ADE	16 J	18 AJ	9	13	15 N	16 AN	10	19 AP	11	12	16 Q	16
A union or professional association	11 PMNJC	13 AC	9	8	9	9	15 ADEF	16 AIJ	10 J	7	18 ALMN	11 MN	8	5	13 AP	9	13 A	10	13
A religious group	10 PB	8	12 AB	10	11	10	8	14 AIJ	10	9	12 N	11	9	7	14 AP	7	8	9	20 AQR
Arts organization/collective	9 PMJ	9	10	10	10	10	8	18 AIJ	10 J	4	13 AMN	11 M	7	8	13 AP	6	10	8	16 AQR
A cultural, educational or hobby organization (such as a theatre group or book club)	9 PNJ	8	10	7	8	10	10	8	11 AJ	7	10 N	12 AN	8 N	4	14 AP	5	12 AR	8	10
A youth organization (such as Big Brothers Big Sisters or YMCA/YWCA)	7 PNJB	6	8 AB	9	6	7	7	10 AJ	8 J	4	10 N	8 N	6	4	12 AP	3	8	7	10 A
A political party or	7	6	7	9	6	6	8	9	8	4	14	9	4	2	10	4	8	7	11
An immigrant or ethnic association or club	2 PMJG	2	2	5 AEG	2	3 G	1	5 AIJ	2	1	3 M	3 M	1	2	4 AP	1	2	2	3
Another type of group	1 RPI	1	1	2	1	1	1	1	1	2 I	1	1	1	2	2 AP	1	1	*	1
None of the above	47 KLHIC SO	52 AC	43	46	49 F	44	47	29	43 H	61 AHI	37	41	50 AKL	63 AKLM	28	63 AO	45 S	47 S	33

Leading Edge GenZ – 2020 Survey

Q77. In the past 12 months, were you a member or participant in any of the following types of groups?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
A school group, neighbourhood, civic or community association	15 OLIBG	9	17 BDG	10	22 BCDFG A	12 G	5	16 I	11	16	15	13	16	17	13	14	17	22 AO	18	17
A sports or recreational organization (such as a hockey league, health club or golf club)	14 THFG	18 AFG	17 FG	13 G	15 FG	10 G	5	12	13	19 AHI	16	15	15	12	15 T	15	14	15	17 T	11
A union or professional association	11 RHEFG	18 AEFG	15 AEFG	14 FG	8 F	4	4	8	12 H	12 H	13 H	12 A	9	9	12 AR	7	13 R	4	8	11 R
A religious group	10 OL	9	12	15	10	10	9	10	10	11	7	8	11	14 AL	8	12	21 AOPRT	7	16 AOR	13 OR
Arts organization/ collective	9 KEG	12 AEG	10 G	16 AEFG	8 G	8	4	9	11 K	11 K	6	10 N	9	7	9	10	11	6	9	9
A cultural, educational or hobby organization (such as a theatre group or book club)	9 OG	8 G	11 G	11 G	11 AG	8 G	3	10	7	9	10	8	10	10	8	9	9	10	14 AO	10
A youth organization (such as Big Brothers Big Sisters or YMCA/ YWCA)	7 HG	6 G	9 AG	6	8 G	6	3	6	7	10 AH	7	7	7	6	6	9	10	5	8	8
A political party or group	7 NHFG	10 AEFG	8 FG	8	6 FG	3	2	5	8 H	9 AH	7	6	9 ALN	5	7	4	11 PRT	4	7	6
An immigrant or ethnic association or club	2 OL	3	3	2	2	1	1	2	3	3	2	1	3 L	4 AL	2	3	3	1	6 AOR	4 O
Another type of group	1	1	1	1	1	3 AC	1	1	1	1	1	1	1	2	1	1	2	*	1	2
None of the above	47 MJBCD Q	43	38	36	45 CD	60 ABCDE	72 BCDEF A	50 AJ	47	41	45	49 AM	43	46	48 Q	49 Q	32	54 QS	41 Q	44 Q

Leading Edge GenZ – 2020 Survey

Q77. In the past 12 months, were you a member or participant in any of the following types of groups?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
A school group, neighbourhood, civic or community association	15 RU	13	16 AB	11	14	16	15	14	15	16	15	13	14	17	18	19 AQR TU	11	8	17 RU	12	10	18 QRTU	
A sports or recreational organization (such as a hockey league, health club or golf club)	14 QNLC	17 AC	12	17	15	15	16	14	11	19 AKL	14	10	15 N	10	14	17 AQTU	7	15 Q	16 Q	12 Q	12 Q	16 Q	
A union or professional association	11 QC	13 AC	8	14	12	10	10	11	8	11	10	10	10	13	12	9 Q	3	8 Q	10 Q	15 APQR	15 APQR	11 Q	
A religious group	10 QRE	10	10	12 E	6	10 E	13 E	15 AEFI	10	12	10	8	10	9	9	9 Q	3	5	17 PQRTU A	9 Q	11 QR	12 QR	
Arts organization/collective	9 PREC	10	8	7	6	11 E	8	11 E	10	10	9	10	8	11	12	7 R	6 R	2	8 R	15 APQRS	12 QR	12 PQRS	
A cultural, educational or hobby organization (such as a theatre group or book club)	9 RSM	8	9	10	9	10	7	7	9	9	9	9	7	13 M	20 AMN	11 RS	9	5	6	8	10 R	10 RS	
A youth organization (such as Big Brothers Big Sisters or YMCA/YWCA)	7 PE	7	7	8	4	8 E	7	10 E	8 E	8	7	7	7	6	9	5	6	6	7	7	7	11 APQRS	
A political party or group	7 PRIC	9 AC	5	6	8 I	8 I	5	6	4	7	6	8	6	5	9	3	4	1	8 PR	10 APQR	11 APQR	9 PQR	
An immigrant or ethnic association or club	2 QRNC	3 AC	1	2	1	3	4	2	1	3	2	2	2	1	4 N	1	1	1	2	4 PQR	2	4 PQR	
Another type of group	1	1	1	2	1	1	1	1	2	1	1	2	1	2	2	1	2	*	1	1	1	1	
None of the above	47 STOJB	42	52 AB	40	50 D	45	46	45	51 D	41	48 J	49 J	48 AO	47 O	37	47 T	66 PSTUV A	68 PSTUV A	41	38	44	42	

Leading Edge GenZ – 2020 Survey

Q78. What, if any, particular causes or issues are you have been actively following or engaged, if any, over the past 12 months?

	Age Cohort			Education				Belonging to Community			Follow news/events				volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Racism/racial injustice/ Black Lives Matter	9 RSNHD	10	9	4	9 D	11 D	11 D	7	10 H	11 H	10 N	12 N	10 N	4	10	9	18 ARS	6	7
COVID-19	8 NG	8	9	7	9 G	9	6	8	8	9	8 N	11 AN	9 N	3	8	8	8	9	10
Global warming/weather/ Environment	8 SPND	8	8	4	8 D	10 D	9 D	7	8	8	10 N	9 N	8 N	4	10 AP	6	14 ARS	7	4
Social issues/justice/ equality	3 SPNEC	5 AC	2	3	2	3	5 ADE	2	4	3	4 N	4 N	4 N	1	4 AP	3	6 ARS	3	2
Aboriginal issues/ natives affairs	1 RIC	2 AC	1	1	1	1	2	1	1	2 AI	2	2	1	1	2	1	4 AR	1	-
Politics/international politics	1 PM	1	1	1	1	2	2	1	1	1	3 AM	2 M	1	-	2 AP	1	3 AR	1	2
US politics/2020 elections	1 LNI	1	1	1	1	1	1	1	1	2 AI	1	1	2 ALN	*	1	1	1	1	2
Healthcare/medical researches	1 H	2	1	*	1	2 DE	1	*	2 AHJ	1	3 AM	1	1	-	1	1	2	1	2
Homelessness/poverty/ famine	1 RP	1	1	1	1	2	1	1	1	1	2	1	1	1	2 AP	1	2 R	*	2
Canadian politics/ government	1 M	1	1	-	1	1	1	1	2	1	3 AM	2	1	-	1	1	2	1	2
Violence around the world/political unrest/ terrorism	1	1	1	1	*	1	1	1	1	1	1	2 AM	*	-	1	1	1	1	1

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Leading Edge GenZ – 2020 Survey

(Continued)

Q78. What, if any, particular causes or issues are you have been actively following or engaged, if any, over the past 12 months?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Education	1 P	1	1	1	1	1	1	1	1	1	2 N	1	1	*	1 AP	*	1	1	1
Volunteering/donating/ fundraising	1 P	1	1	-	1	1	1	2 AI	*	1	1	*	1	*	2 AP	*	1	1	1
Canadian economy/ unemployment	1 H	1	*	*	1	1	*	*	1	1	2 AMN	1	*	*	*	1	*	1	1
Community planning/ development	1 P	1	1	-	1	1	*	1	1	*	1	1	*	-	1 AP	*	1	1	*
Natural disasters	*	*	1	-	1	1	*	*	1	1	1	1	*	*	*	1	*	*	1
Economy	*	*	1	-	1	1	*	1	1	*	1	1	*	*	*	1	*	1	1
Immigration issue/laws	* PME	*	*	-	*	1	1	*	*	*	1	1	*	-	1 AP	*	*	*	*
Crime/drugs/violence/ guns	* R	*	*	1	*	*	*	-	*	*	*	*	*	*	1	*	*	*	1
Human/children trafficking and slavery	*	*	*	*	-	1	*	*	*	*	1	*	*	*	*	*	*	*	1
Assisting youth	*	*	*	-	*	*	*	-	*	*	*	*	*	-	*	*	*	*	*
Other	3 N	4	3	2	3	3	4	3	3	3	4 N	4 N	3 N	*	3	3	4	4	3
Nothing	2 M	2	2	2	2	2	2	3	2	2	4 ALM	1	1	3	2	2	1	2	4 AQ
DK/NA	68 QOKF	67	69	78 AEFG	71 F	63	67	68	68	68	58	65 K	69 K	84 AKLM	64	72 AO	61	69 Q	65

Leading Edge GenZ – 2020 Survey

Q78. What, if any, particular causes or issues are you have been actively following or engaged, if any, over the past 12 months?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30k	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Racism/racial injustice/ Black Lives Matter	9 BG	7	12 ABG	14 BG	10 BG	12 BG	4	11	9	8	8	10	9	10	10	8	13 R	7	8	8
COVID-19	8 G	7	8	11	9 G	11 G	4	8	8	8	8	8	9	9	8	9	8	7	7	8
Global warming/weather/ Environment	8 QTJBGP	6	10 ABDG	5	11 ABDG	9 G	4	10 AIJ	6	6	7	8	7	7	9 APQRT	*	5 P	5 P	9 P	5 P
Social issues/justice/ equality	3 T	3	5 G	4	4	4	2	4	3	3	2	4	3	3	4 T	3	2	2	4	2
Aboriginal issues/ natives affairs	1 TM	1	2 G	3	2	1	*	2	2	1	1	2 AM	*	1	1 T	5 QST	*	2	1	*
Politics/international politics	1 I	1	2	2	2	1	1	1	1	1	2	1	1	1	2 AQ	-	*	*	-	1
US politics/2020 elections	1	1	1	*	1	3 D	-	1	1	1	2	1	1	1	1	-	1	*	2	1
Healthcare/medical researches	1 Q	1	2	-	1	2	*	1	1	1	*	1	1	1	1 Q	1	*	1	1	1
Homelessness/poverty/ famine	1 I	1	2	1	1	1	-	2 I	*	1	1	1	1	2	1	1	2	2	1	1
Canadian politics/ government	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1 A	2	*	-	-	*

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Leading Edge GenZ – 2020 Survey

(Continued)

Q78. What, if any, particular causes or issues are you have been actively following or engaged, if any, over the past 12 months?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Violence around the world/political unrest/terrorism	1 K	1	1	3	1	*	*	1	1 K	1	*	1	1	1	1	1	1	2	2	1
Education	1	*	1	1	1 AB	1	*	1	1	1	1	1	1	1	1	1	1	3	1	2
Volunteering/donating/fundraising	1 OJ	1	1	-	1	1	*	1	1	*	*	1	1	1	*	1	*	1	2	2
Canadian economy/unemployment	1	1	*	-	1	1	1	1	-	1	*	1	1	1	*	1	1	1	1	1
Community planning/development	1	1	*	-	1	*	-	*	1	1	*	1	1	1	1	-	2	1	*	1
Natural disasters	*	*	1	-	1	1	-	1	*	1	*	1	*	-	1	-	-	-	*	*
Economy	*	*	1	1	1	1	-	*	*	1	*	*	1	*	1	-	1	-	1	*
Immigration issue/laws	*	*	1 AB	1	1 AB	-	-	*	*	1	*	1	*	*	1	-	-	-	1	*
Crime/drugs/violence/guns	*	1	*	1	*	1	-	*	1	*	-	*	*	-	*	1	-	*	1	-
Human/children trafficking and slavery	*	1	*	-	*	1 E	-	1 A	-	*	-	*	1	*	*	-	-	*	-	1
Assisting youth	*	-	*	1	*	-	*	*	*	*	-	-	*	1	*	-	2 AO	-	-	-
Other	3	3	3	5	3	3	2	3	3	4	2	3	3	2	3	4	5	3	4	2
Nothing	2 RH	4 ACEF	1	2	1	1	1	1	2	3 H	2	2	3 A	2	2 R	2	4 RS	1	1	2
DK/NA	68 CE	69	65	63	65	65	85 BCDEF	68	69	66	72	68	69	68	68	71	65	75 Q	67	71

Leading Edge GenZ – 2020 Survey

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Q78. What, if any, particular causes or issues are you have been actively following or engaged, if any, over the past 12 months?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Racism/racial injustice/ Black Lives Matter	9 VMJEB STU	5	13 AB	6	6	12 ADE	8	13 DE	9	7	10 J	10	8	21 AM	15 AM	20 RSTUV A	15 ASTUV	8 U	5	4	2	7 U
COVID-19	8 DE	8	9	4	5	11 ADEH	10 D	6	10 DE	8	9	7	8	9	9	10 T	8	9	8	6	6	9
Global warming/weather/ Environment	8 TVLB	5	11 AB	7	11 AFH	7	7	6	10	9 L	8 L	5	8	12 AM	11	16 RSTUV AQ	8 T	7 T	6 T	1	6 T	6 T
Social issues/justice/ equality	3 MLFGB STV	2	4 AB	2	5 AFG	2	1	4 G	4 G	3	4 AL	2	3	3	8 AMN	8 RSTUV AQ	2	2	*	1	4 S	2
Aboriginal issues/ natives affairs	1 SMFB	1	2 AB	1	1	1	3	4 AEF	2 F	2	1	1	1	3 M	3 M	4 ASV	3 S	-	*	-	-	1
Politics/international politics	1 THB	1	2 AB	1	1	1 H	2	*	2	1	1	2	1	3 A	2	2 ATV	2	-	1	*	1	1
US politics/2020 elections	1 V	1	1	1	1	1	3	2	1	2	1	1	1	2	2	1	1	2	1	1	3 V	*
Healthcare/medical researches	1	1	1	-	1	1	-	3 AI	1	2	1	1	1	2	2	2 AU	1	1	1	-	1	1
Homelessness/poverty/ famine	1	1	1	-	1	2	1	2	1	1	1	1	1	3	1	2 T	3 ATV	-	1	*	1	1
Canadian politics/ government	1 S	1	1	1	1	1	-	2	1	1	1	1	1	1	2	2 ASV	1	-	*	1	1	*

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Leading Edge GenZ – 2020 Survey

(Continued)

Q78. What, if any, particular causes or issues are you have been actively following or engaged, if any, over the past 12 months?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Violence around the world/political unrest/terrorism	1	1	1	1	1	1	1	1	1	2	1	1	1	2	2	1	2	-	*	1	1	1	
Education	1	1	1	1	1	1	*	*	1	1	1	1	1	1	2	1	1	-	1	1	1	1	
Volunteering/donating/fundraising	1	1	1	-	1	1	-	1	1	1	1	-	1	1	1	1	*	-	*	*	1	2	
Canadian economy/unemployment	1 J	1	*	-	*	1	1	1	1	*	1 J	*	1	1	*	1	1	1	*	1	1	*	
Community planning/development	1	1	1	2	*	1	-	1	1	1	1	*	1	1	-	1	-	*	*	*	1	1	
Natural disasters	*	1	*	-	*	1	2	*	*	1	1	-	1 A	-	*	*	1	1	*	-	-	1	
Economy	* PC	1 AC	*	*	*	1	-	*	1	1	*	1	1	-	-	*	-	-	1	1	1 P	*	
Immigration issue/laws	*	*	*	1	1	1	-	-	-	1	*	-	*	*	1	1 A	-	-	-	-	1	-	
Crime/drugs/violence/guns	*	*	*	1	-	*	1	1	1	*	*	1	*	1	-	1	1	*	1	-	*	-	
Human/children trafficking and slavery	*	-	1	-	-	*	1	*	1	*	*	*	*	1	-	1	1	-	-	-	-	1	
Assisting youth	*	*	*	-	*	*	2	*	-	*	*	*	*	-	-	*	-	-	*	-	-	*	
Other	3 R	4	2	3	3	3	3	2	3	2	3	4	3	4	3	4 R	3	1	2	3	4 R	3	
Nothing	2 PNHC	3 AC	1	1	2 H	2	3	1	3 H	2	2	2	2 N	1	1	1	2	2	3 P	4 P	3 P	2	
DK/NA	68 PNOC	72 AC	65	79 EFGHIA	70	66	69	69	67	68	67	72	69 NO	59	61	55	65 P	73 P	74 AP	78 APQUV	71 P	72 P	

Leading Edge GenZ – 2020 Survey

Q79. Thinking about problems in your community, how much of a difference do you believe people working together as a group can make in solving problems that you see?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVv/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
A big difference	45 RPMJ	45	45	41	47	44	45	57 AIJ	45 J	39	54 ALMN	47 M	41	41	51 AP	40	53 AR	40	48 R
Some difference	47 QOKH	46	47	43	44	50 AE	48	38	49 H	49 H	39	47 K	51 AK	45	44	49 AO	41	52 AQS	46
Little or no difference	8 OLHIF	8	8	15 AEFG	8 F	5	7	6	6	12 AHI	7	6	7	14 AKLM	4	11 AO	6	8	6
DK/NA	*	*	*	*	*	-	*	-	*	*	-	-	*	*	*	*	-	*	-

Leading Edge GenZ – 2020 Survey

Q79. Thinking about problems in your community, how much of a difference do you believe people working together as a group can make in solving problems that you see?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
A big difference	45 O	48 G	47 G	43	45	47	38	47	48 J	41	42	46	43	48	43	52 O	52 O	41	54 AOR	47
Some difference	47 P	46	45	43	49	43	48	45	45	51 AH	50	47	49 N	43	49 AP	36	42	50 P	42	45
Little or no difference	8 SBE	5	7	14 ABCE	6	9	14 ABCE	8	7	8	8	8	8	9	8 S	11 S	6	9	4	8
DK/NA	*	*	-	-	*	*	-	-	*	*	-	*	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q79. Thinking about problems in your community, how much of a difference do you believe people working together as a group can make in solving problems that you see?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
A big difference	45 QRTU	44	47	45	43	47	40	49	43	51 AKL	44	42	45	47	47	61 RSTUV AQ	38	34	45 RTU	31	34	51 AQRTU	
Some difference	47 P	48	45	43	49 H	47	49	42	49	44	47	49	47	46	46	36	51 P	55 APV	50 P	55 APV	51 PV	43 P	
Little or no difference	8 PSVJ	8	8	11	7	7	11	9	8	5	8 J	9 J	8	7	7	2	11 PSV	10 P	5 P	14 APSV	14 APSV	5 P	
DK/NA	*	*	*	1	-	*	-	-	*	-	*	-	*	-	-	*	-	-	-	-	-	1	

Leading Edge GenZ – 2020 Survey

Q80A. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your day-to-day finances and ability to pay bills

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Major impact	26 PMI	27	26	25	31 AFG	25	24	41 AIJ	23	24	40 ALMN	26 M	21	24	30 AP	23	26	25	33 AQR
Moderate impact	35 KHJ	33	36	37	34	37	33	29	41 AHJ	30	26	39 AKN	37 K	32	36	34	36	36	34
Small impact	22 SH	21	22	20	21	22	24	17	23 H	23 H	20	20	24 AL	22	22	22	22 S	24 S	16
No impact at all	17 OKHIE	18	16	17	14	16	20 AE	14	14	23 AHI	13	15	18 K	21 AKL	12	20 AO	16	15	17
DK/NA	*	-	*	*	*	-	-	-	-	*	-	-	-	1	-	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q80A. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your day-to-day finances and ability to pay bills

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Major impact	26 ORJKE	27 E	27 E	42 ABCEG	22	41 ABCEG	21	31 AJK	29 JK	19	22	27	24	29 M	25 R	35 AOR	32 OR	17	32 OR	31 OR
Moderate impact	35 OKB	29	39 ABD	28	37 ABD	33	34	35	35	38 K	29	34	36	36	33	42 O	32	34	42 AO	40 AO
Small impact	22 PSH	22	22	21	23	18	19	19	22	25 H	24	21	25 ALN	20	23 PS	14	24 PS	33 OPQST A	16	19
No impact at all	17 TICDF PQS	22 ACDEF	12	8	18 CDF	8	25 ACDEF	15	14	18	25 AHIJ	18 A	15	15	19 APQST	9	12	15	11	9
DK/NA	*	-	-	-	*	-	1	*	*	-	-	*	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q80A. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your day-to-day finances and ability to pay bills

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Major impact	26 RMKE	26	27	26	19	28 E	29 E	33 AE	26 E	24	24	36 AJK	25	31 M	29	24 R	30 R	15	24 R	31 PRS	29 R	31 APRS	
Moderate impact	35	34	36	31	32	37	39	34	34	32	38 AJL	31	36	33	33	34	31	31	32	39 U	31	42 PQRSU A	
Small impact	22 TVL	23	21	21	25 AF	20	19	21	23	25 AL	22	18	22	23	22	25 ATV	19	25 TV	25 TV	17	22	17	
No impact at all	17 TVFH	18	16	22 FH	23 AFGHI	14	14	12	16	19	17	15	18 AN	14	15	17 V	20 TV	28 PSTUV A	19 TV	13	18 V	9	
DK/NA	*	-	*	-	-	*	-	-	-	-	*	*	*	-	-	-	-	*	-	-	-	*	

Leading Edge GenZ – 2020 Survey

Q80B. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your ability to continue with your work or education

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	Smvy/Weak	Many/Day	1-2/Day	week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Major impact	36 PMIGB	31	39 AB	43 AG	38 G	37 G	28	44 AIJ	33	35	45 ALMN	36	32	34	40 AP	32	37	34	35
Moderate impact	34 K	32	35	31	36	35	32	32	37 AJ	31	28	37 K	35 K	31	36	32	35	34	35
Small impact	18 K	19	17	14	17	18	21 D	16	18	18	14	19 K	19 K	19 K	16	19	16	19	18
No impact at all	12 LHEFC O	17 AC	9	12	9	10	19 ADEF	8	12 H	15 AHI	13 L	9	14 L	14 L	7	16 AO	12	13	12
DK/NA	*	-	*	*	*	-	-	-	-	*	-	-	-	1	-	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q80B. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your ability to continue with your work or education

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Major impact	36 ORJKB	28	40 ABG	39 B	36 B	51 BCDEG A	31	41 AJK	37 JK	30	28	36	33	37	34	39 R	36	27	42 OR	43 AOR
Moderate impact	34 G	32	32	36	39 ABCFG	29	26	34	34	34	34	33	36	34	33	32	38	41	34	33
Small impact	18 HF	19 F	19 F	15	17 F	12	18	15	18	23 AHI	19	17	20	16	18	16	16	23	16	17
No impact at all	12 MHCEF ST	20 ACDEF	10	10	7	8	24 ACDEF	11	12	13	19 AHIJ	13 M	10	13	14 ARST	13	10	9	8	7
DK/NA	*	-	-	-	*	-	1	*	*	-	-	*	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q80B. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your ability to continue with your work or education

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Major impact	36 TMJEB	33	38 AB	33	30	37 E	35	41 E	38 E	32	36	39 J	34	41 M	37	37	44 ARSTU	31	33	31	33	42 ARSTU
Moderate impact	34 QR	35	33	31	35	34	39	32	34	35	34	32	34	31	36	35 QR	27	27	34	41 AQRU	33	34
Small impact	18 Q	19	17	20	19	19	13	17	15	19	18	16	19	15	15	16	13	23 Q	19	20 Q	21 Q	16
No impact at all	12 TVF	13	11	16	16 AFH	10	12	10	13	14	12	12	13	13	11	12	15 TV	18 ATV	15 TV	9	13	9
DK/NA	*	-	*	-	-	*	-	-	-	-	*	*	*	-	-	-	-	*	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q80C. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your emotional health and well-being

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some/ PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ Weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Major impact	39 RPMIG	38	40	44 G	41 G	39	34	48 AIJ	36	39	49 ALMN	39	35	36	43 AP	36	44 AR	36	42
Moderate impact	33 HD	33	33	22	34 D	35 D	36 D	27	37 AHJ	31	29	35 K	35	30	32	34	33	33	30
Small impact	19 QKHE	21	17	19	15	21 E	21 E	15	20 H	20 H	13	18 K	21 AK	20 K	18	20	16	21 Q	19
No impact at all	9 QOF	8	10	15 AFG	10 F	5	9 F	10	8	10	8	7	9	13 AKL	7	11 AO	6	10 Q	9
DK/NA	*	-	*	*	*	-	-	-	-	*	-	-	-	1	-	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q80C. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your emotional health and well-being

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- 100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Major impact	39 RJKB	35	40	39	39	49 ABCDE	40	45 AJK	40 JK	31	32	40	37	38	38 R	52 AOQRS	34 R	20	38 R	47 AOQR
Moderate impact	33 PH	32	34	35	34	30	33	31	33	38 AH	34	34	31	34	33 P	23	29 AOPQT	43 AOPQT	37 P	33 P
Small impact	19 PTF	22 AFG	18 F	21	19 F	13	14	17	16	22 HI	21	18	22 AL	19	20 APT	11	22 PT	29 AOPST	18 T	9
No impact at all	9 HE	11 E	7	5	7	8	13	7	10	10	13 H	8	10	10	9	14 S	14 AOS	8	6	11
DK/NA	*	-	-	-	*	-	1	*	*	-	-	*	*	-	*	-	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q80C. To what extent has the Covid-19 pandemic affected you personally to date, in terms of:

Your emotional health and well-being

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Major impact	39 UMJEB RS	31	45 AB	39	32	41 E	33	46 AEG	42 E	30	38 J	52 AJK	36	48 AM	47 AM	47 ARSTU	53 RSTUV A	26	29	36 RS	33	43 RSU
Moderate impact	33 OL	35	32	33	32	34	34	32	33	32 L	37 AL	26	35 AO	29	27	32	27	35	34	35	33	34
Small impact	19 PVL	22 AC	16	17	24 AFHI	17	20	17	16	24 AKL	18	14	20 AN	15	19	15	14	27 APQTV	23 APQV	18	24 APQV	15
No impact at all	9 QKFHC P	12 AC	6	11	12 AFH	7	13 H	6	10	14 AKL	7	8	9	8	8	7	6	11	15 APQV	10	9	7
DK/NA	*	-	*	-	-	*	-	-	-	-	*	*	*	-	-	-	-	*	-	-	-	*

Leading Edge GenZ – 2020 Survey

Q81. Looking ahead, when do you think your life is most likely to return to normal from the pandemic:

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
In the next six months	12 QMJFG	12	12	14	15 AFG	9	9	18 AIJ	12 J	8	17 ALM	11	9	15 M	13	11	8	10	21 AQR
In the next 7 to 12 months	26 PJB	23	28 AB	25	26	26	25	29 J	27 J	22	22	30 AKN	26	22	28 AP	24	27	26	30
In the next 1 to 2 years	37 NHDECS	39 AC	35	29	33	40 DE	42 ADE	32	37	39 H	34	38	39 AKN	32	35	38	38 S	42 AS	29
It will take more than 2 years	16 L	17	15	15	15	17	16	14	16	17	18 L	13	16	16	14	17	17	15	13
Never; life will never return to normal	10 RHIFG	9	10	17 AEFG	11 FG	8	8	7	8	13 AHI	9	9	9	15 AKLM	10	10	10	8	8
DK/NA	*	-	*	*	*	-	-	-	*	*	-	-	*	*	*	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q81. Looking ahead, when do you think your life is most likely to return to normal from the pandemic:

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
In the next six months	12 PDE	15 ADE	11 D	3	9 D	13 D	15 D	12	12	11	11	11	12	15 AL	12 P	6	21 AOPRT	12	15 P	11
In the next 7 to 12 months	26 HG	25	26 G	25	28 FG	22	18	23	29 H	30 AHK	22	26	25	26	25	22	34 AOPT	27	35 AOPT	26
In the next 1 to 2 years	37 Q	36	37	42	40 AF	34	34	35	35	38	43 AHI	36	39	35	36 Q	34	25	43 Q	36 Q	40 Q
It will take more than 2 years	16 QSN	15	17	20	15	15	19	15	15	14	20 J	17 N	16 N	11	17 AQS	16	11	13	11	14
Never; life will never return to normal	10 RSJKE	9	9	9	7	16 ABCDE	14 E	14 AIJK	8 K	7	4	10	8	12 M	10 RS	21 OQRST	8	5	4	9 S
																A				
DK/NA	*	-	-	2	*	-	-	-	*	*	-	-	*	-	*	1	-	-	-	-

Leading Edge GenZ – 2020 Survey

Q81. Looking ahead, when do you think your life is most likely to return to normal from the pandemic:

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
In the next six months	12 PQNC	15 AC	8	18	11	11	11	12	13	14	11	12	12 NO	7	9	6	6	10	15 PQ	14 PQ	19 APQR	16 APQR	
In the next 7 to 12 months	26 Q	27	25	23	25	28 A	22	25	24	25	27	24	25	23	27	26 Q	19	25	26	30 Q	24	27	
In the next 1 to 2 years	37 ULD	36	37	29	44 ADFHI	35	35	35	35	40 L	37 L	31	39 A	38	33	41 ATU	34	38 U	38 U	33	27	40 U	
It will take more than 2 years	16 TVMB	14	17 AB	16	13	18 E	17	15	15	15	15	19	15	22 AM	18	16 V	24 APSTV	19 V	15	12	20 ATV	11	
Never; life will never return to normal	10 MJEFB SV	7	12 AB	13 E	7	8	14 EF	13 EF	14 AEF	7	10 J	13 AJK	9	10	13 M	11	17 PRSUV A	8	7	11	10	7	
DK/NA	*	*	*	1	-	*	1	-	-	-	*	*	*	*	*	-	-	-	-	*	*	*	

Leading Edge GenZ – 2020 Survey

Q82. Which one of the following best describes your background:

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/HS	HS/Comp	Some/PSE	PSE/Comp	Very/Strg	Somw/Strg	SmVy/weak	Many/Day	1-2/Day	Week/Mnth	Rare/Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
You were born in Canada, and both of your parents were born in Canada	59 RHEF	59	59	67 AEF	55	54	65 AEF	54	59	62 AH	58	57	59	63	58	60	63 AR	54	59
You were born in Canada, and one or both of your parents were born in another country	25 NG	23	27	23	27 G	32 ADG	18	28	26	24	26 N	28 N	26 N	19	27	24	25	28 A	24
You were born in another country	16 QD	17	14	10	18 D	14	16 D	18	16	14	16	15	15	18	15	16	13	17	17

Leading Edge GenZ – 2020 Survey

Q82. Which one of the following best describes your background:

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
You were born in Canada, and both of your parents were born in Canada	59 QRSTE	66 ADEF	60	54	56	56	62	60	56	60	59	100	-	-	75 AQRST	83 OQRST A	15 S	8	7	13 S
You were born in Canada, and one or both of your parents were born in another country	25 OPHB	21	27 B	30	28 AB	24	21	22	26	28 H	32 AH	-	100	-	18 P	11	43 AOP	69 OPQST A	43 AOP	39 AOP
You were born in another country	16 OPK	14	13	17	16	20 BC	17	18 AJK	18 JK	13	9	-	-	100	6	6	42 AOPR	23 AOP	51 AOPR	48 AOPR

Leading Edge GenZ – 2020 Survey

Q82. Which one of the following best describes your background:

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
You were born in Canada, and both of your parents were born in Canada	59 STVFB	56	61 AB	69 AFI	74 AFHI	47	67 FI	64 AFI	54	61	59	56	59	64	62	67 ASTV	67 ASTV	68 ASTV	51	51	62 STV	51	
You were born in Canada, and one or both of your parents were born in another country	25 PDEGH	27	24	18	17	34 ADEGH	14	20	29 DEGH	23	25	29 J	25	24	25	20	24	23	27 P	32 APR	25	28 P	
You were born in another country	16 QRNE	17	15	13	9	19 AE	19 E	15	17 E	16	16	15	16	11	13	13	9	9	22 APQRU	17 QR	13	21 APQRU	

Leading Edge GenZ – 2020 Survey

Q83. Which of the following best describes your sexual orientation?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	SmVy/ weak	Many/ Day	1-2/ Day	Week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Heterosexual	70 QDC	73 AC	68	59	69 D	69 D	77 ADEF	70	71	69	66	70	72	70	67	73 AO	58	74 AQ	80 AQR
Bisexual	12 RSIB	10	13 AB	13	12	13	10	11	10	15 AI	12	12	12	10	13	11	20 ARS	9	7
Questioning	3 SHG	2	3	3	3	4 AG	2	2	3	4 H	2	4	3	2	3	2	5 ARS	2 S	1
Gay	3 SN	3	3	3	2	2	3	3	2	3	5 AMN	3	2	1	3	2	5 ARS	2	1
Lesbian	2 RP	2	2	3	2	2	3	3	2	2	3	2	2	2	3 AP	1	4 ARS	1	1
Pansexual	2 RS	2	2	3	2	2	2	1	2	3	2	2	3	2	2	2	4 ARS	1	1
Asexual	2 KIG	2	2	4 G	2	2	1	3 I	1	2	1	2	2 K	3 K	3	2	3	2	2
Queer	1 SN	1	1	2	1	1	1	2	1	1	1	1	1 N	*	1	1	3 ARS	1	*
Two Spirit	1 N	1	1	1	1	1	*	2 AI	*	1	1	1	1 N	*	1	*	1	*	*
Other	*	*	*	-	*	*	*	*	*	*	1	*	*	-	*	*	1	*	-
Prefer not to answer	9 QMJGB	7	10 AB	15 AFG	11 G	8 G	5	11 J	10 J	6	11 M	8	7	12 M	9	8	7	9	8

Leading Edge GenZ – 2020 Survey

Q83. Which of the following best describes your sexual orientation?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	white	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Heterosexual	70 PHDG	75 ADG	70 DG	55	72 DG	70 DG	57	66	71	72 H	77 AH	70	70	70	71 P	47	71 P	75 P	76 AP	72 P
Bisexual	12 SNB	8	14 B	23 ABCEF	12 B	12	14	13	12	11	9	13 N	11	9	12 S	22 OQRST	10	9	5	9
Questioning	3 TB	1	3 B	4	4 AB	6 ABC	3	3	3	3	3	3	3	3	3 T	5 T	2	2	2	*
Gay	3	3	3	1	2	2	4	2	4	2	4	3	3	3	3 AT	3	2	2	-	1
Lesbian	2 S	3	2	2	2	2	2	2	2	2	4	2	2	1	3 AS	2	1	2	*	1
Pansexual	2 R	2	1	5	3	4 C	3	3 AIJ	1	1	2	2	2	3	2 R	6 RST	1	*	1	1
Asexual	2	2	2	2	2	2	4	3	1	1	2	2	2	3	2	5	2	2	2	2
Queer	1	1	1	3	1	2	2	1	*	1	2	1	1	2	1	2	1	1	*	1
Two Spirit	1	1	1	1	*	1	*	1	*	*	1	*	1	1	*	4 Q	*	1	*	1
Other	*	*	*	2	*	1	-	1	-	*	-	*	*	1	*	-	-	1	-	-
Prefer not to answer	9 OLKCE	9	7	6	7	9	20 BCDEFA	11 AIK	7	9 K	5	7	10 L	15 ALM	7	15 AO	11	10	13 O	13 AO

Leading Edge GenZ – 2020 Survey

Q83. Which of the following best describes your sexual orientation?

	Gender		Province							Life Satisfaction			Sexual Orientation			SV SEGMENTS							
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Ref1/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415	
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448	
Heterosexual	70 QNOLD P	74 AC	68	50	76 ADGH	72 D	63 D	67 D	70 D	78 AKL	72 L	57	100	7	11	64 Q	54 APQTV	82 APQT	77	68 Q	76 APQT	73 PQ	
Bisexual	12 SMJEB	7	16 AB	24 EFGHI A	9	11	12	14 E	10	8	11	19 AJK	1	100	9 M	17 RSTUV A	20 RSTUV A	8	6	10 S	10 S	10 S	
Questioning	3 TVMJ	2	3	5	3	2	4	2	4	1	3 J	5 AJ	1	3 M	24 MN	5 ARSTV	7 ARSTV	1	2	1	3	1	
Gay	3 MJC	5 AC	*	2	4 AH	2	2	2	2	1	3 J	3 J	*	2 M	22 MN	3	3	4	3	3	2	2	
Lesbian	2 MJ	2	2	4	2	2	1	2	2	1	2	4 AJ	*	2	18 MN	3	3	-	1	3	2	2	
Pansexual	2 TUMJBS	1	3 AB	3	2	2	1	3	3	1	2	5 AJK	*	3 M	18 MN	3 STU	9 PSTUV A	-	1	*	1	2	
Asexual	2 ME	2	2	4	1	2	4 E	2	2	2	2	3	*	2	17 MN	2	4	1	2	2	1	1	
Queer	1 SVMC	1	1	2	1	1	1	1	2	1	1	2	*	2 M	9 MN	2 ASTV	2	1	*	1	1	*	
Two Spirit	1 MK	1	*	2	*	*	1	1	1	1	*	1	*	2 AM	6 MN	*	1	1	*	1	1	1	
Other	* M	*	*	-	*	*	-	*	-	*	*	1	*	*	2 MN	1	-	-	*	1	-	-	
Prefer not to answer	9 PREC	11 AC	7	16 AEF	5	8 E	14 E	10 E	12 E	10	8	10	-	-	-	5	7	4	11 PR	16 PQRUV A	8	10 PR	

Leading Edge GenZ – 2020 Survey

Q84. Which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2019?

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nevr	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Under \$30,000	43 SLFGBR	39	46 AB	56 AEFG	48 AFG	39	36	42	41	47 AI	43 L	37	45 L	50 AL	43	44	50 ARS	38 S	30
\$30,000 to \$60,000	21 DC	24 AC	19	16	21	23 D	21	21	22	20	19	23	20	22	22	20	20	23	21
\$60,000 to \$80,000	12 QE	14	11	10	9	12	16 ADE	13	13	11	12	14 N	12	9	11	13	10	13	15 Q
\$80,000 to \$100,000	11 N	11	11	8	11	9	14 ADF	12	11	10	11	14 AMN	10	8	11	11	9	11	15 AQ
\$100,000 to \$150,000	8 QH	8	8	5	7	10 D	8	6	8	8	7	8	8	8	8	8	6	10 AQ	11 AQ
\$150,000 and over	5 NE	4	5	4	3	6 AE	5	6	5	4	7 N	4	5 N	2	5	4	5	5	8 AQR
DK/NA	*	*	*	*	*	*	-	-	*	*	*	-	*	*	*	*	*	*	-

Leading Edge GenZ – 2020 Survey

Q84. Which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2019?

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Under \$30,000	43 MB	25	44 B	40 B	50 ABCD	59 ABCDE	61 ABCDE	100	-	-	-	44 M	37	49 AM	42	51 R	52 AOR	37	46	43
\$30,000 to \$60,000	21 E	30 CDEFG	20	18	17	19	16	-	100	-	-	20	22	25 L	20	21	19	26	20	25
\$60,000 to \$80,000	12 EF	18 ACEFG	10	18 EFG	9	8	9	-	-	52	-	12	13	11	12	11	14	13	12	14
\$80,000 to \$100,000	11 QNFG	12 FG	12 FG	10	10 F	7	7	-	-	48	-	11	12 N	8	11 Q	8	6	11	13 Q	11
\$100,000 to \$150,000	8 NF	9 FG	8 F	9	8 F	5	4	-	-	-	62	8 N	10 AN	4	8 T	7	6	9	7	5
\$150,000 and over	5 TNF	5 F	5 F	4	6 FG	1	3	-	-	-	38	5	6 N	3	6 APQT	2	2	5	3	2
DK/NA	*	-	*	-	*	1	*	-	-	-	-	*	*	*	*	-	1	-	-	*

Leading Edge GenZ – 2020 Survey

Q84. Which of the following categories best corresponds to the total annual income, before taxes, of all members of your household, for 2019?

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Under \$30,000	43 UMKFB	37	49 AB	36	46 DF	40	46	47 DF	46 DF	40	41	52 AJK	41	47	49 M	50 RSTUV	59 RSTUV	36	39	36	38	42
\$30,000 to \$60,000	21 RT E	22	20	22	18	21	20	21	26 AE	21	22	20	21	22	21	19 A	18 AP	19	22	20	22	26 APQ
\$60,000 to \$80,000	12 QC	14 AC	11	17 H	12	13	13	9	10	12	13	11	12	11	12	10	7	15 Q	15 PQV	16 APQV	12	10
\$80,000 to \$100,000	11 QOLIC P	13 AC	10	13	10	12 I	10	12	8	14 AL	11 L	8	12 O	10	6	8 Q	4	14 PQ	13 PQ	14 PQ	12 Q	12 Q
\$100,000 to \$150,000	8 L	8	7	6	8	9	5	7	6	7	9 AL	6	8	6	7	7	8	13 ASV	6	8	9	6
\$150,000 and over	5 C	7 AC	3	6	5	5	6	4	4	6	4	4	6 A	4	5	4	4	3	5	5	8 APQR	5
DK/NA	*	*	*	-	*	*	*	*	-	*	*	-	*	*	*	*	-	-	*	*	*	-

Leading Edge GenZ – 2020 Survey

Leading GENZ SOCIAL VALUE SEGMENT

	Age Cohort			Education				Belonging to Community			Follow news/events				Volunteer?		Political orientation		
	TOTAL	Early	Mid	Some/ HS	HS/ Comp	Some /PSE	PSE/ Comp	Very/ Strg	Somw/ Strg	Smvy/ weak	Many/ Day	1-2/ Day	week/ Mnth	Rare/ Nev	Yes	No	Left	Mid	Right
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	2592	1111	1481	290	866	715	721	471	1218	900	479	716	1025	371	1165	1427	718	890	415
Unweighted Total	2592	1050	1542	305	891	737	659	491	1195	904	491	712	1015	373	1188	1404	704	916	408
Egalitarian Idealists	25 PHDEC RS	28 AC	23	13	19 D	31 ADE	31 ADE	15	27 AH	27 H	21	26	27 K	22	27 AP	23	43 ARS	18 S	7
Dutiful Accomplishers	16 QMNJ	16	16	17	18	15	15	21 AIJ	17 J	13	21 AMN	18 MN	13	12	17	16	10	17 Q	26 AQR
Hustling Hedonists	16 QJG	16	16	16	20 AFG	15	13	28 AIJ	19 AJ	6	18	16	15	16	18	15	10	17 Q	23 AQR
Earnest Strivers	15 QJB	13	17 AB	21 AFG	16	14	13	18 J	15	13	15	17	14	14	16	14	11	19 AQ	17 Q
Guarded Independents	12 Q	11	13	15	11	11	14	12	12	12	15	11	11	13	11	13	9	13 Q	18 AQR
Reflective Realists	8 SOHIG	7	9	13 AFG	9 G	8	5	2	4 H	16 AHI	7	6	8	11 AKL	6	10 AO	11 ARS	7 S	2
Optimistic Observers	8 OKLHI QS	9	7	6	8	7	10 ADF	3	6 H	13 AHI	3	5 K	11 AKL	11 AKL	5	10 AO	6	9 QS	6

Leading Edge GenZ – 2020 Survey

Leading GENZ SOCIAL VALUE SEGMENT

	Employment Status							Household income				Generation in Canada			Ethnicity					
	TOTAL	Empl/ FT	Empl/ PT	Self/ Empl	Stud/ ent	Look/ work	Not/ look	<\$30K	\$30K- \$60K	\$60K- \$100K	\$100K +	Can/ 3rd+	Can/ 2nd	Other/ Ctry	White	Abor	Black	Chin/ ese	Sou/ Asian	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	2592	677	652	133	1096	342	159	1117	547	599	325	1529	658	405	1763	148	98	137	181	238
Unweighted Total	2592	638	654	142	1133	342	167	1151	552	580	304	1278	766	548	1349	144	278	189	220	373
Egalitarian Idealists	25 TMNJB PQRS	21	27 B	23	31 ABG	30 ABG	20	29 AIJ	23	20	23	28 AMN	20	20	29 PQRST A	17	19	16	12	20 S
Dutiful Accomplishers	16 OLFG	19 AFG	15 F	14	17 FG	10	10	15	17	19 AH	14	14	17	22 ALM	14	15	25 AOP	18	24 AOP	19 O
Hustling Hedonists	16 OL	16	16	16	15	18	12	16	20 AK	15	13	14	17	21 AL	11	27 AO	27 AO	22 O	29 AO	26 AO
Earnest Strivers	15 LHE	17 CE	13	25 ACEF	12	14	19 E	13	15	20 AHI	15	13	19 AL	16	14	18	16	20	15	16
Guarded Independents	12 PF	13 F	15 AEF	13	11 F	7	13	10	12	12	17 AH	13	12	10	14 APR	5	10	8	10	10
Reflective Realists	8 QTNJB	5	8	5	7	14 ABCDE	15 ABCDE	11 AIJK	7	4	7	9 AN	8	5	8 QT	14 AQST	2	9 Q	6	5
Optimistic Observers	8 QSTNH P	8	7	5	8	7	11	7	7	10 H	10	9 AN	7	5	10 APQST	4	2	7 Q	4	5

Leading Edge GenZ – 2020 Survey

Leading GENZ SOCIAL VALUE SEGMENT

	Gender			Province						Life Satisfaction			Sexual Orientation			SV SEGMENTS						
	TOTAL	Male	Female	ATL	QC	ON	MB/SK	AB	BC	High	Med	Low	Hetr/ Sex	Bi/ Sex	Oth/ er	Egal/ Ideal	Refl/ Real	Opti/ Obsv	Duti/ Acco	Earn/ Strv	Grnd/ Indep	Hust/ Hedn
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	2592	1244	1298	156	596	1011	156	337	337	661	1390	541	1819	306	311	648	207	207	415	389	311	415
Unweighted Total	2592	1185	1344	154	599	1008	159	345	327	645	1391	556	1782	314	317	644	216	184	384	396	320	448
Egalitarian Idealists	25 MLDFB	13	37 AB	18	33 ADFG	21	22	27 DF	27 DF	23	28 AJL	20	23	37 AM	34 AM	100	-	-	-	-	-	-
Dutiful Accomplishers	16 NOLC	22 AC	11	12	15	17	16	17	17	24 AKL	15 L	10	18 ANO	8	10	-	-	-	100	-	-	-
Hustling Hedonists	16 OLE	15	17	21 E	8	21 AEHI	19 E	13 E	14 E	23 AKL	16 L	8	17 O	13	12	-	-	-	-	-	-	100
Earnest Strivers	15 JEC	22 AC	9	21 E	12	15	16	17 E	15	12	14	21 AJK	14	13	12	-	-	-	-	100	-	-
Guarded Independents	12 C	14 AC	10	8	15 ADFI	11	13	13	9	11	12	13	13 A	10	9	-	-	-	-	-	100	-
Reflective Realists	8 MJKEB	6	9 AB	15 AEH	4	9 E	8	7	11 E	2	5 J	22 AJK	6	14 AM	17 AM	-	100	-	-	-	-	-
Optimistic Observers	8 OJ	8	8	5	13 DFGHI A	7	6	6	6	6	10 AJL	6	9 ANO	6	5	-	-	100	-	-	-	-