

How important is each of the following to you personally?



Country	Gender		Age			Generation			Region			Vote in 2025 Federal Election					Ethnicity							
	Canada		Male	Female	18-34	35-54	55+	Silent / Boomers	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
	Very important	46%	45%	48%	38%	44%	56%	58%	45%	45%	33%	44%	41%	46%	49%	44%	48%	59%	45%	32%	34%	38%	45%	56%
<i>Very important</i>																								
Very important	39%	40%	39%	41%	41%	36%	36%	40%	39%	44%	47%	43%	37%	37%	42%	33%	39%	46%	38%	40%	43%	34%		
Moderately important	11%	11%	10%	18%	9%	6%	5%	7%	13%	20%	7%	12%	6%	12%	14%	9%	7%	12%	12%	20%	21%	9%	9%	
Not too important	4%	3%	3%	5%	3%	1%	8%	2%	3%	3%	2%	4%	11%	2%	5%	1%	1%	4%	11%	8%	1%	3%	3%	2%
Not important at all																								
<i>Moderately important</i>																								
Very important	74%	70%	78%	66%	79%	77%	77%	76%	78%	60%	75%	75%	75%	72%	71%	83%	75%	79%	57%	63%	74%	74%	77%	
Moderately important	20%	24%	17%	27%	15%	18%	18%	17%	16%	32%	23%	21%	15%	22%	19%	13%	20%	17%	30%	24%	21%	21%	21%	
Not too important	4%	5%	4%	5%	5%	3%	3%	4%	5%	5%	2%	1%	1%	5%	7%	4%	4%	3%	6%	4%	5%	3%	3%	
Not important at all	2%	1%	1%	2%	1%	2%	2%	3%	1%	3%	0%	4%	9%	1%	2%	0%	0%	2%	8%	9%	0%	2%	0%	
<i>Not too important</i>																								
Very important	2%	1%	1%	2%	1%	2%	2%	3%	1%	3%	0%	4%	9%	1%	2%	0%	0%	2%	8%	9%	0%	2%	0%	
Moderately important																								
<i>Not important at all</i>																								
<i>Friends</i>																								
Very important	56%	53%	60%	60%	55%	54%	56%	49%	58%	63%	53%	64%	51%	55%	55%	64%	59%	53%	55%	49%	44%	57%	57%	
Moderately important	32%	32%	33%	29%	30%	37%	35%	37%	30%	26%	38%	27%	36%	32%	32%	30%	32%	34%	32%	32%	42%	32%	33%	
Not too important	9%	12%	6%	8%	11%	8%	8%	9%	10%	8%	7%	4%	8%	11%	10%	4%	8%	11%	5%	11%	13%	9%	10%	
Not important at all	3%	3%	1%	3%	3%	2%	1%	5%	3%	3%	1%	5%	6%	2%	4%	2%	1%	2%	8%	7%	1%	2%	0%	
<i>Career</i>																								
Very important	36%	38%	35%	50%	38%	23%	22%	31%	44%	51%	36%	38%	35%	39%	32%	39%	40%	33%	30%	32%	41%	27%	63%	
Moderately important	38%	37%	39%	37%	44%	32%	29%	42%	44%	34%	36%	35%	33%	38%	41%	37%	36%	41%	25%	32%	38%	40%	28%	
Not too important	15%	15%	16%	9%	11%	24%	24%	17%	8%	11%	17%	14%	12%	14%	18%	13%	15%	16%	19%	21%	16%	17%	6%	
Not important at all	11%	10%	10%	4%	6%	22%	25%	10%	4%	4%	11%	13%	21%	10%	9%	10%	9%	9%	25%	14%	5%	16%	3%	
<i>Affluence</i>																								
Very important	14%	14%	14%	18%	16%	7%	6%	13%	18%	18%	12%	13%	14%	16%	12%	8%	15%	14%	8%	21%	11%	10%	23%	
Moderately important	39%	39%	39%	42%	37%	37%	35%	40%	41%	40%	38%	44%	31%	38%	40%	35%	39%	41%	29%	40%	48%	32%	42%	
Not too important	36%	36%	36%	32%	37%	38%	41%	32%	34%	36%	37%	33%	39%	36%	34%	38%	34%	36%	44%	29%	32%	42%	35%	
Not important at all	12%	11%	12%	7%	10%	18%	18%	16%	7%	6%	13%	9%	16%	10%	13%	19%	11%	10%	19%	10%	9%	16%	0%	

On the issue of spirituality, how would you describe yourself—would you say you are...



	Canada	Gender		Age			Generation			Region						Vote in 2025 Federal Election					Ethnicity		
		Male	Female	18-34	35-54	55+	Silent / Boomers	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
Very spiritual	17%	16%	19%	18%	20%	15%	14%	19%	19%	17%	17%	20%	20%	18%	15%	18%	16%	21%	8%	21%	8%	15%	22%
Moderately spiritual	39%	37%	41%	37%	39%	40%	40%	38%	40%	35%	38%	42%	40%	41%	35%	32%	41%	41%	35%	42%	48%	36%	54%
Not too spiritual	21%	21%	21%	24%	18%	22%	23%	18%	19%	26%	22%	18%	21%	20%	25%	20%	20%	21%	32%	12%	27%	23%	9%
Not spiritual at all	20%	22%	18%	17%	21%	21%	20%	22%	21%	14%	21%	18%	13%	18%	20%	29%	21%	16%	20%	17%	13%	24%	11%
Not sure	3%	4%	2%	5%	2%	3%	2%	4%	1%	6%	3%	3%	7%	3%	5%	0%	2%	1%	6%	8%	4%	2%	5%

Which of the following best describes your religious faith?



	GENDER		AGE			GENERATION			REGION			VOTE IN 2025 FEDERAL ELECTION					ETHNICITY						
	Canada	Male	Female	18-34	35-54	55+	Silent / Boomers	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
		Male	Female	18-34	35-54	55+	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian	
Christian (including Catholic and Protestant)	50%	50%	52%	40%	45%	64%	66%	49%	43%	40%	52%	51%	50%	54%	56%	55%	59%	31%	53%	34%	57%	8%	
Muslim	5%	5%	5%	7%	6%	2%	1%	4%	5%	10%	3%	4%	5%	6%	5%	2%	9%	2%	0%	1%	27%		
Hindu	3%	5%	2%	5%	3%	1%	1%	4%	4%	3%	2%	3%	2%	6%	0%	0%	3%	3%	2%	0%	5%	0%	37%
Sikh	1%	1%	1%	3%	0%	0%	1%	0%	0%	4%	3%	3%	1%	0%	1%	1%	0%	2%	0%	0%	0%	11%	
Buddhist	2%	2%	1%	2%	2%	1%	0%	3%	2%	1%	3%	1%	3%	1%	1%	2%	1%	7%	7%	7%	1%	5%	
Jewish	2%	2%	2%	0%	3%	2%	3%	1%	2%	0%	0%	0%	0%	3%	2%	0%	1%	2%	4%	0%	3%	2%	0%
Atheist	10%	11%	10%	11%	13%	7%	8%	9%	13%	10%	11%	9%	7%	11%	10%	12%	11%	9%	9%	10%	13%	12%	2%
Agnostic	8%	8%	6%	10%	8%	6%	6%	9%	7%	10%	9%	14%	10%	6%	6%	7%	9%	5%	16%	7%	10%	10%	4%
Other	4%	3%	5%	3%	5%	4%	4%	4%	6%	2%	2%	8%	6%	4%	5%	2%	3%	4%	5%	10%	0%	5%	2%
None of these	16%	15%	17%	19%	16%	12%	10%	18%	17%	19%	27%	8%	16%	13%	16%	17%	12%	14%	13%	11%	28%	12%	5%

How often do you attend religious gatherings (e.g. church, temple, synagogue etc.)?



	Canada	GENDER		AGE			GENERATION			REGION			VOTE IN 2025 FEDERAL ELECTION					ETHNICITY					
		Male	Female	18-34	35-54	55+	Silent / Boomers	Gen. X	Millennials	Gen. Z	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indigenous	East Asian	European	South Asian
More than once a week	5%	5%	6%	10%	4%	2%	1%	3%	8%	9%	7%	2%	16%	5%	3%	4%	6%	5%	10%	4%	3%	11%	
Once a week	17%	18%	17%	22%	14%	16%	16%	16%	17%	21%	15%	29%	13%	20%	12%	13%	18%	16%	23%	17%	25%	13%	29%
Monthly	7%	8%	7%	10%	8%	4%	3%	8%	7%	12%	6%	7%	7%	8%	6%	6%	8%	7%	5%	5%	6%	6%	18%
Less than monthly	9%	9%	8%	8%	13%	6%	7%	8%	11%	8%	7%	11%	11%	8%	10%	9%	8%	12%	9%	8%	4%	9%	12%
Only for special events (e.g. weddings, funerals, baptisms, etc.)	33%	31%	34%	21%	32%	45%	47%	33%	27%	22%	35%	25%	25%	33%	34%	41%	37%	33%	19%	33%	37%	38%	18%
Never	29%	29%	28%	30%	29%	27%	26%	32%	29%	28%	29%	26%	28%	27%	33%	28%	25%	24%	37%	28%	25%	31%	12%