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Strongly support	Overall, do you support or oppose the provincial government	nt's plan to harmonize the federal (GST) and
Somewhat support	provincial (PST) sales taxes into a single harmonized sales	tax (HST)? Please choose one.
Somewhat oppose 13% 65%	Strongly support	4%
Strongly oppose	Somewhat support	14%
Don't know	Somewhat oppose	13%
Support 18%. Oppose 78% Oppose 78% Overall, what impact, if any, do you think the HST will have on you, personally, and on the following groups? Please choose one response per row. For you personally Very positive impact 2% Somewhat positive impact 4% No real impact 11% Somewhat negative impact 45% Very negative impact 6% No positive impact 6% Regative impact 6% For consumers in British Columbia 80% Very positive impact 3% Somewhat positive impact 6% Somewhat positive impact 6% Somewhat positive impact 6% Somewhat positive impact 5% Positive impact 7% Negative impact 5% For small retailers in British Columbia 8% Very positive impact 18% No real impact 5% Somewhat positive impact 21% Very positive impact 22% For small retai	Strongly oppose	65%
Oppose	Don't know	4%
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Por you personally	Overall, what impact, if any, do you think the HST will have	on you, personally, and on the following
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Positive impact 24%		
	Negative impact	55%

To what extent, if at all, do you agree or disagree with each of the following stater	ments? Please choose
one for each row.	nomo. I loudo diloude
The HST will put some small business owners out of business	
Strongly agree	27%
Somewhat agree	32%
Somewhat disagree	16%
Strongly disagree	12%
Don't know	13%
Agree	59%
Disagree	28%
As far as you are aware, which of the following goods or services are exempt fror choose all that apply.	n the HST? Please
Basic groceries	35%
Residential rent	32%
Children's items such as clothing, footwear, diapers	31%
Prescription drugs	25%
Child-care services	17%
Legal aid services	8%
Books	8%
Music lessons	6%
	1
To what extent, if at all, do you agree or disagree with each of the following stater one response per row.	nents? Please choose
I have a good understanding of the benefits/pros of the HST	
Strongly agree	16%
Somewhat agree	46%
Somewhat disagree	22%
Strongly disagree	13%
Don't know	3%
Agree	62%
Disagree	35%
I have a good understanding of the drawbacks/cons of the HST	
Strongly agree	25%
Somewhat agree	50%
Somewhat disagree	14%
Strongly disagree	8%
Don't know	3%
Agree	75%
Disagree	22%
I think the provincial government has done a good job of communicating ab	
Strongly agree	1%
Somewhat agree	5%
Somewhat disagree	19%
Strongly disagree	73%
Don't know	2%
Agree	6%
Disagree	92%
I think the media have done a good job of communicating about the HST	0270
Strongly agree	9%
Somewhat agree	32%
Somewhat disagree	27%
Strongly disagree	27%
Don't know	5%
Agree	41%
	54%
Disagree	34%

The following goods or services will be subject to the HST but have previously been taxed at a lower rate (i.e., were not subject to PST). Do you expect to reduce your spending on any of the following goods or services when the HST becomes effective on July 1, 2010? Please choose one for each row. (Base:

Those who purchase the good or service.)		
Restaurant meals (n=713)		
Yes, reduce a lot	37%	
Yes, reduce a little	33%	
No – will not change spending	26%	
Don't know	4%	
Yes, reduce	70%	
Snack foods (n=683)		
Yes, reduce a lot	30%	
Yes, reduce a little	33%	
No – will not change spending	32%	
Don't know	5%	
Yes, reduce	63%	
Professional sporting events, live theatre and music concerts tickets (n=589)		
Yes, reduce a lot	31%	
Yes, reduce a little	30%	
No – will not change spending	34%	
Don't know	5%	
Yes, reduce	61%	
Vitamins (n=604)		
Yes, reduce a lot	16%	
Yes, reduce a little	26%	
No – will not change spending	53%	
Don't know	5%	
Yes, reduce	42%	
Residential electricity and heating (n=702)		
Yes, reduce a lot	12%	
Yes, reduce a little	27%	
No – will not change spending	56%	
Don't know	5%	
Yes, reduce	39%	
Over-the-counter medications (n=673)		
Yes, reduce a lot	14%	
Yes, reduce a little	24%	
No – will not change spending	56%	
Don't know	6%	
Yes, reduce	38%	
Hairstylist or barber (n=687)		
Yes, reduce a lot	19%	
Yes, reduce a little	23%	
No – will not change spending	54%	
Don't know	4%	
Yes, reduce	42%	

How likely, if at all, are you to do each of the following as a result of the HST?	Please choose one for
each row.	
More often/actively look for sales	
Very likely	55%
Somewhat likely	30%
Not very likely	9%
Not at all likely	4%
Don't know	2%
Likely	85%
Not likely	13%
Buy less overall/reuse what you already have	·
Very likely	43%
Somewhat likely	40%
Not very likely	11%
Not at all likely	4%
Don't know	2%
Likely	83%
Not likely	15%
Use more coupons	
Very likely	40%
Somewhat likely	33%
Not very likely	16%
Not at all likely	8%
Don't know	3%
Likely	73%
Not likely	24%
Buy more store brand/generic products	
Very likely	31%
Somewhat likely	37%
Not very likely	17%
Not at all likely	10%
Don't know	5%
Likely	68%
Not likely	27%
Are you more or less likely to shop in Washington State as a result of the non-	resident sales tax
exemption for British Columbians, or will it have no impact on your behaviour?	Please choose one.
A lot more likely	31%
A little more likely	23%
No impact	41%
A little less likely	0%
A lot less likely	2%
Don't know	3%
More likely	54%
Less likely	2%

Survey fielded June 16-21, 2010.
With a sample of this size, the results are considered accurate to within ±3.6 percentage points, 19 times