1a. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

|  |  | REGION |  |  |  |  |  | HOUSEHOLD INCOME |  |  |  | HOUSEHOLD COMPOSITION |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | $\begin{array}{r} \$ 60 \mathrm{~K}- \\ <\mathbf{\$ 1 0 0 K} \end{array}$ | \$100K+ | Kids | No Kids |
|  |  | A | B | C | D | E | F | G | H | I | J | K | L |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: All Respondents (unwtd) | 1001 | 130 | 89 | 62 | 373 | 250 | 97 | 262 | 179 | 270 | 192 | 250 | 751 |
| Base: All Respondents (wtd) | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
| The Conservative Party | 211 | 30 | 42 | 17 | 85 | 28 | 10 | 44 | 36 | 69 | 46 | 58 | 154 |
|  | 21\% | 22\% | 40\% | 26\% | 22\% | 12\% | 14\% | 14\% | 20\% | 26\% | 31\% | 23\% | 20\% |
|  |  | E* | ADEF* | E* | E |  | * |  |  | G | G |  |  |
| The Liberal Party | 248 | 34 | 12 | 11 | 85 | 77 | 30 | 69 | 43 | 69 | 53 | 55 | 193 |
|  | 25\% | 25\% | 11\% | 16\% | 22\% | 32\% | 42\% | 22\% | 24\% | 26\% | 35\% | 22\% | 26\% |
|  |  | B* | * | * | B | BCD | ABCD* |  |  |  | G |  |  |
| The New Democratic Party (NDP) | 148 | 32 | 11 | 10 | 57 | 29 | 9 | 44 | 34 | 43 | 20 | 30 | 118 |
|  | 15\% | 24\% | 11\% | 15\% | 15\% | 12\% | 13\% | 14\% | 19\% | 16\% | 13\% | 12\% | 16\% |
|  |  | BDE* | * | * |  |  | * |  |  |  |  |  |  |
| The Bloc Québécois (BQ) | 29 | - | - | - | - | 29 | - | 6 | 6 | 11 | 2 | 4 | 25 |
|  | 3\% | - | - | - | - | 12\% | - | 2\% | 4\% | 4\% | 2\% | 2\% | 3\% |
|  |  | * | * | * |  | ABCDF | * |  |  |  |  |  |  |
| Or some other party | 27 | 4 | 1 | 3 | 11 | 6 | 2 | 10 | 4 | 4 | 4 | 6 | 21 |
|  | 3\% | 3\% | 1\% | 5\% | 3\% | 3\% | 3\% | 3\% | 2\% | 2\% | 3\% | 2\% | 3\% |
|  |  | * | * | * |  |  | * |  |  |  |  |  |  |
| Would not vote/None/Would spoil ballot | 75 | 8 | 10 | 12 | 27 | 15 | 3 | 42 | 9 | 14 | 1 | 18 | 57 |
|  | 7\% | 6\% | 9\% | 18\% | 7\% | 6\% | 4\% | 13\% | 5\% | 5\% | 1\% | 7\% | 8\% |
|  |  | * | * | ADEF* |  |  | * | HIJ |  |  |  |  |  |
| Don't Know/Not sure | 263 | 26 | 30 | 13 | 119 | 56 | 17 | 98 | 44 | 55 | 24 | 76 | 187 |
|  | 26\% | 19\% | 29\% | 21\% | 31\% | 23\% | 24\% | 31\% | 25\% | 21\% | 16\% | 31\% | 25\% |
|  |  | * | * | * | A |  | * | IJ |  |  |  |  |  |
| Sigma | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left(^{* *}\right)$, Small Base: $100\left({ }^{*}\right)$

- Column Means:

Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{* *)}\right.$, Small Base: $100\left({ }^{*}\right)$
Table of Contents

|  |  | REGION |  |  |  |  |  | HOUSEHOLD INCOME |  |  |  | HOUSEHOLD COMPOSITION |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - < ${ }^{\text {c }}$ 60K | $\begin{aligned} & \hline \$ 60 \mathrm{~K}- \\ & <\$ 100 \mathrm{~K} \end{aligned}$ | \$100K+ | Kids | No Kids |
|  |  | A | B | C | D | E | F | G | H | I | J | K | L |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: All Answering (unwtd) | 246 | 25 | 22 | 14 | 102 | 60 | 23 | 81 | 37 | 55 | 29 | 73 | 173 |
| Base: All Answering (wtd) | 263 | 26 | 30 | 13 | 119 | 56 | 17 | 98 | 44 | 55 | 24 | 76 | 187 |
| The Conservative Party | 27 | 2 | 7 | 3 | 9 | 4 | 1 | 6 | 6 | 8 | 3 | 12 | 15 |
|  | 10\% | 7\% | 22\% | 24\% | 8\% | 7\% | 8\% | 6\% | 13\% | 14\% | 12\% | 16\% | 8\% |
|  |  | ** | ** | ** | * | * | ** | * | ** | * | ** | * |  |
| The Liberal Party | 47 | 3 | 7 | 1 | 25 | 2 | 8 | 20 | 8 | 9 | 3 | 13 | 34 |
|  | 18\% | 11\% | 24\% | 6\% | 21\% | 4\% | 48\% | 21\% | 19\% | 16\% | 14\% | 17\% | 18\% |
|  |  | ** | ** | ** | E* | * | ** | * | ** | * | ** | * |  |
| The New Democratic Party (NDP) | 35 | 7 | 1 | 2 | 18 | 5 | 2 | 18 | 6 | 5 | 1 | 5 | 30 |
|  | 13\% | 29\% | 3\% | 15\% | 15\% | 8\% | 12\% | 19\% | 13\% | 9\% | 5\% | 6\% | 16\% |
|  |  | ** | ** | ** | * | * | ** | * | ** | * | ** | * |  |
| The Bloc Québécois (BQ) | 5 | - | - | - | - | 5 | - | 3 | - | 2 | - | - | 5 |
|  | 2\% | - | - | - | - | 9\% | - | 3\% | - | 3\% | - | - | 3\% |
|  |  | ** | ** | ** | * | D* | ** | * | ** | * | ** | * |  |
| Or some other party | 5 | 1 | - | - | 1 | 3 | - | 2 | 2 | - | - | 1 | 4 |
|  | 2\% | 4\% | - | - | 1\% | 6\% | - | 2\% | 5\% | - | - | 2\% | 2\% |
|  |  | ** | ** | ** | * | * | ** | * | ** | * | ** | * |  |
| Would not vote/None/Would spoil ballot | 5 | - | 1 | - | 3 | 1 | - | - | 1 | 4 | - | 1 | 5 |
|  | 2\% | - | 3\% | - | 3\% | 3\% | - | - | 3\% | 7\% | - | 1\% | 2\% |
|  |  | ** | ** | ** | * | * | ** | * | ** | G* | ** | * |  |
| Don't Know/Not sure | 139 | 12 | 14 | 7 | 63 | 36 | 6 | 48 | 21 | 28 | 16 | 44 | 95 |
|  | 53\% | 48\% | 48\% | 55\% | 53\% | 63\% | 32\% | 49\% | 47\% | 50\% | 68\% | 58\% | 51\% |
|  |  | ** | ** | ** | * | * | ** | * | ** | * | ** | * |  |
| Sigma | 263 | 26 | 30 | 13 | 119 | 56 | 17 | 98 | 44 | 55 | 24 | 76 | 187 |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Statistics:

Overlap formula used
Column Proportions:
Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
Column Means:
Columns Tested (5\%): A/B/C/D/E/F,G/H///J,K/L
Minimum Base: $30\left({ }^{* *)}\right.$, Small Base: $100\left(^{*}\right.$
Table of Contents


|  |  | REGION |  |  |  |  |  | HOUSEHOLD INCOME |  |  |  | HOUSEHOLD COMPOSITION |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | $\begin{aligned} & \$ 60 \mathrm{~K}- \\ & <\$ 100 \mathrm{~K} \end{aligned}$ | \$100K+ | Kids | No Kids |
|  |  | A | B | C | D | E | F | G | H | I | J | K | L |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: All Respondents (unwtd) | 1001 | 130 | 89 | 62 | 373 | 250 | 97 | 262 | 179 | 270 | 192 | 250 | 751 |
| Base: All Respondents (wtd) | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
| The Conservative Party | 238 | 32 | 49 | 20 | 94 | 32 | 11 | 49 | 42 | 77 | 49 | 70 | 169 |
|  | 24\% | 24\% | 46\% | 31\% | 25\% | 13\% | 16\% | 16\% | 24\% | 29\% | 33\% | 28\% | 22\% |
|  |  | E* | ADEF* | E* | E |  | * |  |  | G | G |  |  |
| The Liberal Party | 295 | 37 | 19 | 12 | 110 | 79 | 38 | 90 | 51 | 78 | 56 | 68 | 226 |
|  | 29\% | 28\% | 18\% | 18\% | 29\% | 33\% | 54\% | 29\% | 29\% | 29\% | 37\% | 28\% | 30\% |
|  |  | * | * | * |  | BC | ABCDE* |  |  |  |  |  |  |
| The New Democratic Party (NDP) | 184 | 40 | 12 | 12 | 75 | 34 | 11 | 63 | 40 | 48 | 21 | 35 | 149 |
|  | 18\% | 30\% | 11\% | 18\% | 20\% | 14\% | 16\% | 20\% | 23\% | 18\% | 14\% | 14\% | 20\% |
|  |  | BE* | * | * |  |  | * |  |  |  |  |  |  |
| The Bloc Québécois (BQ) | 34 | - | - | - | - | 34 | - | 9 | 6 | 13 | 2 | 4 | 30 |
|  | 3\% | - | - | - | - | 14\% | - | 3\% | 4\% | 5\% | 2\% | 2\% | 4\% |
|  |  | * | * | * |  | ABCDF | * |  |  |  |  |  |  |
| Or some other party | 32 | 5 | 1 | 3 | 12 | 9 | 2 | 12 | 6 | 4 | 4 | 7 | 25 |
|  | 3\% | 3\% | 1\% | 5\% | 3\% | 4\% | 3\% | 4\% | 3\% | 2\% | 3\% | 3\% | 3\% |
|  |  | * | * | * |  |  | * |  |  |  |  |  |  |
| Would not vote/None/Would spoil ballot | 80 | 8 | 11 | 12 | 30 | 16 | 3 | 42 | 10 | 18 | 1 | 19 | 61 |
|  | 8\% | 6\% | 10\% | 18\% | 8\% | 7\% | 4\% | 13\% | 6\% | 7\% | 1\% | 8\% | 8\% |
|  |  | * | * | ADEF* |  |  | * | HIJ | J | J |  |  |  |
| Don't Know/Not sure | 139 | 12 | 14 | 7 | 63 | 36 | 6 | 48 | 21 | 28 | 16 | 44 | 95 |
|  | 14\% | 9\% | 14\% | 11\% | 16\% | 15\% | 8\% | 15\% | 12\% | 10\% | 11\% | 18\% | 13\% |
|  |  | * | * | * |  |  | * |  |  |  |  |  |  |
| Sigma | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left(^{* *}\right)$, Small Base: $100\left({ }^{*}\right)$

- Column Means:

Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{* *}\right)$, Small Base: $100\left(^{*}\right)$
Table of Contents


|  |  | REGION |  |  |  |  |  | HOUSEHOLD INCOME |  |  |  | HOUSEHOLD COMPOSITION |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - < 60 K | $\begin{array}{r} \$ 60 \mathrm{~K}- \\ \mathbf{<} \$ 100 \mathrm{~K} \end{array}$ | \$100K+ | Kids | No Kids |
|  |  | A | B | C | D | E | F | G | H | 1 | J | K | L |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: Decided Voters Leaners (unwtd) | 810 | 112 | 72 | 46 | 303 | 196 | 81 | 194 | 151 | 226 | 173 | 196 | 614 |
| Base: Decided Voters Leaners (wtd) | 782 | 113 | 81 | 46 | 290 | 189 | 63 | 222 | 145 | 219 | 133 | 184 | 598 |
| The Conservative Party | 238 | 32 | 49 | 20 | 94 | 32 | 11 | 49 | 42 | 77 | 49 | 70 | 169 |
|  | 30\% | 28\% | 61\% | 44\% | 32\% | 17\% | 18\% | 22\% | 29\% | 35\% | 37\% | 38\% | 28\% |
|  |  | * | ADEF* | EF* | EF |  | * |  |  | G | G | L |  |
| The Liberal Party | 295 | 37 | 19 | 12 | 110 | 79 | 38 | 90 | 51 | 78 | 56 | 68 | 226 |
|  | 38\% | 33\% | 23\% | 25\% | 38\% | 42\% | 61\% | 40\% | 36\% | 35\% | 42\% | 37\% | 38\% |
|  |  | * | * | * |  | B | ABCDE* |  |  |  |  |  |  |
| The New Democratic Party (NDP) | 184 | 40 | 12 | 12 | 75 | 34 | 11 | 63 | 40 | 48 | 21 | 35 | 149 |
|  | 23\% | 35\% | 15\% | 25\% | 26\% | 18\% | 18\% | 28\% | 27\% | 22\% | 16\% | 19\% | 25\% |
|  |  | BEF* | * | * |  |  | * | J | J |  |  |  |  |
| The Bloc Québécois (BQ) | 34 | - | - | - | - | 34 | - | 9 | 6 | 13 | 2 | 4 | 30 |
|  | 4\% | - | - | - | - | 18\% | - | 4\% | 4\% | 6\% | 2\% | 2\% | 5\% |
|  |  | * | * | * |  | ABCDF | * |  |  |  |  |  |  |
| Or some other party | 32 | 5 | 1 | 3 | 12 | 9 | 2 | 12 | 6 | 4 | 4 | 7 | 25 |
|  | 4\% | 4\% | 1\% | 6\% | 4\% | 5\% | 4\% | 5\% | 4\% | 2\% | 3\% | 4\% | 4\% |
|  |  | * | * | * |  |  | * |  |  |  |  |  |  |
| Sigma | 782 | 113 | 81 | 46 | 290 | 189 | 63 | 222 | 145 | 219 | 133 | 184 | 598 |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Statistics

Overlap formula used

- Column Proportions:

Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{* *}\right)$, Small Base: $100\left(^{*}\right)$
Column Means:
Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{(* *)}\right.$, Small Base: $100\left(^{(*)}\right.$
Table of Contents
 performance?

|  |  | REGION |  |  |  |  |  | HOUSEHOLD INCOME |  |  |  | HOUSEHOLD COMPOSITION |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - < 60 K | $\begin{array}{r} \$ 60 \mathrm{~K}- \\ <\$ 100 \mathrm{~K} \end{array}$ | \$100K+ | Kids | No Kids |
|  |  | A | B | C | D | E | F | G | H | 1 | J | K | L |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: All Respondents (unwtd) | 1001 | 130 | 89 | 62 | 373 | 250 | 97 | 262 | 179 | 270 | 192 | 250 | 751 |
| Base: All Respondents (wtd) | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
| Top 2 Box (Net) | 517 | 83 | 35 | 22 | 184 | 142 | 50 | 162 | 90 | 138 | 76 | 132 | 385 |
|  | 52\% | 62\% | 33\% | 34\% | 48\% | 59\% | 70\% | 52\% | 51\% | 52\% | 50\% | 53\% | 51\% |
|  |  | BCD* | * | * | B | BCD | BCD* |  |  |  |  |  |  |
| Strongly approve | 96 | 13 | 7 | 3 | 32 | 25 | 17 | 37 | 18 | 16 | 14 | 28 | 68 |
|  | 10\% | 9\% | 6\% | 5\% | 8\% | 10\% | 24\% | 12\% | 10\% | 6\% | 10\% | 11\% | 9\% |
|  |  | * | * | * |  |  | ABCDE* |  |  |  |  |  |  |
| Somewhat approve | 421 | 70 | 29 | 19 | 153 | 117 | 32 | 125 | 72 | 122 | 61 | 104 | 317 |
|  | 42\% | 52\% | 27\% | 29\% | 40\% | 49\% | 45\% | 40\% | 41\% | 46\% | 41\% | 42\% | 42\% |
|  |  | BCD* | * | * |  | BC | B* |  |  |  |  |  |  |
| Bottom 2 Box (Net) | 484 | 52 | 71 | 43 | 199 | 98 | 21 | 150 | 86 | 127 | 75 | 115 | 369 |
|  | 48\% | 38\% | 67\% | 66\% | 52\% | 41\% | 30\% | 48\% | 49\% | 48\% | 50\% | 47\% | 49\% |
|  |  | * | ADEF* | AEF* | AEF |  | * |  |  |  |  |  |  |
| Somewhat disapprove | 252 | 32 | 34 | 15 | 98 | 60 | 13 | 79 | 48 | 67 | 35 | 54 | 198 |
|  | 25\% | 24\% | 32\% | 24\% | 26\% | 25\% | 18\% | 25\% | 27\% | 25\% | 23\% | 22\% | 26\% |
|  |  | * | * | * |  |  | * |  |  |  |  |  |  |
| Strongly disapprove | 232 | 20 | 37 | 27 | 101 | 38 | 9 | 71 | 38 | 60 | 40 | 61 | 171 |
|  | 23\% | 15\% | 35\% | 42\% | 26\% | 16\% | 13\% | 23\% | 22\% | 23\% | 27\% | 25\% | 23\% |
|  |  | * | AEF* | ADEF* | AEF |  | * |  |  |  |  |  |  |
| Sigma | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Statistics:

Overlap formula used
Column Proportions:
Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{* *}\right)$, Small Base: $100\left({ }^{(*)}\right.$
Column Means:
Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left(^{* *)}\right.$, Small Base: 100 (*)
Table of Contents
 at the expense of small businesses, farmers and doctors. How closely have you been following this discussion?

|  |  | REGION |  |  |  |  |  | HOUSEHOLD INCOME |  |  |  | HOUSEHOLD COMPOSITION |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - < ${ }^{\text {6 }}$ ( ${ }^{\text {K }}$ | $\begin{aligned} & \$ 60 \mathrm{~K} \\ & \hline \\ & \hline \end{aligned} \mathbf{\$ 1 0 0 \mathrm { K }}$ | \$100K+ | Kids | No Kids |
|  |  | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1001 | 130 | 89 | 62 | 373 | 250 | 97 | 262 | 179 | 270 | 192 | 250 | 751 |
| Base: All Respondents (wtd) | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
| Top 2 Box (Net) | 384 | 59 | 46 | 27 | 139 | 80 | 33 | 85 | 55 | 122 | 85 | 97 | 287 |
|  | 38\% | 44\% | 43\% | 42\% | 36\% | 33\% | 46\% | 27\% | 31\% | 46\% | 56\% | 39\% | 38\% |
|  |  | * | * | * |  |  | * |  |  | GH | GH |  |  |
| Very closely | 63 | 4 | 12 | 5 | 30 | 8 | 4 | 15 | 12 | 16 | 15 | 16 | 47 |
|  | 6\% | 3\% | 11\% | 8\% | 8\% | 3\% | 6\% | 5\% | 7\% | 6\% | 10\% | 6\% | 6\% |
|  |  | * | AE* | * |  |  | * |  |  |  |  |  |  |
| Somewhat closely | 321 | 56 | 33 | 22 | 109 | 72 | 29 | 70 | 43 | 106 | 70 | 81 | 240 |
|  | 32\% | 42\% | 32\% | 34\% | 28\% | 30\% | 41\% | 22\% | 24\% | 40\% | 46\% | 33\% | 32\% |
|  |  | D* | * | * |  |  | * |  |  | GH | GH |  |  |
| Bottom 2 Box (Net) | 617 | 75 | 61 | 38 | 245 | 161 | 38 | 227 | 121 | 143 | 66 | 150 | 467 |
|  | 62\% | 56\% | 57\% | 58\% | 64\% | 67\% | 54\% | 73\% | 69\% | 54\% | 44\% | 61\% | 62\% |
|  |  | * | * | * |  |  | * | $1]$ | IJ |  |  |  |  |
| Not very closely | 406 | 43 | 42 | 21 | 157 | 114 | 28 | 122 | 90 | 107 | 47 | 89 | 317 |
|  | 41\% | 32\% | 40\% | 33\% | 41\% | 47\% | 39\% | 39\% | 51\% | 40\% | 31\% | 36\% | 42\% |
|  |  | * | * | * |  | A | * |  | GJ |  |  |  |  |
| Not at all | 211 | 31 | 19 | 17 | 88 | 47 | 11 | 106 | 31 | 36 | 19 | 61 | 150 |
|  | 21\% | 23\% | 17\% | 25\% | 23\% | 19\% | 15\% | 34\% | 18\% | 14\% | 13\% | 25\% | 20\% |
|  |  | * | * | * |  |  | * | HIJ |  |  |  |  |  |
| Sigma | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## tatistics:

Overlap formula used
Column Proportions:
Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{* *}\right)$, Small Base: $100\left({ }^{(*)}\right.$
Column Means:
Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left(^{* *}\right)$, Small Base: $100\left(^{*}\right.$
Table of Contents
4. Have you been mostly following it through traditional news outlets (online, TV or print) or through the social media postings of friends, colleagues and people you are connected with online?

|  |  | REGION |  |  |  |  |  | HOUSEHOLD INCOME |  |  |  | HOUSEHOLD COMPOSITION |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - < 60 K | $\begin{array}{r} \$ 60 \mathrm{~K}- \\ <\$ 100 \mathrm{~K} \end{array}$ | \$100K+ | Kids | No Kids |
|  |  | A | B | C | D | E | F | G | H | 1 | J | K | L |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: All Answering (unwtd) | 419 | 56 | 45 | 30 | 149 | 89 | 50 | 81 | 60 | 129 | 114 | 111 | 308 |
| Base: All Answering (wtd) | 384 | 59 | 46 | 27 | 139 | 80 | 33 | 85 | 55 | 122 | 85 | 97 | 287 |
| Traditional news outlets | 212 | 33 | 21 | 20 | 79 | 44 | 15 | 45 | 29 | 71 | 47 | 43 | 169 |
|  | 55\% | 55\% | 46\% | 73\% | 57\% | 56\% | 44\% | 53\% | 54\% | 58\% | 55\% | 45\% | 59\% |
|  |  | * | * | ** |  | * | ** | * | * | * | * | * | K |
| Social media postings | 48 | 6 | 4 | 1 | 9 | 22 | 7 | 15 | 5 | 21 | 5 | 17 | 31 |
|  | 12\% | 10\% | 8\% | 2\% | 7\% | 27\% | 20\% | 18\% | 9\% | 17\% | 6\% | 18\% | 11\% |
|  |  | * | * | ** |  | ABD* | ** | J* | * | J* | * | * |  |
| Both | 124 | 21 | 21 | 7 | 50 | 14 | 12 | 25 | 20 | 30 | 33 | 37 | 87 |
|  | 32\% | 35\% | 46\% | 24\% | 36\% | 17\% | 36\% | 29\% | 37\% | 25\% | 39\% | 38\% | 30\% |
|  |  | E* | E* | ** | E | * | ** | * | * | * | ।* | * |  |
| Sigma | 384 | 59 | 46 | 27 | 139 | 80 | 33 | 85 | 55 | 122 | 85 | 97 | 287 |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

Statistics:
Overlap formula used

- Column Proportions:

Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left(^{* *}\right)$, Small Base: $100\left(^{*}\right)$
Column Means:
Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{* *}\right)$, Small Base: $100\left({ }^{*}\right)$
Table of Contents

|  |  | REGION |  |  |  |  |  | HOUSEHOLD INCOME |  |  |  | HOUSEHOLD COMPOSITION |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - < $\$ 60 \mathrm{~K}$ | $\begin{aligned} & \$ 60 \mathrm{~K}- \\ & <\$ 100 \mathrm{~K} \end{aligned}$ | \$100K+ | Kids | No Kids |
|  |  | A | B | C | D | E | F | G | H | 1 | J | K | L |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Base: All Respondents (unwtd) | 1001 | 130 | 89 | 62 | 373 | 250 | 97 | 262 | 179 | 270 | 192 | 250 | 751 |
| Base: All Respondents (wtd) | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
| The Government's intentions were to take a first | 425 | 68 | 35 | 15 | 150 | 124 | 32 | 121 | 66 | 122 | 66 | 102 | 324 |
| step toward making the tax system fairer. | 42\% | 51\% | 33\% | 23\% | 39\% | 52\% | 46\% | 39\% | 37\% | 46\% | 44\% | 41\% | 43\% |
|  |  | BC* | * | * | C | BCD | C* |  |  |  |  |  |  |
| The Government's intentions were to find a new | 576 | 66 | 71 | 50 | 234 | 116 | 39 | 191 | 110 | 142 | 85 | 145 | 431 |
| source of revenue to help cover the cost of | 58\% | 49\% | 67\% | 77\% | 61\% | 48\% | 54\% | 61\% | 63\% | 54\% | 56\% | 59\% | 57\% |
|  |  | * | AE* | ADEF* | E |  | * |  |  |  |  |  |  |
| Sigma | 1001 | 134 | 106 | 65 | 384 | 240 | 71 | 312 | 176 | 265 | 151 | 247 | 754 |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

## Statistics:

Overlap formula used
Column Proportions:
Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{* *}\right)$, Small Base: $100\left(^{*}\right)$

## Column Means:

Columns Tested (5\%): A/B/C/D/E/F,G/H/I/J,K/L
Minimum Base: $30\left({ }^{* *}\right)$, Small Base: $100\left(^{*}\right)$
Table of Contents

