



## Table of Contents

### Table Description

<a href="#"><u>1</u></a>	S1. What is your telephone area code?
<a href="#"><u>2</u></a>	S2. In which part of Toronto do you live?
<a href="#"><u>3</u></a>	1_1. [The majority government in Ottawa is working well] To what extent do you agree or disagree with the following statements?
<a href="#"><u>4</u></a>	1_2. [The Liberal party will someday return to power as Canada's government] To what extent do you agree or disagree with the following statements?
<a href="#"><u>5</u></a>	1_3. [In the end, the three parties in opposition - the NDP, Liberals and Greens - will not be able to beat the Harper Conservatives on their own, so they should work out an arrangement so they don't compete against each other and split the anti-Conservative vote] To what extent do you agree or disagree with the following statements?
<a href="#"><u>6</u></a>	1_4. [The Harper government is doing a good job in protecting Canada's environment] To what extent do you agree or disagree with the following statements?
<a href="#"><u>7</u></a>	1_5. [The Harper government has struck the right balance between economic growth and environmental protection and management] To what extent do you agree or disagree with the following statements?
<a href="#"><u>8</u></a>	1_6. [I think Canada will be better off in 2017 - the 150th anniversary of confederation - than it is today] To what extent do you agree or disagree with the following statements?
<a href="#"><u>9</u></a>	1_7. [Canada will be a stronger Country in 2017 (its 150th anniversary) than it was in 1967 (its 100th anniversary)] To what extent do you agree or disagree with the following statements?
<a href="#"><u>10</u></a>	1. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent do you agree or disagree with the following statements?
<a href="#"><u>11</u></a>	1. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent do you agree or disagree with the following statements?
<a href="#"><u>12</u></a>	3_1. [I share Prime Minister Harper's values when it comes to where Canada should be headed] Thinking specifically about Prime Minister Stephen Harper, to what extent do you agree or disagree with the following statements:
<a href="#"><u>13</u></a>	3_2. [Prime Minister Harper's approach to politics has been good for Canada] Thinking specifically about Prime Minister Stephen Harper, to what extent do you agree or disagree with the following statements:
<a href="#"><u>14</u></a>	3_3. [Prime Minister Harper's approach to politics has been good for Parliament] Thinking specifically about Prime Minister Stephen Harper, to what extent do you agree or disagree with the following statements:
<a href="#"><u>15</u></a>	3_4. [Prime Minister Harper should run for office again during the next election set for 2015] Thinking specifically about Prime Minister Stephen Harper, to what extent do you agree or disagree with the following statements:
<a href="#"><u>16</u></a>	3. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Thinking specifically about Prime Minister Stephen Harper, to what extent do you agree or disagree with the following statements:
<a href="#"><u>17</u></a>	3. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Thinking specifically about Prime Minister Stephen Harper, to what extent do you agree or disagree with the following statements:
<a href="#"><u>18</u></a>	4_1. [NDP Leader Tom Mulcair] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>19</u></a>	4_2. [Liberal Leader Justin Trudeau] Please indicate whether you believe the following people should be on Santa's naughty or nice list:

<a href="#"><u>20</u></a>	4_3. [Green Party Leader Elizabeth May] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>21</u></a>	4_4. [Prime Minister Stephen Harper] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>22</u></a>	4_5. [Your Province's Premier] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>23</u></a>	4_6. [Toronto Mayor Rob Ford] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>24</u></a>	4_7. [Justin Bieber] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>25</u></a>	4_8. [US President Barack Obama] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>26</u></a>	4_9. [Queen Elizabeth'] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>27</u></a>	4_10. [Pamela Wallin] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>28</u></a>	4_11. [Mike Duffy] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>29</u></a>	4_12. [Patrick Brazeau] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>30</u></a>	4_13. [Nigel Wright] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>31</u></a>	4_14. [Pope Francis] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>32</u></a>	4_15. [You, yourself] Please indicate whether you believe the following people should be on Santa's naughty or nice list:
<a href="#"><u>33</u></a>	6_1. [I think the NDP is ready to be Canada's next government.] As you may know, after the 2011 federal Election, the NDP became the official opposition. After Jack Layton's death, Thomas Mulcair won the leadership of the party. To what extent do you agree or disagree with the following statements:
<a href="#"><u>34</u></a>	6_2. [I trust Thomas Mulcair and the NDP to do a good job of managing Canada's economy] As you may know, after the 2011 federal Election, the NDP became the official opposition. After Jack Layton's death, Thomas Mulcair won the leadership of the party. To what extent do you agree or disagree with the following statements:
<a href="#"><u>35</u></a>	6_3. [I share Thomas Mulcair and the NDP's values when it comes to where Canada should be headed] As you may know, after the 2011 federal Election, the NDP became the official opposition. After Jack Layton's death, Thomas Mulcair won the leadership of the party. To what extent do you agree or disagree with the following statements:
<a href="#"><u>36</u></a>	6. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] As you may know, after the 2011 federal Election, the NDP became the official opposition. After Jack Layton's death, Thomas Mulcair won the leadership of the party. To what extent do you agree or disagree with the following statements:
<a href="#"><u>37</u></a>	6. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] As you may know, after the 2011 federal Election, the NDP became the official opposition. After Jack Layton's death, Thomas Mulcair won the leadership of the party. To what extent do you agree or disagree with the following statements:
<a href="#"><u>38</u></a>	7_1. [I think the Liberal Party is ready to be Canada's next government.] Thinking specifically about Liberal Leader Justin Trudeau, to what extent do you agree or disagree with the following statements:
<a href="#"><u>39</u></a>	7_2. [I trust Justin Trudeau and the Liberals to do a good job of managing Canada's economy] Thinking specifically about Liberal Leader Justin Trudeau, to what extent do you agree or disagree with the following statements:
<a href="#"><u>40</u></a>	7_3. [I share Justin Trudeau and the Liberal's values when it comes to where Canada should be headed] Thinking specifically about Liberal Leader Justin Trudeau, to what extent do you agree or disagree with the following statements:
<a href="#"><u>41</u></a>	7_4. [Justin Trudeau is ready to be Prime Minister] Thinking specifically about Liberal Leader Justin Trudeau, to what extent do you agree or disagree with the following statements:

<a href="#">42</a>	7_5. [Justin Trudeau's policies and ideas are innovative and forward-thinking] Thinking specifically about Liberal Leader Justin Trudeau, to what extent do you agree or disagree with the following statements:
<a href="#">43</a>	7. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] Thinking specifically about Liberal Leader Justin Trudeau, to what extent do you agree or disagree with the following statements:
<a href="#">44</a>	7. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] Thinking specifically about Liberal Leader Justin Trudeau, to what extent do you agree or disagree with the following statements:
<a href="#">45</a>	11. People follow all sorts of different traditions at Christmas time. We'd like to get an idea of the kinds of things people do. This Christmas, will you:
<a href="#">46</a>	14. Thinking of Santa Claus, do you generally approve or disapprove of his performance over the last year or so?
<a href="#">47</a>	15. Do you personally believe in Santa Claus?
<a href="#">48</a>	19B. Which of the following best describes your employment status?
<a href="#">49</a>	20_1. [You and your family] All things considered, would you say that 2013 was a good or bad year for the following
<a href="#">50</a>	20_2. [Your personal financial situation] All things considered, would you say that 2013 was a good or bad year for the following
<a href="#">51</a>	20_3. [The Canadian economy in general] All things considered, would you say that 2013 was a good or bad year for the following
<a href="#">52</a>	20_4. [Your retirement plans/savings] All things considered, would you say that 2013 was a good or bad year for the following
<a href="#">53</a>	20_5. [Your job and career] All things considered, would you say that 2013 was a good or bad year for the following
<a href="#">54</a>	20. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT GOOD)] All things considered, would you say that 2013 was a good or bad year for the following:
<a href="#">55</a>	20. [SUMMARY - LOW2BOX (SOMEWHAT/ VERY BAD)] All things considered, would you say that 2013 was a good or bad year for the following:
<a href="#">56</a>	21_1. [You and your family] Looking forward to 2014, do you expect it to be a good or bad year for the following
<a href="#">57</a>	21_2. [Your personal financial situation] Looking forward to 2014, do you expect it to be a good or bad year for the following
<a href="#">58</a>	21_3. [The Canadian economy in general] Looking forward to 2014, do you expect it to be a good or bad year for the following
<a href="#">59</a>	21_4. [Your retirement plans/savings] Looking forward to 2014, do you expect it to be a good or bad year for the following
<a href="#">60</a>	21_5. [Your job and career] Looking forward to 2014, do you expect it to be a good or bad year for the following
<a href="#">61</a>	21. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT GOOD)] Looking forward to 2014, do you expect it to be a good or bad year for the following:
<a href="#">62</a>	21. [SUMMARY - LOW2BOX (SOMEWHAT/ VERY BAD)] Looking forward to 2014, do you expect it to be a good or bad year for the following:
<a href="#">63</a>	22_1. [My health] Thinking about these various aspects of your life, would you rate them to be good or bad?
<a href="#">64</a>	22_2. [My financial situation] Thinking about these various aspects of your life, would you rate them to be good or bad?
<a href="#">65</a>	22_3. [My personal happiness] Thinking about these various aspects of your life, would you rate them to be good or bad?
<a href="#">66</a>	22_4. [My sex or romantic life] Thinking about these various aspects of your life, would you rate them to be good or bad?
<a href="#">67</a>	22_5. [My social life] Thinking about these various aspects of your life, would you rate them to be good or bad?
<a href="#">68</a>	22. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT GOOD)] Thinking about these various aspects of your life, would you rate them to be good or bad?
<a href="#">69</a>	22. [SUMMARY - LOW2BOX (SOMEWHAT/ VERY BAD)] Thinking about these various aspects of your life, would you rate them to be good or bad?

<a href="#"><u>70</u></a>	23_1. [The Senate of Canada performs a necessary and useful political function] To what extent do you agree or disagree with the following statements:
<a href="#"><u>71</u></a>	23_2. [The federal government has allowed Canada's railways too much leeway on determining safety procedures] To what extent do you agree or disagree with the following statements:
<a href="#"><u>72</u></a>	23_3. [Alberta's severe flooding this summer was a symptom of climate change] To what extent do you agree or disagree with the following statements:
<a href="#"><u>73</u></a>	23_4. [The world should have followed through with military action against the Assad's Syrian government] To what extent do you agree or disagree with the following statements:
<a href="#"><u>74</u></a>	23_5. [Canada should open its doors to victims of natural disasters in other countries] To what extent do you agree or disagree with the following statements:
<a href="#"><u>75</u></a>	23_6. [The Boston Marathon Bombing has changed the way I feel about taking part in large public events] To what extent do you agree or disagree with the following statements:
<a href="#"><u>76</u></a>	23_7. [The Bangladesh factory disaster has influenced how I shop for clothing] To what extent do you agree or disagree with the following statements:
<a href="#"><u>77</u></a>	23_8. [Rob Ford should have resigned after admitting illegal drug use] To what extent do you agree or disagree with the following statements:
<a href="#"><u>78</u></a>	23_9. [Pope Francis is moving the Catholic Church in a positive direction] To what extent do you agree or disagree with the following statements:
<a href="#"><u>79</u></a>	23_10. [Canada should spend more tax dollars than it currently allots to Canada's space program] To what extent do you agree or disagree with the following statements:
<a href="#"><u>80</u></a>	23. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent do you agree or disagree with the following statements:
<a href="#"><u>81</u></a>	23. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent do you agree or disagree with the following statements:
<a href="#"><u>82</u></a>	8_1. [Scenario #1] Below is a series of potential match-ups for the upcoming Toronto municipal election. For each Scenario, if there was an election tomorrow, please indicate who you would vote for to be the Mayor of the City of Toronto:
<a href="#"><u>83</u></a>	8_2. [Scenario #2] Below is a series of potential match-ups for the upcoming Toronto municipal election. For each Scenario, if there was an election tomorrow, please indicate who you would vote for to be the Mayor of the City of Toronto:
<a href="#"><u>84</u></a>	8_3. [Scenario #3] Below is a series of potential match-ups for the upcoming Toronto municipal election. For each Scenario, if there was an election tomorrow, please indicate who you would vote for to be the Mayor of the City of Toronto:
<a href="#"><u>85</u></a>	8_4. [Scenario #4] Below is a series of potential match-ups for the upcoming Toronto municipal election. For each Scenario, if there was an election tomorrow, please indicate who you would vote for to be the Mayor of the City of Toronto:
<a href="#"><u>86</u></a>	25_1. [I support Toronto City Council's move to strip the mayor's authority and place it in the hands of Deputy Mayor Norm Kelly] To what extent do you agree or disagree with the following statements:
<a href="#"><u>87</u></a>	25_2. [I think it is appropriate for Deputy Mayor Norm Kelly to represent the City of Toronto in talks with other political leaders, such as Ontario Premier Kathleen Wynne] To what extent do you agree or disagree with the following statements:
<a href="#"><u>88</u></a>	25_3. [I would consider voting for Mayor Rob Ford in the next municipal election] To what extent do you agree or disagree with the following statements:
<a href="#"><u>89</u></a>	25_4. [I hope City Council and Deputy Mayor Norm Kelly continue with Mayor Ford's agenda] To what extent do you agree or disagree with the following statements:

<a href="#"><u>90</u></a>	25_5. [Stripping Mayor Rob Ford of his powers was wrong - he was duly elected to lead and should lead until the next election] To what extent do you agree or disagree with the following statements:
<a href="#"><u>91</u></a>	25_6. [Mayor Ford's celebrity status is entertaining] To what extent do you agree or disagree with the following statements:
<a href="#"><u>92</u></a>	25. [SUMMARY - TOP2BOX (STRONGLY/ SOMEWHAT AGREE)] To what extent do you agree or disagree with the following statements:
<a href="#"><u>93</u></a>	25. [SUMMARY - LOW2BOX (SOMEWHAT/ STRONGLY DISAGREE)] To what extent do you agree or disagree with the following statements:
<a href="#"><u>94</u></a>	GENDER
<a href="#"><u>95</u></a>	AGE
<a href="#"><u>96</u></a>	EDUCATION
<a href="#"><u>97</u></a>	REGION
<a href="#"><u>98</u></a>	INCOME
<a href="#"><u>99</u></a>	HOUSEHOLD COMPOSITION
<a href="#"><u>100</u></a>	HHCMP1. How many people are living or staying at your current address?
<a href="#"><u>101</u></a>	DEMA_1. [Use the Internet] How frequently do you do the following things...?
<a href="#"><u>102</u></a>	DEMA_2. [Visit social networking websites (Facebook, Twitter, Pinterest, etc.)] How frequently do you do the following things...?
<a href="#"><u>103</u></a>	DEMA_3. [Watch conventional TV] How frequently do you do the following things...?
<a href="#"><u>104</u></a>	DEMA_4. [Watch TV online] How frequently do you do the following things...?
<a href="#"><u>105</u></a>	DEMA_5. [Read conventional newspapers (hardcopy)] How frequently do you do the following things...?
<a href="#"><u>106</u></a>	DEMA_6. [Read newspapers/news online] How frequently do you do the following things...?
<a href="#"><u>107</u></a>	DEMA_7. [Listen to conventional radio] How frequently do you do the following things...?
<a href="#"><u>108</u></a>	DEMA_8. [Listen to radio online] How frequently do you do the following things...?
<a href="#"><u>109</u></a>	DEMA_9. [Tweet] How frequently do you do the following things...?
<a href="#"><u>110</u></a>	DEMA. [SUMMARY - EVERYDAY / SEVERAL TIMES A DAY] How frequently do you do the following things...?
<a href="#"><u>111</u></a>	DEMA. [SUMMARY - ONCE WEEKLY / A FEW TIMES A WEEK] How frequently do you do the following things...?
<a href="#"><u>112</u></a>	DEMA. [SUMMARY - ABOUT ONCE A MONTH / A FEW TIMES PER MONTH] How frequently do you do the following things...?
<a href="#"><u>113</u></a>	DEMA. [SUMMARY - NEVER] How frequently do you do the following things...?
<a href="#"><u>114</u></a>	DEMB. How frequently do you use social online media or online sources/sites to follow, get information about, discuss etc. public policy, social and/or political issues?
<a href="#"><u>115</u></a>	DEMC. When it comes to public policy, social and/or political issues, which of the following have you done, if any, on social media or online sources/sites in the past month?

1. [Rob Ford should have resigned after admitting illegal drug use

To what extent do you agree or disagree with the following statements:

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times a week	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2535	1235	1300	564	960	1011	144	549	1124	718	729	427	404	975	2401	91	20	23	1326	408	220	581	776	683	1076
Weighted	2535	1229	1306	707	938	890	264	887	994	390	716	452	378	989	2389	91	23	32	1392	395	182	566	739	691	1105
Rob Ford should have resigned after admitting illegal drug use																									
Strongly agree	1339	605	734	293	495	551	145	446	534	213	385	234	201	519	1274	39	13	12	761	189	91	297	379	380	580
	53%	49%	56%	41%	53%	62%	55%	50%	54%	55%	54%	52%	53%	52%	53%	43%	59%	38%	55%	48%	50%	53%	51%	55%	52%
Somewhat agree	645	313	333	237	220	188	52	225	269	100	170	126	96	253	602	28	6	9	338	104	47	155	206	157	282
	25%	25%	25%	33%	23%	21%	20%	25%	27%	26%	24%	28%	25%	26%	25%	31%	26%	27%	24%	26%	26%	27%	28%	23%	25%
Somewhat disagree	331	184	146	105	137	88	30	135	115	51	73	66	49	143	309	15	1	6	175	67	25	63	78	99	154
	13%	15%	11%	15%	15%	10%	11%	15%	12%	13%	10%	15%	13%	14%	13%	16%	3%	17%	13%	17%	14%	11%	10%	14%	14%
Strongly disagree	220	128	93	72	85	63	37	82	76	26	87	26	32	75	203	9	3	6	117	35	18	50	76	54	90
	9%	10%	7%	10%	9%	7%	14%	9%	8%	7%	12%	6%	8%	8%	9%	10%	11%	18%	8%	9%	10%	9%	10%	8%	8%
Summary																									
Top2Box (Strongly/ Somewhat agree)	1984	917	1067	530	715	739	197	671	803	314	555	360	297	772	1876	67	20	21	1100	293	139	453	585	538	861
	78%	75%	82%	75%	76%	83%	75%	76%	81%	80%	78%	80%	79%	78%	79%	74%	85%	65%	79%	74%	76%	80%	79%	78%	78%
Low2Box (Somewhat/ Strongly disagree)	551	312	239	177	223	151	67	216	191	77	161	92	81	218	513	24	3	11	292	101	43	114	154	153	244
	22%	25%	18%	25%	24%	17%	25%	24%	19%	20%	22%	20%	21%	22%	21%	26%	15%	35%	21%	26%	24%	20%	21%	22%	22%
		B		E	E		*									*	**	**							

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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