

Daily Bread Food Bank

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Detailed tables

PP1. As you may or may not know there will be an election in Ontario on October 10th. In your opinion, how much of a priority should the next government place on implementing a comprehensive plan to reduce poverty in the province with set timelines and targets?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H

Overlap formulae used. * small base

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		VOTING LIKELIHOOD		
		<\$40K	\$40K - <\$80K	\$80K+	Kids	No Kids	Definitely will vote	Probably will vote	Not vote
		A	B	C	D	E	F	G	H
Base: All respondents	905	230	334	341	258	647	649	174	82
Weighted	905	250	339	316	291	614	612	198	95*
High priority	406 45%	142 57%	168 50%	96 30%	115 39%	291 47%	286 47%	89 45%	31 33%
Medium priority	391 43%	84 34%	143 42%	164 52%	136 47%	256 42%	275 45%	79 40%	37 39%
Low priority	75 8%	8 3%	18 5%	49 15%	31 11%	44 7%	43 7%	24 12%	8 9%
Not a priority at all	33 4%	16 6%	9 3%	8 2%	9 3%	24 4%	9 1%	6 3%	18 19%
Summary		C							FG
Top2Box - High/ Medium priority	797 88%	226 90%	312 92%	259 82%	251 86%	547 89%	560 92%	168 85%	68 72%
Low2Box - Low priority/ Not a priority at all	108 12%	24 10%	27 8%	57 18%	40 14%	67 11%	52 8%	30 15%	26 28%
				AB				F	FG

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PP2_1. (Ontario currently has no comprehensive plan to reduce poverty.) Each of the following statements is true. For each one, does the information make you feel that having a poverty reduction plan in Ontario is a higher priority than you previously thought, or not change your opinion?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H

Overlap formulae used. * small base

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		VOTING LIKELIHOOD		
		<\$40K	\$40K - <\$80K	\$80K+	Kids	No Kids	Definitely will vote	Probably will vote	Not vote
		A	B	C	D	E	F	G	H
Base: All respondents	905	230	334	341	258	647	649	174	82
Weighted	905	250	339	316	291	614	612	198	95*
Ontario currently has no comprehensive plan to reduce poverty.									
Much higher priority	325 36%	115 46% C	132 39% C	78 25%	113 39%	213 35%	230 38%	70 35%	25 26%
Somewhat higher priority	213 24%	54 22%	67 20%	91 29% B	69 24%	144 23%	134 22%	62 31% FH	16 17%
A little higher priority	122 13%	21 8%	52 15%	49 15% A	42 14%	80 13%	80 13%	30 15%	12 12%
Does not change my opinion	245 27%	60 24%	87 26%	98 31%	68 23%	177 29%	168 27% G	36 18%	42 44% FG
Summary									
Top3Box - Much higher/ Somewhat higher/ A little higher priority	660 73%	191 76%	252 74%	218 69%	223 77%	437 71%	445 73% H	162 82% FH	53 56%

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PP2_2. (Quebec and Newfoundland and Labrador already have poverty reduction plans in place.) Each of the following statements is true. For each one, does the information make you feel that having a poverty reduction plan in Ontario is a higher priority than you previously thought, or not change your opinion?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H

Overlap formulae used. * small base

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		VOTING LIKELIHOOD		
		<\$40K	\$40K - <\$80K	\$80K+	Kids	No Kids	Definitely will vote	Probably will vote	Not vote
		A	B	C	D	E	F	G	H
Base: All respondents	905	230	334	341	258	647	649	174	82
Weighted	905	250	339	316	291	614	612	198	95*
Quebec and Newfoundland and Labrador already have poverty reduction plans in place.									
Much higher priority	155 17%	61 24% BC	54 16%	39 12%	44 15%	110 18%	115 19% H	32 16%	7 8%
Somewhat higher priority	219 24%	59 24%	95 28%	66 21%	77 26%	142 23%	144 24% H	65 33% FH	10 11%
A little higher priority	145 16%	36 15%	46 14%	62 20%	57 20%	88 14%	86 14%	37 19%	21 22%
Does not change my opinion	386 43%	94 37%	144 42%	149 47% A	112 39%	274 45%	267 44% G	64 32%	56 59% FG
Summary									
Top3Box - Much higher/ Somewhat higher/ A little higher priority	519 57%	157 63% C	195 58%	167 53%	179 61%	340 55%	346 56% H	134 68% FH	39 41%

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PP2_3. (In the United Kingdom, the child poverty reduction plan has successfully reduced child poverty by almost 25% since 1999.) Each of the following statements is true. For each one, does the information make you feel that having a poverty reduction plan in Ontario is a higher priority than you previously thought, or not change your opinion?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H

Overlap formulae used. * small base

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		VOTING LIKELIHOOD		
		<\$40K	\$40K - <\$80K	\$80K+	Kids	No Kids	Definitely will vote	Probably will vote	Not vote
		A	B	C	D	E	F	G	H
Base: All respondents	905	230	334	341	258	647	649	174	82
Weighted	905	250	339	316	291	614	612	198	95*
In the United Kingdom, the child poverty reduction plan has successfully reduced child poverty by almost 25% since 1999.									
Much higher priority	203 22%	68 27%	78 23%	57 18%	65 22%	138 23%	157 26%	32 16%	15 15%
Somewhat higher priority	244 27%	66 26%	93 27%	85 27%	84 29%	160 26%	155 25%	76 38%	14 14%
A little higher priority	175 19%	38 15%	64 19%	72 23%	60 21%	115 19%	108 18%	46 23%	20 21%
Does not change my opinion	284 31%	79 31%	103 30%	102 32%	83 28%	201 33%	193 31%	45 23%	46 49%
Summary							G		FG
Top3Box - Much higher/ Somewhat higher/ A little higher priority	621 69%	172 69%	235 70%	214 68%	208 72%	413 67%	420 69%	153 77%	48 51%

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PP2_4. (In the past five years, there has been a 15% increase of Ontario children living in low-income households (from 15.1% in 2001 to 17.4% now)) Each of the following statements is true. For each one, does the information make you feel that having a poverty reduction plan in Ontario is a higher priority than you previously thought, or not change your opinion?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H

Overlap formulae used. * small base

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		VOTING LIKELIHOOD		
		<\$40K	\$40K - <\$80K	\$80K+	Kids	No Kids	Definitely will vote	Probably will vote	Not vote
		A	B	C	D	E	F	G	H
Base: All respondents	905	230	334	341	258	647	649	174	82
Weighted	905	250	339	316	291	614	612	198	95*
In the past five years, there has been a 15% increase of Ontario children living in low-income households (from 15.1% in 2001 to 17.4% now)									
Much higher priority	311 34%	111 44% C	119 35% C	81 26%	118 41% E	192 31%	226 37% H	63 32%	22 23%
Somewhat higher priority	243 27%	62 25%	88 26%	93 30%	71 24%	173 28%	153 25% FH	72 36% FH	18 20%
A little higher priority	141 16%	27 11%	54 16%	60 19% A	45 16%	96 16%	87 14%	36 18%	18 19%
Does not change my opinion	210 23%	51 20%	78 23%	81 26%	57 20%	153 25%	146 24% G	27 13%	37 39% FG
Summary									
Top3Box - Much higher/ Somewhat higher/ A little higher priority	695 77%	200 80%	260 77%	235 74%	234 80%	461 75%	466 76% H	171 87% FH	58 61%

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PP2. (Top3box - Much higher/ Somewhat higher/ A little higher priority Summary) Each of the following statements is true. For each one, does the information make you feel that having a poverty reduction plan in Ontario is a higher priority than you previously thought, or not change your opinion?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H

Overlap formulae used. * small base

	Total	HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		VOTING LIKELIHOOD		
		<\$40K	\$40K - <\$80K	\$80K+	Kids	No Kids	Definitely will vote	Probably will vote	Not vote
		A	B	C	D	E	F	G	H
Base: All respondents Weighted	905	230	334	341	258	647	649	174	82
	905	250	339	316	291	614	612	198	95*
Ontario currently has no comprehensive plan to reduce poverty.	660	191	252	218	223	437	445	162	53
	73%	76%	74%	69%	77%	71%	73% H	82% FH	56%
Quebec and Newfoundland and Labrador already have poverty reduction plans in place.	519	157	195	167	179	340	346	134	39
	57%	63% C	58%	53%	61%	55%	56% H	68% FH	41%
In the United Kingdom, the child poverty reduction plan has successfully reduced child poverty by almost 25% since 1999.	621	172	235	214	208	413	420	153	48
	69%	69%	70%	68%	72%	67%	69% H	77% FH	51%
In the past five years, there has been a 15% increase of Ontario children living in low- income households (from 15.1% in 2001 to 17.4% now)	695	200	260	235	234	461	466	171	58
	77%	80%	77%	74%	80%	75%	76% H	87% FH	61%

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PP3. How likely are you to vote in the upcoming Ontario election that will be held on Wednesday October 10th of this year?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H
Overlap formulae used. * small base

		HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		VOTING LIKELIHOOD		
	Total	<\$40K	\$40K - <\$80K	\$80K+	Kids	No Kids	Definitely will vote	Probably will vote	Not vote
		A	B	C	D	E	F	G	H
Base: All respondents	905	230	334	341	258	647	649	174	82
Weighted	905	250	339	316	291	614	612	198	95*
Definitely will vote	612 68%	146 58%	232 69%	233 74%	175 60%	438 71%	612 100% GH	0 -	0 -
Probably will vote	198 22%	70 28%	77 23%	51 16%	76 26%	122 20%	0 -	198 100% FH	0 -
Probably will not vote	52 6%	17 7%	17 5%	18 6%	28 10% E	25 4%	0 -	0 -	52 55% FG
Definitely will not vote	42 5%	17 7%	11 3%	14 4%	12 4%	30 5%	0 -	0 -	42 45% FG
Summary									
Top2Box - Definitely/ Probably will vote	810 90%	216 86%	310 92%	284 90%	251 86%	559 91%	612 100% H	198 100% H	0 -
Low2Box - Probably will not/ Definitely will not vote	95 10%	34 14%	29 8%	32 10%	40 14%	55 9%	0 -	0 -	95 100% FG