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Q1r1: Journalists - How much trust do you have in each of the following? by BANNER1

Column % Column Comparisons	REGION						Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Very low level-1	10%	12%	10%	6%	14%	11%	6%	11%	13%	6%	13%	3%	12%	10%	9%	11%	9%	10%	10%		
2	9%	9%	13%	8%	0%	10%	8%	10%	7%	9%	8%	12%	12%	9%	5%	8%	10%	10%	8%		
3	11%	13%	9%	14%	7%	10%	14%	10%	7%	17%	12%	11%	14%	10%	10%	12%	10%	11%	10%		
Moderate level-4	25%	26%	27%	18%	36%	27%	18%	26%	24%	26%	20%	33%	21%	23%	34%	20%	30%	25%	27%		
5	18%	18%	20%	15%	14%	19%	15%	20%	19%	15%	19%	18%	14%	21%	17%	18%	18%	16%	21%		
6	16%	13%	15%	21%	21%	15%	21%	16%	21%	12%	19%	13%	13%	19%	15%	18%	15%	16%	17%		
Very high level-7	9%	8%	6%	18%	7%	7%	18%	7%	8%	12%	10%	9%	14%	7%	8%	12%	6%	11%	8%		
Don't know / No response	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	1%	0%		
HIGH (6,7)	26%	21%	21%	38%	29%	22%	38%	23%	29%	25%	29%	21%	27%	27%	23%	30%	21%	27%	25%		
MODERATE (3,4,5)	55%	58%	56%	47%	57%	57%	47%	56%	51%	59%	50%	62%	49%	54%	61%	50%	59%	52%	57%		
LOW (1,2)	19%	21%	22%	14%	14%	21%	14%	21%	20%	16%	21%	16%	24%	19%	15%	19%	20%	20%	18%		
Mean	4.2	4.0	4.1	4.6	4.3	4.1	4.6	4.1	4.3	4.2	4.2	4.2	4.1	4.2	4.2	4.3	4.1	4.2	4.2		

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

Column % Column Comparisons	REGION						Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Very low level-1	11%	9%	14%	10%	0%	11%	10%	10%	11%	12%	13%	8%	14%	11%	6%	9%	13%	11%	10%		
2	6%	5%	8%	4%	0%	6%	4%	3%	5%	7%	5%	7%	4%	8%	2%	4%	7%	6%	5%		
3	12%	12%	13%	6%	29%	14%	6%	10%	11%	15%	11%	13%	10%	11%	16%	10%	14%	8%	17%		
Moderate level-4	27%	31%	25%	24%	29%	28%	24%	27%	28%	26%	22%	32%	24%	31%	26%	28%	31%	21%	21%		
5	14%	14%	12%	15%	29%	14%	15%	14%	16%	14%	13%	17%	20%	14%	9%	17%	12%	13%	16%		
6	19%	17%	17%	28%	14%	17%	28%	23%	21%	14%	23%	14%	16%	21%	22%	20%	19%	21%	17%		
Very high level-7	7%	8%	6%	12%	0%	6%	12%	9%	6%	7%	9%	5%	11%	5%	8%	10%	4%	5%	10%		
Don't know / No response	3%	4%	6%	0%	0%	4%	0%	3%	2%	5%	2%	5%	1%	4%	6%	2%	5%	4%	3%		
HIGH (6,7)	27%	25%	23%	40%	14%	23%	40%	32%	27%	20%	33%	19%	27%	25%	29%	31%	23%	27%	27%		
MODERATE (3,4,5)	54%	57%	49%	46%	86%	56%	46%	51%	55%	56%	47%	61%	54%	51%	57%	54%	53%	52%	54%		
LOW (1,2)	16%	15%	22%	14%	0%	17%	14%	13%	15%	19%	18%	14%	18%	20%	8%	13%	19%	17%	15%		
Mean	4.2	4.2	3.9	4.6	4.3	4.1	4.6	4.4	4.2	4.0	4.3	4.1	4.3	4.1	4.4	4.4	4.0	4.2	4.2		

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

Column % Column Comparisons	REGION						Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Very low level-1	1%	1%	2%	1%	0%	1%	1%	2%	2%	0%	2%	1%	0%	2%	1%	1%	1%	1%	2%		
2	3%	2%	4%	3%	7%	3%	3%	7%	2%	0%	4%	3%	4%	2%	5%	4%	3%	1%	6%		

3	4%	2%	5%	6%	0%	3%	6%	5%	3%	2%	1%	7%	2%	3%	6%	4%	4%	4%	3%
Moderate level-4	15%	26%	9%	10%	7%	16%	10%	14%	14%	17%	18%	9%	12%	13%	18%	17%	13%	13%	15%
5	18%	26%	15%	13%	14%	20%	13%	21%	15%	18%	14%	24%	19%	16%	23%	17%	20%	22%	15%
6	32%	22%	38%	29%	57%	32%	29%	27%	33%	35%	32%	31%	37%	38%	17%	35%	28%	30%	34%
Very high level-7	27%	22%	28%	36%	14%	24%	36%	23%	29%	28%	29%	24%	25%	27%	29%	23%	31%	28%	26%
Don't know / No response	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	0%
HIGH (6,7)	58%	44%	65%	65%	71%	56%	65%	50%	62%	64%	61%	56%	62%	65%	46%	57%	59%	59%	60%
MODERATE (3,4,5)	37%	54%	29%	29%	21%	39%	29%	40%	33%	36%	33%	41%	33%	32%	47%	37%	39%	33%	33%
LOW (1,2)	4%	3%	6%	4%	7%	5%	4%	10%	4%	0%	5%	3%	4%	2%	7%	5%	4%	2%	7%
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	5.4	5.4
Column Comparisons																			

Total sample; 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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Q14: Executives of large businesses - How much trust do you have in each of the following? by BANNER1

Column % Column Comparisons	REGION					Rest of Canada vs QC				AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Very low level-1	10%	11%	13%	5%	7%	12%	5%	11%	9%	10%	13%	6%	8%	11%	13%	9%	12%	12%	8%		
2	12%	10%	13%	13%	21%	12%	13%	12%	18%	7%	10%	16%	11%	11%	15%	9%	16%	12%	13%		
3	16%	15%	20%	12%	14%	18%	12%	11%	19%	18%	12%	23%	12%	19%	16%	13%	20%	18%	14%		
Moderate level-4	21%	19%	24%	19%	21%	22%	19%	14%	16%	33%	21%	23%	23%	19%	24%	21%	21%	22%	20%		
5	16%	14%	13%	21%	29%	15%	21%	20%	14%	14%	17%	14%	24%	11%	15%	20%	12%	15%	17%		
6	15%	17%	13%	17%	7%	15%	17%	23%	12%	10%	18%	11%	17%	16%	12%	19%	11%	15%	16%		
Very high level-7	8%	11%	5%	14%	0%	7%	14%	9%	11%	6%	10%	6%	6%	12%	6%	10%	7%	5%	13%		
Don't know / No response	1%	2%	0%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	0%		
HIGH (6,7)	24%	28%	18%	31%	7%	21%	31%	32%	24%	16%	28%	18%	23%	28%	17%	28%	19%	20%	28%		
MODERATE (3,4,5)	53%	49%	57%	51%	64%	54%	51%	46%	49%	65%	50%	59%	59%	49%	55%	54%	52%	55%	51%		
LOW (1,2)	23%	22%	25%	18%	29%	24%	18%	23%	27%	18%	22%	22%	18%	22%	28%	17%	28%	24%	21%		
Mean	4.0	4.1	3.7	4.4	3.6	3.9	4.4	4.2	3.9	3.9	4.1	3.8	4.2	4.1	3.7	4.3	3.7	3.8	4.2		
Column Comparisons																					

Total sample; 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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Q15: Small business owners - How much trust do you have in each of the following? by BANNER1

Column % Column Comparisons	REGION					Rest of Canada vs QC				AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Very low level-1	1%	1%	1%	3%	0%	1%	3%	1%	2%	0%	2%	1%	1%	1%	2%	0%	3%	1%	1%		
2	3%	4%	2%	4%	0%	3%	4%	7%	2%	1%	2%	3%	1%	6%	0%	3%	3%	3%	3%		
3	4%	3%	7%	3%	0%	5%	3%	6%	5%	2%	3%	6%	1%	4%	7%	4%	5%	2%	7%		
Moderate level-4	15%	19%	13%	9%	21%	17%	9%	16%	16%	13%	14%	17%	13%	16%	16%	14%	16%	15%	15%		
5	29%	29%	30%	31%	14%	28%	31%	30%	29%	29%	30%	27%	34%	25%	28%	29%	29%	29%	28%		
6	32%	25%	37%	31%	43%	32%	31%	27%	29%	35%	32%	32%	31%	37%	25%	33%	31%	35%	28%		
Very high level-7	16%	18%	10%	21%	21%	14%	21%	12%	16%	19%	16%	14%	18%	11%	20%	17%	14%	15%	16%		
Don't know / No response	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%		
HIGH (6,7)	47%	43%	46%	51%	64%	46%	51%	39%	46%	55%	48%	46%	49%	48%	46%	50%	45%	51%	44%		
MODERATE (3,4,5)	48%	52%	50%	42%	36%	50%	42%	52%	50%	44%	47%	50%	49%	45%	51%	47%	49%	46%	50%		

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

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 <= 0.05), 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

Column % Column Comparisons	REGION					Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135	
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134	
Very low level-1	-	21%	23%	25%	19%	0%	22%	19%	16%	22%	24%	17%	25%	20%	20%	18%	25%	24%	19%	
2	-	18%	21%	13%	18%	29%	18%	18%	19%	18%	16%	18%	17%	18%	18%	16%	20%	20%	14%	
3	-	14%	8%	16%	14%	36%	14%	14%	13%	8%	24%	11%	19%	9%	17%	16%	10%	19%	11%	
Moderate level-4	-	18%	16%	16%	23%	14%	16%	23%	13%	21%	19%	15%	22%	18%	15%	21%	17%	18%	20%	
5	-	13%	14%	15%	12%	0%	14%	12%	16%	14%	10%	15%	11%	17%	12%	11%	13%	13%	10%	
6	-	8%	10%	9%	6%	0%	8%	6%	13%	8%	2%	10%	6%	8%	10%	6%	14%	2%	9%	
Very high level-7	-	8%	8%	5%	8%	21%	7%	8%	8%	10%	5%	9%	6%	6%	8%	8%	11%	4%	7%	
Don't know / No response	-	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
HIGH (6,7)	-	16%	18%	13%	14%	21%	16%	14%	22%	18%	7%	18%	12%	14%	18%	14%	25%	6%	15%	
MODERATE (3,4,5)	-	45%	38%	48%	49%	50%	44%	49%	43%	42%	53%	41%	53%	44%	44%	48%	41%	50%	41%	
LOW (1,2)	-	39%	44%	38%	37%	29%	40%	37%	36%	40%	40%	41%	35%	42%	38%	34%	44%	44%	33%	
Mean	-	3.4	3.4	3.3	3.4	3.7	3.4	3.4	3.7	3.5	3.0	3.4	3.3	3.3	3.4	3.4	3.8	3.0	3.3	

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 <= 0.05), 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

Column % Column Comparisons	REGION					Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135	
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134	
Journalists	-	26%	21%	21%	38%	29%	22%	38%	23%	29%	25%	29%	21%	27%	27%	23%	30%	21%	27%	
Pollsters	-	27%	25%	23%	40%	14%	23%	40%	32%	27%	20%	33%	19%	27%	25%	29%	31%	23%	27%	
Doctors	-	58%	44%	65%	65%	71%	56%	65%	50%	62%	64%	61%	56%	62%	65%	46%	57%	59%	60%	
Executives of large businesses	-	24%	28%	18%	31%	7%	21%	31%	32%	24%	16%	28%	18%	23%	28%	17%	28%	19%	20%	
Small business owners	-	47%	43%	46%	51%	64%	46%	51%	39%	46%	55%	48%	46%	49%	48%	46%	50%	45%	44%	
Politicians	-	16%	18%	13%	14%	21%	16%	14%	22%	18%	7%	18%	12%	14%	18%	14%	25%	6%	15%	

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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Q1sum2: How much trust do you have in each of the following? Summary of LOW (1,2) by BANNER1

Column % Column Comparisons	REGION					Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135	
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134	
Journalists	-	19%	21%	22%	14%	14%	21%	14%	21%	20%	16%	21%	16%	24%	19%	15%	19%	20%	18%	
Pollsters	-	16%	15%	22%	14%	0%	17%	14%	13%	15%	19%	18%	14%	18%	20%	8%	13%	19%	15%	
Doctors	-	4%	3%	6%	4%	7%	5%	4%	10%	4%	0%	5%	3%	4%	2%	7%	5%	4%	7%	

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

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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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

Column % Column Comparisons	REGION															Rest of Canada vs QC					AGE					GENDER				ROLE				ROLE IN DECISIONS				# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	RQC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+																			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S																				
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135																				
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134																				
Not at all useful-1	5%	6%	7%	4%	0%	6%	4%	3%	6%	6%	7%	3%	5%	5%	6%	3%	8%	4%	6%																				
2	5%	5%	3%	5%	14%	5%	5%	3%	3%	6%	4%	4%	3%	7%	2%	5%	4%	5%	4%																				
3	7%	6%	7%	12%	0%	6%	12%	6%	9%	5%	5%	10%	8%	7%	5%	7%	7%	8%	5%																				
Moderately useful-4	21%	25%	19%	17%	21%	22%	17%	23%	16%	25%	18%	25%	21%	14%	31%	20%	22%	20%	20%																				
5	17%	19%	17%	10%	21%	18%	10%	10%	24%	16%	15%	18%	16%	18%	N	16%	17%	16%	18%																				
6	25%	23%	23%	31%	29%	23%	31%	29%	26%	20%	26%	23%	26%	27%	22%	22%	25%	22%	30%																				
Extremely useful-7	20%	17%	22%	22%	14%	19%	22%	24%	16%	21%	23%	15%	21%	20%	17%	22%	17%	22%	17%																				
Don't know / No response	1%	1%	2%	0%	0%	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	2%	0%																				
USEFUL (6,7)	45%	40%	45%	53%	43%	43%	53%	53%	42%	41%	49%	38%	47%	48%	38%	47%	42%	44%	47%																				
MODERATE (3,4,5)	44%	49%	43%	38%	43%	46%	38%	39%	48%	45%	39%	52%	45%	39%	51%	44%	45%	44%	43%																				
NOT USEFUL (1,2)	10%	10%	10%	9%	14%	10%	9%	7%	9%	12%	11%	8%	7%	13%	9%	8%	12%	10%	10%																				
Mean	4.9	4.8	5.0	5.0	4.9	4.9	5.0	5.2	4.9	4.8	5.0	4.8	5.0	5.0	4.8	5.1	4.8	5.0	5.0																				

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 <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol: -

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Q2r2: 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

Column % Column Comparisons	REGION															Rest of Canada vs QC					AGE					GENDER				ROLE				ROLE IN DECISIONS				# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	RQC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+																			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S																				
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135																				
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134																				
Not at all useful-1	8%	5%	10%	13%	0%	7%	13%	8%	5%	11%	9%	6%	11%	7%	6%	6%	10%	8%	8%																				
2	2%	2%	3%	1%	7%	3%	1%	2%	1%	3%	2%	2%	2%	3%	2%	1%	4%	2%	3%																				
3	5%	6%	5%	4%	7%	6%	4%	2%	8%	6%	4%	7%	4%	6%	5%	4%	6%	4%	6%																				
Moderately useful-4	23%	30%	20%	15%	21%	25%	15%	27%	18%	23%	19%	29%	22%	16%	33%	22%	23%	25%	19%																				
5	17%	14%	19%	13%	36%	19%	13%	17%	22%	13%	15%	21%	18%	21%	N	11%	19%	15%	21%																				
6	25%	25%	27%	24%	14%	25%	24%	22%	28%	24%	31%	16%	18%	33%	20%	25%	25%	25%	25%																				
Extremely useful-7	15%	14%	9%	28%	14%	12%	28%	17%	16%	14%	18%	12%	21%	12%	16%	18%	12%	16%	15%																				
Don't know / No response	4%	3%	8%	1%	0%	5%	1%	6%	2%	5%	1%	8%	4%	3%	7%	3%	6%	5%	3%																				
USEFUL (6,7)	40%	40%	36%	53%	29%	37%	53%	39%	44%	38%	49%	28%	39%	44%	36%	44%	37%	41%	40%																				
MODERATE (3,4,5)	45%	51%	44%	32%	64%	49%	32%	45%	48%	42%	39%	57%	44%	43%	49%	46%	44%	44%	46%																				
NOT USEFUL (1,2)	10%	6%	13%	14%	7%	9%	14%	10%	6%	15%	12%	7%	13%	10%	8%	7%	14%	10%	11%																				
Mean	4.8	4.9	4.6	5.0	4.9	4.8	5.0	4.9	5.0	4.6	5.0	4.7	4.8	4.9	4.8	5.0	4.6	4.8	4.8																				

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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Q2r3: 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

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

Column % Column Comparisons	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Not at all useful-1	5%	5%	6%	5%	0%	5%	5%	2%	6%	6%	8%	1%	7%	4%	4%	4%	6%	5%	5%
2	4%	3%	5%	4%	7%	4%	4%	5%	4%	4%	4%	5%	8%	3%	2%	6%	2%	5%	4%
3	14%	14%	13%	9%	36%	15%	9%	13%	9%	18%	12%	15%	9%	13%	18%	14%	14%	15%	11%
Moderately useful-4	21%	24%	21%	14%	14%	22%	18%	21%	18%	24%	18%	26%	24%	19%	20%	19%	23%	22%	21%
5	19%	19%	15%	26%	14%	17%	26%	12%	25%	18%	21%	16%	16%	16%	27%	15%	23%	20%	17%
6	24%	24%	25%	24%	21%	24%	24%	29%	25%	20%	24%	24%	23%	30%	17%	25%	24%	23%	27%
Extremely useful-7	12%	10%	13%	14%	7%	11%	14%	16%	12%	9%	12%	12%	12%	13%	11%	16%	8%	10%	15%
Don't know / No response	1%	1%	2%	0%	0%	1%	0%	2%	0%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%
USEFUL (6,7)	36%	34%	38%	38%	29%	36%	38%	45%	36%	29%	36%	37%	35%	43%	27%	41%	32%	32%	42%
MODERATE (3,4,5)	53%	57%	49%	53%	64%	54%	53%	46%	53%	60%	52%	56%	49%	49%	65%	48%	59%	57%	48%
NOT USEFUL (1,2)	9%	8%	11%	9%	7%	9%	9%	7%	11%	10%	12%	6%	15%	8%	6%	10%	8%	10%	9%
Mean	4.7	4.6	4.7	4.8	4.3	4.6	4.8	4.9	4.7	4.4	4.6	4.8	4.5	4.8	4.6	4.8	4.6	4.6	4.8

Total sample; 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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Q214: 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

Column % Column Comparisons	REGION																	Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S													
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135													
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134													
Not at all useful-1	6%	5%	7%	9%	0%	5%	9%	5%	6%	8%	8%	3%	7%	5%	7%	5%	7%	4%	9%													
2	7%	7%	6%	9%	7%	6%	9%	6%	5%	10%	7%	8%	4%	9%	7%	3%	11%	5%	8%													
3	14%	12%	11%	15%	36%	13%	15%	13%	14%	14%	14%	15%	21%	10%	12%	18%	9%	17%	10%													
Moderately useful-4	22%	27%	22%	14%	29%	25%	14%	19%	22%	25%	19%	27%	23%	16%	32%	22%	23%	26%	18%													
5	17%	16%	15%	24%	14%	15%	24%	16%	20%	18%	19%	16%	12%	22%	16%	12%	23%	14%	22%													
6	19%	14%	26%	14%	14%	20%	14%	25%	16%	15%	20%	16%	18%	24%	10%	20%	17%	19%	19%													
Extremely useful-7	13%	17%	12%	14%	0%	13%	14%	15%	16%	8%	13%	14%	12%	13%	15%	17%	9%	13%	13%													
Don't know / No response	1%	2%	2%	0%	0%	2%	0%	1%	1%	2%	1%	2%	2%	1%	1%	3%	0%	2%	0%													
USEFUL (6,7)	32%	32%	38%	28%	14%	33%	28%	40%	32%	23%	33%	30%	30%	38%	25%	38%	26%	32%	32%													
MODERATE (3,4,5)	54%	55%	48%	54%	79%	54%	54%	47%	56%	57%	51%	58%	56%	48%	60%	52%	55%	57%	50%													
NOT USEFUL (1,2)	13%	11%	13%	18%	7%	11%	18%	11%	11%	18%	15%	10%	11%	14%	14%	7%	19%	9%	17%													
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	4.3	4.7	4.3	4.7	4.3	4.5	4.5													

Total sample; 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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Q215: 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

Column % Column Comparisons	REGION																	Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S													
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135													
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134													
Not at all useful-1	8%	8%	10%	6%	0%	8%	6%	6%	8%	8%	10%	4%	10%	7%	5%	6%	9%	8%	8%													
2	7%	10%	5%	8%	7%	7%	8%	8%	3%	10%	5%	9%	9%	4%	11%	7%	8%	6%	7%													
3	15%	11%	13%	23%	21%	13%	23%	12%	16%	15%	14%	16%	18%	14%	14%	14%	15%	13%	17%													
Moderately useful-4	22%	23%	19%	21%	29%	22%	21%	23%	22%	21%	20%	24%	21%	18%	29%	20%	23%	21%	22%													

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	-	-	-	-	-	-	-	-	-	-	-	-	-	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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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 BANNER1

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER			ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S				
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135				
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134				
Not at all useful-1	12%	12%	15%	8%	14%	14%	8%	3%	12%	22%	15%	8%	16%	13%	8%	10%	15%	14%	11%				
2	15%	14%	14%	21%	7%	14%	21%	12%	11%	20%	15%	14%	16%	16%	14%	14%	16%	13%	17%				
3	16%	15%	11%	22%	29%	14%	22%	11%	15%	22%	16%	16%	13%	16%	18%	11%	20%	14%	16%				
Moderately useful-4	20%	20%	20%	18%	21%	20%	18%	22%	19%	18%	17%	25%	21%	13%	26%	23%	16%	23%	15%				
5	16%	19%	14%	18%	7%	16%	18%	21%	18%	10%	14%	20%	11%	20%	17%	17%	15%	16%	17%				
6	9%	10%	13%	4%	7%	11%	4%	13%	12%	3%	9%	10%	11%	10%	8%	10%	9%	8%	11%				
Extremely useful-7	11%	10%	11%	10%	14%	11%	10%	15%	13%	4%	14%	5%	11%	12%	9%	14%	7%	10%	11%				
Don't know / No response	1%	1%	2%	0%	0%	1%	0%	2%	0%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%				
USEFUL (6,7)	20%	21%	23%	14%	21%	22%	14%	28%	25%	7%	23%	15%	22%	21%	17%	24%	17%	19%	22%				
MODERATE (3,4,5)	51%	53%	45%	58%	57%	50%	58%	55%	52%	50%	47%	61%	45%	49%	61%	51%	52%	53%	48%				
NOT USEFUL (1,2)	27%	25%	30%	28%	21%	27%	28%	16%	23%	42%	30%	22%	31%	29%	21%	24%	31%	27%	29%				
Mean	3.8	3.9	3.9	3.7	3.8	3.9	3.7	4.5	4.1	3.0	3.8	3.9	3.7	3.9	3.9	4.1	3.6	3.8	3.9				
Column Comparisons	-	-	-	-	-	-	-	J	J	-	-	-	-	-	q	-	-	-	-				
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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Q2r9: 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

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER			ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S				
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135				
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134				
Not at all useful-1	6%	7%	9%	3%	0%	7%	3%	3%	8%	7%	8%	4%	7%	5%	6%	4%	8%	5%	7%				
2	7%	5%	5%	6%	29%	7%	6%	5%	2%	13%	6%	8%	4%	6%	11%	5%	9%	5%	9%				
3	12%	9%	14%	15%	7%	11%	15%	13%	13%	11%	11%	13%	11%	11%	15%	10%	15%	12%	13%				
Moderately useful-4	26%	30%	20%	27%	29%	25%	27%	24%	26%	22%	22%	32%	28%	21%	30%	23%	29%	29%	21%				
5	20%	16%	21%	27%	14%	18%	27%	20%	21%	19%	23%	16%	20%	26%	12%	21%	19%	21%	20%				
6	18%	21%	19%	14%	14%	19%	14%	18%	19%	17%	20%	16%	18%	22%	13%	22%	14%	19%	18%				
Extremely useful-7	10%	12%	10%	8%	7%	11%	8%	15%	11%	5%	9%	10%	11%	9%	12%	14%	6%	9%	11%				
Don't know / No response	1%	1%	2%	0%	0%	1%	0%	2%	0%	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%				
USEFUL (6,7)	28%	33%	29%	22%	21%	30%	22%	32%	30%	22%	30%	26%	28%	30%	25%	36%	20%	28%	29%				
MODERATE (3,4,5)	58%	55%	56%	69%	50%	55%	69%	57%	61%	57%	56%	61%	59%	58%	56%	54%	63%	61%	54%				
NOT USEFUL (1,2)	13%	11%	13%	9%	29%	14%	9%	8%	9%	20%	14%	11%	11%	11%	17%	9%	17%	10%	16%				
Mean	4.4	4.6	4.4	4.4	4.0	4.4	4.4	4.7	4.5	4.1	4.5	4.4	4.5	4.6	4.2	4.8	4.1	4.5	4.4				
Column Comparisons	-	-	-	-	-	-	-	J	J	hi	-	-	-	-	Q	-	-	-	-				
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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Q2sum1: 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 USEFUL (6,7) by BANNER1

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER			ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+				
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S				
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135				

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

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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Q2sum2: 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

Column % Column Comparisons	REGION					Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	RQC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135	
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134	
National elections	10%	10%	10%	9%	14%	10%	9%	7%	9%	12%	11%	8%	7%	13%	9%	8%	12%	10%	10%	
Referendums	10%	6%	13%	14%	7%	9%	14%	10%	6%	15%	12%	7%	13%	10%	8%	7%	14%	10%	11%	
Public opinion polls	9%	8%	11%	9%	7%	9%	9%	7%	11%	10%	12%	6%	15%	8%	6%	10%	8%	10%	9%	
Town hall meetings	13%	11%	13%	18%	7%	11%	18%	11%	11%	18%	15%	10%	11%	14%	14%	7%	19%	9%	17%	
Public hearings by government bodies	15%	17%	14%	14%	7%	15%	14%	14%	12%	18%	15%	14%	19%	11%	16%	13%	17%	14%	14%	
1-800 numbers to register citizen choices	23%	19%	25%	21%	36%	24%	21%	20%	23%	26%	24%	20%	28%	19%	24%	19%	27%	18%	28%	
Communication with individual MPs	14%	15%	13%	19%	7%	13%	19%	10%	13%	20%	15%	13%	22%	8%	17%	16%	13%	16%	13%	
Social media such as Facebook and Twitter	27%	25%	30%	28%	21%	27%	28%	16%	23%	42%	30%	22%	31%	29%	21%	24%	31%	27%	29%	
Registering views on government websites	13%	11%	13%	9%	29%	14%	9%	8%	9%	20%	14%	11%	11%	11%	17%	9%	17%	10%	16%	

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

Column % Column Comparisons	REGION					Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	RQC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Weighted Total	101	33	35	24	9	76	24	33	37	30	63	37	30	44	26	44	57	57	43	
Unweighted Total	101	35	32	28	6	73	28	32	38	30	62	38	31	43	26	44	57	58	42	
None-1	6%	3%	6%	7%	17%	6%	7%	3%	5%	12%	9%	3%	4%	2%	13%	4%	8%	8%	5%	
2	13%	15%	19%	7%	0%	15%	7%	3%	21%	14%	16%	9%	14%	15%	11%	12%	14%	12%	15%	
A moderate degree of trust-3	36%	35%	31%	43%	33%	33%	43%	44%	27%	35%	28%	46%	42%	33%	34%	35%	36%	40%	31%	
4	36%	41%	38%	36%	17%	36%	36%	34%	43%	31%	38%	34%	35%	38%	36%	41%	33%	32%	40%	
Very high degree of trust-5	7%	6%	6%	7%	17%	7%	7%	10%	5%	7%	7%	8%	7%	12%	0%	8%	7%	8%	7%	
Don't know / No response	1%	0%	0%	0%	17%	2%	0%	4%	0%	0%	2%	0%	0%	0%	6%	0%	3%	0%	3%	
HIGH DEGREE OF TRUST (4,5)	43%	46%	44%	43%	33%	44%	43%	45%	47%	39%	45%	42%	41%	50%	36%	49%	39%	40%	47%	
LOW/NO TRUST (1,2)	19%	18%	25%	14%	17%	21%	14%	7%	26%	26%	24%	12%	17%	16%	24%	16%	22%	20%	19%	
Mean	3.3	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	3.3	

Total sample; Weight: Weight; base n = 101; total n = 303; 202 missing; effective sample size = 98 (98%); 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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Q3B: All things considered, how much trust do you have in market research? by BANNER1

Column % Column Comparisons	REGION						Rest of Canada vs QC		AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Weighted Total	102	42	35	17	7	84	17	34	39	27	66	34	30	41	29	58	44	53	47	
Unweighted Total	101	44	32	20	5	81	20	34	39	27	67	33	29	42	28	58	43	52	48	
None-1	3%	2%	6%	0%	0%	4%	0%	3%	0%	7%	5%	0%	4%	2%	4%	2%	4%	2%	4%	
2	8%	6%	13%	5%	0%	8%	5%	3%	10%	7%	12%	0%	10%	12%	0%	7%	9%	6%	11%	
A moderate degree of trust-3	33%	31%	34%	40%	20%	31%	40%	18%	32%	54%	30%	39%	25%	32%	46%	27%	41%	31%	33%	
4	42%	44%	38%	30%	80%	45%	30%	45%	48%	34%	42%	41%	49%	45%	30%	47%	36%	48%	36%	
Very high degree of trust-5	11%	12%	6%	25%	0%	8%	25%	25%	7%	0%	10%	14%	10%	9%	18%	12%	10%	8%	16%	
Don't know / No response	3%	4%	3%	0%	0%	4%	0%	6%	3%	0%	1%	6%	4%	0%	3%	5%	0%	6%	0%	
HIGH DEGREE OF TRUST (4,5)	53%	56%	44%	55%	80%	53%	55%	70%	55%	32%	52%	54%	58%	54%	48%	59%	46%	56%	52%	
LOW/NO TRUST (1,2)	11%	8%	19%	5%	0%	12%	5%	6%	10%	14%	16%	0%	14%	14%	4%	9%	13%	8%	15%	
Mean	3.5	3.6	3.3	3.8	3.8	3.5	3.8	3.9	3.5	3.1	3.4	3.7	3.5	3.5	3.6	3.6	3.4	3.6	3.5	

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

Column % Column Comparisons	REGION						Rest of Canada vs QC		AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Weighted Total	101	27	43	26	4	75	26	26	31	40	51	47	29	48	24	51	50	55	45	
Unweighted Total	101	28	40	30	3	71	30	27	31	40	52	47	29	48	24	51	50	56	44	
None-1	3%	4%	0%	7%	0%	1%	7%	0%	6%	2%	3%	2%	3%	2%	4%	2%	4%	2%	4%	
2	5%	0%	10%	3%	0%	6%	3%	7%	7%	3%	2%	9%	0%	6%	9%	2%	8%	6%	5%	
A moderate degree of trust-3	34%	37%	38%	23%	33%	37%	23%	20%	32%	44%	38%	28%	47%	27%	30%	36%	31%	42%	24%	
4	44%	39%	45%	50%	33%	42%	50%	56%	45%	37%	37%	54%	33%	50%	47%	37%	52%	33%	57%	
Very high degree of trust-5	13%	19%	5%	17%	33%	12%	17%	16%	11%	14%	19%	7%	13%	14%	11%	21%	5%	15%	10%	
Don't know / No response	1%	0%	3%	0%	0%	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	2%	0%	2%	0%	
HIGH DEGREE OF TRUST (4,5)	57%	59%	50%	67%	67%	54%	67%	72%	55%	51%	56%	61%	46%	64%	58%	58%	57%	49%	67%	
LOW/NO TRUST (1,2)	8%	4%	10%	10%	0%	7%	10%	7%	13%	5%	5%	11%	3%	9%	13%	4%	12%	7%	9%	
Mean	3.6	3.7	3.5	3.7	4.0	3.6	3.7	3.8	3.5	3.6	3.7	3.6	3.6	3.7	3.5	3.7	3.5	3.6	3.6	

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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Q3ABC: All things considered, how much trust do you have in polling/market research/survey research? by BANNER1

Column % Column Comparisons	REGION						Rest of Canada vs QC		AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135	
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134	
None-1	4%	3%	4%	5%	7%	4%	5%	2%	3%	7%	6%	2%	3%	2%	7%	3%	6%	4%	4%	
2	9%	8%	13%	5%	0%	10%	5%	4%	13%	8%	10%	6%	8%	11%	6%	7%	11%	8%	10%	
A moderate degree of trust-3	34%	34%	35%	35%	29%	34%	35%	28%	30%	44%	32%	37%	38%	31%	37%	32%	36%	38%	29%	
4	41%	42%	40%	40%	43%	41%	40%	44%	45%	34%	39%	44%	39%	45%	37%	42%	40%	38%	44%	
Very high degree of trust-5	11%	12%	6%	15%	14%	9%	15%	17%	7%	8%	12%	9%	10%	12%	10%	14%	7%	10%	11%	
Don't know / No response	2%	2%	2%	0%	7%	2%	0%	4%	1%	0%	1%	2%	2%	0%	3%	3%	1%	2%	1%	
HIGH DEGREE OF TRUST (4,5)	51%	54%	46%	55%	57%	50%	55%	62%	53%	42%	51%	53%	49%	57%	47%	56%	47%	48%	56%	
LOW/NO TRUST (1,2)	13%	10%	17%	10%	7%	13%	10%	7%	16%	14%	16%	8%	11%	13%	13%	9%	16%	12%	14%	
Mean	3.5	3.5	3.3	3.6	3.6	3.4	3.6	3.7	3.4	3.3	3.4	3.5	3.4	3.5	3.4	3.6	3.3	3.4	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/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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 Q4: In general, how accurate do you believe public opinion polls are? by BANNER1

Column % Column Comparisons	REGION						Rest of Canada vs QC		AGE			GENDER			ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Not at all accurate-1	5%	4%	7%	3%	7%	5%	3%	2%	3%	10%	7%	2%	5%	3%	7%	3%	7%	5%	4%		
2	8%	9%	9%	6%	0%	8%	6%	3%	10%	8%	8%	7%	8%	7%	8%	7%	8%	8%	7%		
To a moderate extent-3	42%	43%	40%	40%	57%	43%	40%	40%	42%	45%	39%	47%	46%	38%	46%	42%	42%	44%	40%		
4	35%	36%	31%	44%	21%	32%	44%	37%	35%	33%	35%	33%	30%	40%	31%	32%	37%	32%	37%		
Extremely accurate-5	10%	8%	12%	8%	14%	10%	8%	16%	10%	4%	10%	10%	9%	11%	8%	13%	6%	8%	11%		
Don't know / No response	1%	2%	2%	0%	0%	2%	0%	2%	1%	0%	1%	1%	2%	1%	0%	3%	0%	2%	1%		
ACCURATE (4,5)	44%	43%	42%	51%	36%	42%	51%	52%	45%	37%	45%	43%	39%	51%	39%	45%	43%	40%	49%		
INACCURATE (1,2)	12%	12%	15%	9%	7%	13%	9%	6%	12%	18%	15%	9%	13%	10%	15%	10%	15%	14%	11%		
Mean	3.4	3.4	3.3	3.5	3.4	3.3	3.5	3.6	3.4	3.1	3.3	3.4	3.3	3.5	3.3	3.5	3.3	3.3	3.4		

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
 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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 Q5r1: 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

Column % Column Comparisons	REGION						Rest of Canada vs QC		AGE			GENDER			ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Strongly disagree-1	6%	5%	7%	6%	0%	5%	6%	5%	4%	7%	8%	3%	9%	2%	6%	6%	5%	5%	7%		
2	11%	8%	14%	12%	14%	11%	12%	13%	9%	12%	9%	16%	8%	12%	13%	9%	14%	8%	8%		
Neither-3	21%	20%	20%	32%	36%	21%	19%	15%	20%	28%	22%	20%	15%	22%	27%	15%	27%	18%	24%		
4	38%	37%	42%	19%	36%	39%	32%	34%	43%	36%	37%	38%	34%	39%	39%	37%	39%	37%	39%		
Strongly agree-5	23%	31%	14%	28%	14%	22%	28%	31%	24%	15%	23%	23%	22%	29%	16%	27%	19%	24%	22%		
Don't know / No Response	1%	0%	2%	3%	0%	1%	3%	1%	0%	2%	1%	1%	3%	1%	0%	2%	1%	2%	1%		
AGREE (4,5)	61%	68%	57%	60%	50%	61%	60%	65%	67%	51%	60%	61%	56%	68%	55%	64%	58%	61%	61%		
DISAGREE (1,2)	17%	12%	21%	18%	14%	17%	18%	19%	13%	19%	17%	18%	25%	10%	18%	19%	15%	19%	15%		
Mean	3.6	3.8	3.4	3.7	3.5	3.6	3.7	3.7	3.7	3.4	3.6	3.6	3.4	3.9	3.5	3.7	3.6	3.6	3.6		

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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 Q5r2: 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

Column % Column Comparisons	REGION						Rest of Canada vs QC		AGE			GENDER			ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Strongly disagree-1	4%	6%	4%	4%	0%	5%	4%	5%	4%	5%	4%	4%	4%	4%	4%	2%	7%	5%	4%		
2	11%	7%	15%	12%	0%	10%	12%	9%	6%	16%	11%	10%	9%	8%	16%	9%	12%	10%	11%		
Neither-3	25%	18%	22%	38%	29%	21%	38%	25%	19%	30%	23%	29%	34%	15%	29%	26%	24%	25%	23%		
4	36%	45%	34%	19%	64%	41%	19%	36%	43%	31%	37%	34%	32%	43%	31%	31%	42%	35%	38%		
Strongly agree-5	22%	24%	22%	24%	7%	22%	24%	25%	28%	14%	24%	20%	17%	28%	18%	30%	14%	23%	22%		

Don't know / No Response	2%	0%	3%	3%	0%	1%	3%	1%	0%	3%	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%		
DISAGREE (1,2)	15%	13%	19%	15%	0%	15%	15%	14%	10%	21%	15%	15%	13%	12%	20%	11%	19%	15%	15%		
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																					

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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Q53: Public opinion polls provide a picture of where the public stand on critical issues of the day - Please rate the extent to which you agree or disagree with the following statements: by BANNER1

Column % Column Comparisons	REGION					Rest of Canada vs QC		AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Strongly disagree-1	5%	3%	8%	4%	0%	5%	4%	3%	4%	8%	6%	3%	6%	3%	5%	3%	7%	5%	4%
2	7%	10%	6%	5%	0%	7%	5%	9%	5%	6%	7%	6%	7%	6%	9%	6%	7%	8%	6%
Neither-3	23%	19%	21%	22%	50%	23%	22%	23%	19%	26%	26%	19%	23%	18%	31%	22%	23%	21%	24%
4	46%	48%	45%	44%	43%	46%	44%	45%	48%	44%	41%	52%	46%	45%	45%	46%	45%	49%	41%
Strongly agree-5	20%	20%	18%	26%	7%	18%	26%	20%	24%	16%	20%	17%	28%	10%	21%	18%	15%	25%	
Don't know / No Response	1%	0%	2%	0%	0%	1%	0%	0%	0%	1%	0%	1%	2%	0%	0%	1%	0%	1%	0%
AGREE (4,5)	65%	67%	63%	69%	50%	64%	69%	64%	72%	60%	61%	72%	63%	73%	55%	67%	63%	64%	66%
DISAGREE (1,2)	11%	13%	13%	9%	0%	12%	9%	13%	9%	14%	13%	9%	12%	9%	14%	9%	14%	13%	10%
Mean	3.7	3.7	3.6	3.8	3.6	3.7	3.8	3.7	3.8	3.5	3.6	3.8	3.6	3.9	3.5	3.8	3.6	3.6	3.8
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 <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol: -

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Q54: 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

Column % Column Comparisons	REGION					Rest of Canada vs QC		AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Strongly disagree-1	6%	5%	6%	9%	0%	5%	9%	5%	7%	6%	6%	6%	10%	3%	6%	4%	8%	7%	4%
2	14%	14%	11%	19%	7%	12%	19%	11%	8%	21%	13%	15%	14%	18%	7%	8%	19%	15%	13%
Neither-3	35%	36%	27%	44%	50%	33%	44%	38%	32%	36%	30%	43%	36%	25%	50%	35%	35%	37%	32%
4	26%	26%	31%	15%	36%	29%	15%	30%	30%	18%	28%	23%	26%	27%	25%	28%	24%	27%	26%
Strongly agree-5	16%	15%	21%	10%	7%	17%	10%	14%	20%	14%	20%	10%	10%	24%	8%	21%	10%	10%	23%
Don't know / No Response	3%	3%	5%	3%	0%	3%	3%	2%	2%	5%	3%	3%	4%	2%	4%	3%	4%	4%	3%
AGREE (4,5)	42%	42%	52%	26%	43%	47%	26%	44%	50%	32%	48%	33%	36%	51%	33%	50%	34%	38%	48%
DISAGREE (1,2)	20%	20%	16%	28%	7%	17%	28%	16%	16%	27%	19%	21%	23%	21%	13%	13%	26%	22%	16%
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	3.5	3.2	3.5	3.1	3.2	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/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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Q55: 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

Column % Column Comparisons	REGION					Rest of Canada vs QC		AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Strongly disagree-1	2%	0%	2%	5%	0%	1%	5%	5%	0%	1%	2%	1%	1%	1%	4%	1%	3%	1%	4%
2	6%	8%	5%	4%	7%	6%	4%	7%	9%	2%	6%	6%	7%	5%	5%	7%	5%	6%	5%

Neither-3	24%	26%	19%	27%	29%	23%	27%	24%	27%	19%	23%	26%	26%	18%	32%	24%	24%	26%	21%
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%
Don't know / No Response	3%	2%	4%	3%	0%	3%	3%	0%	1%	6%	2%	3%	5%	2%	1%	3%	3%	3%	2%
AGREE (4,5)	66%	64%	70%	62%	64%	67%	62%	64%	63%	72%	68%	64%	61%	73%	58%	66%	66%	64%	68%
DISAGREE (1,2)	8%	8%	7%	9%	7%	7%	9%	12%	9%	3%	8%	7%	8%	7%	9%	8%	8%	7%	9%
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

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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Q5sum1: Please rate the extent to which you agree or disagree with the following statements. Summary of AGREE by BANNER1

Column % Column Comparisons	REGION						Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Public opinion polls give decision makers in business and government the information they need to make better	61%	68%	57%	60%	50%	61%	60%	65%	67%	51%	60%	61%	56%	68%	55%	64%	58%	61%	61%		
Public opinion polls contribute to the understanding of elections and democratic processes	59%	70%	56%	44%	71%	63%	44%	60%	71%	46%	62%	54%	50%	72%	50%	62%	56%	57%	61%		
Public opinion polls provide a picture of where the public stand on critical issues of the day	65%	67%	63%	69%	50%	64%	69%	64%	72%	60%	61%	72%	63%	73%	55%	67%	63%	64%	66%		
Public opinion polls influence voting behaviour in ways that are unhealthy	42%	42%	52%	26%	43%	47%	26%	44%	50%	32%	48%	33%	36%	51%	33%	50%	34%	38%	48%		
Polling companies working in the public realm should belong to a standards organization	66%	64%	70%	62%	64%	67%	62%	64%	63%	72%	68%	64%	61%	73%	58%	66%	66%	64%	68%		

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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Q5sum2: Please rate the extent to which you agree or disagree with the following statements. Summary of DISAGREE by BANNER1

Column % Column Comparisons	REGION						Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Public opinion polls give decision makers in business and government the information they need to make better	17%	12%	21%	18%	14%	17%	18%	19%	13%	19%	17%	18%	25%	10%	18%	19%	15%	19%	15%		
Public opinion polls contribute to the understanding of elections and democratic processes	15%	13%	19%	15%	0%	15%	15%	14%	10%	21%	15%	15%	13%	12%	20%	11%	19%	15%	15%		
Public opinion polls provide a picture of where the public stand on critical issues of the day	11%	13%	13%	9%	0%	12%	9%	13%	9%	14%	13%	9%	12%	9%	14%	9%	14%	13%	10%		
Public opinion polls influence voting behaviour in ways that are unhealthy	20%	20%	16%	28%	7%	17%	28%	16%	16%	27%	19%	21%	23%	21%	13%	13%	26%	22%	16%		
Polling companies working in the public realm should belong to a standards organization	8%	8%	7%	9%	7%	7%	9%	12%	9%	3%	8%	7%	8%	7%	9%	8%	8%	7%	9%		

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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Q6: All things considered, do you believe public opinion polling has a positive or a negative impact on democracy? by BANNER1

Column % Column Comparisons	REGION						Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Very negative-1	3%	1%	5%	5%	0%	3%	5%	2%	4%	3%	4%	2%	2%	2%	6%	2%	4%	3%	4%		
2	9%	10%	8%	9%	7%	9%	9%	4%	5%	16%	11%	6%	11%	6%	10%	8%	10%	10%	7%		
Neither positive nor negative-3	33%	32%	35%	33%	36%	33%	33%	33%	36%	31%	30%	40%	30%	32%	40%	31%	36%	33%	33%		
4	40%	37%	41%	37%	50%	40%	37%	39%	39%	41%	41%	38%	41%	46%	42%	42%	37%	37%	43%		
Very positive-5	12%	17%	8%	14%	7%	12%	14%	16%	14%	7%	13%	9%	14%	12%	12%	15%	10%	14%	11%		
Don't know / No response	3%	3%	4%	1%	0%	3%	1%	5%	2%	1%	1%	5%	1%	2%	5%	3%	3%	3%	3%		

POSITIVE (4,5)	52%	54%	49%	51%	57%	52%	51%	55%	53%	48%	54%	47%	55%	58%	40%	57%	47%	51%	54%
NEGATIVE (1,2)	12%	11%	13%	14%	7%	11%	14%	6%	9%	20%	15%	8%	13%	8%	16%	10%	14%	13%	10%
Mean	3.5	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
 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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Q7: To what extent do you trust polling companies to keep your data confidential and anonymous? by BANNER1

Column % Column Comparisons	REGION										AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
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	7%	5%	10%	4%	7%	7%	4%	2%	7%	11%	8%	4%	7%	8%	5%	5%	9%	9%	4%			
2	10%	13%	9%	6%	14%	11%	6%	8%	9%	12%	9%	12%	7%	7%	19%	7%	14%	9%	11%			
To a moderate extent-3	31%	29%	29%	36%	29%	29%	36%	25%	34%	34%	25%	41%	28%	26%	40%	28%	33%	31%	29%			
4	35%	33%	37%	36%	36%	35%	36%	40%	39%	27%	39%	30%	45%	38%	21%	43%	28%	35%	36%			
To a great extent-5	15%	16%	12%	18%	14%	14%	18%	23%	9%	13%	16%	13%	10%	18%	15%	14%	15%	12%	18%			
Don't know / No response	3%	3%	5%	0%	0%	4%	0%	2%	2%	2%	3%	1%	4%	3%	0%	4%	1%	4%	2%			
HIGH DEGREE OF TRUST (4,5)	50%	49%	48%	54%	50%	49%	54%	63%	48%	41%	55%	42%	55%	56%	36%	57%	43%	48%	54%			
LOW/NOT TRUST (1,2)	17%	18%	18%	10%	21%	19%	10%	10%	16%	23%	18%	16%	13%	14%	24%	11%	22%	17%	16%			
Mean	3.4	3.4	3.3	3.6	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
 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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Q8r1: 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

Column % Column Comparisons	REGION										AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
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	7%	3%	13%	5%	0%	7%	5%	7%	3%	11%	8%	5%	11%	4%	7%	6%	8%	7%	7%			
2	6%	5%	8%	4%	0%	6%	4%	5%	7%	5%	5%	7%	6%	5%	6%	6%	5%	4%	7%			
To a moderate extent-3	22%	23%	21%	17%	36%	23%	17%	19%	18%	30%	21%	23%	22%	15%	31%	24%	19%	27%	15%			
4	22%	24%	17%	28%	21%	21%	28%	26%	25%	16%	24%	20%	15%	25%	26%	20%	25%	19%	27%			
To a great extent-5	42%	43%	39%	45%	43%	41%	45%	41%	48%	36%	41%	44%	44%	50%	29%	42%	42%	43%	41%			
Don't know / No Response	1%	1%	2%	1%	0%	1%	1%	2%	0%	2%	2%	1%	2%	1%	1%	1%	1%	0%	3%			
GREATLY ENCOURAGES (4,5)	64%	67%	57%	73%	64%	62%	73%	67%	73%	52%	65%	64%	59%	75%	55%	63%	66%	62%	68%			
DOES NOT ENCOURAGE (1,2)	12%	9%	20%	9%	0%	13%	9%	11%	10%	16%	12%	12%	16%	9%	13%	12%	13%	11%	14%			
Mean	3.9	4.0	3.6	4.1	4.1	3.8	4.1	3.9	4.1	3.6	3.9	3.9	3.8	4.1	3.6	3.9	3.9	3.9	3.9			

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 <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol: -

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Q8r2: 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

Column % Column Comparisons	REGION										AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
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	4%	1%	6%	5%	0%	3%	5%	5%	2%	3%	5%	1%	6%	1%	5%	3%	4%	3%	5%			
2	5%	3%	6%	4%	7%	5%	4%	10%	2%	2%	4%	5%	6%	2%	7%	6%	4%	3%	6%			
To a moderate extent-3	25%	32%	18%	22%	43%	26%	22%	21%	29%	26%	26%	25%	20%	24%	30%	24%	27%	25%	25%			

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%
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%
DOES NOT ENCOURAGE (1,2)	-	8%	4%	12%	9%	7%	8%	9%	15%	5%	5%	9%	6%	12%	4%	12%	9%	7%	6%	11%
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	-																			

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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Q8r3: 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

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
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%	2%	3%	4%	0%	2%	4%	3%	2%	3%	4%	0%	3%	2%	2%	1%	4%	2%	3%			
2	6%	3%	8%	6%	14%	6%	6%	6%	4%	9%	7%	4%	4%	6%	9%	3%	10%	4%	9%			
To a moderate extent-3	25%	28%	26%	21%	21%	26%	21%	25%	25%	24%	24%	27%	26%	19%	35%	27%	23%	27%	23%			
4	34%	34%	28%	37%	57%	33%	37%	38%	33%	33%	36%	33%	29%	36%	35%	37%	30%	39%	28%			
To a great extent-5	31%	32%	35%	32%	7%	31%	32%	26%	37%	30%	29%	35%	36%	37%	17%	31%	32%	27%	36%			
Don't know / No Response	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	1%	1%	1%	0%	1%			
GREATLY ENCOURAGES (4,5)	65%	66%	63%	69%	64%	64%	69%	64%	70%	63%	64%	67%	65%	73%	53%	68%	62%	67%	64%			
DOES NOT ENCOURAGE (1,2)	9%	5%	11%	10%	14%	9%	10%	9%	6%	13%	12%	4%	8%	9%	11%	4%	13%	7%	11%			
Mean	3.9	3.9	3.8	3.9	3.6	3.9	3.9	3.8	4.0	3.8	3.8	4.0	3.9	4.0	3.6	3.9	3.8	3.9	3.9			
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 <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q8r4: Knowing 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 following encourage you to participate in public opinion polls? by BANNER1

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
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	2%	1%	3%	3%	0%	2%	3%	3%	2%	1%	3%	0%	3%	1%	1%	1%	3%	2%	2%			
2	6%	3%	11%	4%	7%	7%	4%	7%	5%	8%	7%	6%	7%	5%	8%	5%	7%	4%	8%			
To a moderate extent-3	20%	21%	19%	19%	21%	20%	19%	23%	23%	13%	21%	19%	19%	15%	29%	24%	16%	21%	19%			
4	35%	41%	32%	35%	29%	35%	35%	39%	32%	36%	32%	40%	33%	39%	30%	35%	35%	37%	32%			
To a great extent-5	35%	33%	33%	40%	43%	34%	40%	27%	39%	40%	36%	34%	36%	38%	30%	33%	37%	34%	36%			
Don't know / No Response	1%	1%	3%	0%	0%	2%	0%	1%	0%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%			
GREATLY ENCOURAGES (4,5)	70%	74%	64%	74%	71%	69%	74%	66%	71%	76%	68%	75%	70%	77%	60%	69%	72%	71%	69%			
DOES NOT ENCOURAGE (1,2)	8%	4%	13%	6%	7%	9%	6%	10%	6%	9%	9%	6%	10%	6%	10%	6%	10%	6%	11%			
Mean	4.0	4.0	3.8	4.1	4.1	3.9	4.1	3.8	4.0	4.1	3.9	4.0	3.9	4.1	3.8	4.0	4.0	4.0	3.9			
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 <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol:

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Q8r5: 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

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+			
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			

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%
To a moderate extent-3	25%	21%	27%	24%	43%	26%	24%	20%	27%	29%	25%	26%	29%	18%	33%	30%	21%	29%	20%
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%
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%
DOES NOT ENCOURAGE (1,2)	9%	7%	10%	10%	7%	8%	10%	14%	6%	7%	8%	11%	9%	7%	12%	5%	12%	9%	8%
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
 Total sample; 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: o

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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 BANNER1

Column % Column Comparisons	REGION							AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Small incentives such as an Amazon gift card for your time	64%	67%	57%	73%	64%	62%	73%	67%	73%	52%	65%	64%	59%	75%	55%	63%	66%	62%	68%
Being able to represent my views and the views of people like me	65%	63%	69%	69%	43%	64%	69%	63%	65%	67%	64%	67%	65%	72%	57%	66%	65%	68%	63%
Knowing that the feedback I am providing will influence decision makers in both government and business	65%	66%	63%	69%	64%	64%	69%	64%	70%	63%	64%	67%	65%	73%	53%	68%	62%	67%	64%
Knowing that the firm administering the survey was guided by strict rules and standards available on a public website	70%	74%	64%	74%	71%	69%	74%	66%	71%	76%	68%	75%	70%	77%	60%	69%	72%	71%	69%
Being able to see some of the results in which I participate in	65%	71%	62%	65%	50%	65%	65%	64%	67%	63%	67%	62%	60%	75%	54%	64%	66%	61%	70%

Total sample; 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: o

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Q8sum2: To what extent would each of the following encourage you to participate in public opinion polls? Summary of DOES NOT ENCOURAGE BY BANNER1

Column % Column Comparisons	REGION							AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Small incentives such as an Amazon gift card for your time	12%	9%	20%	9%	0%	13%	9%	11%	10%	16%	12%	12%	16%	9%	13%	12%	13%	11%	14%
Being able to represent my views and the views of people like me	8%	4%	12%	9%	7%	8%	9%	15%	5%	5%	9%	6%	12%	4%	12%	9%	7%	6%	11%
Knowing that the feedback I am providing will influence decision makers in both government and business	9%	5%	11%	10%	14%	9%	10%	9%	6%	13%	12%	4%	8%	9%	11%	4%	13%	7%	11%
Knowing that the firm administering the survey was guided by strict rules and standards available on a public website	8%	4%	13%	6%	7%	9%	6%	10%	6%	9%	9%	6%	10%	6%	10%	6%	10%	6%	11%
Being able to see some of the results in which I participate in	9%	7%	10%	10%	7%	8%	10%	14%	6%	7%	8%	11%	9%	7%	12%	5%	12%	9%	8%

Total sample; 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: o

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Q9: Generally speaking, if polls are reported in the media, do you pay attention, read or listen to them? BY BANNER1

Column % Column Comparisons	REGION							AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Yes	78%	82%	75%	78%	71%	78%	78%	67%	85%	82%	76%	82%	78%	80%	75%	79%	76%	77%	79%
No	18%	15%	20%	19%	21%	18%	19%	27%	15%	15%	21%	14%	19%	16%	22%	17%	20%	19%	18%
Don't know / No response	4%	3%	5%	3%	7%	4%	3%	6%	1%	3%	3%	4%	3%	4%	3%	4%	4%	4%	3%

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

Column % Column Comparisons	REGION					Rest of Canada vs QC				AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Accurate Enough	54%	54%	52%	59%	50%	53%	59%	60%	59%	44%	55%	54%	53%	56%	52%	59%	49%	52%	56%		
Not Accurate	34%	33%	37%	31%	36%	35%	31%	31%	30%	42%	35%	33%	38%	33%	30%	33%	35%	33%	36%		
Don't know / No response	12%	14%	12%	10%	14%	13%	10%	9%	12%	14%	10%	13%	9%	10%	18%	8%	16%	15%	8%		

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

Column % Column Comparisons	REGION					Rest of Canada vs QC				AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135		
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134		
Much less accurate-1	5%	3%	9%	3%	7%	6%	3%	2%	5%	7%	6%	3%	7%	4%	6%	4%	6%	6%	4%		
2	12%	15%	9%	17%	0%	11%	17%	9%	11%	17%	11%	14%	10%	11%	12%	11%	13%	13%	11%		
As accurate-3	32%	39%	25%	26%	50%	33%	26%	24%	37%	33%	33%	29%	34%	34%	27%	34%	29%	36%	27%		
4	30%	24%	36%	31%	21%	29%	31%	32%	30%	27%	29%	32%	32%	28%	31%	32%	27%	24%	37%		
Much more accurate-5	15%	14%	13%	19%	14%	13%	19%	25%	12%	9%	15%	14%	10%	17%	17%	13%	16%	13%	15%		
Don't know / No response	7%	6%	10%	5%	7%	8%	5%	8%	6%	6%	6%	7%	7%	7%	7%	5%	9%	8%	6%		
ACCURATE (4,5)	44%	38%	48%	50%	36%	43%	50%	57%	41%	36%	44%	46%	42%	45%	48%	45%	43%	37%	52%		
INACCURATE (1,2)	17%	18%	17%	19%	7%	17%	19%	11%	16%	24%	17%	18%	17%	15%	18%	16%	19%	19%	15%		
Mean	3.4	3.3	3.4	3.5	3.4	3.4	3.5	3.7	3.3	3.2	3.4	3.4	3.3	3.5	3.4	3.4	3.4	3.3	3.5		

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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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

Column % Column Comparisons	REGION					Rest of Canada vs QC				AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	151	50	55	37	9	114	37	49	47	52	82	66	45	59	45	77	74	75	73		
Unweighted Total	151	51	51	43	6	108	43	49	47	52	83	65	45	60	44	77	74	75	73		
Yes, clearly	15%	16%	20%	12%	0%	16%	12%	20%	23%	4%	17%	14%	11%	17%	18%	23%	7%	15%	16%		
Yes, vaguely	36%	32%	37%	33%	67%	37%	33%	47%	36%	26%	37%	36%	41%	37%	29%	43%	29%	39%	35%		
YES	51%	48%	57%	44%	67%	54%	44%	67%	60%	29%	53%	50%	52%	54%	47%	66%	36%	54%	51%		
No, not at all	46%	52%	39%	53%	17%	43%	53%	25%	38%	71%	45%	45%	48%	44%	45%	34%	58%	43%	46%		
Don't know / No response	3%	0%	4%	2%	17%	3%	2%	7%	2%	0%	2%	5%	0%	2%	8%	0%	6%	3%	3%		

Total sample; Weight: Weight; base n = 151; total n = 303; 152 missing; effective sample size = 147 (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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Q12B: Are you familiar with any professional body that sets the standards and ethics codes for polling research in Canada? by BANNER1

Column % Column Comparisons	REGION					Rest of Canada vs QC				AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S		
Weighted Total	152	52	57	30	12	121	30	44	60	45	98	52	43	73	34	75	76	90	61		

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%
Yes, vaguely	29%	32%	26%	34%	13%	27%	34%	29%	29%	29%	35%	18%	32%	29%	26%	30%	27%	27%	31%
YES	49%	58%	49%	40%	38%	52%	40%	67%	50%	34%	58%	33%	53%	52%	41%	62%	36%	45%	55%
No, not at all	45%	37%	45%	54%	63%	43%	54%	26%	49%	60%	37%	63%	41%	43%	56%	31%	59%	50%	39%
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; 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: -

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

Column % Column Comparisons	REGION																AGE						GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	Rest of Canada vs QC		18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+											
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S												
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135												
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134												
Yes, clearly	18%	21%	21%	9%	14%	20%	9%	28%	22%	4%	21%	15%	16%	20%	16%	28%	8%	17%	20%												
Yes, vaguely	32%	32%	32%	33%	36%	32%	33%	39%	32%	27%	36%	28%	36%	32%	28%	36%	28%	33%	33%												
YES	50%	53%	53%	42%	50%	53%	42%	67%	54%	31%	56%	43%	52%	53%	44%	64%	36%	49%	53%												
No, not at all	46%	44%	42%	54%	43%	43%	54%	26%	44%	66%	40%	53%	44%	43%	50%	33%	59%	47%	43%												
Don't know / No response	4%	3%	5%	4%	7%	4%	4%	7%	2%	3%	4%	4%	3%	4%	6%	3%	5%	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
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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Q13: Have you recently participated in a public opinion survey? by BANNER1

Column % Column Comparisons	REGION																AGE						GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	Rest of Canada vs QC		18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+											
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S												
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135												
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134												
Yes, within the past 3 months	47%	49%	40%	59%	36%	44%	59%	45%	39%	58%	54%	37%	49%	49%	43%	50%	44%	46%	49%												
Yes, within the past year	28%	28%	30%	23%	29%	29%	23%	35%	29%	18%	25%	32%	26%	28%	31%	30%	26%	27%	27%												
YES	75%	77%	70%	82%	64%	73%	82%	80%	69%	77%	79%	69%	75%	76%	74%	79%	70%	73%	76%												
No, not within the past year	20%	17%	23%	13%	36%	22%	13%	17%	26%	17%	16%	25%	19%	19%	20%	18%	21%	21%	18%												
Don't know/No response	5%	5%	7%	5%	0%	5%	5%	3%	5%	7%	4%	6%	5%	4%	6%	3%	8%	5%	6%												

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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PROV: In which province or territory do you live? by BANNER1

Column % Column Comparisons	REGION																AGE						GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	Rest of Canada vs QC		18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+											
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S												
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135												
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134												
British Columbia	15%	46%	0%	0%	0%	20%	0%	18%	15%	14%	18%	12%	15%	16%	15%	20%	10%	19%	12%												
Alberta	12%	35%	0%	0%	0%	15%	0%	9%	16%	11%	14%	9%	8%	14%	11%	10%	13%	14%	9%												
Saskatchewan	3%	9%	0%	0%	0%	4%	0%	2%	4%	3%	4%	2%	1%	6%	1%	2%	4%	2%	4%												
Manitoba	3%	10%	0%	0%	0%	4%	0%	5%	3%	3%	3%	2%	2%	2%	7%	4%	3%	3%	2%												
Ontario	37%	0%	100%	0%	0%	48%	0%	35%	34%	40%	30%	48%	44%	38%	26%	40%	34%	33%	43%												
Quebec	22%	0%	0%	100%	0%	0%	100%	22%	22%	23%	22%	23%	25%	18%	29%	18%	27%	21%	23%												
New Brunswick	0%	0%	0%	0%	7%	1%	0%	0%	0%	2%	1%	0%	0%	0%	2%	0%	1%	1%	0%												
Nova Scotia	4%	0%	0%	0%	64%	6%	0%	8%	4%	2%	6%	2%	3%	4%	6%	5%	4%	4%	4%												

	1%	0%	0%	0%	21%	2%	0%	2%	0%	3%	2%	0%	0%	1%	4%	0%	3%	1%	2%
Prince Edward Island	-	-	-	-	-	G	-	j	-	-	-	-	-	-	-	-	-	-	-
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%
MB/SK	6%	19%	0%	0%	0%	8%	0%	7%	7%	6%	7%	5%	3%	8%	9%	6%	7%	6%	6%
ATLANTIC	7%	0%	0%	0%	100%	9%	0%	9%	5%	6%	9%	4%	5%	6%	11%	6%	8%	7%	7%

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

Column % Column Comparisons	REGION					Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135	
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134	
English / Anglais	85%	99%	100%	33%	100%	100%	33%	86%	85%	83%	88%	79%	81%	90%	80%	89%	81%	85%	85%	
Français / French	15%	1%	0%	67%	0%	0%	67%	14%	15%	17%	12%	21%	19%	10%	20%	11%	19%	15%	15%	

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

Column % Column Comparisons	REGION					Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135	
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134	
1 Employee	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
2 to 9 Employees	25%	22%	25%	21%	29%	23%	29%	18%	22%	33%	17%	34%	43%	13%	20%	31%	19%	45%	0%	
10 to 99 Employees	30%	40%	24%	22%	36%	32%	22%	34%	33%	23%	32%	27%	23%	36%	27%	36%	23%	55%	0%	
100 to 199 Employees	14%	10%	21%	10%	0%	15%	10%	18%	17%	7%	16%	10%	17%	11%	14%	16%	12%	0%	31%	
200 to 1000 Employees	14%	13%	14%	17%	0%	13%	17%	15%	11%	14%	16%	10%	11%	17%	11%	12%	15%	0%	31%	
More than 1000 Employees	17%	13%	15%	19%	43%	17%	19%	15%	16%	21%	17%	18%	5%	22%	24%	5%	30%	0%	39%	
Don't know/No response	1%	1%	0%	3%	0%	1%	3%	0%	2%	1%	1%	1%	0%	0%	4%	1%	1%	0%	0%	
2-99	55%	62%	49%	51%	57%	55%	51%	52%	54%	56%	50%	61%	67%	49%	48%	67%	42%	100%	0%	
100+	44%	36%	51%	46%	43%	44%	46%	48%	44%	42%	49%	38%	33%	51%	48%	32%	57%	0%	100%	

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

Column % Column Comparisons	REGION					Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+	
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135	
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134	
I am the sole policy and decision-maker	29%	30%	35%	19%	29%	32%	19%	40%	32%	15%	33%	22%	55%	20%	16%	58%	0%	32%	27%	
I share the role of policy and decision-making	21%	24%	20%	21%	14%	21%	21%	16%	18%	29%	21%	22%	33%	17%	16%	42%	0%	30%	9%	
I influence policies and decisions	50%	46%	45%	60%	57%	47%	60%	45%	50%	56%	46%	56%	13%	63%	68%	0%	100%	38%	64%	

	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
I do not make or influence policies or decisions in my organization	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/No response	0%	0%	0%	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%			

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

Column % Column Comparisons	REGION										AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134			
C-Suite executive / Owner / President	21%	16%	26%	19%	21%	21%	19%	15%	21%	24%	18%	23%	72%	0%	0%	39%	2%	28%	13%			
Vice President	8%	6%	9%	13%	0%	7%	13%	10%	6%	9%	10%	6%	28%	0%	0%	11%	5%	8%	8%			
Director / Manager	24%	30%	21%	19%	29%	25%	19%	24%	23%	26%	27%	19%	0%	55%	0%	21%	27%	21%	28%			
Consultant / Specialist	12%	12%	13%	13%	7%	12%	13%	19%	13%	5%	14%	9%	0%	0%	46%	10%	14%	10%	15%			
Team Leader / Supervisor	20%	21%	24%	15%	7%	21%	15%	16%	23%	21%	20%	20%	0%	45%	0%	12%	28%	19%	22%			
Front-line Worker	8%	7%	2%	12%	29%	7%	12%	9%	8%	6%	8%	8%	0%	0%	29%	4%	12%	5%	11%			
Other	6%	8%	4%	9%	7%	6%	9%	5%	7%	8%	3%	13%	0%	0%	25%	3%	10%	8%	2%			
Don't know/No response	1%	1%	2%	0%	0%	1%	0%	2%	0%	1%	0%	3%	0%	0%	0%	1%	1%	2%	0%			
C-SUITE/OWNER/PRESIDENT	29%	23%	35%	32%	21%	28%	32%	25%	27%	33%	28%	29%	100%	0%	0%	50%	7%	36%	22%			
MANAGEMENT/SUPERVISOR	44%	50%	45%	35%	36%	46%	35%	40%	46%	47%	48%	39%	0%	100%	0%	32%	55%	40%	50%			

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

Column % Column Comparisons	REGION										AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West		Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134			
Retail	11%	12%	15%	4%	7%	13%	4%	9%	12%	12%	9%	15%	9%	16%	6%	9%	13%	11%	12%			
Financial Services	10%	5%	13%	13%	7%	9%	13%	16%	6%	8%	11%	8%	15%	7%	8%	11%	8%	7%	13%			
Academia / Education	9%	11%	10%	3%	14%	11%	3%	12%	7%	7%	7%	13%	5%	10%	10%	11%	7%	10%	8%			
Tech and Telecommunications	8%	8%	8%	6%	7%	8%	6%	6%	12%	5%	11%	3%	4%	9%	9%	7%	8%	5%	11%			
Automotive	7%	12%	7%	1%	0%	9%	1%	9%	6%	6%	9%	5%	5%	7%	10%	9%	5%	8%	5%			
Consumer Packaged Goods / Fast Moving Consumer Goods	6%	4%	8%	9%	0%	6%	9%	9%	8%	2%	9%	3%	7%	8%	3%	9%	4%	6%	6%			
Government / NGO	6%	5%	4%	5%	29%	6%	5%	6%	7%	6%	7%	5%	3%	6%	10%	3%	9%	2%	11%			
Tourism, Travel & Recreation	5%	5%	3%	9%	0%	3%	9%	6%	5%	4%	4%	6%	5%	4%	5%	4%	5%	4%	5%			
Media & Broadcasting	4%	4%	1%	9%	0%	2%	9%	4%	5%	3%	6%	1%	1%	5%	5%	2%	5%	2%	6%			
Consumer Durables	3%	1%	0%	9%	7%	1%	9%	3%	2%	4%	2%	4%	3%	3%	2%	2%	4%	3%	3%			
Utilities	2%	3%	1%	1%	0%	2%	1%	1%	2%	1%	2%	1%	4%	1%	1%	2%	1%	2%	1%			
Pharmaceutical	1%	0%	3%	1%	0%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	0%			
Other	29%	29%	28%	29%	28%	28%	29%	17%	27%	41%	23%	36%	38%	22%	29%	28%	29%	36%	18%			
Don't know/No response	1%	1%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	1%	1%	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 <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol: -

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Q14: Are you...? by BANNER1

	REGION	Rest of Canada vs QC	AGE	GENDER	ROLE	ROLE IN DECISIONS	# OF EMPLOYEES
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Column % Column Comparisons	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Male	60%	69%	48%	59%	79%	60%	59%	54%	65%	62%	100%	0%	57%	65%	56%	64%	55%	54%	66%
Female	39%	30%	50%	40%	21%	39%	40%	44%	35%	37%	0%	100%	39%	35%	44%	34%	44%	43%	33%
Other	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	0%	0%	3%	1%	0%	2%	1%	2%	1%
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	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 <= 0.05), A, B, C... (p <= 0.01); No test symbol: -; Not significant symbol: -

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Age groups by BANNER1

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134			
18-34	-	31%	29%	31%	43%	31%	31%	100%	0%	0%	28%	35%	27%	28%	39%	34%	28%	29%	34%			
35-49	-	40%	33%	35%	29%	36%	35%	0%	100%	0%	38%	32%	33%	37%	37%	35%	36%	35%	35%			
50-64	-	22%	26%	29%	21%	24%	29%	0%	0%	78%	27%	22%	26%	30%	17%	22%	28%	23%	27%			
65+	-	7%	9%	4%	7%	8%	4%	0%	0%	22%	6%	9%	10%	4%	7%	6%	8%	10%	3%			
No response	-	0%	4%	1%	0%	2%	1%	0%	0%	0%	1%	3%	5%	1%	0%	3%	0%	2%	1%			
Mean	43.1	42.0	44.5	42.7	42.4	43.2	42.7	28.8	40.9	59.3	43.2	43.1	45.3	43.0	40.7	41.9	44.2	44.2	41.6			

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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Q17: What is the highest level of schooling that you have completed? by BANNER1

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S			
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135			
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134			
Grade 8 or less	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%			
Some high school	1%	1%	1%	0%	0%	1%	0%	0%	0%	2%	1%	1%	1%	1%	0%	0%	1%	1%	1%			
High School diploma or equivalent	9%	10%	11%	5%	7%	10%	5%	5%	7%	16%	9%	9%	10%	9%	6%	7%	11%	13%	5%			
Registered Apprenticeship or other trades certificate or diploma	7%	6%	7%	6%	14%	7%	6%	10%	4%	7%	6%	8%	3%	9%	7%	4%	10%	5%	9%			
College, CEGEP or other non-university certificate or diploma	18%	13%	14%	28%	36%	15%	28%	14%	18%	22%	14%	25%	26%	15%	16%	21%	15%	21%	16%			
University certificate or diploma below bachelor's level	13%	19%	12%	12%	0%	14%	12%	14%	14%	9%	13%	14%	14%	14%	11%	18%	9%	11%	16%			
Bachelor's degree	35%	40%	34%	26%	43%	37%	26%	47%	32%	27%	41%	26%	22%	38%	43%	34%	35%	34%	34%			
Post graduate degree above bachelor's level	17%	11%	22%	23%	0%	15%	23%	9%	24%	18%	17%	18%	21%	15%	16%	15%	19%	15%	20%			
No response	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
HIGH SCHOOL OR LESS	10%	12%	12%	5%	7%	12%	5%	5%	8%	18%	10%	10%	13%	10%	6%	8%	12%	14%	5%			
COLLEGE	25%	18%	21%	35%	50%	22%	35%	24%	22%	28%	20%	33%	30%	24%	24%	25%	25%	25%	25%			
UNIVERSITY	65%	69%	67%	60%	66%	66%	60%	70%	70%	53%	70%	58%	57%	67%	71%	67%	62%	60%	70%			

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

Column % Column Comparisons	REGION							Rest of Canada vs QC			AGE			GENDER		ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total A	West B	Ontario C	Quebec D	Atlantic E	ROC F	Quebec G	18-34 H	35-49 I	50+ J	Male K	Female L	C-SUITE M	Management N	Other O	Decision maker P	Decision influencer Q	2-99 R	100+ S			

Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134
Not born in Canada	18%	10%	25%	21%	14%	18%	21%	17%	25%	14%	18%	19%	16%	15%	27%	18%	19%	17%	21%
Born in Canada, but at least one of your parents was not born in Canada	-	-	B	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	23%	26%	31%	9%	7%	27%	9%	24%	23%	22%	23%	20%	21%	29%	15%	25%	21%	23%	21%
Both you and your parents were born in Canada	-	D	D	-	-	G	-	-	-	-	-	-	-	-	o	-	-	-	-
	58%	62%	44%	69%	79%	55%	69%	59%	51%	64%	58%	60%	62%	55%	58%	57%	60%	59%	58%
BORN IN CANADA	-	C	-	C	-	f	-	-	-	i	-	-	-	-	-	-	-	-	-
	81%	89%	75%	78%	86%	82%	78%	83%	74%	86%	81%	80%	83%	84%	73%	81%	81%	82%	79%
Don't know/No response	-	C	-	-	-	-	-	-	-	i	-	-	-	-	-	-	-	-	-
	1%	1%	0%	1%	0%	0%	1%	0%	2%	0%	0%	1%	1%	1%	0%	1%	1%	1%	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 <= 0.05), 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 vs QC			AGE			GENDER			ROLE			ROLE IN DECISIONS		# OF EMPLOYEES	
	Total	West	Ontario	Quebec	Atlantic	ROC	Quebec	18-34	35-49	50+	Male	Female	C-SUITE	Management	Other	Decision maker	Decision influencer	2-99	100+							
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S							
Weighted Total	303	102	113	68	21	235	68	93	107	97	180	118	88	133	79	153	150	165	135							
Unweighted Total	303	107	104	78	14	225	78	93	108	97	181	118	89	133	78	153	150	166	134							
A member of a visible minority	14%	12%	16%	15%	7%	14%	15%	19%	17%	7%	15%	12%	5%	17%	18%	9%	19%	11%	17%							
Indigenous	-	-	-	-	-	-	-	i	j	-	-	-	-	M	M	p	-	-	-							
	4%	5%	5%	1%	0%	4%	1%	8%	3%	0%	4%	3%	5%	2%	5%	2%	5%	1%	7%							
A person with a disability	-	-	-	-	-	-	-	J	-	-	-	-	-	-	-	-	-	-	-							
	2%	2%	3%	1%	0%	2%	1%	1%	3%	2%	2%	2%	2%	1%	3%	2%	2%	1%	4%							
A 2SLGBTQ+ person	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-							
	5%	2%	7%	5%	7%	5%	5%	7%	6%	2%	4%	5%	6%	4%	7%	6%	4%	5%	5%							
ANY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-							
	23%	20%	28%	23%	14%	23%	23%	32%	28%	11%	25%	20%	16%	24%	29%	17%	29%	17%	30%							
None of the above	-	-	-	-	-	-	-	J	J	-	-	-	-	-	m	p	-	-	-							
	72%	77%	64%	74%	86%	72%	74%	66%	66%	87%	71%	78%	72%	74%	71%	77%	68%	79%	65%							
Don't know/No response	-	c	-	-	-	-	-	-	-	H I	-	-	-	-	-	-	-	-	-							
	4%	3%	8%	3%	0%	5%	3%	2%	6%	2%	4%	3%	11%	2%	0%	6%	3%	4%	5%							
	-	-	-	-	-	-	-	-	-	-	-	-	n 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: -