<u>Back to TOC</u>
Q1r1: Journalists - How much trust do you have in each of the following? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE				ROLE IN DECI:		# OF EMP	LOYEES
Column %																	Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUI	TE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	М		N	0	P	Q	R	S
Veighted Total	30	3 102	2 11	.3 68	3 2:	23!	5 68	R	93	107	97	180	118	88	133	79	15	3 1	50	165
																.,				
Inweighted Total	303	3 107	7 10	14 78	3 14	22!	5 78	8	93	108	97	181	118	89	133	78	15	3 1	50	166
'ery low level-1	109	6 129	6 10	% 69	6 149	119	6 69	6	11%	13%	6%	13%	3%	12%	10%	9%	119	6 9	196	10%
	-				-						L									
<u> </u>	99	6 99	13	% 89	6 09	109	6 89	6	10%	7%	9%	8%	12%	12%	9%	5%	89	6 10	196	10%
	119	6 139	6 9	% 149	6 79	109	6 149	6	10%	7%	17%	12%	11%	14%	10%	10%	129	6 10	1%	11%
	-				-					i										
Moderate level-4	259	6 269	27	% 189	6 369	279	6 189	6	26%	24%	26%	20%	33%	21%	23%	34%	209	6 30	196	25%
	-											k						р		
5	189	6 18%	5 20	% 15%	6 149	199	6 159	6	20%	19%	15%	19%	18%	14%	21%	17%	189	6 18	5%	16%
5	169	139	15	% 21%	6 219	159	6 219	6	16%	21%	12%	19%	13%	13%	19%	15%	189	6 15	%	16%
	-				-															
Very high level-7	99	6 89	6	% 189	6 79	79	6 189	6	7%	8%	12%	10%	9%	14%	7%	8%	129	6 6	1%	11%
	-			С	-		f													
Don't know / No response	09	6 09	5 1	% 09	6 09	09	6 09	6	0%	0%	1%	0%	1%	0%	0%	1%	19	6 (196	1%
HIGH (6,7)	269	6 219	21	% 389	6 299	229	6 389	6	23%	29%	25%	29%	21%	27%	27%	23%	309	6 21	%	27%
	-			b c	-		F													
MODERATE (3,4,5)	559	589	56	% 47%	6 579	579	6 479	6	56%	51%	59%	50%	62%	49%	54%	61%	509	6 59	196	52%
	-				-							k								
.OW (1,2)	199	6 219	5 22	% 149	6 149	219	6 149	6	21%	20%	16%	21%	16%	24%	19%	15%	199	6 20	196	20%
Mean	4.3	2 4.0	4.	.1 4.6	5 4.3	4.:	1 4.6	5	4.1	4.3	4.2	4.2	4.2	4.1	4.2	4.2	4.	3 4	.1	4.2
Column Comparisons	-			bc	-		f													

Total sample; Weight: Weight:

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Q1r2: Pollsters - How much trust do you have in each of the following? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN D	CISIONS	# OF EM	IPLOYEES	
Column %																Decision	Decision			
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Manageme	nt Other	maker	influence	2-99	100+	
	A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S	
Weighted Total	30:	3 102	11	3 68	21	235	68		93	107	97	80 1	18	88	133	79	153	150	165	13
Unweighted Total	30	3 107	10	4 78	14	225	78	3	93	108	97	81 1	18	89	133	78	153	150	166	13
Very low level-1	119	6 9%	149	6 109	5 0%	11%	10%		10%	11%	12% 1	3% 8	1% 1	4% 1	1%	6%	9%	13%	11%	10
	-				-															
2	69	5%	89	6 49	0%	6%	499	5	3%	5%	7%	5%	1%	4%	8%	2%	4%	7%	6%	5
	-				-									0						
3	129	6 12%	139	69	-	14%	6%	5	10%	11%	15% 1	1% 13	1% 1	0% 1	1%	16%	10%	14%	8%	179
Moderate level-4	279	6 31%	259	6 249	29%	g 28%	24%		27%	28% 2	26% 2	2% 32	1% 2	4% 2	6%	31%	26%	28%	31%	r 219
Middel dee lever-4	2//	9 31/1	23,	24/	25/1	20/	247		2776	20/0 2	.076 2	1/0 3/	.70 2	470 2	070	31/0	1076	20/0	3170	
5	149	6 14%	129	% 15%	29%	14%	15%	5	14%	16% 1	14% 1	3% 17	% 2	0% 1	4%	9%	17%	12%	13%	169
	-				-															
6	199	6 17%	179	% 28%		17%	28%	5	23%	21%	14% 2	3% 14	1% 1	6% 2	1%	22%	20%	19%	21%	179
Very high level-7	- 79	6 8%	69	6 129	- 0%	6%	12%		9%	6%	7%	9% 5	% 1	1%	5%	8%	10%	4%	5%	109
very mgm level-7	- "	0 0/1	0.	12/		0,0	12/		370	078	7.00	270	170	170	370	0.00	10/6	470	370	
Don't know / No response	39	6 4%	69	6 09	0%	4%	0%		3%	2%	5%	2% 5	i%	1%	4%	6%	2%	5%	4%	35
	-	d	d		-	G														
HIGH (6,7)	279	6 25%	239	6 409	14%	23%	40%	5	32%	27%	20% 3	3% 19	1% 2	7% 2	5%	29%	31%	23%	27%	279
	-			b c	-		F				L									
MODERATE (3,4,5)	549	57%	499	6 46%	86%	56%	46%	i	51%	55% 5	66% 4	7% 6:	.% 5	4% 5	1%	57%	54%	53%	52%	549
1000/4 3)	-	450			-	470			420/	450/	001	k		201	001	00/	. 20/	400/	4707	
LOW (1,2)	169	15%	229	6 14%	0%	17%	14%		13%	15% 1	19% 1	3% 14	1% 1	8% 2	0%	8%	13%	19%	17%	159
Mean	4.3	2 4.2	3.	9 4.6	4.3	4.1	4.6	5	4.4	4.2	4.0	1.3 4	.1	4.3	4.1	4.4	4.4	4.0	4.2	4.
Column Comparisons							f									0				

Column Companions

Total sample, 'ghelt', Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S

Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p < 0.05), A, B, C... (p < 0.01); No test symbol: -, Not significant symbol:

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Q1r3: Doctors - How much trust do you have in each of the following? by BANNER1

		REGION				Rest of Canad	la vs QC	AGE			GENDER		ROLE			ROLE IN DECI:	SIONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30	3 10	02 11	3	68 2	1 23	5 68	3 9	3 10	7 9	7 180	11	.8 8	8 13	3 7	9 15	3 15	0 16	5
Unweighted Total	30	3 10	07 104	4	78 1	1 22	5 78	3 9	3 10	8 9	7 181	. 11	.8 8	9 13	3 7	8 15	3 15	0 16	6
Very low level-1	19	6 1	% 29	6	1% 09	6 19	6 19	6 2	% 2'	% 09	6 2%	. 1	% 09	% 19	6 29	% 19	6 1	6 19	%
	-				-														
2	39	6 2	% 49	6	3% 79	6 39	6 39	6 7	% 2'	% 09	6 4%	3	% 49	% 29	6 59	% 49	6 3	6 19	%
	-				-			J											r

C	3	4%	2%	5%	6%	0%	3%	6%	5%	3%	2%	1%	7%	2%	3%	6%	4%	4%	4%	3%
C		-											k							
5	Moderate level-4	15%	26%	9%	10%	7%	16%	10%	14%	14%	17%	18%	9%	12%	13%	18%	17%	13%	13%	15%
Composition Composition		-	CD			-						1								
Very high level-7	5	18%	26%	15%	13%	14%	20%	13%	21%	15%	18%	14%	24%	19%	16%	23%	17%	20%	22%	15%
Very high level-7		-	d			-							k							
Don't know / Na response 0 0 0 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 0	6	32%	22%	38%	29%	57%	32%	29%	27%	33%	35%	32%	31%	37%	38%	17%	35%	28%	30%	34%
Don't know / Na response 0 0 0 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 15 0 0 0 0		-		b		-								0	0					
HIGH (6,7)	Very high level-7	27%	22%	28%	36%	14%	24%	36%	23%	29%	28%	29%	24%	25%	27%	29%	23%	31%	28%	26%
HIGH (6,7)		-			b	-														
MODERATE (3,4,5) - 8 8 8 - 9 9 40 33 35 35 41 37 37 37 37 37 39 9 9 9 9 9 9 9 9 9 9 9	Don't know / No response	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%
MODERATE (3,4,5) - 8 8 8 - 9 9 40 33 35 35 41 37 37 37 37 37 39 9 9 9 9 9 9 9 9 9 9 9		-				-														
MODERATE (3,4,5) 37% 54% 29% 29% 21% 39% 29% 40% 33% 36% 33% 41% 33% 32% 47% 37% 37% 39% 39% 30% 30% 30% 30% 30% 30% 30% 30% 30% 30	HIGH (6,7)	58%	44%	65%	65%	71%	56%	65%	50%	62%	64%	61%	56%	62%	65%	46%	57%	59%	59%	60%
- CD - 1		-		В	В									0	0					
	MODERATE (3,4,5)	37%	54%	29%	29%	21%	39%	29%	40%	33%	36%	33%	41%	33%	32%	47%	37%	37%	39%	33%
LOW (1,2) 4% 3% 6% 4% 7% 5% 4% 10% 4% 0% 5% 3% 4% 2% 7% 5% 4% 2% 7%		-	CD													n				
	LOW (1,2)	4%	3%	6%	4%	7%	5%	4%	10%	4%	0%	5%	3%	4%	2%	7%	5%	4%	2%	7%
		-							J	j										
Mean 5.5 5.3 5.6 5.7 5.6 5.4 5.7 5.2 5.6 5.7 5.5 5.5 5.6 5.6 5.2 5.4 5.6 5.6	Mean	5.5	5.3	5.6	5.7	5.6	5.4	5.7	5.2	5.6	5.7	5.5	5.5	5.6	5.6	5.2	5.4	5.6	5.6	5.4
Column Comparisons H o o	Column Comparisons	-				-				ŀ	1				0					

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p < 0.05), A, B, C... (p < 0.01); No test symbol: -; Not significant symbol:

		REGION				Rest of Canad	a vs QC	AGE			G	ENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLOY	EES
Column %																		Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	N	//ale	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K		L	М	N	0	P	Q	R	S
Weighted Total		303 1	.02 11	3	68 2	1 235	6	8	93	107	97	180	118	3	88 133	79	153	150	16	5
Unweighted Total		303 1	.07 10	4	78 1	4 225	7:	8	93	108	97	181	118	3	89 133	78	153	150	16	6
Very low level-1		0% 1	1% 13	% 5	5% 79	6 129	59	6	11%	9%	10%	13%	6%		8% 11%	13%	9%	12%	129	6
2		2% 1	0% 13	% 13	3% 219	6 129	139	6	12%	18%	7%	10%	16%	1	1% 11%	15%	9%	16%	129	16
3		.6% 1	5% 20	% 12	2% 149	6 189	129	6	j 11%	19%	18%	12%	23%	5 1	2% 19%	16%	13%	20%	189	16
					-								k							
Moderate level-4		1% 1	9% 24	% 19	9% 219	6 229	199	6	14%	16%	33% H I	21%	23%	5 2	3% 19%	24%	21%	21%	229	16
5		6% 1	4% 13'	% 21	1% 299	6 15%	219	6	20%	14%	14%	17%	14%	2	4% 11%	15%	20%	12%	159	16
					-									n			q			
6	-	5% 1	7% 13	% 17	7% 79	6 15%	179	6 i	23%	12%	10%	18%	119	1	7% 16%	12%	19%	11%	159	16
Very high level-7	-	8% 1	1% 5	% 14 c	4% 09	6 7%	149	6	9%	11%	6%	10%	69	5 1	6% 12%	6%	10%	7%	59	К г
Don't know / No response		1%	2% 0	% C	0% 09	6 19	09	6	0%	1%	1%	0%	19	5	0% 1%	0%	0%	1%	19	6
HIGH (6,7)		4% 2	8% 18	% 31	1% 79	6 219	319	6	32%	24%	16%	28%	18%	2	3% 28%	17%	28%	19%	209	16
MODERATE (3,4,5)		3% 4	9% 57	% 51	1% 649	6 549	519	6	46%	49%	65%	50%	59%	5 5	9% 49%	55%	54%	52%	559	16
LOW (1,2)		3% 2	2% 25	% 18	8% 299	6 24%	189	6	23%	27%	18%	22%	22%	1	8% 22%	28%	17%	28%	249	16
Mean	-	4.0	4.1 3.	7 /	1.4 3.	6 3.9	4.		4.2	3.9	3.9	4.1	3.8	,	4.2 4.1	3.7	4.3	p 3.7	3.5	8
Column Comparisons	_	4.0	4.1 3.	, c	*.**	3.3	f 43		4.2	3.5	3.9	4.1	3.0	,	4.2 4.1	3./	0 4.3	3.7	3.	,

Column Comparisons

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, Age E-H/JJ, ROLE: M/N/O, Rest of Canada vs QC: F/G, GRNDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p < 0.05), A, B, C... (p < 0.01); No test symbol: - Not significant symbol:

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O1r5: Small business owners - How much trust do you have in each of the following? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		RO	LE			ROLE IN DEC	SIONS	# OF EMPL	JYEES
Column %																	Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-S	SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	К	L	М		N	0	P	Q	R	S
Weighted Total	30	3 102	11	3 68	3 2	1 235	6	8	93	107	97	180	118	88	133	7	9 15	3 15)	165 1
Unweighted Total	30	3 107	10	4 78	3 1	4 225	7	8	93	108	97	181	118	89	133	7	8 15	3 15)	166 1
Very low level-1	1	6 1%	19	6 39	6 09	6 19	39	%	1%	2%	0%	2%	1%	1%	1%	2	6 0	% 39		1% 1
2	31	6 4%	29	6 49	6 09	% 39	49	%	7%	2%	1%	2%	3%	1%	6%	0	% 3	% 39		3% 3
3	- 4	6 3%	79	6 39	6 09	6 59	39	%	6%	5%	2%	3%	6%	1%	m O 4%	7	6 4	6 59		2% 7
Moderate level-4	15	K 19%	139	6 99	6 219	6 179	99	%	16%	16% 1	.3%	14%	17%	13%	16%	16	6 14	169	1	15% 15
5	29	d % 29%	309	6 31%	6 149	% 28%	319	%	30%	29% 2	9%	30%	27%	34%	25%	28	6 29	% 299		19% 28
6	32'	6 25%	379	6 31%	6 439	6 32%	319	%	27%	29%	15%	32%	32%	31%	37%	25	6 33	6 319		15% 28
Very high level-7	16	6 18%	109	6 219	6 219	6 149	219	%	12%	16%	.9%	16%	14%	18%	11%	20	6 17	6 149	. 1	15% 16
Don't know / No response	- 0	6 0%	. 19	c 6 09	6 09	% 0%	6 09	%	1%	0%	0%	1%	0%	0%	0%	1	6 0	K 19	;	0% 1
HIGH (6,7)	- 47	6 43%	469	6 519	6 649	6 469	5 519	%	39%	46%	5%	18%	46%	49%	48%	46	6 50	6 459		51% 44
	-				-					h										
MODERATE (3,4,5)	48	6 52%	509	6 42%	6 369	6 50%	429	%	52%	50% 4	4%	17%	50%	49%	45%	51	6 47	6 499	. 4	16% 50

	-																		
LOW (1,2)	4%	5%	3%	6%	0%	4%	6%	8%	4%	1%	4%	4%	2%	7%	2%	3%	6%	3%	5%
	-							j											
Mean	5.3	5.2	5.2	5.4	5.6	5.2	5.4	5.0	5.2	5.5	5.3	5.2	5.4	5.1	5.3	5.4	5.1	5.4	5.1
Column Comparisons	-								н										

Total sample, Weight. Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q1r6: Politicians - How much trust do you have in each of the following? by BANNER1

		REGION				Rest of Canad	la vs QC	AGE			GEND	ER		ROLE			ROLE IN DEC		# OF EMPI	_OYEES
Column %																	Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Fei	nale	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	ı	J	K	L		М	N	0	Р	Q	R	S
Weighted Total		303 10)2 1	13	68	21 23	5 (58	93	107	97	180	118	88	133	79	15	53 1	50	165
Unweighted Total		303 10	07 1	104	78	14 22	5	78	93	108	97	181	118	89	133	78	15	53 1	50	166
Very low level-1		21% 23	% 2	5% 19	1% ()% 22	% 19	% 1	5% 2	2%	24%	23%	17%	25%	20%	20%	18	% 25	%	24% 1
2	-	18% 21	% 1	3% 18	1% 29	9% 18	% 18	% 1	9% 1	.8%	16%	18%	18%	17%	18%	18%	16	% 20	1%	20% 1
3	-	14% 8	% 1	6% 14	1% 36	5% 14	% 14	% 1	3%	8%	24%	11%	19%	9%	17%	16%	10	% 19	1%	11% 1
Moderate level-4	-	18% 16	% 1	6% 23	1% 14	1% 16	% 23	% 1	3% 2	11%	19%	15%	22%	18%	15%	21%	17	р % 18	196	20% r
5	-	13% 14	% 1	5% 12	- 1%	0% 14	% 12	% 1	5% 1	4%	10%	15%	11%	17%	12%	11%	13	% 13	%	10% 1
6	-	8% 10	%	9% 6	- 6%	0% 8'	% 6	% 1	3%	8%	2%	10%	6%	8%	10%	6%	. 14	% 2	%	9%
Very high level-7	-	8% 8	%	5% 8	- 21	1% 7'	% 8	у % ;	j 8% 1	.0%	5%	9%	6%	6%	8%	8%		% 4	%	7%
Don't know / No response	-	0% 0	%	0% 0	1% (0%	% C	96	0%	0%	0%	0%	0%	0%	0%	0%	Q 5 0	% C	196	0%
HIGH (6,7)	-	16% 18	% 1	3% 14	1% 21	1% 16	% 14	% 2:	2% 1	.8%	7%	18%	12%	14%	18%	149		- % 6	- %	15% 1
MODERATE (3,4,5)	-	15% 38	% 4	8% 49	- 50	0% 44	16 49	% 4	j 3% 4	12%	53%	41%	53%	44%	44%	48%	Q 41	% 50	196	41% 5
LOW (1,2)	-	39% 44	% 3	8% 37	- 29	9% 40'	% 37	% 3	5% 4	10%	40%	41%	k 35%	42%	38%	38%	34	% 44	%	44% 3
Mean	-	3.4 3	.4	3.3 3	1.4	3.7 3.	4 3	.4	3.7	3.5	3.0	3.4	3.3	3.3	3.4	3.4	1 3	.8 3	s .0	3.3
Column Comparisons	-				-			j									Q			

Total sample, Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/l/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q1sum1: How much trust do you have in each of the following? Summary of HIGH (6,7) by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLO	DYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	3	03 102	11	3 68	2	1 235	68	93	107	97	180	118	88	133	3 79	15	3 15) 1	165
Unweighted Total	3	107	7 10	4 78	14	1 225	78	93	108	97	181	118	89	133	3 78	15	3 15) :	166
Journalists	26	% 219	219	6 38%	299	6 22%	389	23%	29%	25%	29%	21%	27%	27%	23%	309	6 219	6 2	7%
	-			b c	-		F												
Pollsters	27	% 25%	239	6 40%	149	23%	409	32%	27%	20%	33%	19%	27%	25%	29%	319	6 239	6 2	7%
	-			b c	-		F				L								
Doctors	58	% 449	659	65%	719	56%	659	50%	62%	64%	61%	56%	62%	65%	46%	579	6 599	6 5	9%
	-		В	В	-								0	0					
Executives of large businesses	24	% 28%	189	6 31%	79	21%	319	32%	24%	16%	28%	18%	23%	28%	17%	289	6 199	6 2	:0%
	-				-			j			1					q			
Small business owners	47	% 439	469	6 51%	649	46%	519	39%	46%	55%	48%	46%	49%	48%	46%	509	6 459	5	1%
	-				-					h									
Politicians	16	% 189	139	6 14%	219	16%	149	22%	18%	7%	18%	12%	14%	18%	14%	259	6 69	1	.5%
	-				-			J	i							Q			

Total sample; Weight: Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Otem 2: How much trust do you have in each of the following? Summary of LOW (1,2) by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Managemen	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	H	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30	3 1	02 113	3	68 2	1 23	5 6	8 !	93 10	07	97 18	0 1	18 8	38 13	3 7	9 15	3 1	0 16	5 1
Unweighted Total	30	3 1	07 104	4	78 1	4 22	5 7	8 !	93 10	08	97 18	1 1	18 8	39 13	3 7	8 15	3 1	0 16	5 1
Journalists	19	6 2:	.% 229	6 1	.4% 14	% 219	6 149	6 21	.% 20	1% 1	.6% 219	6 1	5% 24	% 19	15	% 19	% 20	% 209	6 18
					-														
Pollsters	16	6 15	i% 229	6 1	.4% 0	% 179	6 149	6 13	1% 15	1%	.9% 189	6 1	4% 18	% 20	6 8	% 13	% 19	% 179	6 15
					-									0					
Doctors	4	6	1% 69	6	4% 7	% 59	6 49	6 10	1% 4	1%	0% 59	16	3% 4	% 2	6 7	% 5'	% 4	% 29	6 7
					-			1	i										

Executives of large businesses	23%	22%	25%	18%	29%	24%	18%	23%	27%	18%	22%	22%	18%	22%	28%	17%	28%	24%	21%
	-																Р		
Small business owners	4%	5%	3%	6%	0%	4%	6%	8%	4%	1%	4%	4%	2%	7%	2%	3%	6%	3%	5%
	-				-			i											
Politicians	39%	44%	38%	37%	29%	40%	37%	36%	40%	40%	41%	35%	42%	38%	38%	34%	44%	44%	33%
					-													c	

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: ¬, Not significant symbol:

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Q2r1: National elections - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNER1

		REGION				Rest of Canad	la vs QC	AGE			GEN	DER		ROLE			ROLE IN DEC		# OF EM	PLOYEES	
Column %																	Decision	Decision			
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	•	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+	
	A	В	С	D	E	F	G	Н	1	J	K		L	М	N	0	P	Q	R	S	
Weighted Total	30	3 10	2 1	13 6	i8 2	1 23	5 6	i8	93	107	97	180	118	8 8	B 13	3	79 15	3	150	165	13
Unweighted Total	30	3 10	7 10	04 7	8 1	4 22	5 7	'8	93	108	97	181	118	8 8	9 13	3	78 15	3	150	166	13
Not at all useful-1	5	6 69	6 7	% 4	% 0	65	6 4	%	3%	6%	6%	7%	3%	5 59	6 59	i .	5% 3	%	8%	4%	69
2	- 5	6 59	6 3	1% 5	% 14	% 59	6 5	%	3%	3%	6%	4%	4%	39	6 79	5	2% 5	%	4%	5%	49
3	7	69	6 7	% 12	% 0	65	6 12	%	6%	9%	5%	5%	10%	89	6 79	S	5% 7	%	7%	8%	59
Moderately useful-4	21	6 259	6 19	1% 17	% 21	6 225	6 17	%	23%	16%	25%	18%	25%	219	6 149	3	1% 20	% 2	22%	20%	209
5	17	6 199	6 17	% 10	% 21	6 189	6 10	%	10%	24%	16%	15%	18%	169	6 189	N 1	6% 17	% :	16%	16%	189
6	25	% 239	6 23	% 31	% 29	% 239	6 31	%	29%	26%	20%	26%	23%	269	6 279	5 2	2% 25	% 2	25%	22%	309
Extremely useful-7	20	6 179	6 22	!% 22	% 14	6 199	6 22	%	24%	16%	21%	23%	15%	219	6 209	. 1	7% 22	% :	17%	22%	179
Don't know / No response	- 1	6 19	6 2	9% 0	% 0	6 19	6 0	%	1%	1%	1%	0%	2%	19	6 19	S	1% 1	%	1%	2%	0
USEFUL (6,7)	45	6 409	6 45	i% 53	% 43	6 435	6 53	%	53%	42%	41%	49%	38%	479	6 489	3	8% 47	% 4	12%	44%	479
MODERATE (3,4,5)	44	6 499	6 43	% 38	% 43	6 469	6 38	%	39%	48%	45%	39%	52%	459	6 399	5 5	1% 44	% 4	15%	44%	43
NOT USEFUL (1,2)	10	6 109	6 10	1% 9	% 14	6 109	6 9	%	7%	9%	12%	11%	k 8%	5 79	6 139	1	9% 8	% :	12%	10%	10
Mean	- 4	9 4.1	8 5	5.0 5.	.0 4.	9 4.	9 5.	.0	5.2	4.9	4.8	5.0	4.8	3 5.0	0 5.0)	4.8 5	1	4.8	5.0	5.
Column Comparisons	-				-																

Total sample, Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

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O2r2: Referendums - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLO	YEES
Column %																Decision	Decision		
olumn Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Veighted Total	30	102	11	3 6	3 2	1 235	6	9	3 10	7	97 180	111	88	133	79	15	3 15) 1	.65
Inweighted Total	30	107	10	4 7	3 1	4 225	7:	9	3 10	8 !	97 18:	11	89	133	78	3 15	3 15) 1	.66
ot at all useful-1	8	% 5%	109	% 139	6 09	6 79	139	6 89	6 5	6 11	% 99	69	6 11%	7%	69	6	% 109	6 1	8%
	-				-														
	2	% 2%	39	% 19	6 79	6 39	19	6 29	6 1	6 3	% 29	29	6 2%	3%	29	6 19	36 49	6 :	2%
					-														
	5	% 6%	5 59	% 49	6 79	6 69	49	6 29	6 8	6 Ε	% 49	79	6 4%	6%	59	6 49	% 69	6 '	4%
Moderately useful-4	23	% 30%	209	% 159	6 219	6 25%	159	6 279	6 18	% 23	% 19%	299	6 22%	16%	339	6 229	% 239		5%
noderately dserul-4	23	76 3U%	207	76 157	b 217	b 25%	157	2/7	b 10	76 23	76 197	297	b 22%	107	N 337	22:	76 237	. Z:	-76
	17	% 14%	199	% 139	6 369	6 19%	139	6 179	6 22	6 13	% 159	219	6 18%	21%	119	199	% 159		4%
	- 17	/0 14/	19.	76 137		13/	137	1//	0 22		70 137	21/	10/0	21/	117	13.	/6 13/		.70
	25	% 25%	279	% 249	6 149	6 25%	249	6 229	6 28	6 24	% 319	169	6 18%	33%	209	259	% 259	6 2	5%
	-				-						L			m o					
Extremely useful-7	15	% 14%	99	% 289	6 149	6 12%	289	6 179	6 16	6 14	% 189	129	6 21%	12%	169	189	% 129	10	6%
	-			bС	-		F												
Oon't know / No response	4	% 3%	89	% 19	6 09	6 59	19	69	6 2	6 5	% 19	89	6 4%	3%	79	6 39	% 69	6 !	5%
	-		d		-							K							
JSEFUL (6,7)	40	% 40%	369	% 539	6 299	6 379	539	6 399	6 44	6 38	% 499	289	6 39%	44%	369	449	% 379	6 4:	1%
	-			С	-		f				L								
10DERATE (3,4,5)	45	% 51%	449	% 329	649	6 49%	329	459	6 48	6 42	% 399	579	6 44%	43%	499	469	% 449	6 4	4%
	-	D			-	G						K							
OT USEFUL (1,2)	10	% 6%	139	% 149	6 79	6 9%	149	6 109	6 6	6 15	% 129	79	6 13%	10%	89	5 79	% 149	6 10	0%
	-				-					i									
lean olumn Comparisons	4	.8 4.9	4.	6 5.0	0 4.	9 4.8	5.0	4.9	5.	0 4	.6 5.0	4.1	7 4.8	4.9	4.8	5.	.0 4.0	5 4	4.8

Total sample; Weight: Weight:

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Q273: Public opinion polls - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNER1

REGION	Rest of Canada vs QC	AGE	GENDER	ROLE	ROLE IN DECISIONS	# OF EMPLOYEES

Column %																Decision	Decision			
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management		maker	influencer	2-99	100+	
	A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	Р	Q	R	S	
Weighted Total	31	3 102	. 11	.3 68	3 21	. 235	68	. 9	13 1	07	97 18	0 11	88	13	3 79	15	3 15	1	165	135
Weighted folds	3.	102		.5	,	233					20		,	13	, ,,	. 13.	, 13		.03	133
Unweighted Total	31	3 107	10	14 78	3 14	225	78	9	3 1	08	97 18	1 11	89	13	3 78	15	3 15	0	166	134
Not at all useful-1	5	% 5%	6	% 5%	6 0%	5%	5%	2	%	5%	6% 8	6 19	7%	49	K 49	49	6	6	5%	5%
	-				-						L									
2	4	% 3%	5 5	% 4%	5 7%	4%	4%	5	%	4%	4% 4	6 59	8%	39	% 2%	69	2	6	5%	4%
3	14	% 14%	13	% 9%		15%	9%	13	%	9% 1	8% 12	6 159	9%	139	18%	149	14	6	15%	11%
	-				-															
Moderately useful-4	21	% 24%	21	% 18%	14%	22%	18%	21	% 1	3% 2	4% 18	6 269	24%	199	6 20%	199	23	6 :	22%	21%
5	19	% 19%	15	% 26%	14%	17%	26%	12	% 2	5% 1	8% 219	6 169	16%	169	% 27%	159	23	6 :	20%	17%
	-				-				h											
6	24	% 24%	25	% 24%	21%	24%	24%	29	% 2	5% 2	0% 24	6 249	23%	309	17%	259	24	6 :	23%	27%
Extremely useful-7	12	% 10%	13	% 14%	7%	11%	14%	16	% 1	2%	9% 12	6 129	12%	139	% 11%	169	8	6 :	10%	15%
	-				-											q				
Don't know / No response	1	% 1%	2	% 0%	6 0%	1%	0%	2	%	0%	1% 0	6 29	1%	19	190	19	1	6	1%	1%
USEFUL (6,7)	36	% 34%	38	% 38%		36%	38%	45	% 3	5% 2	9% 36	6 379	35%	439	% 27%	419	32	6	32%	42%
	-				-			j						0						
MODERATE (3,4,5)	53	% 57%	49	% 53%	64%	54%	53%	46	% 5	3% 6	0% 529	6 569	49%	499		489	599	6 !	57%	48%
	-							_						_	m n		Р			
NOT USEFUL (1,2)	-	% 8%	11	% 9%	5 7%	9%	9%	7	% 1	1% 1	0% 12	6 69	15%	85	6%	109	8	6	10%	9%
Mean	4	7 4.6	4.	.7 4.8	3 4.3	4.6	4.8	4.	.9	1.7	4.4 4.	5 4.1	4.5	4.	8 4.6	4.1	4.	5	4.6	4.8
Column Comparisons	-				-			i												

Total sample, Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q2r4: Town hall meetings - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNER1

		REGION				Rest of Canac	la vs QC	AGE				GENDER		ROLE			ROLE IN DECIS	SIONS	# OF EMPLO	YEES
Column %																	Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+		Male	Female	C-SUITE	Managemen	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J		K	L	M	N	0	P	Q	R	S
Weighted Total	30	3 102	2 1	113 6	58 2	1 23	5 6	8	93	107	97	180	111	8 88	8 13	3 7	153	3 15	0 1	65
Unweighted Total	30	3 107	7 1	104 7	78 1	4 22	5 7	8	93	108	97	181	111	8 89	9 13	3 7	153	3 15	0 1	66
Not at all useful-1	69	6 59	6	7% 9	% 09	% 59	6 99	6	5%	6%	8%	8%	39	6 79	6 5	6 79	5 5%	6 7	6	4%
2	75	6 79	6	6% 9	% 79	% 69	6 99	6	6%	5%	10%	7%	89	6 49	% 9	16 79	3%	6 119	6	5%
	-				-													P		
3	149	6 129	6 1	1% 15	% 369	% 139	6 159	6	13%	14%	14%	14%	159	6 219	6 10	129	18%	6 9	6 1	7%
	-				-									n			q			
Moderately useful-4	229	6 279	6 2	2% 14	% 299	% 259	6 149	6	19%	22%	25%	19%	279	6 239	6 16	16 329	22%	6 23	6 2	5%
	-	d		F0/ 24	-	g			4.50/	200/	4.007	400/	4.50	/ 420		N 450	420	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		4%
•	179	6 169	b 1	5% 24	% 149	% 159	6 249	%	16%	20%	18%	19%	169	6 129	6 22	169	12%	6 23	6 1	.%
•	199	6 149		6% 14	% 149	% 209	6 149	v	25%	16%	15%	20%	169	6 189	% 24	6 109	20%	6 17		9%
•	19:	147	b bd	0% 14	76 147	76 20:	6 147	no .	2376	10%	15%	20%	107	6 107	0	107	20%	5 1/	9 1	76
Extremely useful-7	139	6 179		2% 14	% 09	% 135	6 149	6	15%	16%	8%	13%	149	6 129		6 159	17%	6 9	6 1	3%
	-				-												q			
Don't know / No response	19	6 29	6	2% 0	% 09	% 25	6 09	6	1%	1%	2%	1%	29	6 29	6 1	6 19	3%	6 0	6	2%
	-				-	g											q		s	
USEFUL (6,7)	329	6 329	6 3	8% 28	% 149	% 335	6 289	6	40%	32%	23%	33%	309	6 309	6 38	6 259	38%	6 26	6 3	2%
	-				-			J							0		q			
MODERATE (3,4,5)	549	6 55%	6 4	8% 54	% 799	% 549	6 549	6	47%	56%	57%	51%	589	6 569	6 48	609	52%	6 55	6 5	7%
					-															
NOT USEFUL (1,2)	139	6 11%	6 1	3% 18	% 79	% 119	6 189	6	11%	11%	18%	15%	109	6 119	6 14	149	7%	6 19	6	9%
	-		_		-			-								_		Р		г
Mean	4.	5 4.6		4.6 4	.3 3.	9 4.	5 4.	3	4.7	4.6	4.1	4.5	4.5	5 4.3	3 4.	7 4.	4.7	7 4.	3	1.5
Column Comparisons					-			i												

Column Comparisons

Total sample; Weight: Weight; Dase n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/V/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S

Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

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1076: Public hearings by government bodies - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLO	YEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	H	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	303	3 102	113	6	8 2	235	6	8	93	107	97 18	0 1:	8 8	8 13	3	79 15	3 15	0 16	65 :
Unweighted Total	303	3 107	104	7	8 1	225	7	8	93	108	97 18	1 1:	.8 8	9 13	3	78 15	3 15	0 16	66 :
Not at all useful-1	89	6 8%	10%	6	% 09	6 8%	6	%	6%	8%	8% 10	% 4	% 109	6 79	6 5	5% 69	6 9	6 8	3%
	-				-														
2	79	10%	5%	8	% 79	6 7%	8	%	8%	3% 1	0% 5	% 9	% 99	6 49	6 11	1% 79	6 8	6 6	5%
	-				-														
3	159	11%	13%	23	% 219	13%	23	% 1	12%	16% 1	5% 14	% 16	% 189	6 149	6 14	1% 149	6 15	6 13	3% 1
	-			b	-		f												
Moderately useful-4	229	6 23%	19%	21	% 299	6 22%	21	% 2	23%	22% 2	1% 20	% 24	% 219	6 189	6 29	9% 209	6 23	6 21	1% 2

	-																		
5	19%	18%	20%	21%	7%	18%	21%	14%	20%	21%	18%	20%	14%	25%	14%	16%	21%	18%	19%
	-				-									0					
6	20%	24%	21%	10%	29%	23%	10%	24%	23%	13%	22%	15%	18%	24%	16%	24%	16%	22%	19%
	-	d	d		-	G			j										
Extremely useful-7	9%	6%	11%	10%	7%	8%	10%	11%	7%	9%	10%	8%	9%	9%	8%	12%	6%	10%	8%
	-				-														
Don't know / No response	1%	1%	2%	1%	0%	1%	1%	2%	0%	2%	0%	3%	1%	1%	2%	1%	1%	2%	1%
	-				-														
USEFUL (6,7)	29%	30%	32%	21%	36%	31%	21%	35%	30%	22%	32%	23%	27%	32%	24%	36%	22%	31%	26%
	-				-			j								Q			
MODERATE (3,4,5)	55%	53%	52%	64%	57%	53%	64%	49%	58%	58%	52%	61%	53%	56%	57%	51%	60%	53%	59%
	-				- 1														
NOT USEFUL (1,2)	15%	17%	14%	14%	7%	15%	14%	14%	12%	18%	15%	14%	19%	11%	16%	13%	17%	14%	14%
	-				- 1														
Mean	4.3	4.3	4.4	4.1	4.5	4.4	4.1	4.5	4.4	4.1	4.4	4.3	4.1	4.6	4.2	4.5	4.1	4.4	4.3
Column Comparisons	-				-											1			

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q2r6: 1-800 numbers to register citizen choices - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS		# OF EMPLOYER	5
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S
Veighted Total	9	03 10	12 1	13 6	8 2	1 239	5 6	R 9	3 10	7	97 18	0 11	3 88	13	3 79	15	3 150	165	
									-										
Inweighted Total	3	03 10	07 10	04 7	8 1	.4 225	7	8 9	3 10	8	97 18	1 11	8 89	13	78	15	3 150	166	
ot at all useful-1	1	1% 8	% 14	1% 125	% 0	% 119	129	6 99	6 10	% 13	3% 13	% 89	6 11%	109	12%	79	6 15%	8%	1
	-																р		
	1	2% 11	% 11	.% 95	% 36	% 139	6 99	6 119	6 13	% 12	2% 11	% 129	6 17%	99	12%	129	6 12%	10%	
	1	2% 12	% 11	% 145	% 14	% 129	149	6 8	6 12	% 15	5% 12	% 139	6 8%	159	12%	89	6 16%	12%	1
loderately useful-4	-	3% 26	% 22	1% 225	% 14	% 23%	6 229	6 209	6 23	v 21	5% 169	% 339	6 16%	229	30%	189	p 6 27%	25%	
ioueratery userur-4		20	/0 22	.76 22,	- 14	/0 23/	227	0 20.	0 23	, Z.	JA 10.	K K	0 10/0	22/	m soze	107	5 2770	23/6	
	1	5% 15	% 14	149	14	% 15%	149	6 199	6 17	% 9	9% 17	% 119	6 13%	189	10%	189	6 11%	13%	1
	-	7% 16	% 16	i% 189	6 14	% 16%	189	6 219	6 15	v 1	1% 20	% 129	6 14%	199	16%	199	6 14%	16%	1
	-	/76 10	76 10	176 167	- 14	76 107	107	b 21:	6 15	76 14	476 20	76 12	5 1476	197	10%	197	5 1476	10%	
extremely useful-7		7% 8	% 7	% 89	% 7	% 7%	89	6 119	6 8	% 4	1% 7	% 79	6 12%	59	7%	119	6 4%	8%	
on't know / No response	-	1% 3	% 5	96 49	- % 0	% 3%	5 49	6 39	6 1		7% 31	% 49	6 8%	. 19	5 2%	q 69	6 1%	6%	
on t know / No response	-	1% 3	% 5	126 43	% U	% 3%	47	6 3	6 1	% i	/% 31	% 4:	n 8%	19	s 2%	0	5 1%	S 6%	
SEFUL (6,7)	2	4% 25	% 23	% 265	% 21	% 249	269	6 329	6 24	% 18	3% 27	% 199	6 26%	249	22%		6 18%	24%	2
	-				-			j								q			
IODERATE (3,4,5)	5	0% 53	% 47	% 509	K 43	% 49%	509	6 469	6 52	% 49	9% 459	% 589	6 38%	569 M	52%	449	55%	51%	4
OT USEFUL (1,2)	- 2	3% 19	% 25	% 219	· 36	% 24%	219	6 209	6 23	% 26	5% 24'	% 209	6 28%		24%	199	6 27%	18%	2
		13			- 30	24/							20/0	257	. 24/0	237	2770	2070	
1ean		1.0 4.	.1 3	.9 4.	1 3	.8 4.0	4.	1 4.	4 4	0 3	3.7 4.	1 3.	9 4.0	4.:	3.9	4.4	4 3.7	4.1	
Column Comparisons	-				-			J								0			

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: ; Not significant symbol:

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Q277: Communication with individual MPs - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNERI
REGION
Rest.

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI:	SIONS	# OF EMPLO	YEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Managemen	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30	102	1	13 6	8 2	1 23	5 68	3	93	107	97	180	118 8	18 13	3	79 15	3 15	0 1	65
Unweighted Total	303	107	1	04 7	8 1	4 22	5 78	3	93	108	97	181	118 8	9 13	3	78 15	3 15	0 1	66 :
Not at all useful-1	89	8%		% 8	% 79	6 89	6 89		7%	7%	10%	9%	5% 14	% 5'	к.	7% 89	6 8	K :	3%
Total diractor 2	-			,,,		0,	0,	1	7,0	7,0	1070	570	n			,,,,			2,0
2	79	6%		% 12	% 09	6 59	6 129		3%	5%	10%	5%	8% 9	% 4	16	9% 89	6 5	6	3%
	-				-					h									
3	169	11%	18	% 19	% 149	6 159	6 199		15%	10%	21%	4%	19% 9	% 18	16 2	1% 119	6 20	6 1	1% 2
	-				-					i				m	m		р		г
Moderately useful-4	219	24%	14	% 18	% 509	6 229	6 189	1	19%	28%	15%	.9%	24% 14	% 22	16 2	5% 179	6 25	6 2	3% 1
	-				-				j										
5	209	24%	20	% 18	% 149	6 219	6 189	3	24%	20%	17%	2%	18% 25	% 20	16 1	7% 249	6 17	6 19	9% 2
	-				-														
6	169	20%	17	% 13'	% 79	6 179	6 139		15%	19%	16%	.7%	17% 16	% 17	16 1	6% 189	6 15	6 19	9% 1
Extremely useful-7	109	6%	. 14	% 12	% 79	6 109	6 129		14%	10%	8%	3%	7% 11	% 14'		4% 139	6 8)% 1
Extremely useful-7	109	6%	. 14	% 12	% /3	6 109	b 129		14%	10%	8%	.3%	/% 11	% 14°	No.	4% 137	b 8:	6 10	J% 1
Don't know / No response	29	1%		% 1	% 09	6 29	6 19		2%	1%	2%	1%	2% 2		v.	2% 29	6 1		2%
DOIL CKIIOW / 140 LESPONSE	- 27	1/4	,	70 1	/0 0/	0 2/		1	276	170	276	170	2/0 2	/0 1	no .	276 27			276
USEFUL (6,7)	279	26%	32	% 24	% 149	6 289	6 249		29%	29%	24%	19%	24% 27	% 31	6 1	9% 309	6 23	6 2	9% 2
					-									0					
MODERATE (3,4,5)	579	59%	53	% 55	% 799	6 589	6 559	5 5	58%	58%	54%	5%	51% 48	% 60'	K 6	2% 529	62	6 5	3% 6
	-				-														
NOT USEFUL (1,2)	149	15%	13	% 19	% 79	6 139	6 199		10%	13%	20%	15%	13% 22	% 8	16 1	7% 169	6 13	6 10	5% 1
					-								N						

Mean	4.3	4.3	4.5	4.1	4.1	4.4	4.1	4.5	4.5	4.0	4.4	4.2	4.2	4.6	4.0	4.5	4.2	4.4	4.3
Column Comparisons													0						

Column Comparisons
Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S

Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q2r8: Social media such as Facebook and Twitter - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNERI

Port of Canadians.

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DEC	ISIONS	# OF EMI	LOYEES	
Column %																Decision	Decision			
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+	
	A	В	С	D	E	F	G	Н	ı	J	K	L	М	N	0	P	Q	R	S	
Weighted Total	30	3 10	2 11	13 6	8 2	23	5 6	8	93	107	97 1	80 1:	18 8	8 13	3	79 15	i3 1	.50	165	13
Unweighted Total	30	3 10	7 10	04 7	8 1	22!	5 7	8	93	108	97 1	31 1:	18 8	9 13	3	78 15	i3 1	.50	166	13
Not at all useful-1	12	6 129	% 15	% 8	% 149	149	6 89	6	3% :	2% 2	2% 1	% 8	16	% 139	6 8	3% 10	% 1	5%	14%	119
2	15	6 149	% 14	1% 21	- % 79	149	6 219	16	12% :	.1% H	0% 1!	% 14	1% 16	% 169	6 14	1% 14	% 1	6%	13%	17
3	16	6 159	% 11	.% 22	- % 299	149	6 229	16	11%	.5% 2	2% 10	i% 16	5% 13	% 169	6 18	3% 11	% 2	0%	14%	16
Moderately useful-4	20	6 209	% 20	c 1% 18	- % 219	5 209	6 189	%	22%	19% 1	3% 1	% 25	i% 21	% 139	6 26	5% 23	% p	6%	23%	15
5	- 16	6 199	% 14	1% 189	- 79	169	6 189	16	21%	.8% 1	0% 14	1% 20	196 11	% 209	n 6 17	r% 17	% 1	5%	16%	17
6	- 9	6 109	% 13	1% 49	- 79	119	6 49	j %	13%	2%	3% 9	1% 10	196 11	% 10	6 8	8% 10	%	9%	8%	119
Extremely useful-7	- 11	6 109	d % 11	.% 10	- % 149	g 3 119	6 109	j %	j 15% :	3%	1% 14	96 5	i% 11	% 129	6 9	9% 14	%	7%	10%	119
Don't know / No response	- 1º	6 19	% 2	!% O!	- 09	5 19	6 09	j 6	j 2%	0%	L 1% (1% 2	1% 1	% 19	6 1	1% 1	%	1%	1%	15
USEFUL (6,7)	- 20	6 219	% 23	149	- % 219	5 229	6 149	16	28%	15%	7% 2	1% 15	i% 22	% 219	6 17	7% 24	% 1	7%	19%	225
MODERATE (3,4,5)	- 51				-			J K	J	i2% 5i								2%	53%	489
NOT USEFUL (1,2)	- 27				-					13% 4		k			m			1%	27%	29
Mean Mean	- 3.			i.9 3.	-					HI								3.6	3.8	
Mean Column Comparisons	- 3.	8 3.5	9 3	.9 3.	- 3.	3.5	3.	J	4.5 J	4.1	5.0	.8 3	1.9 3	.7 3.	9 3	q q	.1	3.0	3.0	3.9

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q2/19: Registering views on government websites - There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLOY	ÉES
olumn %																Decision	Decision		
olumn Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	3	03 10	2 11	3 6	8 2	1 235	6	8 9	3 1	07	97 1	80 11	.8 88	8 13	3 79	15	3 150	165	5
Unweighted Total	3	03 10	7 10	4 7	8 1	4 225	7	8 9	3 1	08	97 1	81 11	18 89	9 13	3 78	15	3 150	166	ő
Not at all useful-1		i% 75	% 9	% 39	% 0'	% 79	39	6 39	6 1	3%	7% 8	3% 4	% 79	6 59	6 69	49	6 8%	59	6
	-				-														
2		% 59	% 5	% 69	% 29	% 79	69	6 59	6	2%	.3% 6	5% 8	% 49	6 69	6 119	59	6 9%	59	6
	-				-					1									
3	1	99	% 14	% 159	% 7:	% 119	159	6 139	6 1	3%	.1% 11	1% 13	% 119	6 119	6 159	109	6 15%	129	6
	-				-														
Moderately useful-4	21	30	% 20	% 27	% 29	% 25%	279	6 249	6 26	5% 2	6% 22	1% 32	% 289	6 219	6 309	239	6 29%	299	16
	-				-														
5	2	169	6 21	% 279	6 14	% 18%	279	6 209	6 2:	L% 1	.9% 23	16	% 209	6 269	6 129	219	6 19%	219	16
					-									0					
6	1	1% 219	% 19	% 149	6 14	% 19%	149	6 189	6 19	9% 1	.7% 20	0% 16	% 189	6 229	6 139	229	6 14%	199	6
					-														
Extremely useful-7	1	129	% 10	% 8	% 7'	% 11%	89	6 159	6 1:	L%	5% 9	9% 10	% 119	6 99	6 129	149	6 6%	99	16
	-				-			j								q			
Don't know / No response		.% 19	% 2'	% 0:	% 0	% 1%	09	6 29	6 (0%	1%	0% 2	% 19	6 19	6 19	19	6 190	19	6
					-														
USEFUL (6,7)	21	339	% 29	% 229	% 21	% 30%	229	6 329	6 30	0% 2	2% 30	0% 26	% 289	6 309	6 259	369	6 20%	289	6
					-											Q			
MODERATE (3,4,5)	51	559	% 56	% 699	% 50	% 55%	699	6 579	6 6:	1% 5	7% 56	5% 61	% 59%	6 589	6 56%	549	6 63%	619	16
				b	-		f												
NOT USEFUL (1,2)	1:	% 11	% 13	% 99	6 29	% 14%	99	6 89	6 9	9% 2	0% 14	1% 11	% 119	6 119	6 179	99	6 17%	109	6
	-				-					hi									
Mean		.4 4.	6 4.	4 4.	4 4.	0 4.4	4.	4.	7 4	1.5	4.1 4	1.5 4	.4 4.5	5 4.	5 4.2	. 43	8 4.1	4.5	ذ
Column Comparisons	-				-			i								0			

Total sample; Weight: Weight: Weight: Base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S

Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

re are a number of ways the federal government can eather the views of Canadians. How useful do you think each of the following ways are? Summary of USFFIII (6.7) by BANNER1

		REGION				Rest of Canad	la vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	SIONS	# OF EMPLO	.OYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Waland Tabl	20	2 10	2 1	12 (-0	21 22	г с	0 /	12 10	7 0	7 100	110	0	12	20	152	2 15	0	100 1

Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
National elections	45%	40%	45%	53%	43%	43%	53%	53%	42%	41%	49%	38%	47%	48%	38%	47%	42%	44%	47%
	-				-														
Referendums	40%	40%	36%	53%	29%	37%	53%	39%	44%	38%	49%	28%	39%	44%	36%	44%	37%	41%	40%
	-			С	-		f				L								
Public opinion polls	36%	34%	38%	38%	29%	36%	38%	45%	36%	29%	36%	37%	35%	43%	27%	41%	32%	32%	42%
	-				-			j						0					
Town hall meetings	32%	32%	38%	28%	14%	33%	28%	40%	32%	23%	33%	30%	30%	38%	25%	38%	26%	32%	32%
	-				-			J						0		q			
Public hearings by government bodies	29%	30%	32%	21%	36%	31%	21%	35%	30%	22%	32%	23%	27%	32%	24%	36%	22%	31%	26%
	-				-			j								Q			
1-800 numbers to register citizen choices	24%	25%	23%	26%	21%	24%	26%	32%	24%	18%	27%	19%	26%	24%	22%	30%	18%	24%	24%
	-				-			j								q			
Communication with individual MPs	27%	26%	32%	24%	14%	28%	24%	29%	29%	24%	29%	24%	27%	31%	19%	30%	23%	29%	25%
	-				-									0					
Social media such as Facebook and Twitter	20%	21%	23%	14%	21%	22%	14%	28%	25%	7%	23%	15%	22%	21%	17%	24%	17%	19%	22%
	-				-			J	J										
Registering views on government websites	28%	33%	29%	22%	21%	30%	22%	32%	30%	22%	30%	26%	28%	30%	25%	36%	20%	28%	29%
	-				-											Q			

Total sample; Weight: Weight: Weight base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01), No test symbol: -; Not significant symbol:

Reck to TOC

Q2 sum 2: There are a number of ways the federal government can gather the views of Canadians. How useful do you think each of the following ways are? Summary of NOT USEFUL (1,2) by BANNER1

		REGION				Rest of Canada	s vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30	13 1	02 113	3 6	68 2:	1 235	68	9	3 10	7 9	7 180	11	8 8	8 13	3 7	9 15	3 1	50 16	5
Unweighted Total	30	13 1	07 104		78 14	4 225	78		3 10	8 9	7 181	. 11	8 8	9 13	3 7	B 15	3 11	50 16	6
onweighted roun	3.		07 10-		,0				- 10		, 10.			- 13	, ,,			10	
National elections	10	% 10	0% 10%	9	9% 149	6 10%	9%	7	% 9	% 129	6 11%	89	6 7	% 139	6 99	6 89	6 12	109	16
	-				-														
Referendums	10	% 6	5% 13%	14	1% 79	6 9%	14%	10	% 6	% 159	6 12%	79	6 13	% 109	6 89	6 79	6 14	1% 109	16
Public opinion polls	- 9	% 1	3% 11%		9% 79	6 9%	9%	7	% 11	% 109	6 12%	65	6 15	% 89	6 69	6 109	6 8	3% 109	16
·	-				-	-									,				
Town hall meetings	13	% 1:	1% 13%	18	3% 79	6 11%	18%	11	% 11	% 189	6 15%	109	6 119	% 149	6 149	6 79	6 19	9% 99	16
	-				-												P		r
Public hearings by government bodies	15	% 17	7% 14%	14	1% 79	6 15%	14%	14	% 12	% 189	6 15%	149	6 19	% 119	6 169	6 139	6 17	7% 149	16
1-800 numbers to register citizen choices	- 23	0/ 1/	9% 25%	5 21	1% 369	6 24%	21%	20	% 23	% 269	6 24%	209	6 28	% 199	6 249	6 199	6 27	r% 189	16
1-800 numbers to register citizen choices	23	76 13	2570	21	176 307	5 2470	217	20	76 23	26	5 247	20:	6 20	76 197	b Z47	b 19;	6 27	76 16:	70
Communication with individual MPs	14	% 15	5% 13%	19	9% 79	6 13%	19%	10	% 13	% 209	6 15%	139	6 22	% 89	6 179	6 169	6 13	169	16
	-				-								N						
Social media such as Facebook and Twitter	27	% 25	5% 30%	28	3% 219	6 27%	28%	16	% 23		6 30%	229	6 31	% 299	6 219	6 249	6 31	1% 279	16
	-				-					HI									
Registering views on government websites	13	% 1:	13%	9	9% 299	6 14%	9%	8	% 9	% 209	6 14%	119	6 11	% 119	6 179	6 99	6 17	7% 109	16
					-					hi									

Total sample; Weight: Weight: Weight base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q3A: All things considered, how much trust do you have in polling? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE				ROLE IN DEC	ISIONS	# OF EMPL	OYEES
Column %																	Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SU	ITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M		N	0	P	Q	R	S
Weighted Total	10	33	3	5 24	1 9	76	2	1	33	37	30	63	37	30	44	2	6 4	14	57	57
Unweighted Total	10	35	3	2 28	3 6	73	2	3	32	38	30	62	38	31	43	2	6 4	14	57	58
None1	69	3%	69	6 7%	17%	6%	79	6	3%	5% 1	2%	9%	3%	4%	2%	13	% 4	% 8	%	8%
2	139	15%	199	6 7%	- 0%	15%	- 79	4	3%	21% 1	4%	16%	9%	14%	15%	- 11	% 12	% 14	96	12% 1
		13/1	13,		-	-	- "		h			1070	3,0	2470	1370	-		/u	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	270
A moderate degree of trust-3	369	35%	319	6 43%	33%	33%	439	6 4	44%	27% 3	5%	28%	46%	42%	33%	34	% 35	% 36	% 4	40% 3
4	369	41%	389	6 36%	17%	- 36%	369		34%	43% 3	1%	38%	34%	35%	38%	- 36	% 41	% 33	94 :	32% 4
,	-	41/6	30,	- 30%	- 17/6	-	-		34/0		1,76	3070	34/0	33/0	30/0	- 30.	,o 41	/s J.	/0	270 4
Very high degree of trust-5	79	6%	69	6 7%	17%	7%	79	6 :	10%	5%	7%	7%	8%	7%	12%	0	% 8	% 7	%	8%
	-			-	-	-	-			-						-				
Don't know / No response	19	0%	09	6 0%	17%	2%	09	6	4%	0%	0%	2%	0%	0%	0%	6	% 0	% 3	%	0%
	-	-	-	-	-	-	-			-				-	-	-				
HIGH DEGREE OF TRUST (4,5)	439	46%	449	6 43%	33%	44%	439	6 4	45%	47% 3	9%	15%	42%	41%	50%	36	% 49	% 39	% 4	40% 4
LOW/NO TRUST (1,2)	199	18%	259	6 14%	17%	21%	149	6	7%	26% 2	5%	24%	12%	17%	16%	24	% 16	% 22	% :	20% 1
	-			-	-	-	-		h	-						-				
Mean	3.	3.3	3.	2 3.3	3.2	3.2	3.	3	3.5	3.2	3.1	3.2	3.4	3.3	3.4	3.	0 3	.4 3	.2	3.2
Column Comparisons	-			-	-	-	-			-						-				

Total sample, Weight: Weight; base n = 101; total n = 303; 202 missing; effective sample size = 98 (1984); Comparisons: REGION: B/C/D/F, AGE: H/U/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/O, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

Q3B: All things considered, how much trust do you have in market research? by BANNER1

		REGION				Rest of Canada	s vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	SIONS	# OF EMPL	DYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	10	2 42	35	17	7 7	84	17	3	4 3	9 2	66	34	30	41	. 29	5	B 4-	1	53
Unweighted Total	10	1 44	32	20	5	81	20	3	4 3	9 2	67	3:	3 29	42	. 28	51	3 4	3	52
None1	39	6 2%	6%	09	6 0%	4%	09	39	6 09	6 79	5%	09	4%	2%	4%	29	6 49	6	2%
	-			-	-	-	-			-			-	-	-				
2	89	6%	13%	59	6 0%	8%	59	39	6 109	6 79	12%	09	10%	12%	0%	79	6 99	6	6% 1
	-			-	-	-	-			-	L		-	-	-				
A moderate degree of trust-3	339	6 31%	34%	409	6 20%	31%	409	189	6 329	549	30%	399	25%	32%	46%	279	6 419	6 3	1% 3
	-			-	-	-	-			-				-	-				
4	429	6 44%	38%	30%	6 80%	45%	309	459	6 489	329	42%	419	49%	45%	30%	479	6 369	6 4	8% 3
	-			-	-	-	-			-			-	-	-				
Very high degree of trust-5	119	6 12%	6%	259	6 0%	8%	259	259	6 79	6 09	10%	149	10%	9%	18%	129	6 109	6	8% 1
	-			-	-	-	-	i		-			-	-	-				
Don't know / No response	39	6 4%	3%	09	6 0%	4%	09	69	6 39	6 09	1%	69	49	09	3%	59	6 09	6	6%
	-													-	-				
HIGH DEGREE OF TRUST (4,5)	539	6 56%	44%	559	6 80%	53%	559	709	6 559	6 325	52%	549	5 58%	5 54%	48%	599	6 469	6 :	6% 5
				-	-	-	-			-			-	-	-				
LOW/NO TRUST (1,2)	119	K 8%	19%	5%	6 0%	12%	59	69	6 109	6 149	16%	. 09	14%	14%	4%	99	6 139	b	8% 1
Mean	3.			-	-	-	- 24			-	L L 3.4	3.1	-	- 21	-				3.6
	3.	5 3.6	3.3	3.8		3.5	3.8	3.5	3.	3.	3.4	3.	3.5	3.5	3.6	3.6	5 3.	1	3.6
Column Comparisons	-			-	-	-	-			-			-	-	-				

Column comparisons
Total sample; Weight, Weight, base n = 101; total n = 303; 202 missing; effective sample size = 98 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S
Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q3C: All things considered, how much trust do you have in survey research? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI:	SIONS	# OF EMPLOY	EES
olumn %																Decision	Decision		
olumn Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	0	R	S
Weighted Total		.01 27	7 4	3 26	5 4	75	2	5 2	6 31	. 41	51	1 4	7 29	48	3 24	1 5	1 5	55	i
Unweighted Total		.01 28	3 4	0 30) 3	71	. 3	0 2	7 31	. 41	52	2 4	7 29	48	3 24	1 5	1 5	56	5
None1		3% 49	6 09	% 79	6 0%	1%	79	6 09	K 6%	5 29	6 3%	6 29	6 3%	2%	49	6 29	6 49	2%	
	-	-			- "	-	- "		-		-								
2		5% 09	6 109	% 39	6 0%	6%	39	6 79	% 7%	39	6 2%	6 99	6 0%	6%	9%	6 29	6 89	6%	5
	-	-	-	-	-	-	-	-					-	-	-				
A moderate degree of trust-3	3	4% 379	6 389	% 239	33%	37%	239	6 209	% 32%	449	6 38%	6 289	6 47%	27%	30%	369	6 319	42%	5
	-	-	-	-	-	-	-	-					-	-	-			S	
4	4	4% 399	6 459	% 50%	33%	42%	509	6 569	K 45%	379	6 37%	549	6 33%	50%	47%	379	% 529	33%	5
Very high degree of trust-5	-	3% 199	6 59	% 179	33%	12%	179	6 169	6 11%	149	6 19%	6 79	6 13%	14%	11%	6 219	16 59	15%	r
very night degree of clust-5	-	- 157		- 1//	- 33/1	- 12.0	- 1//	- 107	11/1	147	9 197	,	- 13/1	- 14/	- 11/	a 21/	. 3/	13/	•
Don't know / No response		1% 09	6 39	% 09	6 0%	1%	09	6 09	6 0%	09	6 0%	6 09	6 4%	0%	0%	6 29	16 09	2%	5
		-	-	-	-	-	-	-	-	-	-	-	-	-	-				
HIGH DEGREE OF TRUST (4,5)	5	7% 59%	6 509	% 679	67%	54%	679	6 729	% 55%	5 519	56%	619	6 46%	64%	5 58%	589	6 579	49%	5
	-	-	-	-	-	-	-	-					-	-	-				
LOW/NO TRUST (1,2)	_	8% 4%	6 109	% 10%	5 0%	7%	109	6 79	13%	5 59	6 5%	6 119	6 3%	99	13%	6 49	129	7%	5
Mean		3.6 3.7	7 3.	5 3.7	7 4.0	3.6	3.	7 3.	8 3.5	3.0	5 3.7	7 3.	6 3.6	3.7	3.5	3.	7 3.	3.6	5
Column Comparisons					i.														

Column Comparisons

Total sample; Weight: Weight; Weig

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		REGION				Rest of Cana	da vs QC	AGE			G	SENDER		ROLE			ROLE IN DEC	SIONS	# OF EMPLO	DYEES
Column %																	Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	N	∕ Iale	Female	C-SUITE	Managemen	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K		L	М	N	0	P	Q	R	S
Weighted Total	30	3 10	2 11	3 6	58 2	21 2	85 (i8	93	107	97	180) 1:	.8	88 13	3	79 15	3 15	0 :	165 1
Unweighted Total	30	3 10	7 10	4 7	78 1	14 2	25	'8	93	108	97	181	1 1:	18	89 13	3	78 15	3 15	0 :	166 1
None1	4	% 35	% 49	6 5	% 7	% 4	% 5	%	2%	3%	7%	6%	6 2	%	3% 2	16	7% 3	% 6	%	4%
2	9	% 85	% 139	6 5	% 0	% 10	% 5	%	4%	13%	8%	10%	6 6	%	8% 11	16 6	5% 7	% 11	%	8% 1
A moderate degree of trust-3	34	6 34	% 359	6 35	% 29	% 34	% 35	%	28%	30%	44%	32%	6 37	% 3	18% 31	% 37	7% 32	% 36	% 3	8% 2
4	- 41	6 42	% 409	6 40	% 43	% 41	% 40	%	44%	45%	h i 34%	39%	6 44	% 3	19% 45	16 37	°% 42	6 40	% 3	8% 4
Very high degree of trust-5	- 11	6 129	% 69	6 15	% 14	% 9	% 15	%	17%	7%	8%	12%	6 9	% 1	.0% 12	16 10	0% 14	16 7	% 1	0% 1
Don't know / No response	- 2'	% 2°	% 29	c 6 0	- % 7	% 2	% C	i j	4%	1%	0%	1%	6 2	%	2% 0	к :	1% 3	K 1	%	2%
	-				-	g														
HIGH DEGREE OF TRUST (4,5)	51	6 549	% 469	6 55	% 57	% 50	% 55	%	62%	53%	42%	51%	6 53	% 4	19% 57	6 4	% 56	6 47	% 4	8% 5
LOW/NO TRUST (1,2)	13	6 10	% 179	6 10	% 7	% 13	% 10	%	7%	16%	14%	16%	6 8	% 1	1% 13	6 1	1% 9	% 16	% 1	2% 1
Mean	- 3.	5 3.	.5 3	3 3.	.6 3	6 3	.4 3	.6	3.7	3.4	3.3	3.4	1 3	.5	3.4 3.	5 :	1.4 3	6 3.	3	3.4

Column Comparisons

Total sample; Weight; Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p < 0.05), A, B, C... (p < 0.01); No test symbol: -Not significant symbol:

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Q4: In general, how accurate do you believe public opinion polls are? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPL	OYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	303	10	2 113	3 6	68 2	1 235	68		3 1	07	97 180) 11	8 8	8 13	3 7	9 15	3 1	50	165 1
Unweighted Total	303	10	7 104	1 7	78 1	4 225	78	9	3 1	08	97 181	1 11	.8 8	9 13	3 7	8 15	3 1	50	166 1
Not at all accurate-1	59	4	% 7%	3	3% 79	6 59	5 3%	2	% 3	1%	1% 7%	6 2	% 5	% 39	6 79	6 3	16	7%	5%
	-				-					hi	1								
2	89	9	% 9%	6	5% 09	6 89	6%	3	% 10	1% 8	8%	6 7	% 8'	% 79	6 89	6 7	16	8%	8%
	-				-														
To a moderate extent-3	429	43	% 40%	40	0% 579	6 439	40%	40	% 42	!% 45	39%	6 47	% 46	% 389	469	6 42	6 4	2%	44% 4
4	359	36	% 31%	44	1% 219	6 329	44%	37	% 35	% 33	1% 35%	33	% 30	% 409	6 319	6 32	% 3	7%	32% 3
	-		4.20		- 440	400				.00	100		% 9		6 85			cor	8% 1
Extremely accurate-5	109	8	12%	8	3% 149	6 10%	8%	16	% 10	1% 4	1% 10%	10	% 9:	% 119	6 87	6 13	No I	6%	8% 1
Don't know / No response	19	2	% 2%	. 0	2% 09	6 2%	5 0%	, 2	v .	.%	1%	, ,	% 25	% 19	6 05	6 3	v .	0%	2%
Don't know / No response	- 17	2	76 271		J76 U7	b 27	5 071		76 1	.76	176 171	. 1	76 Z:	76 17	. 07		No I	U76	276
ACCURATE (4,5)	449	43	% 42%	5 51	1% 369	6 42%	5 51%	52	% 45	% 37	% 45%	6 43	% 39	% 519	6 399	6 45	v 4	3%	40% 4
ACCORATE (4,5)	- 447	43	42/	, ,,,	507	42/	31/1	i	/0 4-	70 3.	70 437	. 43	76 33	70 31.	33,	• 43	4.	3/0	1070 4
INACCURATE (1,2)	129	12	% 15%		9% 79	6 13%	9%	, ,	% 12	196 15	15%	4 9	% 13	% 109	6 159	6 10	K 1	5%	14% 1
		- 12	13/			13/1				н	13/	,	- 13	- 10		- 20	•		
Mean	3.4	3.	4 3.3	3	3.5 3.	4 3.3	3.5	3	.6 3	.4	3.1 3.3	3 3	.4 3.	3 3.	5 3.	3 3.	5	3.3	3.3
Column Comparisons	-				-			1	i										

Total sample; Weight: Weight: Weight base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q5:1: Public opinion polls give decision makers in business and government the information they need to make better decisions - Please rate the extent to which you agree or disagree with the following statements: by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DE	CISIONS	# OF EMPL	LOYEES	
Column %																Decision	Decision			
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Manageme	t Other	maker	influencer	2-99	100+	
	A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S	
Weighted Total	30	3 102	. 11	13 6	8 2	235	6	В	93	107	97	180 1	18 8	38 1	33	79	.53 1	.50	165	135
				14 7			_							89 1						
Unweighted Total	30	3 107	10	14 7	8 1	225	7	8	93	108	97	181 1	18 8	39 1	33	78	.53 1	.50	166	134
Strongly disagree-1	6	6 5%	. 7	% 69	6 09	5 59	69	6	5%	4%	7%	8%	3% 9	% :	!%	6%	6%	5%	5%	7%
	-				-						1		n							
2	11	6 8%	14	% 129	6 149	119	129	6	13%	9% 1	2%	9% 16	5% 16	% :	1%	12%	3%	9%	14%	8%
Neither-3	- 21	6 20%	5 20	% 19	6 369	219	199	,	15%	20% 2	8% 2	2% 20	0% 15	0/ 2	!%	27% 1	5% 2	7%	18%	24%
Neither-5	21	5 20%	20	76 19:	6 307	21%	197	ъ	15%	20% 2	070 2	276 20	J76 15	76 Z.	.76	2/76	576 Z	70	1076	2476
4	38'	6 37%	42	% 32	6 369	39%	329	6	34%	43% 3	6% 3	7% 38	3% 349	% 35	1%	39% 3	7% 3	9%	37%	39%
					-															
Strongly agree-5	23'	6 31%	14	% 289	6 149	22%	289	6	31%	24% 1	5% 2	3% 23	3% 22	% 2:	1%	16% 2	7% 1	9%	24%	22%
		C		с	-			J						0						
Don't know / No Response	1	6 0%	2	% 39	6 09	19	35	6	1%	0%	2%	1%	1% 3	%	.%	0%	2%	1%	2%	1%
	-				-															
AGREE (4,5)	61	6 68%	57	% 609	6 509	61%	609	6	65%	67% 5	1% 6	0% 6:	1% 56	% 6	1%	55% €	4% 5	8%	61%	61%
	-				-			j	j											
DISAGREE (1,2)	17	6 12%	21	% 18	6 149	17%	189	6	19%	13% 1	9% 1	7% 18	3% 25	% 10	196	18% 1	9% 1	5%	19%	15%
Mean	- 3.	6 3.8		.4 3.	7 3.	3.6	3.	7	3.7	3.7	3.4	3.6	N 3.6 3.		.9	3.5	3.7	3.6	3.6	3.6
	3.	5.8	5	.4 3.	/ 3.	3.0	3.	,	3.7	5.7	3.4	3.0	5.0 3.		.9	3.3	5.7	0	3.0	3.6
Column Comparisons		C			-				J					m o						

Total sample; Weight: Weight:

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QSr2: Public opinion polls contribute to the understanding of elections and democratic processes - Please rate the extent to which you agree or disagree with the following statements: by BANNER1

		REGION				Rest of Canada	vs QC	AGE			GENDER		ROLE			ROLE IN DEC	ISIONS	# OF EMPLOY	ES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Managemen	t Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	I	J	K	L	М	N	0	P	Q	R	S
Weighted Total	31	03 102	113	68	21	235	68	93	10	7 9	7 18	0 118	8	8 13	3 7	9 15	i3 15	165	
Unweighted Total	31	3 107	104	78	14	225	78	93	10	8 9	7 18	1 118	8	9 13	3 7	R 16	i3 15) 166	
Strongly disagree-1	- 4	% 6%	4%	4%	- 0%	5 5%	4%	5%	4	% 59	49	6 49	4	6 4	% 49	6 2	% 75 D	59	
2	11	% 7%	15%	12%	0%	10%	12%	9%	6	% 169	119	6 10%	9	% 8'	% 169	6 9	% 125	10%	. 1
Neither-3	25	% 18%	b 22%	38%	29%	21%	38%	259	. 19	% 309	239	% 29%	34	% 15°	% 299	6 26	% 249	6 25%	. 2
	-			Вс	-		F						N		n				
4	36	% 45%	34%	19%	64%	41%	19%	36%	43	% 319	379	6 34%	32	6 43	% 319	6 31	% 429	35%	3
	- 22	% D	d 22%	24%	- 79	G 5 22%	24%	25%	28	% 149	249	6 20%	17	6 28	% 185	6 30	% 149	6 23%	. 2
Strongly agree-5	- 22	70 24%	22%	24%	/%	22%	24%	25%	. 28	76 149	243	no 20%	17	6 28	76 187	30	76 147	23%	2

Don't know / No Response	2%	0%	3%	3%	0%	1%	3%	1%	0%	3%	0%	3%	2%	1%	1%	2%	1%	2%	1%
	-				-														
AGREE (4,5)	59%	70%	56%	44%	71%	63%	44%	60%	71%	46%	62%	54%	50%	72%	50%	62%	56%	57%	61%
	-	c D			-	G		j	J					MO					
DISAGREE (1,2)	15%	13%	19%	15%	0%	15%	15%	14%	10%	21%	15%	15%	13%	12%	20%	11%	19%	15%	15%
	-				-					i							Р		
Mean	3.6	3.7	3.6	3.5	3.8	3.7	3.5	3.7	3.9	3.3	3.7	3.6	3.5	3.9	3.5	3.8	3.4	3.6	3.6
Column Comparisons	-				-		i		J					n o		Q			

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/l/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			R	DLE IN DECISI	ONS	# OF EMPLO	YEES
Column %																D	ecision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Man	agement O	ther m	aker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P		Q	R	S
Weighted Total	30	3 10	2 11	13 68	3 2:	23	5 6	3 9	3	107	97	180	118	88	133	79	153	150	1	65
Unweighted Total	30	3 10	7 10	04 78	3 14	22	5 7	3 9	3	108	97	181	118	89	133	78	153	150	1	66
Strongly disagree-1	5	% 39	6 8	% 49	6 09	5 59	6 49	6 3	6	4%	8%	6%	3%	6%	3%	5%	3%	7%		5%
2	7	% 109	6 6	% 59	6 09	75	6 59	6 9	6	5%	6%	7%	6%	7%	6%	9%	6%	7%		8%
Neither-3	23	% 199	i 21	% 229	509	235	6 229	6 23	6	19%	26%	26%	19%	23%	18%	31%	22%	23%	2	1%
4	- 46	% 489	6 45	% 449	439	469	6 449	6 45	6	48%	44%	41%	52%	46%	45%	n 45%	46%	45%	4	9%
Strongly agree-5	- 20	% 209	18	% 26%	- 79	189	6 269	6 20	6	24%	16%	20%	20%	17%	28%	10%	21%	18%	1	5%
Don't know / No Response	- 1	% 09	6 2	% 0%	- 09	5 19	6 09	6 0	6	0%	1%	0%	1%	2%	m O 0%	0%	1%	0%		r 1%
AGREE (4,5)	- 65				-				,	72%		51%	72%	63%	73%	55%	67%	63%		4%
	-				-										0					
DISAGREE (1,2)	- 11	% 139	13	% 99	- 09	129	6 99	6 13	6	9%	14%	13%	9%	12%	9%	14%	9%	14%	1	3%
Mean	3	.7 3.	7 3	.6 3.8	3.6	3.	7 3.	3 3.	7	3.8	3.5	3.6	3.8	3.6	3.9	3.5	3.8	3.6		3.6
Column Comparisons	-				-				j					0						

Total sample; Weight: Weight: Weight: Weight: base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q5r4: Public opinion polls influence voting behaviour in ways that are unhealthy - Please rate the extent to which you agree or disagree with the following statements: by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLO	YEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total		03 102	11	3 6	8 2:	235	6	9:	107	9	7 180	118	88	133	79	153	150	1	55 1
Unweighted Total		03 107	10	4 7	8 14	225	7	8 9:	108	9	7 181	. 118	89	133	78	153	150) 1	56 1
Strongly disagree-1		6% 59	69	% 99	% 09	5 5%	99	6 59	7%	69	6 6%	6%	10%	3%	6%	4%	89	7	%
2	1	4% 149	115	% 195	% 79	12%	199	6 119	8%	219	6 13%	15%	14%	189	7%	8%	199	15	% 1
					-					1				0			P		
Neither-3	3	5% 369	279	% 449	% 509	33%	449	6 389	32%	369	6 30%	43%	36%	25%	50%	35%	359	37	% 3
	-			С	-							k			N				
4	2	6% 269	319	% 159	% 369	29%	159	6 309	30%	189	6 28%	23%	26%	27%	25%	28%	249	27	% 2
	-		d		-	G			j										
Strongly agree-5	1	6% 159	219	% 109	16 79	17%	109	6 149	20%	149	6 20%	10%	10%		8%	21%	109	10	% 2
	-		d		-						L			MO		q			R
Don't know / No Response		3% 39	5 59	% 35	% 09	3%	39	6 29	2%	5 59	6 3%	3%	4%	2%	4%	3%	49	4	%
AGREE (4,5)	4	2% 429	529	% 269	% 439	47%	269	6 449	50%	329	6 48%	33%	36%	51%	33%	50%	349	38	% 4
	-	d	D		-	G			J		L			m o		Q			
DISAGREE (1,2)	2	0% 209	169	% 285	% 79	17%	289	6 169	16%	279	6 19%	21%	23%	21%	13%	13%	269	22	% 1
	-				-		f			1							P		
Mean		3.3 3.3	3.	5 3.	0 3.4	3.4	3.	0 3.4	3.5	3.:	1 3.4	3.2	3.1		3.2	3.5	3.1	3	.2
Column Comparisons	-	d	D		-	G			j		1			m		Q			r

Total sample; Weight. Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01), No test symbol: -; Not significant symbol:

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Q5/5: Polling companies working in the public realm should belong to a standards organization - Please rate the extent to which you agree or disagree with the following statements: by BANNER1

		REGION				Rest of Canad	la vs QC	AGE			GENDER		ROLE			ROLE IN DECI:	SIONS	# OF EMPLO	YEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Managemen	t Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30	3 1	02 11	3	68 2	1 23	5 6	9	3 1	07	97 18	0 1	18 8	8 13	3 7	9 15	3 15	0 1	165 1
Unweighted Total	30	3 1	07 10	4	78 1	4 22	5 7	3 9	3 1	08	97 18	1 1	18 8	9 13	3 7	8 15	3 15	0 1	166 1
Strongly disagree-1	25	6 (0% 29	6	5% 09	6 19	6 59	5 5	6 (196	.% 21	%	1% 1	% 1	% 49	6 19	6 3	6	1%
	-			b	-			i											
2	69	6 8	3% 59	6	4% 79	6 69	6 49	7	6 9	196	1% 69	%	5% 7	% 5'	% 59	6 79	6 5	6 (6%

	-				-				J										
Neither-3	24%	26%	19%	27%	29%	23%	27%	24%	27%	19%	23%	26%	26%	18%	32%	24%	24%	26%	21%
	-				-										n				
4	33%	32%	38%	28%	29%	35%	28%	31%	36%	33%	32%	36%	28%	34%	35%	30%	37%	31%	35%
	-				-														
Strongly agree-5	33%	32%	33%	33%	36%	33%	33%	34%	27%	39%	36%	29%	33%	40%	22%	36%	29%	33%	33%
	-				-									0					
Don't know / No Response	3%	2%	4%	3%	0%	3%	3%	0%	1%	6%	2%	3%	5%	2%	1%	3%	3%	3%	2%
	-				-					h									
AGREE (4,5)	66%	64%	70%	62%	64%	67%	62%	64%	63%	72%	68%	64%	61%	73%	58%	66%	66%	64%	68%
	-				-									0					
DISAGREE (1,2)	8%	8%	7%	9%	7%	7%	9%	12%	9%	3%	8%	7%	8%	7%	9%	8%	8%	7%	9%
	-				-			j											
Mean	3.9	3.9	4.0	3.8	3.9	3.9	3.8	3.8	3.8	4.1	4.0	3.9	3.9	4.1	3.7	4.0	3.9	3.9	3.9
Column Comparisons	-			-						hi				0					

Total sample; Weight: Weight: Base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/l/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S

Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbols:

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OCCUMA! Diacoc rate the extent to which you agree or disagree with the following statements. Summary of AGREE by BANNER1

		REGION				Rest of Canada	vs QC	AGE			GENDER		ROLE			ROLE IN DEC	ISIONS	# OF EMPLO	YEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S
Weighted Total	303	102	113		68 2	1 235	68	0:	107	07	180) 1:		8 13	3 7	0 10	i3 15	0 1	65
veignited total	303	102	- 113	· '	2	233	00	3.	107	31	100		.0 0	0 13.	, ,	j 1.	1.		0.5
Jnweighted Total	303	107	104		78 1	4 225	78	9:	108	97	181	1	18 8	9 13	3 7	8 15	3 15	0 1	66
Public opinion polls give decision makers in business and government the information they need to make better	61%	68%	57%	60	1% 509	61%	60%	659	67%	5 51%	60%	61	% 56	% 689	6 55	% 64	% 58	6 61	1% 6
					-			j	j					-	-				
Public opinion polls contribute to the understanding of elections and democratic processes	59%	70%	56%	44	1% 719	63%	44%	609	71%	46%	62%	5 54	% 50		6 50	% 62	% 56	6 57	7% 6
	-	c D			-	G		j	J					MO					
Public opinion polls provide a picture of where the public stand on critical issues of the day	65%	67%	63%	69	1% 509	6 64%	69%	649	72%	60%	61%	72	% 631	% 739	6 55	% 67	% 63	6 64	1% 6
	-				-									0					
Public opinion polls influence voting behaviour in ways that are unhealthy	42%	42%	52%	26	5% 439	6 47%	26%	449	50%	32%	48%	33	% 36	% 519	6 33	% 50	% 34	6 38	3% 4
	-	d	D		-	G			J		L			m o		Q			
Polling companies working in the public realm should belong to a standards organization	66%	64%	70%	62	1% 649	67%	62%	649	63%	72%	68%	64	% 61	% 739	6 58	% 66	% 66	6 64	1% 6
	-				-									0					

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

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OSsum2: Please rate the extent to which you agree or disagree with the following statements. Summary of DISAGREE by BANNER1

		REGION				Rest of Canad	s vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Veighted Total	303	1	.02 11	2	68 2	1 239	68	9	3 10	17 0	7 180	1 1	18 8	8 13	1 7	9 15	3 19	0 16	i :
Telephota Iotal	50.		11.	1			- 00			,, .	, 200	, .	20 0					10.	
Jnweighted Total	303	3 1	.07 104	1	78 1	.4 225	78	9	3 10	08 9	7 18:	1 1	18 8	9 13	3 7	'8 15	3 15	0 166	5
Public opinion polls give decision makers in business and government the information they need to make better	179	. 1	2% 219	6 1	8% 14	% 17%	18%	19	6 13	% 19	179	6 18	3% 25	% 109	18	% 19	% 15	% 199	5 1
	-				-								N						
Public opinion polls contribute to the understanding of elections and democratic processes	159	1	3% 199	6 1	5% 0	% 15%	15%	14	6 10	% 21	6 159	6 15	5% 13	% 129	5 20	% 11	% 19	% 159	5 1
	-				-					i							р		
Public opinion polls provide a picture of where the public stand on critical issues of the day	119	1	3% 139	6 !	9% 0	% 12%	9%	13	6 9	% 14	139	6 9	9% 12	% 99	14	% 9	% 14	% 139	5 1
	-				-														
Public opinion polls influence voting behaviour in ways that are unhealthy	209	2	0% 169	6 2	8% 7	% 17%	28%	16	6 16	% 27	6 199	6 2:	1% 23	% 219	13	% 13'	% 26	% 229	5 1
Polling companies working in the public realm should belong to a standards organization	- 89		8% 79		9% 7	% 7%	9%	12	4 0	% 3	6 89		7% 8	% 79	5 9	% 8'	и »	% 79	5
Toming companies working in the papie reality stoute belong to a standards organization			77		,	7.0	3/4	1		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	0,		.,,,		, ,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,,,	.,	-

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/c/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: Not significant symbol:

considered, do you believe public oninion polling has a positive or a negative impact on democracy? by RANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLO	OYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S
Weighted Total		303 102	11	3 68	3 2	1 235	68	9:	3 107	9	7 180) 11:	3 88	3 13	3 79	153	150		165
weighted rotal		505 102	- 11	3 00	2	1 233	- 00	9.	3 10/	9.	/ 100	, 11	00	13:	/3	153	131		103
Unweighted Total	3	107	10-	4 78	3 1	4 225	78	9:	3 108	9	7 181	111	89	13	3 78	153	150		166
Very negative-1		3% 1%	5 59	% 59	6 09	6 3%	59	29	6 4%	39	6 4%	6 29	6 29	6 29	6%	2%	49	1	3%
2		9% 10%	89	% 99	6 79	6 9%	99	49	6 5%	169	6 11%	6 69	6 119	6 69	10%	8%	109	. 1	10%
	-				-					Hi									
Neither positive nor negative-3	3	3% 32%	359	% 33%	6 369	6 33%	339	339	6 36%	319	6 30%	6 409	6 309	6 329	40%	31%	369	á 3	33%
	-				-														
4	4	0% 37%	419	% 379	6 509	6 40%	379	399	6 39%	419	41%	389	6 419	469	28%	42%	379	3	37%
	-				-									0					
/ery positive-5	1	2% 17%	89	% 14%	6 79	6 12%	149	169	6 14%	79	6 13%	6 99	6 149	129	12%	15%	109	. 1	14%
	-	С			-														
Don't know / No response		3% 3%	49	% 19	6 09	6 3%	19	59	6 2%	19	6 19	6 59	6 19	6 29	5%	3%	39	ė d	3%

POSITIVE (4,5)	529	54%	49%	51%	57%	52%	51%	55%	53%	48%	54%	47%	55%	58%	40%	57%	47%	51%	54%
	-				-								0	0					
NEGATIVE (1,2)	129	11%	13%	14%	7%	11%	14%	6%	9%	20%	15%	8%	13%	8%	16%	10%	14%	13%	10%
	-				-					Hi	1								
Mean	3.	3.6	3.4	3.5	3.6	3.5	3.5	3.7	3.5	3.3	3.5	3.5	3.5	3.6	3.3	3.6	3.4	3.5	3.5
Column Comparisons	-							i						0	n				

Total sample; Weight: Weight:

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Q7: To what extent do you trust polling companies to keep your data confidential and anonymous? by BANNER1

		REGION				Rest of Canada	vs QC	AGE			GENDER		ROLE			ROLE IN DECISI	ONS	# OF EMPL	OYEES	
Column %																	Decision			
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+	
	A	В	С	D	E	F	G	н	1	J	K	L	М	N	0	P	Q	R	S	
Weighted Total	3	03 102	11	3 6	3 21	235	68	9	3 107	97	180	118	88	133	79	153	150)	165	135
Unweighted Total	3	03 107	7 10	4 7	3 14	225	78	9	3 108	97	181	118	89	133	78	153	150)	166	134
Not at all-1		1% 59	109	% 49	6 7%	7%	4%	29	6 7%	11%	8%	490	7%	8%	5%	5%	99	6	9%	4%
	-				-					h										
2	10	139	99	% 65	6 14%	11%	6%	89	6 9%	12%	9%	12%	7%	7%	19%	7%	149	6	9%	11%
	-				-										m n		р			
To a moderate extent-3	31	.% 299	299	% 369	6 29%	29%	36%	259	6 34%	34%	25%	41%	28%	26%	40%	28%	339	6 3	31%	29%
	-				-							K			n					
4	35	% 339	379	% 369	6 36%	35%	36%	409	6 39%	27%	39%	30%	45%	38%	21%	43%	289	6 3	35%	36%
	-				-								0	0		Q				
To a great extent-5	15	% 169	129	% 189	6 14%	14%	18%	239	6 9%	13%	16%	13%	10%	18%	15%	14%	159	6	12%	18%
	-				-			1												
Don't know / No response	3	1% 39	5	% 05	6 0%	4%	0%	29	6 2%	2%	3%	190	4%	3%	0%	4%	19	6	4%	2%
	-		d		-	G								0						
HIGH DEGREE OF TRUST (4,5)	50	1% 499	489	% 549	6 50%	49%	54%	639	6 48%	41%	55%	42%	55%	56%	36%	57%	439	6 4	18%	54%
	-				-			iJ			1		0	0		q				
LOW/NOT TRUST (1,2)	17	% 189	189	% 105	6 21%	19%	10%	109	6 16%	23%	18%	16%	13%	14%	24%	11%	229	6	17%	16%
	-				-					h							р			
Mean		.4 3.4	3.	3 3.	5 3.4	3.4	3.6	3.	8 3.3	3.2	3.5	3.3	3.5	3.5	3.2	3.6	3.	3	3.3	3.5
Column Comparisons	-				-			IJ						0		q				

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q8:1: Small incentives such as an Amazon gift card for your time - To what extent would each of the following encourage you to participate in public opinion polls? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS		# OF EMPI	LOYEES	
Column %																Decision	Decision			
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+	
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S	
Weighted Total	3	03 102	11	3 6	8 2	1 235	6	B 9:	3 10	7 9	7 18	118	88	13	79	153	15	0	165	135
Unweighted Total	3	03 107	10	4 7	8 1	1 225	7	8 9:	3 100	3 9	7 18	118	89	13	78	153	15	0	166	134
Not at all-1		% 3%	139	% 59	% 09	6 79	5	6 79	6 39	6 119	16 89	5%	11%	49	7%	6%	8	6	7%	7%
	-		b		-					i i										
2		i% 5%	6 89	% 45	% 09	69	49	6 59	6 79	6 59	16 59	6 79	6%	59	6%	6%	5 5	6	4%	7%
	-				-															
To a moderate extent-3	2	1% 23%	219	% 179	% 369	239	179	6 199	6 189	6 309	6 219	6 23%	22%	159	31%	24%	19	6	27%	15%
	-				-					i					n			S		
4	2	1% 24%	179	% 289	6 219	6 21%	289	6 269	6 259	6 169	6 249	5 20%	15%	259	26%	20%	25	6	19%	27%
	-				-															
To a great extent-5	4:	1% 43%	399	% 459	6 439	6 41%	459	6 419	6 489	369	6 419	6 44%	44%	509	29%	42%	425	6	43%	41%
	-				-								0	0						
Don't know / No Response		.% 1%	6 29	% 19	6 09	6 1%	19	6 29	6 09	6 29	6 29	6 19	2%	19	1%	1%	1	6	0%	3%
	-				-															r
GREATLY ENCOURAGES (4,5)	6	1% 67%	579	% 739	% 649	62%	739	6 679	6 739	529	659	64%	59%		55%	63%	669	6	62%	68%
	-			С	-			j	J					m O						
DOES NOT ENCOURAGE (1,2)	1	9%		% 99	% 09	6 139	6 99	6 119	6 109	6 169	129	6 12%	16%	99	13%	12%	13	6	11%	14%
	-		b d		-															
Mean		.9 4.0	3.	6 4.	1 4.	1 3.8	3 4.	1 3.9	9 4.	1 3.	6 3.	3.9			3.6	3.9	3.	9	3.9	3.9
Column Comparisons	-			C	-				J					m O						

Total sample, Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q872: Being able to represent my views and the views of people like me - To what extent would each of the following encourage you to participate in public opinion polls? by BANNER1

		REGION				Rest of Canad	la vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLOY	εES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Managemen	t Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30	3 1	02 11	3	68 2	1 23	5 68	В	93 10	7 9	7 180	11	8 8	8 13	13	79 15	3 15	0 16	5 135
Unweighted Total	30	3 1	07 10	4	78 1	4 22	5 78	В	93 10	8 9	7 181	11	8 8	9 13	13	78 15	3 15	0 16	5 134
Not at all-1	49	6	1% 69	6	5% 0	% 39	6 59	6	5% 2	6 3	% 5%	19	6 6	% 1	% :	% 3	6 4	% 39	6 5%
	-		b		-						1								
2	59	6	3% 69	6	4% 7	% 59	6 49	6 1	0% 2	6 2	% 4%	5 59	6 6	% 2	%	'% 6'	6 4	% 39	6 6%
	-				-			- II											
To a moderate extent-3	259	6 3:	2% 189	6 2	2% 43	% 269	6 229	6 2	1% 29	% 26	% 26%	259	6 20	% 24	% 30	1% 24	6 27	% 259	6 25%

	-	с			-														
4	32%	28%	35%	36%	29%	31%	36%	31%	31%	35%	34%	30%	35%	31%	32%	33%	32%	34%	31%
	-				-														
To a great extent-5	33%	35%	35%	33%	14%	33%	33%	32%	34%	33%	30%	36%	30%	41%	25%	33%	33%	34%	32%
	-				-									0					
Don't know / No Response	1%	1%	1%	0%	7%	1%	0%	1%	1%	1%	0%	2%	3%	0%	1%	2%	1%	1%	1%
	-				-														
GREATLY ENCOURAGES (4,5)	65%	63%	69%	69%	43%	64%	69%	63%	65%	67%	64%	67%	65%	72%	57%	66%	65%	68%	63%
	-				-									0					
DOES NOT ENCOURAGE (1,2)	8%	4%	12%	9%	7%	8%	9%	15%	5%	5%	9%	6%	12%	4%	12%	9%	7%	6%	11%
	-		b		-			ij					n		n				
Mean	3.9	3.9	3.9	3.9	3.5	3.9	3.9	3.7	3.9	3.9	3.8	4.0	3.8	4.1	3.7	3.9	3.9	3.9	3.8
Column Comparisons	-													m O					

Column comparisons correction: None (p = 0.05); Column comparison symbols: a, b, c... (p < 0.05), B, C... (p < 0.01); No test symbol: -, Not significant sym

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Q8/3: Knowing that the feedback I am providing will influence decision makers in both government and business - To what extent would each of the following encourage you to participate in public opinion polls? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	SIONS	# OF EMPLO	OYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	3	10	2 1	13 (8 2	1 23	6	8 9	3 1	07	97 1	30 11	.8 8	B 13	3 79	153	3 150) :	.65
			_		_														
Jnweighted Total	- 3	103	17 1	04	8 1	4 22	7	8 9	3 1	08	97 1	81 11	18 8	9 13	3 78	153	3 15) :	.66
Not at all-1		3% 29	% 3	% 4	% 0'	6 29	4	% 3'	% 2	!%	3%	% 0	% 39	6 29	6 2%	1%	6 49	6	2%
	-				-						L								
		6% 3	% 8	1% 6	% 14	69	6	% 6	% 4	1%	9%	% 4	% 49	6 69	6 9%	3%	6 109	6	4%
	-				-												р		
o a moderate extent-3	2	5% 28	% 26	i% 21	% 21	6 269	21	% 25	% 25	i%	24% 2	1% 27	% 269	6 199	6 35%	27%	6 239	6 2	7%
	-	4% 34	% 28	1% 37	% 57	% 339	37	% 38'	% 33	107	33% 3	% 33	% 299	6 369	n 6 35%	37%	6 309		9%
	3	4% 34	% 28	5% 37	% 57	% 337	3/	% 38	% 3:	176	33% 3	76 33	% 297	5 367	5 35%	3/%	5 309		9%
To a great extent-5	3	1% 329	% 35	% 32	% 7'	% 319	32	% 26	% 37	'%	30% 2	1% 35	% 369	6 379	6 17%	31%	6 329	5 2	7%
	-				-								0	0					
Don't know / No Response		1% 19	% 1	.% 0	% 0	% 19	0	% 1	% (1%	1%	1% 1	% 19	6 09	6 1%	19	6 19	6	0%
	-				-														
SREATLY ENCOURAGES (4,5)	6	5% 669	% 63	1% 69	% 64	649	69	% 64	% 70	1%	63% 6	% 67	% 659	6 739	53%	68%	6 629	6	7%
	-				-									0					
DOES NOT ENCOURAGE (1,2)		9% 59	% 11	.% 10	% 14	6 99	10	% 9	% ε	i%	13% 1	% 4	% 89	6 99	6 11%	49	6 139	6	7%
Mean .	-	3.9 3.	0 3	.8 3	.9 3.	6 3.5	3.	9 3	0 /	.0	3.8	.8 4	.0 3.	9 4.	3.6	3.9	9 3.1		3.9
Column Comparisons		3.5 3.	.,	.0 3	.9 3.	U 3.:	3.	9 3	.0 4	.0	3.0	.0 4	.0 5.:	0 4.	3.0	3.3	3.0	,	3.5

Column comparisons:

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S

Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p < 0.05), A, B, C... (p < 0.01); No test symbol: -; Not significant symbol:

Back ISON ORAC Exonous that the firm administering the survey was guided by strict rules and standards available on a public website - To what extent would each of the followine encourage you to participate in public coinion polis? by BANNERI.

		REGION				Rest of Canad	la vs QC	AGE			GENDER		ROLE			ROLE IN DECI:	SIONS	# OF EMPLOY	/EES
6																Decision	Decision		
Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other		influencer	2-99	100+
	A	B	C	D	F	F	G	н	1	1	K	1	M	N	0	P	0	R	5
						-				-					-				
d Total		303 10	02 11	13 6	8 2	1 23	5 6	8 9	3 107	9	7 180	11	8 88	133	3 79	15	3 15) 16	5
ted Total		303 10	07 10	04 7	8 1	4 22	5 7	8 9	3 108	9	7 181	. 11	8 89	133	3 78	15	3 15) 16	.6
-1		2% 1	.% 3	% 35	6 09	% 29	6 3	6 39	16 29	19	6 3%	5 09	6 3%	1%	1%	19	% 39	6 2	%
		6% 3	11	% 49	6 79	% 79	6 4	% 7 <u>9</u>	% 5%	89	6 7%	69	6 7%	5%	8%	5 59	% 75	6 4	%
	-		b		-														
erate extent-3		20% 21	1% 19	% 199	6 219	% 209	6 19	6 23	% 23%	139	6 21%	199	6 19%	15%	29%	249	% 169	6 21	Ж
	-	35% 41	1% 32'	% 359	6 299	% 359	6 35	6 399	16 32%	369	6 32%	409	6 33%	39%	n 30%	359	% 359	5 37	44
	-						-						-						%
t extent-5		35% 33	1% 33	% 409	6 439	% 349	6 40	6 279	% 39%	409	6 36%	349	6 36%	38%	30%	339	% 379	34	Ж
	-				-					h									
ow / No Response		1% 1	.% 3	% 09	6 09	% 29	6 0	6 19	6 0%	29	6 1%	19	6 1%	2%	1%	19	% 19	1	%
ENCOURAGES (4,5)	-	70% 74	1% 64	% 749	6 719	% 699	6 74	669	6 71%	769	68%	759	6 70%	77%	60%	699	% 729	71	46
						057		- 00.	- 72/	. ,,,,	- 00%		70%	0				,,,	%
T ENCOURAGE (1,2)		8% 4	1% 13	% 69	6 79	% 99	6 6	6 109	% 6%	99	6 9%	69	6 10%	6%	10%	69	% 109	6	%
	-		В		-														
		4.0 4	1.0 3.	.8 4.	1 4.	1 3.9	9 4.	1 3.	8 4.0	4.:	1 3.9	4.	0 3.9	4.1	3.8	4.	.0 4.	4.	.0
Comparisons	-	4.0	3.			_ J.:	4.		4.0	4	3.5	4.	3.3	0	3.0	. 4.	4.		

Column Comparisons

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/JJ, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p < 0.05), A, B, C... (p < 0.01); No test symbol: -; Not significant symbol:

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Q8/5: Being able to see some of the results in which I participate in - To what extent would each of the following encourage you to participate in public opinion polls? by BANNER1

		REGION				Rest of Canada	vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30:	102	113	3 68	3 21	235	68		93 1	07 97	180	118	88	133	79	153	150	16	5 13

Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Not at all-1	3%	3%	5%	3%	0%	3%	3%	4%	2%	4%	4%	3%	7%	2%	1%	3%	4%	4%	3%
	-				-														
2	6%	5%	5%	8%	7%	5%	8%	10%	4%	3%	4%	8%	2%	4%	11%	3%	9%	6%	5%
	-				-			j							m		р		
To a moderate extent-3	25%	21%	27%	24%	43%	26%	24%	20%	27%	29%	25%	26%	29%	18%	33%	30%	21%	29%	20%
	-				-										n				
4	30%	30%	29%	31%	29%	29%	31%	31%	31%	28%	33%	26%	27%	33%	26%	30%	29%	27%	33%
	-				-														
To a great extent-5	35%	41%	33%	35%	21%	35%	35%	34%	36%	35%	34%	37%	33%	42%	28%	34%	36%	34%	37%
	-				-									0					
Don't know / No Response	1%	1%	2%	0%	0%	1%	0%	1%	0%	1%	0%	1%	2%	0%	1%	1%	1%	1%	1%
	-				-														
GREATLY ENCOURAGES (4,5)	65%	71%	62%	65%	50%	65%	65%	64%	67%	63%	67%	62%	60%	75%	54%	64%	66%	61%	70%
	-				-									m O					
DOES NOT ENCOURAGE (1,2)	9%	7%	10%	10%	7%	8%	10%	14%	6%	7%	8%	11%	9%	7%	12%	5%	12%	9%	8%
	-				-												р		
Mean	3.9	4.0	3.8	3.9	3.6	3.9	3.9	3.8	4.0	3.9	3.9	3.9	3.8	4.1	3.7	3.9	3.9	3.8	4.0
Column Comparisons	-			-									0						

Total sample, Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/l/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q8sum1: To what extent would each of the following encourage you to participate in public opinion polls? Summary of GREATLY ENCOURAGES by BANNET1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE				ROLE IN DECI:	SIONS	# OF EMPL	DYEES
Column %																	Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Fema	e C-SUIT	Έ	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M		N	0	P	Q	R	S
Weighted Total	30	3 1	02 113	3	68 2	1 235	68		93 1	07	97	180	118	88	133	7	9 15	3 15	0	165
Unweighted Total	30	3 1	07 104	4	78 1	1 225	78	3 !	93 1	08	97	181	118	89	133	7	8 15	3 15	0	166
Small incentives such as an Amazon gift card for your time	649	6 67	1% 579	6 73	3% 649	629	73%	67	% 7	1%	52%	5%	64%	59%	75%	559	639	66	6 6	2%
	-			С	-			j	J						m O					
Being able to represent my views and the views of people like me	659	6 63	1% 699	6 69	9% 439	649	69%	63	1% 6!	196	67%	4%	67%	65%	72%	579	669	6 65	6 E	8%
	-				-										0					
Knowing that the feedback I am providing will influence decision makers in both government and business	659	6 60	639	6 69	9% 649	649	69%	64	1% 70	196	63%	4%	67%	65%	73%	539	689	6 62	6 €	7%
	-				-										0					
Knowing that the firm administering the survey was guided by strict rules and standards available on a public we	709	6 74	1% 649	6 74	1% 719	69%	74%	66	5% 7:	.%	76%	8%	75%	70%	77%	609	699	6 72	6 7	1%
	-				-										0					
Being able to see some of the results in which I participate in	659	6 7:	.% 629	6 65	5% 509	65%	65%	64	1% 67	'%	63%	7%	62%	60%	75%	549	6 649	66	6 6	1%
	-				-										m O					

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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OScience: To what extent would each of the following encourage you to participate in public opinion polls? Summary of DOES NOT ENCOURAGE by BANNER1

		REGION				Rest of Cana	da vs QC	AGE				GENDER		ROLE			ROLE IN DEC	ISIONS	# OF EMPLO	YEES
Column %																	Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+		Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J		K	L	М	N	0	P	Q	R	S
/eighted Total	30	2	102 11	3 6	8 2	1 2:	15	68	02	107	97	180	1	18 8	8 13	2	79 15	53 1!	50 1	65
reignieu iotai	30		102 11	, 0		1 2.	13	08	33	107	31	100		10 0	13	,	75			03
nweighted Total	30	3	107 10	1 7	8 1	4 2	25	78	93	108	97	181	. 1	18 8	9 13	3	78 15	53 1!	50 1	66
imall incentives such as an Amazon gift card for your time	12	%	9% 209	6 99	% 09	6 13	%	9%	11%	10%	16%	12%	12	2% 16	% 99	6 1	12	% 13	% 1	1%
	-		b d		-															
eing able to represent my views and the views of people like me	8	%	4% 129	6 99	% 79	6 8	%	9%	15%	5%	5%	9%	5 6	5% 12	% 49	6 1	1% 9	% 7	%	5%
	-		b		-			ij						n		n				
nowing that the feedback I am providing will influence decision makers in both government and business	9	%	5% 119	6 109	% 149	6 9	% 1	0%	9%	6%	13%	12%	5 4	4% 8	% 99	6 1	1% 4	% 13	%	7%
	-				-							1						P		
knowing that the firm administering the survey was guided by strict rules and standards available on a public w	el 8	%	4% 139	69	6 79	6 9	%	6%	10%	6%	9%	9%		5% 10	% 69	6 1	0% 6	% 10	% (5%
	-		В		-															
eing able to see some of the results in which I participate in	9	%	7% 109	6 109	6 79	6 8	% 1	0%	14%	6%	7%	8%	1:	1% 9	% 79	6 1	1% 5	% 12	% 9	9%
																		n		

Total sample; Weight: Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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O9: Generally speaking, if polls are reported in the media, do you pay attention, read or listen to them? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI:	SIONS	# OF EMPLOY	/EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Veighted Total	30	3	102 113	3	68 2	1 235	68	3 9	3 107	97	7 180	11	8 8	8 13	3 7	9 15	3 15	0 16	5
Inweighted Total	30	3	107 104	1	78 1	4 225	78	3 9	3 108	97	7 181	. 11	8 8	9 13	3 7	8 15	3 15	0 16	6
es	78	6 1	32% 759	6 78	1% 719	6 789	789	679	6 859	82%	6 76%	829	6 789	6 809	6 75	% 799	K 76	% 77	%
	-				-				Н	h									
0	18	6	15% 209	6 19	1% 219	6 189	199	6 279	6 159	15%	6 21%	149	199	6 169	6 22	% 179	6 20	% 19	%
	-				-			i i											
on't know / No response	4	6	3% 59	6 3	1% 79	6 49	39	6 69	6 19	3%	6 3%	49	6 39	6 49	6 3	% 49	6 4	% 4	%

Total sample; Weight: Weight: base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S

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Q10: During elections, do you think the polls are accurate enough or not accurate enough? by BANNER1

		REGION				Rest of Canada	vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	H	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	303	102	1:	13 6	8 2:	235	68		93	107	97 18	0 11	8 88	8 13	3 79	153	150	16	5 135
Unweighted Total	303	107	10	04 7	8 14	225	78	3	93	108	97 18	1 11	8 89	9 13	3 78	153	150	16	6 134
Accurate Enough	54%	54%	52	1% 599	6 509	53%	599		60%	59% 4	4% 55	% 54	6 539	6 569	6 52%	59%	499	52	% 56%
	-				-			j	j										
Not Accurate	34%	33%	37	% 319	6 369	35%	319	5	31%	30% 4	2% 35	% 33	6 389	6 339	6 30%	33%	359	33	% 36%
	-				-														
Don't know / No response	12%	14%	12	109	6 149	13%	109	5	9%	12% 1	4% 10	% 13	6 99	6 109	6 18%	8%	169	15	% 8%
	-				-												р		

Total sample; Weight: Weight: Weight base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q11: Do you think the polls are more accurate, as accurate, or less accurate than they were 10 years ago? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLO	YEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30	3 10	2 113	3	68 2	1 235	68		3 10	17	97 18	1	18 8	8 13	3 79	9 15	3 1	50 1	.65
Unweighted Total	30	3 10	07 104	1	78 1	4 225	78		3 10	18	97 18	1 1:	18 8	9 13	3 78	8 15	3 1	50 1	.66
Much less accurate-1	51	, ,	% 9%	,	3% 79	6 6%	3%		% 5	%	7% 69	, ,	3% 7'	% 49	69	6 49	, ,	96	6%
Width less accurate-1			70 371			0.00	3/0		A	70	7.6		7.	,,,		4.		,,,,	370
2	12'	6 15	% 9%	6 1	7% 09	6 11%	17%	9	% 11	% 1	7% 119	6 14	1% 10	% 119	129	6 119	6 13	% 1	3%
	-				-														
As accurate-3	32	6 39	% 25%	6 20	6% 509	6 33%	26%	24	% 37	% 3	3% 339	6 29	34	% 349	279	6 349	6 29	1% 31	6%
	-	c d			-				h										
4	30	6 24	% 36%	6 3	1% 219	6 29%	31%	32	% 30	% 2	7% 299	6 32	2% 325	% 289	319	6 329	6 27	% 24	4%
	-				-														r
Much more accurate-5	15	6 14	% 13%	6 1	9% 149	6 13%	19%	25	% 12	%	9% 159	6 14	1% 10	% 179	179	6 139	6 16	% 1	3%
	-				-			iJ											
Don't know / No response	7	6 6	% 10%	6 !	5% 79	6 8%	5%	8	% 6	%	6% 69	6 7	7% 75	% 79	79	6 59	6 9	1%	8%
	-				-														
ACCURATE (4,5)	44	6 38	% 48%	6 50	0% 369	6 43%	50%	57	% 41	% 3	6% 449	6 46	5% 42	% 459	489	6 459	6 43	% 3	7%
	-				-			iJ											r
INACCURATE (1,2)	17	6 18	% 17%	6 1	9% 79	6 17%	19%	11	% 16	% 2	4% 179	6 18	3% 17	% 159	189	6 169	6 19	96 1	9%
	-				-					h									
Mean	3.	4 3	.3 3.4	1	3.5 3.	4 3.4	3.5	3	.7 3	.3	3.2 3.	4 3	3.4 3.	3 3.	3.4	4 3.	4 3	.4	3.3
Column Comparisons					-			IJ											

Column comparisons

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S

Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

Q12A: Are you familiar with the Canadian Research Insights Council (CRIC), the Canadian polling industry's professional body that sets the standards and ethics codes for polling research in Canada? by BANNER1

		REGION				Rest of Canada	s vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLOYE	ES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S
Weighted Total	15	1	50 55	3	7	9 114	37	49	47	52	82	! 6	6 4	5 59	9 45	77	7 7	4 75	
Unweighted Total	15	1	51 51	4	3	5 108	43	49	47	52	83		55 4	5 60) 44	. 77	7	4 75	
Yes, clearly	159	6 1	6% 20%	129	% 09	6 16%	12%	209	23%	4%	17%	14	% 119	% 179	18%	23%	5 7	6 15%	
	-				-			j	J							Q			
Yes, vaguely	369	6 3.	2% 37%	335	679	37%	33%	479	36%	26%	37%	36	% 419	% 379	29%	43%	29	6 39%	9
YES	519	6 4	8% 57%	44	% 679	54%	44%	679	60%	29%	53%	5 50	% 529	% 549	47%	66%	36	6 54%	
	-				-			J	J							Q			
No, not at all	469	6 5	2% 39%	539	179	43%	53%	259	38%		45%	45	% 485	% 449	45%	34%	58	6 43%	4
					-					HI							P		
Don't know / No response	35	6 (0% 4%	29	6 179	6 3%	2%	79	2%	5 0%	2%	5 5	% 09	% 29	8%	0%	6	6 3%	
	· ·				-												D		

Total sample; Weight: Weight: Weight; base n = 151; total n = 303; 152 missing; effective sample size = 147 (97%); Companisons: REGION: 8/C/D/E, AGE: H/J/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); Not test symbol: -, Not significant symbol: -

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Q12B: Are you familiar with any professional body that sets the standards and ethics codes for polling research in Canada? by BANNER1

,		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	SIONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Managemen	t Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	15	2	52 57	7	30 12	121	1 30)	44 6	0 4	5 98		52 4	3 7	3 3	4 7	5 7	6 9	0 6:

Unweighted Total	152	56	53	35	8	117	35	44	61	45	98	53	44	73	34	76	76	91	61
Yes, clearly	21%	26%	23%	6%	25%	24%	6%	37%	21%	5%	24%	15%	21%	23%	15%	32%	9%	18%	25%
	-	D	d		-	G		J	J							Q			
Yes, vaguely	29%	32%	26%	34%	13%	27%	34%	29%	29%	29%	35%	18%	32%	29%	26%	30%	27%	27%	31%
	-				-						1								
YES	49%	58%	49%	40%	38%	52%	40%	67%	50%	34%	58%	33%	53%	52%	41%	62%	36%	45%	55%
	-				-			J			L					Q			
No, not at all	45%	37%	45%	54%	63%	43%	54%	26%	49%	60%	37%	63%	41%	43%	56%	31%	59%	50%	39%
	-				-				h	Н		K					P		
Don't know / No response	5%	6%	6%	6%	0%	5%	6%	7%	1%	6%	5%	4%	6%	6%	3%	6%	4%	5%	6%
	-				-														

Total sample; Weight: Weight: Weight; base n = 152; total n = 303; 151 missing; effective sample size = 148 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

Q12AB: Are you familiar with the ... that sets the standards and ethics codes for polling research in Canada? by BANNER1

		REGION				Rest of Canada	ı vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLOY	£ΕS
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Managemen	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S
Weighted Total	30	3 102	1	.13 6	8 2	1 235	68	!	13	107 9	7 18	0 11	8 8	8 13	3	79 15	3 15	169	5
					_		_		_						_				
Jnweighted Total	30	3 107	1	.04 7	8 1	4 225	78		3	108 9	7 18	1 11	8 8	9 13	3	78 15	3 15	166	6
Yes, clearly	189	6 21%	2:	1% 9	% 149	6 20%	9%	28	%	22% 4	6 219	6 159	6 169	% 20	6 16	% 289	6 8	6 17%	6
,	-	d	d		-	G		J	J							Q			
Yes, vaguely	329	6 32%	33	2% 33	% 369	6 32%	33%	39	%	32% 27	6 369	6 289	6 369	6 32	6 28	% 369	6 28	6 33%	6
	-				-														
/ES	509	6 53%	5	3% 42	% 509	6 53%	42%	67	% !	54% 31	6 569	6 439	6 529	6 53	6 4	% 649	6 36	6 49%	6
	-				-			J	J		1					Q			
No, not at all	469	6 44%	4:	2% 54	6 439	6 43%	54%	26	%	44% 66	6 409	6 539	6 449	6 43	6 50	1% 339	6 59	6 47%	6
	-				-				H	HI		k					P		
Don't know / No response	49	6 3%		5% 4	16 79	6 4%	4%	5 7	%	2% 3	6 49	6 49	6 39	6 4	6 6	% 39	6 59	6 49	ó

Total sample; Weight: Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.05). N, B, C... (p <= 0.05). Not significant symbol: -, Not significant symbol: -

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Q13: Have you recently participated in a public opinion survey? by BANNER1

		REGION				Rest of Canad	s vs QC	AGE			GENDER		ROLE			ROLE IN DECI	SIONS	# OF EMPLO	YEES
Column % Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Othor	Decision maker	Decision influencer	2-99	100+
oluliii Compansons	Total	AACST	Olitario	Quenec	Audituc	NOC	Quenec	10-34	33-43	30+	IVIAIC	remaie	C-3011L	ivialiageillell	Other	IIIakci	illiuelicei	2-33	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
eighted Total	30	10	2 113	3 6	58 2:	1 235	68	9	3 1	07	97 1	30	118 8	8 13	3	79 15	3 15	0 1	.65
nweighted Total	30	10	7 104	1 7	78 14	1 225	78	9	3 1	08	97 1	31	118 8	9 13	3	78 15	3 19	0 1	.66
					-				-			-			_				
es, within the past 3 months	479	49	% 409	59	% 369	6 449	59%	45	6 3	9% 5	8% 54	%	37% 49	% 499	6 43	% 50	6 44	% 4	6% 4
	-			С	-		f			1	L								
es, within the past year	289	28	% 309	23	% 299	6 299	23%	35	6 2	9% 1	8% 25	%	32% 26	% 289	6 31	.% 30	۷6 26	% 2	7%
	-				-			j											
ES	759	77	% 709	82	% 649	739	82%	80	6 6	9%	7% 79	%	59% 75	% 769	6 74	% 79	6 70	% 7	3%
	-				-						1								
lo, not within the past year	209	17	% 239	13	% 369	6 22%	13%	17	6 2	5% 1	7% 16	%	25% 19	% 199	6 20	96 18	6 21	% 2	1%
	-				-														
on't know/No response	59	5 5	% 79	5 5	% 09	5%	5%	3	6	5%	7% 4	%	6% 5	% 49	6 6	% 3'	6 8	%	5%
																	n		

Total sample; Weight: Weight: Weight base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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PROV: In which province or territory do you live? by RANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	SIONS	# OF EMPLO	DYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	I	J	K	L	M	N	0	P	Q	R	S
										_		_							
Weighted Total		03 102	113	68	3 2	1 235	6	8 9	3 10	7	97 18	0 11	88	3 13	3 79	15	3 15) :	165
Unweighted Total	3	03 107	104	78	3 1	4 225	5 7	8 9	3 10	8	97 18	1 11	89	13	3 78	15	3 15)	166
British Columbia	1	5% 46%	0%	0%	6 09	6 209	6 0	% 189	6 15	% 1	1% 18	% 129	6 15%	169	6 15%	209	6 109	6 1	9%
	-	C D			-	G										q			
Alberta	1	2% 35%	0%	0%	6 09	6 159	6 0	% 99	6 16	% 1	14	% 99	6 8%	6 149	6 11%	109	6 135	6 1	4%
Saskatchewan	-	C D 3% 9%	0%	0%	6 09	6 49	6 0	% 29	6 4	v	3% 4	% 29	6 19	6 69	6 19	5 29	6 49	,	2%
Saskatcriewan		C D	U76	0%	- 07	% 47		76 27	. 4	70	576 4	76 27	5 17	m 67	5 17	27	9 47	0	276
Manitoba		3% 10%	0%	0%	6 09	6 49	0	% 59	6 3	%	3% 35	% 29	6 2%		6 7%	49	6 35	6	3%
	-	CD			-	G													
Ontario	3	7% 0%	100%	0%	6 09	6 48%	0	% 359	6 34	% 4	30	% 489	6 44%	389	6 26%	409	6 349	6 3	3%
	-		B D		-	G						K	0						
Quebec	2	2% 0%	0%		6 09	6 09	100	% 229	6 22	% 2	3% 22	% 239	6 25%	189	6 29%	189	6 279	6 2	1%
	-			B C	-		F										р		
New Brunswick		0% 0%	0%	0%	6 79	6 19	5 0	% 09	6 0	%	2% 1	% 09	6 0%	6 09	6 2%	09	6 19	6	1%
	-	-	-	-	-														
Nova Scotia		1% 0%	0%	0%	649	6%	6 0	% 89	6 4	%	2% 69	% 29	6 3%	6 49	6 6%	59	6 49	6	4%

	-	-	-	-	-	G		i											
Prince Edward Island	1%	0%	0%	0%	21%	2%	0%	2%	0%	3%	2%	0%	0%	1%	4%	0%	3%	1%	2%
	-	-	-	-	-	g					1						р		
Newfoundland	0%	0%	0%	0%	7%	1%	0%	0%	1%	0%	0%	1%	2%	0%	0%	1%	0%	1%	0%
	-	-	-	-	-														
Northwest Territories	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yukon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nunavut	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WEST	34%	100%	0%	0%	0%	43%	0%	33%	38%	30%	39%	26%	26%	38%	34%	36%	31%	38%	28%
	-	C D			-	G					1							s	
MB/SK	6%	19%	0%	0%	0%	8%	0%	7%	7%	6%	7%	5%	3%	8%	9%	6%	7%	6%	6%
	-	C D			-	G													
ATLANTIC	7%	0%	0%	0%	100%	9%	0%	9%	5%	6%	9%	4%	5%	6%	11%	6%	8%	7%	7%
	-	-	-	-	-	G													

Total sample; Weight: Weight: Weight base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

QLANG: Would you prefer to complete the survey in English or French? Préféreriez-vous répondre à ce questionnaire en anglais ou en français? by BANNER1

		REGION				Rest of Canada	s vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	303	102	113	6	58 21	235	68	9	3 10	7 9	7 180	11	8 8	8 13	3 7	153	15	0 16	5 13
Unweighted Total	303	107	104	7	78 14	225	78	9	3 10	8 9	7 181	. 11	8 8	9 13	3 7	153	15	0 16	6 13
English / Anglais	85%	99%	100%	33	% 100%	100%	33%	869	6 859	6 839	6 88%	799	6 819	6 909	6 809	89%	819	6 859	6 85
	-	D	D		-	G					1								
Français / French	15%	1%	0%	67	% 0%	0%	67%	149	6 159	6 179	6 12%	219	6 199	6 109	6 209	11%	199	6 159	6 15
	-			B C	-		F					k							

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01); No test symbol: -; Not significant symbol:

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S1: How many people work in your entire organization (i.e. globally)? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	ONS	# OF EMPLOY	EES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	М	N	0	P	Q	R	S
Weighted Total	30.	102	11	3 68	3 2	1 235	5 68		93	107	97	80 1	18 88	3 133	79	153	150	16	5 1
Unweighted Total	30	107	10	4 78	3 14	1 225	5 78		93	108	97	81 1	18 89	133	78	153	150	166	5 1
1 Employee	09	0%	09	% 09	6 09	6 0%	6 0%		96	0%	0%	0% (% 09	6 0%	0%	0%	0%	09	6 (
2 to 9 Employees	259	22%	259	- % 29%	6 219	- 23%	6 29%	- 1	% 2	22%	3% 1	7% 34		13%	20%	31%	19%	459	6 (
10 to 99 Employees	309	40%	249	% 229	- 369	6 32%	6 22%	3	% 3	h 33% 2	3% 3	K 2% 27	N O % 239	6 36%	27%	q 36%	23%	S 559	6 (
	-	c D			-									m		Q		S	
100 to 199 Employees	149	10%	219 bd	% 10%	5 09	15%	10%	1	% 1	17%	7% 1	5% 10	% 179	11%	14%	16%	12%	09	6 3:
200 to 1000 Employees	149	13%		% 17%	5 09	6 13%	17%	1!	% 1	11%	4% 1	6% 10	% 119	17%	11%	12%	15%	09	6 3:
More than 1000 Employees	179	13%	159	% 199	439	6 17%	19%	1	% 1	16%	1% 1	7% 18	% 59		24%	5%	30%	09	6 39
Don't know/No response	- 19	1%	. 09	% 39	6 09	6 1%	6 3%		96	2%	1%	1%	% 09	M 0%	M 4%	1%	P 1%	09	R (
					-													-	-
2-99	559	62%	499	% 519	579	55%	51%	5:	% 5	54% 5	6% 5	0% 6:	% 679 No	49%	48%	67%	42%	1009	6 (
100+	449	36%	519	% 46%	439	6 44%	46%	4:	% 4	44% 4	2% 4	9% 38		51%	48%	32%	57%	3 09	6 100
	-		b		-						1			M			P		R

Total sample; Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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S2: Which of the following best describes your role within your organization? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLOYE	.ES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	I .	J	K	L	M	N	0	P	Q	R	S
Weighted Total	303	1	02 113	3	68 2:	1 235	68	9:	107	97	180	11	88	B 133	79	153	150	165	13
Unweighted Total	303	1	07 104	1	78 14	1 225	78	9:	108	97	181	. 11	89	9 133	78	153	150	166	13
I am the sole policy and decision-maker	299	30	% 35%	6 1	9% 299	32%	19%	409	32%	15%	33%	229	6 559	6 20%	169	58%	0%	32%	279
	-		d		-	g		J	J		1		N O			Q			
I share the role of policy and decision-making	219	24	% 20%	6 2	1% 149	6 21%	21%	169	18%	29%	21%	229	6 339	6 17%	169	42%	0%	30%	99
	-				-					h			NO			Q		S	
I influence policies and decisions	509	46	% 45%	6 6	0% 579	47%	60%	459	50%	56%	46%	569	6 139	63%	689	6 0%	100%	38%	649
	-			С	-		f							M	M		P		R

I do not make or influence policies or decisions in my organization	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DECISION MAKER	50%	54%	55%	40%	43%	53%	40%	55%	50%	44%	54%	44%	87%	37%	32%	100%	0%	62%	36%
			d			a							NO			0		ς.	

Total sample; Weight: Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs OC; F/G, GENDER: K/L, ROLE IN DECISIONS: P/O, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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S3: What is your current role within your organization? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DECISI		# OF EMPLOYEES	i .
Column %																	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99 1	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R S	,
Weighted Total	30	102	11	.3 68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	13
Unweighted Total	30	107	10	14 78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	13
C-Suite executive / Owner / President	21	% 16%	26	% 19%	21%	21%	19%	15%	21%	24%	18%	23%	72%	0%	0%	39%	2%	28%	139
	-				-								N O			Q		S	
Vice President	8	% 6%	9	% 13%	0%	7%	13%	10%	6%	9%	10%	6%	28%	0%	0%	11%	5%	8%	85
	-				-								N O			q			
Director / Manager	24	% 30%	21	% 19%	29%	25%	19%	24%	23%	26%	27%	19%	0%		0%	21%	27%	21%	289
	-				-									M O					
Consultant / Specialist	12	% 12%	13	% 13%	7%	12%	13%	19%	13%	5%	14%	9%	0%	0%	46%	10%	14%	10%	159
	-				-			J							MN				
Team Leader / Supervisor	20	% 21%	24	% 15%	7%	21%	15%	16%	23%	21%	20%	20%	0%	45%	0%	12%	28%	19%	229
	-				-									M O			P		
Front-line Worker	8	% 7%	2	% 12%	29%	7%	12%	9%	8%	6%	8%	8%	0%	0%	29%	4%	12%	5%	119
	-			С	-										MN		р		r
Other	6	% 8%	4	% 9%	7%	6%	9%	5%	7%	8%	3%	13%	0%	0%	25%	3%	10%	8%	25
	-				-							K			MN		P	S	
Don't know/No response	1	% 1%	2	% 0%	0%	1%	0%	2%	0%	1%	0%	3%	0%	0%	0%	1%	1%	2%	05
	-				-								-	-	-				
C-SUITE/OWNER/PRESIDENT	29	% 23%	35	% 32%	21%	28%	32%	25%	27%	33%	28%	29%		0%	0%	50%	7%	36%	229
	-				-								N O			Q		S	
MANAGEMENT/SUPERVISOR	44	% 50%	45	% 35%	36%	46%	35%	40%	46%	47%	48%	39%	0%	100%	0%	32%	55%	40%	509
	_	d			-									MO			P		

Total sample; Weight: Weight: Weight: base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/l/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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S4: Which of the following best describes the business your company is in? by BANNER1

		REGION				Rest of Canada	a vs QC	AGE			GENDER		ROLE			ROLE IN DEC		# OF EMPL	JYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	ı	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30	3 102	11	3 68	3 2:	235	68	9	3 1	07 9	7 180) 11	8 8	8 13	3	79 15	3 15	50	165 1
Unweighted Total	30	3 107	10-	4 78	3 14	225	78	9	3 1	08 9	7 18:	1 11	8 8	9 13	3	78 15	3 19	50	166 1
Retail	11	% 12%		6 49	6 79	13%	49	99	12	2% 129	6 99	6 159	6 99	% 16°	16	6% 9	% 13	% :	11% 1
Financial Services	- 10	d % 5%	D 139	6 139	- 79	G 5 9%	13%	169	% f	5% 89	6 119	6 89	6 159	o % 75	K	8% 11	% 8	%	7% 1
	-		b		- '			i										-	
Academia / Education	9	11%	109	% 39	149	5 11% G	3%	129	K 7	7% 79	6 79	6 139	6 59	% 109	% 1	0% 11	% 7	% :	10%
Tech and Telecommunications	8	K 8%	89	69	5 79		6%	69	12	1% 59	6 119	39	6 49	6 99	16	9% 7	% 8	%	5% 1
	-				-						L								
Automotive	7	% 12%	79 d	6 19	5 09	5 9% G	1%	99	K 6	5% 69	6 99	6 59	6 59	6 79	16 1	0% 9	% 5	%	8%
Consumer Packaged Goods / Fast Moving Consumer Goods	- 6	6 4%	u	6 9%		-	9%	99	16 8	3% 29	6 99	6 39	6 79	6 89	16	3% 9	% 4	%	6%
	-				-			j	j		I I								
Government / NGO	6	6 5%	49	6 59	5 299	6%	5%	69	16 7	7% 69	6 79	6 59	6 39	6	6 1	0% 3	% 9	%	2% 1
Tourism, Travel & Recreation	51	6 5%	39	6 99	6 09	3%	9%	69	16 5	5% 49	6 49	6 69	6 59	% 49	16	5% 4	% 5	%	4%
Media & Broadcasting	- 4	6 4%	5 19	6 99	- 09	5 2%	9%	4		5% 39	6 69	6 19	6 19	K 59		5% 2		%	2%
Media & Broadcasting	41	6 4%	17	6 97	. 09	2%	9%	4	76 :	5% 57	b 69	b 1;	6 19	% 5°	%	5% 2	% 5	76	2%
Consumer Durables	3	6 1%	09		5 79	1%	9%	39	16 2	2% 49	6 29	6 49	6 39	6 39	16	2% 2	% 4	%	3%
	-			b C			f												
Utilities	21	6 3%	19	19	5 09	2%	1%	19	16 2	2% 19	6 29	6 19	6 49	6 19	16	1% 2	% 1	%	2%
Pharmaceutical	1	6 0%	39	K 19	6 09	1%	1%	19	16 2	2% 19	6 29	6 19	6 19	% 29	16	1% 2	% 1	%	2%
	-																	S	
Other	29	6 29%	289	% 29%	299	28%	29%	179	16 27	7% 419	6 239	6 369	6 389 n	% 229	% 2	9% 28	% 29	% :	16%
Don't know/No response	11	6 1%	19	6 09		1%	0%	09	6 (D% 19	6 09	6 19		K 05	16	0% 1	% 1	%	1%
DON' CRITON/110 (CSPONSE		. 1/4				. 1/4	0/1	. 0.		,,,,	07		- 1/	0.		2,0	,, 1		270

Total sample; Weight: Weight: Weight base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

Back to TOC Q14: Are you...? by BANNER1 REGION Rest of Canada vs QC AGE GENDER ROLE ROLE IN DECISIONS # OF EMPLOYEES

Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	С	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	303	102	113	68	21	235	68	93	10	7 97	180	11	88	133	7	9 153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	10	B 97	181	. 11	89	133	7	8 153	150	166	134
Male	60%	69%	48%	59%	79%	60%	59%	54%	659	6 62%	100%	09	6 57%	65%	569	% 64%	559	549	66%
	-	С			-						L								r
Female	39%	30%	50%	40%	21%	39%	40%	44%	359	6 37%	0%	1009	6 39%	35%	449	% 34%	449	439	33%
	-		В		-							K							
Other	1%	1%	1%	1%	0%	1%	1%	2%	09	6 19	0%	09	6 3%	6 1%	09	% 2%	19	29	1%
	-				-						-	-							
No response	0%	0%	1%	0%	0%	0%	0%	0%	09	6 0%	0%	09	6 19	6 0%	05	% 19	09	19	0%
	-				-			-	-	-	-	-							

Total sample; Weight: Weight: Weight; base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -, Not significant symbol:

Back to TOC Age groups by BANNER1

		REGION				Rest of Canada	vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	IONS	# OF EMPLO	YEES
Column % Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	044	Decision maker	Decision influencer	2-99	100+
Column Compansons	A	B	C	D	E	F	G	H	1	J	K	L	M	N	Other	P	Q	R R	S S
Weighted Total	30	3 102	2 11	3 68	3 2:	235	68	9	3	107	97 18	10 11	8 8	3 13	3 7	153	15	0 16	65 1
Unweighted Total	30	3 107	7 10	4 78	1 1	225	78	9	3	108	97 18	1 11	8 8	9 13	3 7	153	15	0 16	66 1
					1			-											
18-34	31	% 319	299	6 31%	439	31%	31%	1009	16	0%	0% 28	% 35	6 279	6 289	6 399	34%	285	6 29	9% 3-
	-				-			IJ											
35-49	35	% 409	339	6 35%	299	36%	35%	09	6 1	00%	38	% 32	6 339	6 379	6 379	35%	369	6 35	5% 3
	-				-				HJ										
50-64	25	% 229	269	6 29%	219	24%	29%	0	%	0% 7	3% 27	% 22	6 269	6 309	6 179	22%	289	6 23	3% 2
	-				-					HI				0					
65+	7	% 79	6 99	6 4%	5 79	8%	4%	05	16	0% 2	2% 6	% 9	109	49	6 79	6%	85	6 10)%
					-					HI								s	
No response	2	% 09	49	6 1%	5 09	2%	1%	09	16	0%	0% 1	% 3	16 59	6 19	6 09	3%	05	6 2	2%
			b		-			-	-	-			0			q			
Mean	43	1 42.0	44.	5 42.7	42.4	43.2	42.7	28.	8	10.9 5	9.3 43	.2 43	1 45.	3 43.	40.	41.9	44.	2 44	1.2 4:
Column Comparisons	-				-				H	HI			0						

Total sample; Weight: Weight:

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O17: What is the highest level of schooling that you have completed? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECIS	SIONS	# OF EMPLO	OYEES
Column %																Decision	Decision		
Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	31	03 102	2 11	13 6	3 2	1 23	6	9	3 10	17 9	7 180	11	88	133	79	15	3 15) 1	.65
Unweighted Total	31	03 107	7 10	04 7	3 1	4 22	7	9	3 10	18 9	7 18:	1 11	8 89	133	78	15	3 150) 1	.66
Grade 8 or less	C	% 19	6 0	% 05	6 09	6 09	6 09	5 09	6 1	% 0	% 19	6 09	6 1%	5 0%	0%	19	6 09		1%
	-				-														
Some high school	1	% 19	6 1	% 05	6 09	6 19	6 09	09	6 0	% 2	% 19	6 19	6 1%	1%	0%	09	6 19		1%
	-				-														
High School diploma or equivalent	9	% 109	6 11	% 59	6 79	6 109	59	5 59	6 7	% 16	% 99	6 99	10%	9%	6%	79	6 119	1	3%
	-				-					hi								S	
Registered Apprenticeship or other trades certificate or diploma	7	% 69	6 7	% 69	6 149	6 79	69	109	6 4	% 7	% 69	6 89	6 3%	9%	7%	49	6 109		5%
	-				-												P		
College, CEGEP or other non-university certificate or diploma	18	% 13%	6 14		6 369	6 159	289	149	6 18	% 22	% 149	6 259	% 26%	15%	16%	219	6 159	2	1%
	-			B c								k	n						
University certificate or diploma below bachelor's level	13	% 199	6 12	% 129	6 09	6 149	129	149	6 14	% 9	% 139	6 149	6 14%	14%	11%	189	6 99	. 1	1%
Bachelor's degree	-	% 409	6 34	% 269		6 379	269	479	6 32	% 27	% 419	6 269	6 22%	38%	43%	q 349	, 250		4%
Bachelor's degree	35	% 409	5 34	% 263	6 439	6 3/9	269	i 4/3	6 32	% 27	% 419	6 26	% 22%	38%	43%	349	6 359	3	4%
Post graduate degree above bachelor's level	17	% 119	6 22	% 239	6 09	6 159	6 239		6 24	% 18	% 179	6 189	6 21%	m 15%	IVI	159	6 199		5%
Post graduate degree above bachelor's level	- 17	76 117	b 22	76 Z37		6 157	237	97	5 24	76 16	76 1/7	b 16:	76 2176	157	10%	157	6 197	1	376
No		% 09	6 0	% 05	6 09	6 09	6 09	09	6 0	% 0	% 09	6 09	6 0%	0%	0%	09	6 09		0%
No response		76 07	b U	76 U	6 07	6 07	. 07		· U	76 0	76 07	6 U:	76 076	07	076	07	6 07		U76
HIGH SCHOOL OR LESS	10	% 129	6 12	% 59	6 79	6 129	5 59	59	6 8	% 18	% 109	6 109	K 13%	10%	- 6%	- 89	6 129	1	4%
HIGH SCHOOL ON EESS	- 10	70 127	0 12	,u 3,	0 //	0 12/	, ,,	, ,,	9 0	/III	/6 10/	0 10.	13/0	10%	0/0	87	0 12/		470
COLLEGE	25	% 189	6 21	% 355	6 509	6 229	359	249	6 22		% 209	6 339	6 30%	24%	24%	259	6 259	3	5%
totte to		70 107	- 21	bc bc	- 507	22/	. 557	247	. 22	,u 20	207	, 33.	3070	24/	24/0	23/	23/		3,0
UNIVERSITY	65	% 699	6 67		6 439	6 669	609	709	6 70	% 53	% 709	6 589	6 57%	67%	71%	679	6 629		0%
ONIVERSITI	0.3	76 037	0 07	76 007	0 43/	00/	5 007	, ,,,,		/6 33	/6 /0/	0 30.	3770	07/	71/0	0//	0 02/		0.76

Total sample; Weight: Weight: Weight base n = 303; effective sample size = 295 (97%); Comparisons: REGION: B/C/D/E, AGE: H/I/I, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.01), No test symbol: -; Not significant symbol:

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Q18: Which of the following best describes you? by BANNER1

		REGION				Rest of Canad	a vs QC	AGE			GENDER		ROLE			ROLE IN DECI:	SIONS	# OF EMPLOY	/EES
Column %																Decision	Decision		
 Column Comparisons	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	maker	influencer	2-99	100+
	Δ	R	C	D	F	F	G	н	1	1	K	1	M	N	0	P	0	R	ς

Weighted Total 303 102 113 68 21 235 68 93 107 97 180 118 88 133 79 153 150 165 165 165 170 170 170 170 170 170 170 170 170 170
Unweighted Total 303 107 104 78 14 225 78 93 108 97 181 118 89 133 78 153 150 166 Not born in Canada 18% 10% 25% 21% 14% 18% 21% 17% 25% 14% 18% 19% 16% 15% 27% 18% 19% 17% 17% 18% 19% 17% 18% 19% 17% 18% 19% 17% 18% 19% 17% 18% 19% 17% 18% 19% 17% 18% 19% 17% 18% 19% 17% 18% 19% 17% 18% 19% 17% 18% 19% 19% 19% 19% 19% 19% 19% 19% 19% 19
Not born in Canada 18% 10% 25% 21% 14% 18% 21% 17% 25% 14% 18% 19% 16% 15% 27% 18% 19% 17% - 8 8
Not born in Canada 18% 10% 25% 21% 14% 18% 21% 17% 25% 14% 18% 19% 16% 15% 27% 18% 19% 17% - 8 8
8 - 8
- 8 -
Born in Canada. but at least one of your parents was not horn in Canada. 2 % 7 % 7 % 9 % 2 % 2 % 2 % 2 % 2 % 2 % 2 % 2 % 2
Born in Canada, but at least one of your parents was not born in Canada 23% 26% 31% 9% 7% 23% 23% 20% 23% 29% 15% 25% 21% 23%
- D D · G
Both you and your parents were born in Canada 58% 62% 44% 69% 79% 55% 69% 51% 64% 58% 60% 55% 58% 57% 60% 59%
· C C · f i
BORN IN CANADA 81% 89% 75% 78% 86% 82% 78% 83% 74% 86% 81% 80% 83% 84% 73% 81% 81% 82%
· C · i
Don't know/No response 1% 1% 0% 0% 1% 0% 0% 2% 0% 0% 1% 1% 1% 0% 1% 1% 1%

Total sample; Weight: Weight: Weight: base n = 303; effective sample size = 295 (97%); Comparisons: REGION: 8/C/D/E, AGE: H/I/J, ROLE: M/N/O, Rest of Canada vs QC: F/G, GENDER: K/L, ROLE IN DECISIONS: P/Q, # OF EMPLOYEES: R/S Multiple comparison correction: None (p = 0.05); Column comparison symbols: a, b, c... (p <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q19. Do you consider yourself to be any of the following? by BANNER1

Column % Column Comparisons		REGION				Rest of Canada	s vs QC	AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
				Quebec	Atlantic	ROC	Quebec	18-34 35-4				Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+
	Total	West	Ontario						35-49	50+	Male								
	A	В	C	D	E	F	G	Н	1	J	K	L	M	N	0	P	Q	R	S
Weighted Total	30.	3 102	2 11	.3 6	8 2	1 239	68		93	107	7 18	11	8 8	8 133	7	9 153	150	165	
Unweighted Total	30	3 107	7 10	14 7	8 1	4 225	78		93	108	7 18	1 11	8 8	9 133	7	8 153	150	166	
A member of a visible minority	149	12%	16	% 159	% 79	6 14%	15%	1	9%	17% 7	% 159	6 12	6 59	6 17%	189	6 9%	199	11%	
	-				-			j	j					M	M		P		
Indigenous	49	5%	5	% 19	% 09	6 4%	1%		8%	3% 0	% 49	6 3	6 59	6 2%	59	6 2%	59	1%	
	-				-			J											r
A person with a disability	29	6 2%	6 3	% 19	% 09	6 2%	1%		1%	3% 2	% 29	6 2	6 29	6 19	39	6 2%	29	1%	
	-				-														
A 2SLGBTQ+ person	59	6 2%	5 7	% 59	% 79	6 5%	5%		7%	6% 2	% 49	6 5	69	6 49	75	6 6%	49	5%	
	-				-														
ANY	239	6 20%	6 28	% 239	% 149	6 23%	23%	3:	2%	28% 11	% 259	6 20	169	6 24%	295	6 17%	299	17%	3
	-				-			J	J						m		р		R
None of the above	729	6 77%	64	% 749	% 869	6 72%	74%	6	6%	66% 87	% 719	6 78	6 729	6 74%	719	6 77%	689	79%	
	-	С			-					HI								S	
Don't know/No response	49	3%	8	% 39	% 09	6 5%	3%		2%	6% 2	% 49	6 3	6 119	6 2%	05	6 6%	39	4%	
					-								n O						

Total sample; Weight: Weight: