

Sample size		736
<i>Overall, do you support or oppose the provincial government's plan to harmonize the federal (GST) and provincial (PST) sales taxes into a single harmonized sales tax (HST)? Please choose one.</i>		
Strongly support		4%
Somewhat support		14%
Somewhat oppose		13%
Strongly oppose		65%
Don't know		4%
<i>Support</i>		18%
<i>Oppose</i>		78%
<i>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.</i>		
For you personally		
Very positive impact		2%
Somewhat positive impact		4%
No real impact		11%
Somewhat negative impact		35%
Very negative impact		45%
Don't know		3%
<i>Positive impact</i>		6%
<i>Negative impact</i>		80%
For consumers in British Columbia		
Very positive impact		3%
Somewhat positive impact		4%
No real impact		6%
Somewhat negative impact		31%
Very negative impact		54%
Don't know		2%
<i>Positive impact</i>		7%
<i>Negative impact</i>		85%
For small retailers in British Columbia		
Very positive impact		5%
Somewhat positive impact		18%
No real impact		8%
Somewhat negative impact		21%
Very negative impact		41%
Don't know		7%
<i>Positive impact</i>		23%
<i>Negative impact</i>		62%
For large retailers in British Columbia		
Very positive impact		11%
Somewhat positive impact		21%
No real impact		19%
Somewhat negative impact		22%
Very negative impact		18%
Don't know		9%
<i>Positive impact</i>		32%
<i>Negative impact</i>		40%
For the British Columbian economy overall		
Very positive impact		7%
Somewhat positive impact		17%
No real impact		12%
Somewhat negative impact		23%
Very negative impact		32%
Don't know		9%
<i>Positive impact</i>		24%
<i>Negative impact</i>		55%

<i>To what extent, if at all, do you agree or disagree with each of the following statements? Please choose one for each row.</i>	
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%
<i>Agree</i>	59%
<i>Disagree</i>	28%
<i>As far as you are aware, which of the following goods or services are exempt from the HST? Please choose all that apply.</i>	
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%
<i>To what extent, if at all, do you agree or disagree with each of the following statements? Please choose one response per row.</i>	
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%
<i>Agree</i>	62%
<i>Disagree</i>	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%
<i>Agree</i>	75%
<i>Disagree</i>	22%
I think the provincial government has done a good job of communicating about the HST	
Strongly agree	1%
Somewhat agree	5%
Somewhat disagree	19%
Strongly disagree	73%
Don't know	2%
<i>Agree</i>	6%
<i>Disagree</i>	92%
I think the media have done a good job of communicating about the HST	
Strongly agree	9%
Somewhat agree	32%
Somewhat disagree	27%
Strongly disagree	27%
Don't know	5%
<i>Agree</i>	41%
<i>Disagree</i>	54%

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%

<i>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.</i>	
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%
<i>Likely</i>	85%
<i>Not likely</i>	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%
<i>Likely</i>	83%
<i>Not likely</i>	15%
Use more coupons	
Very likely	40%
Somewhat likely	33%
Not very likely	16%
Not at all likely	8%
Don't know	3%
<i>Likely</i>	73%
<i>Not likely</i>	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%
<i>Likely</i>	68%
<i>Not likely</i>	27%
<i>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.</i>	
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%
<i>More likely</i>	54%
<i>Less likely</i>	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