PWGSC Contract # 46558-183593/001/CY

POR Registration #POR 076-16

Contract Award Date: 02/12/2016



Assessment of the 2016-2017 CRA Advertising Campaign

data tables

Submitted to:

Canada Revenue Agency

For more information on this report, please email: media.relations@cra.gc.ca

**EKOS RESEARCH ASSOCIATES INC.**

September 2017

EKOS RESEARCH ASSOCIATES

**Ottawa Office**359 Kent Street, Suite 300   
Ottawa, Ontario   
K2P 0R6  
Tel: (613) 235 7215   
Fax: (613) 235 8498  
E-mail: pobox@ekos.com

**www.ekos.com**

Concept Testing Data Tables

| Gender | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| QGENDR |  |  |  |  |  |  |  |  |
| Weighted Total: | 567 | 25 | 55 | 15 | 256 | 66 | 38 | 111 |
| Total: | 567 | 21 | 67 | 103 | 87 | 71 | 62 | 156 |
| Male | 48% | 50% | 42% | 79%  ++++ | 43% | 48% | 48% | 56%  ++ |
| Female | 52% | 50% | 56% | 21%  ---- | 57% | 52% | 52% | 44%  -- |
| No response | 0% | 0% | 2%  ++ | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.12 | 21.38 | 11.97 | 9.66 | 10.51 | 11.63 | 12.45 | 7.85 |

| Age | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| AGE |  |  |  |  |  |  |  |  |
| Weighted Total: | 567 | 25 | 55 | 15 | 256 | 66 | 38 | 111 |
| Total: | 567 | 21 | 67 | 103 | 87 | 71 | 62 | 156 |
| Under 35 | 25% | 0% | 6%  ---- | 6%  ---- | 35%  ++++ | 28% | 0%  ---- | 28% |
| 35-44 | 16% | 25% | 10% | 28%  +++ | 15% | 17% | 0%  ---- | 22%  ++ |
| 45-54 | 21% | 25% | 35%  +++ | 20% | 20% | 19% | 0%  ---- | 24% |
| 55-64 | 18% | 33% | 16% | 23% | 14% | 25%  + | 0%  ---- | 26%  ++ |
| 65+ | 19% | 17% | 33%  +++ | 23% | 15%  - | 11%  - | 100%  ++++ | 0%  ---- |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.12 | 21.38 | 11.97 | 9.66 | 10.51 | 11.63 | 12.45 | 7.85 |

| Which of the following categories best describes your current employment status? Are you... | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| QEMP |  |  |  |  |  |  |  |  |
| Weighted Total: | 567 | 25 | 55 | 15 | 256 | 66 | 38 | 111 |
| Total: | 567 | 21 | 67 | 103 | 87 | 71 | 62 | 156 |
| working full-time (35 or more hours per week) | 25% | 19% | 21% | 59%  ++++ | 17%  --- | 0%  ---- | 3%  ---- | 63%  ++++ |
| working part-time (less than 35 hours per week) | 9% | 12% | 1%  -- | 1%  --- | 14%  ++++ | 0%  --- | 3%  - | 9% |
| self-employed | 20% | 15% | 10%  -- | 15% | 15%  -- | 100%  ++++ | 0%  ---- | 0%  ---- |
| unemployed, but looking for work | 7% | 10% | 5% | 1%  -- | 11%  ++++ | 0%  -- | 0%  -- | 2%  -- |
| a student attending school full-time | 4% | 8% | 0% | 0%  - | 7%  ++++ | 0%  - | 0% | 0%  --- |
| retired | 23% | 18% | 39%  ++++ | 21% | 18%  - | 0%  ---- | 91%  ++++ | 16%  -- |
| not in the workforce (Full-time homemaker or unemployed but | 9% | 0% | 13% | 3%  - | 12%  ++ | 0%  --- | 3% | 9% |
| other employment status | 2% | 19% | 10%  ++++ | 0% | 1% | 0% | 0% | 0%  - |
| Prefer not to say | 3% | 0% | 0% | 0% | 5% | 0% | 0% | 1% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.12 | 21.38 | 11.97 | 9.66 | 10.51 | 11.63 | 12.45 | 7.85 |

| Which of the following categories best describes your total annual personal income, before taxes are deducted? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| QINC |  |  |  |  |  |  |  |  |
| Weighted Total: | 567 | 25 | 55 | 15 | 256 | 66 | 38 | 111 |
| Total: | 567 | 21 | 67 | 103 | 87 | 71 | 62 | 156 |
| Under $20,000 | 26% | 21% | 23% | 0%  ---- | 50%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- |
| Between $20,000 and just under $40,000 | 26% | 39% | 21% | 0%  ---- | 50%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- |
| Between $40,000 and just under $60,000 | 17% | 28% | 12% | 0%  ---- | 0%  ---- | 48%  ++++ | 39%  ++++ | 33%  ++++ |
| Between $60,000 and just under $80,000 | 9% | 2% | 20%  +++ | 0%  --- | 0%  ---- | 12% | 18%  ++ | 24%  ++++ |
| Between $80,000 and just under $100,000 | 5% | 9% | 5% | 0%  -- | 0%  --- | 5% | 12%  ++ | 14%  ++++ |
| Between $100,000 and just under $150,000 | 3% | 1% | 5% | 0%  - | 0%  -- | 4% | 5% | 7%  +++ |
| Between $150,000 and just under $200,000 | 2% | 0% | 1% | 58%  ++++ | 0% | 0% | 0% | 0%  - |
| Between $200,000 and just under $250,000 | 1% | 0% | 0% | 18%  ++++ | 0% | 0% | 0% | 0% |
| Over $250,000 | 1% | 0% | 0% | 24%  ++++ | 0% | 0% | 0% | 0% |
| Prefer not to say | 11% | 0% | 13% | 0% | 0% | 30% | 26% | 22% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.12 | 21.38 | 11.97 | 9.66 | 10.51 | 11.63 | 12.45 | 7.85 |

| Where were you born? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| QBORN |  |  |  |  |  |  |  |  |
| Weighted Total: | 567 | 25 | 55 | 15 | 256 | 66 | 38 | 111 |
| Total: | 567 | 21 | 67 | 103 | 87 | 71 | 62 | 156 |
| born in Canada | 89% | 100% | 0%  ---- | 96%  ++ | 98%  ++++ | 98%  +++ | 100%  +++ | 100%  ++++ |
| born outside Canada, please specify : | 10% | 0% | 100%  ++++ | 3%  -- | 0%  ---- | 0%  --- | 0%  --- | 0%  ---- |
| Prefer not to say | 1% | 0% | 0% | 1% | 2% | 2% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.12 | 21.38 | 11.97 | 9.66 | 10.51 | 11.63 | 12.45 | 7.85 |

| In what year did you first move to Canada? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| AQBORNYR |  |  |  |  |  |  |  |  |
| Weighted Total: | 55 | 0 | 55 | 1 | 0 | 0 | 0 | 0 |
| Total: | 71 | 0 | 67 | 4 | 0 | 0 | 0 | 0 |
| Over 25 years ago | 76% | 0% | 76% | 100% | 0% | 0% | 0% | 0% |
| 16-25 years ago | 4% | 0% | 4% | 0% | 0% | 0% | 0% | 0% |
| 11-15 years ago | 7% | 0% | 7% | 0% | 0% | 0% | 0% | 0% |
| 1-10 years ago | 11% | 0% | 11% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 2% | 0% | 2% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | 11.97 | 49.00 | \* | \* | \* | \* |

| Are you an Aboriginal person, that is, First Nations, Métis or Inuk? First Nations includes Status and Non-Status Indians. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| QINDIG |  |  |  |  |  |  |  |  |
| Weighted Total: | 567 | 25 | 55 | 15 | 256 | 66 | 38 | 111 |
| Total: | 567 | 21 | 67 | 103 | 87 | 71 | 62 | 156 |
| Yes | 4% | 100% | 0%  - | 0%  -- | 0%  --- | 0%  - | 0%  - | 0%  --- |
| No | 95% | 0% | 100%  ++ | 98% | 99%  ++ | 100%  ++ | 100%  + | 100%  +++ |
| Prefer not to say | 1% | 0% | 0% | 2% | 1% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.12 | 21.38 | 11.97 | 9.66 | 10.51 | 11.63 | 12.45 | 7.85 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP1AC  Print Benefits Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 486 | 25 | 55 | 0 | 256 | 0 | 38 | 111 |
| Total: | 393 | 21 | 67 | 0 | 87 | 0 | 62 | 156 |
| Disagree (1-2) | 35% | 17% | 29% | 0% | 39% | 0% | 22%  -- | 36% |
| Neither (3) | 28% | 18% | 34% | 0% | 28% | 0% | 26% | 30% |
| Agree (4-5) | 35% | 65% | 30% | 0% | 32% | 0% | 50%  ++ | 33% |
| Strongly disagree 1 | 15% | 2% | 11% | 0% | 21% | 0% | 8% | 11% |
| 2 | 19% | 15% | 18% | 0% | 18% | 0% | 14% | 24% |
| 3 | 28% | 18% | 34% | 0% | 28% | 0% | 26% | 30% |
| 4 | 24% | 55% | 19% | 0% | 21% | 0% | 30% | 24% |
| Strongly agree 5 | 11% | 10% | 10% | 0% | 10% | 0% | 20% | 9% |
| No response | 2% | 0% | 7% | 0% | 2% | 0% | 3% | 2% |
| Chi2: | - | 95 |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.94 | 21.38 | 11.97 | \* | 10.51 | \* | 12.45 | 7.85 |
| Mean: | 2.96 | 3.57 | 2.99 | \* | 2.82 | \* | 3.41 | 2.95 |
| Standard Deviation: | 1.23 | 0.94 | 1.16 | \* | 1.28 | \* | 1.20 | 1.16 |
| Student's T: | \* | 99 | - | \* | 90 | \* | 99 | - |

| The language clearly conveys that there are benefits and credits available if I do my taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP1BC  Print Benefits Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 486 | 25 | 55 | 0 | 256 | 0 | 38 | 111 |
| Total: | 393 | 21 | 67 | 0 | 87 | 0 | 62 | 156 |
| Disagree (1-2) | 7% | 13% | 6% | 0% | 4%  - | 0% | 15%  ++ | 11%  + |
| Neither (3) | 21% | 4% | 19% | 0% | 25%  + | 0% | 6%  --- | 21% |
| Agree (4-5) | 71% | 83% | 75% | 0% | 71% | 0% | 79% | 65% |
| Strongly disagree 1 | 3% | 2% | 0% | 0% | 2% | 0% | 9% | 4% |
| 2 | 4% | 11% | 6% | 0% | 2% | 0% | 6% | 7% |
| 3 | 21% | 4% | 19% | 0% | 25% | 0% | 6% | 21% |
| 4 | 34% | 30% | 43% | 0% | 30% | 0% | 36% | 40% |
| Strongly agree 5 | 37% | 53% | 32% | 0% | 41% | 0% | 42% | 25% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.94 | 21.38 | 11.97 | \* | 10.51 | \* | 12.45 | 7.85 |
| Mean: | 3.98 | 4.21 | 4.02 | \* | 4.05 | \* | 3.98 | 3.77 |
| Standard Deviation: | 1.02 | 1.09 | 0.88 | \* | 0.98 | \* | 1.25 | 1.05 |
| Student's T: | \* | - | - | \* | - | \* | - | 99 |

| The CRA is making efforts to inform people that they may get benefits and credits if they do their taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP1CC  Print Benefits Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 486 | 25 | 55 | 0 | 256 | 0 | 38 | 111 |
| Total: | 393 | 21 | 67 | 0 | 87 | 0 | 62 | 156 |
| Disagree (1-2) | 6% | 11% | 4% | 0% | 4% | 0% | 14%  ++ | 8% |
| Neither (3) | 16% | 4% | 5%  -- | 0% | 20%  ++ | 0% | 5%  -- | 17% |
| Agree (4-5) | 76% | 84% | 84% | 0% | 73% | 0% | 81% | 74% |
| Strongly disagree 1 | 2% | 0% | 2% | 0% | 2% | 0% | 7% | 3% |
| 2 | 4% | 11% | 2% | 0% | 2% | 0% | 7% | 5% |
| 3 | 16% | 4% | 5% | 0% | 20% | 0% | 5% | 17% |
| 4 | 30% | 31% | 41% | 0% | 24% | 0% | 31% | 39% |
| Strongly agree 5 | 46% | 53% | 43% | 0% | 49% | 0% | 50% | 35% |
| No response | 2% | 0% | 7% | 0% | 2% | 0% | 0% | 1% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.94 | 21.38 | 11.97 | \* | 10.51 | \* | 12.45 | 7.85 |
| Mean: | 4.16 | 4.26 | 4.30 | \* | 4.20 | \* | 4.09 | 3.99 |
| Standard Deviation: | 0.99 | 1.00 | 0.84 | \* | 0.96 | \* | 1.22 | 1.00 |
| Student's T: | \* | - | - | \* | - | \* | - | 95 |

| If Canadians saw this this ad in a newspaper, they would be encouraged to do their taxes in order to receive their benefits and credits. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP1DC  Print Benefits Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP2AC  Print Benefits Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 486 | 25 | 55 | 0 | 256 | 0 | 38 | 111 |
| Total: | 393 | 21 | 67 | 0 | 87 | 0 | 62 | 156 |
| Disagree (1-2) | 20% | 7% | 22% | 0% | 20% | 0% | 14% | 25% |
| Neither (3) | 29% | 17% | 22% | 0% | 35%  ++ | 0% | 35% | 22%  -- |
| Agree (4-5) | 49% | 75% | 51% | 0% | 44%  - | 0% | 49% | 53% |
| Strongly disagree 1 | 7% | 6% | 11% | 0% | 7% | 0% | 5% | 8% |
| 2 | 13% | 2% | 11% | 0% | 14% | 0% | 9% | 16% |
| 3 | 29% | 17% | 22% | 0% | 35% | 0% | 35% | 22% |
| 4 | 31% | 50% | 48% | 0% | 25% | 0% | 23% | 34% |
| Strongly agree 5 | 18% | 25% | 3% | 0% | 18% | 0% | 26% | 19% |
| No response | 1% | 0% | 6% | 0% | 1% | 0% | 3% | 0% |
| Chi2: | - | 95 |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.94 | 21.38 | 11.97 | \* | 10.51 | \* | 12.45 | 7.85 |
| Mean: | 3.40 | 3.88 | 3.22 | \* | 3.36 | \* | 3.57 | 3.40 |
| Standard Deviation: | 1.14 | 1.01 | 1.08 | \* | 1.13 | \* | 1.14 | 1.21 |
| Student's T: | \* | 95 | - | \* | - | \* | - | - |

| The language clearly conveys that there are benefits and credits available if I do my taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP2BC  Print Benefits Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 486 | 25 | 55 | 0 | 256 | 0 | 38 | 111 |
| Total: | 393 | 21 | 67 | 0 | 87 | 0 | 62 | 156 |
| Disagree (1-2) | 6% | 0% | 5% | 0% | 4% | 0% | 6% | 12%  +++ |
| Neither (3) | 12% | 2% | 12% | 0% | 11% | 0% | 11% | 17%  + |
| Agree (4-5) | 82% | 98% | 82% | 0% | 85% | 0% | 83% | 71%  ---- |
| Strongly disagree 1 | 2% | 0% | 0% | 0% | 1% | 0% | 6% | 4% |
| 2 | 4% | 0% | 5% | 0% | 3% | 0% | 0% | 8% |
| 3 | 12% | 2% | 12% | 0% | 11% | 0% | 11% | 17% |
| 4 | 35% | 30% | 29% | 0% | 34% | 0% | 43% | 39% |
| Strongly agree 5 | 47% | 68% | 53% | 0% | 51% | 0% | 40% | 32% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.94 | 21.38 | 11.97 | \* | 10.51 | \* | 12.45 | 7.85 |
| Mean: | 4.21 | 4.65 | 4.29 | \* | 4.31 | \* | 4.11 | 3.87 |
| Standard Deviation: | 0.95 | 0.55 | 0.91 | \* | 0.87 | \* | 1.03 | 1.09 |
| Student's T: | \* | 99 | - | \* | 95 | \* | - | 99.9 |

| The CRA is making efforts to inform people that they may get benefits and credits if they do their taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP2CC  Print Benefits Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 486 | 25 | 55 | 0 | 256 | 0 | 38 | 111 |
| Total: | 393 | 21 | 67 | 0 | 87 | 0 | 62 | 156 |
| Disagree (1-2) | 5% | 2% | 4% | 0% | 4% | 0% | 8% | 7% |
| Neither (3) | 11% | 0% | 11% | 0% | 11% | 0% | 12% | 15% |
| Agree (4-5) | 83% | 98% | 85% | 0% | 83% | 0% | 81% | 78% |
| Strongly disagree 1 | 2% | 0% | 2% | 0% | 1% | 0% | 3% | 5% |
| 2 | 3% | 2% | 2% | 0% | 3% | 0% | 5% | 2% |
| 3 | 11% | 0% | 11% | 0% | 11% | 0% | 12% | 15% |
| 4 | 36% | 31% | 44% | 0% | 35% | 0% | 38% | 36% |
| Strongly agree 5 | 46% | 67% | 41% | 0% | 48% | 0% | 43% | 42% |
| No response | 1% | 0% | 1% | 0% | 2% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.94 | 21.38 | 11.97 | \* | 10.51 | \* | 12.45 | 7.85 |
| Mean: | 4.24 | 4.63 | 4.21 | \* | 4.28 | \* | 4.14 | 4.09 |
| Standard Deviation: | 0.92 | 0.61 | 0.85 | \* | 0.87 | \* | 0.99 | 1.05 |
| Student's T: | \* | 99 | - | \* | - | \* | - | 90 |

| If Canadians saw this this ad in a newspaper, they would be encouraged to do their taxes in order to receive their benefits and credits. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP2DC  Print Benefits Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| Thinking of both of these ads, which one is most likely to remind Canadians that they might miss out on benefit payments if they don't file their taxes? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP3C |  |  |  |  |  |  |  |  |
| Weighted Total: | 486 | 25 | 55 | 0 | 256 | 0 | 38 | 111 |
| Total: | 393 | 21 | 67 | 0 | 87 | 0 | 62 | 156 |
| Ad A - Print Benefits Illustrated | 34% | 28% | 33% | 0% | 34% | 0% | 48%  ++ | 31% |
| Ad B - Print Benefits Photography | 52% | 71% | 52% | 0% | 48% | 0% | 40%  - | 59%  + |
| None | 14% | 2% | 15% | 0% | 18% | 0% | 12% | 9% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 4.94 | 21.38 | 11.97 | \* | 10.51 | \* | 12.45 | 7.85 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4AE  Scams Email Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Disagree (1-2) | 12% | 0% | 16% | 0% | 10% | 19% | 0%  -- | 19%  + |
| Neither (3) | 29% | 11% | 16%  - | 0% | 37%  ++ | 22% | 9%  --- | 33% |
| Agree (4-5) | 59% | 89% | 68% | 0% | 52%  - | 59% | 91%  ++++ | 48%  - |
| Strongly disagree 1 | 4% | 0% | 10% | 0% | 4% | 3% | 0% | 5% |
| 2 | 7% | 0% | 6% | 0% | 5% | 16% | 0% | 14% |
| 3 | 29% | 11% | 16% | 0% | 37% | 22% | 9% | 33% |
| 4 | 28% | 57% | 19% | 0% | 22% | 36% | 44% | 30% |
| Strongly agree 5 | 31% | 33% | 48% | 0% | 30% | 23% | 47% | 18% |
| No response | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |
| Mean: | 3.74 | 4.22 | 3.90 | \* | 3.69 | 3.61 | 4.39 | 3.42 |
| Standard Deviation: | 1.11 | 0.64 | 1.35 | \* | 1.10 | 1.11 | 0.65 | 1.11 |
| Student's T: | \* | 95 | - | \* | - | - | 99.9 | 95 |

| The language clearly conveys that I need to be careful when I am contacted via email by someone claiming to be from the CRA. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4B1E  Scams Email Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Disagree (1-2) | 7% | 0% | 6% | 0% | 4% | 22%  ++++ | 0% | 8% |
| Neither (3) | 6% | 0% | 10% | 0% | 6% | 6% | 0% | 11% |
| Agree (4-5) | 87% | 100% | 84% | 0% | 90% | 72%  --- | 100%  ++ | 81% |
| Strongly disagree 1 | 2% | 0% | 3% | 0% | 2% | 1% | 0% | 6% |
| 2 | 4% | 0% | 3% | 0% | 2% | 22% | 0% | 2% |
| 3 | 6% | 0% | 10% | 0% | 6% | 6% | 0% | 11% |
| 4 | 32% | 27% | 18% | 0% | 35% | 28% | 28% | 39% |
| Strongly agree 5 | 55% | 73% | 66% | 0% | 56% | 44% | 72% | 41% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |
| Mean: | 4.34 | 4.73 | 4.42 | \* | 4.40 | 3.92 | 4.72 | 4.08 |
| Standard Deviation: | 0.94 | 0.46 | 0.98 | \* | 0.85 | 1.20 | 0.46 | 1.09 |
| Student's T: | \* | 95 | - | \* | - | 95 | 99.9 | 95 |

| The language clearly conveys that I need to be careful when I am contacted via phone by someone claiming to be from the CRA. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4B2E  Scams Email Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to warn people about scams. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4CE  Scams Email Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Disagree (1-2) | 4% | 0% | 3% | 0% | 4% | 2% | 0% | 8% |
| Neither (3) | 15% | 0% | 3%  -- | 0% | 19% | 21% | 1%  -- | 16% |
| Agree (4-5) | 82% | 100% | 94%  + | 0% | 77% | 77% | 99%  +++ | 77% |
| Strongly disagree 1 | 2% | 0% | 0% | 0% | 2% | 0% | 0% | 5% |
| 2 | 2% | 0% | 3% | 0% | 2% | 2% | 0% | 2% |
| 3 | 15% | 0% | 3% | 0% | 19% | 21% | 1% | 16% |
| 4 | 30% | 27% | 17% | 0% | 23% | 44% | 48% | 40% |
| Strongly agree 5 | 52% | 73% | 76% | 0% | 54% | 34% | 51% | 36% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |
| Mean: | 4.28 | 4.73 | 4.67 | \* | 4.25 | 4.09 | 4.51 | 4.00 |
| Standard Deviation: | 0.91 | 0.46 | 0.72 | \* | 0.97 | 0.79 | 0.52 | 1.05 |
| Student's T: | \* | 95 | 99 | \* | - | - | 95 | 95 |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4DE  Scams Email Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Disagree (1-2) | 35% | 13% | 39% | 0% | 37% | 41% | 13%  --- | 43% |
| Neither (3) | 24% | 0% | 20% | 0% | 25% | 17% | 32% | 33%  + |
| Agree (4-5) | 38% | 87% | 40% | 0% | 34% | 42% | 51% | 24%  -- |
| Strongly disagree 1 | 16% | 13% | 30% | 0% | 16% | 9% | 4% | 15% |
| 2 | 20% | 0% | 9% | 0% | 20% | 32% | 9% | 28% |
| 3 | 24% | 0% | 20% | 0% | 25% | 17% | 32% | 33% |
| 4 | 21% | 30% | 25% | 0% | 20% | 26% | 17% | 15% |
| Strongly agree 5 | 18% | 57% | 16% | 0% | 14% | 16% | 34% | 9% |
| No response | 2% | 0% | 0% | 0% | 4% | 0% | 3% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |
| Mean: | 3.05 | 4.16 | 2.87 | \* | 2.95 | 3.07 | 3.70 | 2.76 |
| Standard Deviation: | 1.33 | 1.37 | 1.49 | \* | 1.30 | 1.27 | 1.19 | 1.17 |
| Student's T: | \* | 95 | - | \* | - | - | 99 | 90 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5AE  Scams Email Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Disagree (1-2) | 20% | 8% | 29% | 0% | 22% | 15% | 8%  - | 25% |
| Neither (3) | 23% | 25% | 6%  -- | 0% | 29%  + | 14% | 11% | 26% |
| Agree (4-5) | 56% | 67% | 65% | 0% | 48%  -- | 71%  + | 81%  +++ | 47% |
| Strongly disagree 1 | 4% | 0% | 7% | 0% | 3% | 2% | 0% | 7% |
| 2 | 17% | 8% | 22% | 0% | 18% | 13% | 8% | 18% |
| 3 | 23% | 25% | 6% | 0% | 29% | 14% | 11% | 26% |
| 4 | 30% | 25% | 31% | 0% | 24% | 47% | 41% | 32% |
| Strongly agree 5 | 26% | 42% | 35% | 0% | 24% | 24% | 39% | 16% |
| No response | 1% | 0% | 0% | 0% | 2% | 0% | 0% | 2% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |
| Mean: | 3.59 | 4.01 | 3.64 | \* | 3.47 | 3.79 | 4.12 | 3.32 |
| Standard Deviation: | 1.15 | 1.02 | 1.35 | \* | 1.15 | 1.02 | 0.92 | 1.17 |
| Student's T: | \* | - | - | \* | - | - | 99 | 90 |

| The language clearly conveys that I need to be careful when I am contacted via email by someone claiming to be from the CRA. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5B1E  Scams Email Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Disagree (1-2) | 6% | 8% | 12%  + | 0% | 6% | 0% | 0% | 6% |
| Neither (3) | 16% | 25% | 9% | 0% | 16% | 28%  ++ | 1%  -- | 18% |
| Agree (4-5) | 78% | 67% | 79% | 0% | 78% | 72% | 99%  +++ | 75% |
| Strongly disagree 1 | 2% | 8% | 0% | 0% | 2% | 0% | 0% | 2% |
| 2 | 4% | 0% | 12% | 0% | 4% | 0% | 0% | 4% |
| 3 | 16% | 25% | 9% | 0% | 16% | 28% | 1% | 18% |
| 4 | 29% | 20% | 35% | 0% | 24% | 32% | 27% | 46% |
| Strongly agree 5 | 48% | 47% | 44% | 0% | 54% | 40% | 72% | 29% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% |
| Chi2: | - | (90) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |
| Mean: | 4.20 | 3.98 | 4.11 | \* | 4.24 | 4.12 | 4.72 | 3.98 |
| Standard Deviation: | 0.96 | 1.24 | 1.01 | \* | 1.00 | 0.84 | 0.47 | 0.91 |
| Student's T: | \* | - | - | \* | - | - | 99.9 | 90 |

| The language clearly conveys that I need to be careful when I am contacted via phone by someone claiming to be from the CRA. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5B2E  Scams Email Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to warn people about scams. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5CE  Scams Email Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Disagree (1-2) | 6% | 8% | 10% | 0% | 5% | 0% | 0% | 9% |
| Neither (3) | 16% | 27% | 5%  - | 0% | 19% | 16% | 4%  - | 17% |
| Agree (4-5) | 76% | 65% | 85% | 0% | 72% | 84% | 96%  +++ | 72% |
| Strongly disagree 1 | 3% | 8% | 0% | 0% | 3% | 0% | 0% | 4% |
| 2 | 3% | 0% | 10% | 0% | 2% | 0% | 0% | 5% |
| 3 | 16% | 27% | 5% | 0% | 19% | 16% | 4% | 17% |
| 4 | 27% | 6% | 34% | 0% | 19% | 38% | 30% | 40% |
| Strongly agree 5 | 50% | 59% | 52% | 0% | 52% | 45% | 66% | 31% |
| No response | 2% | 0% | 0% | 0% | 4% | 0% | 0% | 2% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |
| Mean: | 4.20 | 4.08 | 4.28 | \* | 4.20 | 4.28 | 4.62 | 3.91 |
| Standard Deviation: | 1.00 | 1.29 | 0.95 | \* | 1.05 | 0.75 | 0.58 | 1.05 |
| Student's T: | \* | - | - | \* | - | - | 99.9 | 95 |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5DE  Scams Email Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Disagree (1-2) | 37% | 13% | 43% | 0% | 44%  + | 15%  --- | 30% | 39% |
| Neither (3) | 22% | 7% | 11%  - | 0% | 24% | 34%  + | 24% | 20% |
| Agree (4-5) | 38% | 79% | 46% | 0% | 28%  -- | 50% | 45% | 36% |
| Strongly disagree 1 | 19% | 13% | 28% | 0% | 23% | 8% | 8% | 17% |
| 2 | 18% | 0% | 15% | 0% | 22% | 7% | 23% | 22% |
| 3 | 22% | 7% | 11% | 0% | 24% | 34% | 24% | 20% |
| 4 | 21% | 30% | 13% | 0% | 12% | 47% | 23% | 26% |
| Strongly agree 5 | 17% | 49% | 33% | 0% | 15% | 4% | 22% | 10% |
| No response | 3% | 0% | 0% | 0% | 4% | 0% | 0% | 4% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |
| Mean: | 2.99 | 4.01 | 3.07 | \* | 2.75 | 3.30 | 3.29 | 2.89 |
| Standard Deviation: | 1.37 | 1.37 | 1.67 | \* | 1.37 | 0.97 | 1.28 | 1.29 |
| Student's T: | \* | 95 | - | \* | 95 | 90 | - | - |

| Thinking of both of these ads, which one is most likely to warn you about tax-related scams? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP6E |  |  |  |  |  |  |  |  |
| Weighted Total: | 309 | 17 | 32 | 0 | 150 | 37 | 25 | 49 |
| Total: | 236 | 10 | 36 | 0 | 51 | 36 | 33 | 70 |
| Ad A - Scams Email Illustrated | 56% | 76% | 66% | 0% | 59% | 40%  -- | 51% | 48% |
| Ad B - Scams Email Photography | 40% | 24% | 34% | 0% | 37% | 60%  ++ | 45% | 43% |
| None | 4% | 0% | 0% | 0% | 4% | 0% | 4% | 9% |
| Chi2: | - | 90 |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.38 | 30.99 | 16.33 | \* | 13.72 | 16.33 | 17.06 | 11.71 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4AP  Scams Phone Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Disagree (1-2) | 15% | 6% | 10% | 0% | 19% | 18% | 11% | 13% |
| Neither (3) | 19% | 0% | 25% | 0% | 9%  -- | 39%  +++ | 27% | 27%  + |
| Agree (4-5) | 61% | 94% | 65% | 0% | 62% | 43%  -- | 63% | 60% |
| Strongly disagree 1 | 5% | 5% | 7% | 0% | 3% | 16% | 0% | 4% |
| 2 | 11% | 1% | 3% | 0% | 16% | 2% | 11% | 9% |
| 3 | 19% | 0% | 25% | 0% | 9% | 39% | 27% | 27% |
| 4 | 37% | 67% | 43% | 0% | 29% | 36% | 27% | 46% |
| Strongly agree 5 | 24% | 27% | 22% | 0% | 33% | 6% | 35% | 14% |
| No response | 4% | 0% | 0% | 0% | 10% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |
| Mean: | 3.67 | 4.10 | 3.70 | \* | 3.81 | 3.15 | 3.87 | 3.58 |
| Standard Deviation: | 1.12 | 0.91 | 1.09 | \* | 1.20 | 1.14 | 1.06 | 0.96 |
| Student's T: | \* | - | - | \* | - | 99 | - | - |

| The language clearly conveys that I need to be careful when I am contacted via email by someone claiming to be from the CRA. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4B1P  Scams Phone Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that I need to be careful when I am contacted via phone by someone claiming to be from the CRA. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4B2P  Scams Phone Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Disagree (1-2) | 4% | 0% | 0% | 0% | 1% | 21%  ++++ | 1% | 1% |
| Neither (3) | 9% | 6% | 14% | 0% | 7% | 7% | 13% | 11% |
| Agree (4-5) | 83% | 94% | 86% | 0% | 82% | 71%  - | 86% | 87% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 4% | 0% | 0% | 0% | 1% | 21% | 1% | 1% |
| 3 | 9% | 6% | 14% | 0% | 7% | 7% | 13% | 11% |
| 4 | 27% | 32% | 45% | 0% | 17% | 23% | 45% | 34% |
| Strongly agree 5 | 56% | 62% | 41% | 0% | 65% | 48% | 41% | 53% |
| No response | 4% | 0% | 0% | 0% | 10% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |
| Mean: | 4.42 | 4.56 | 4.26 | \* | 4.62 | 3.98 | 4.27 | 4.39 |
| Standard Deviation: | 0.81 | 0.64 | 0.72 | \* | 0.70 | 1.21 | 0.73 | 0.75 |
| Student's T: | \* | - | - | \* | 95 | 95 | - | - |

| The language clearly conveys that the CRA is making efforts to warn people about scams. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4CP  Scams Phone Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Disagree (1-2) | 1% | 0% | 1% | 0% | 0% | 5%  ++ | 4% | 1% |
| Neither (3) | 9% | 0% | 9% | 0% | 6% | 11% | 26% | 9% |
| Agree (4-5) | 86% | 100% | 90% | 0% | 84% | 84% | 70% | 90% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 2% | 0% | 0% |
| 2 | 1% | 0% | 1% | 0% | 0% | 3% | 4% | 1% |
| 3 | 9% | 0% | 9% | 0% | 6% | 11% | 26% | 9% |
| 4 | 36% | 39% | 46% | 0% | 29% | 42% | 21% | 44% |
| Strongly agree 5 | 50% | 61% | 45% | 0% | 55% | 42% | 49% | 46% |
| No response | 4% | 0% | 0% | 0% | 10% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |
| Mean: | 4.40 | 4.61 | 4.34 | \* | 4.54 | 4.19 | 4.14 | 4.34 |
| Standard Deviation: | 0.722 | 0.518 | 0.688 | \* | 0.627 | 0.906 | 0.983 | 0.706 |
| Student's T: | \* | - | - | \* | 90 | - | - | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP4DP  Scams Phone Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Disagree (1-2) | 43% | 6% | 45% | 0% | 57%  +++ | 31% | 5% | 38% |
| Neither (3) | 23% | 32% | 17% | 0% | 10%  --- | 38%  ++ | 49% | 33%  ++ |
| Agree (4-5) | 30% | 62% | 38% | 0% | 23% | 32% | 46% | 29% |
| Strongly disagree 1 | 20% | 6% | 44% | 0% | 22% | 23% | 3% | 12% |
| 2 | 23% | 0% | 1% | 0% | 35% | 7% | 2% | 26% |
| 3 | 23% | 32% | 17% | 0% | 10% | 38% | 49% | 33% |
| 4 | 19% | 35% | 22% | 0% | 14% | 25% | 18% | 19% |
| Strongly agree 5 | 11% | 27% | 16% | 0% | 9% | 6% | 28% | 10% |
| No response | 4% | 0% | 0% | 0% | 10% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |
| Mean: | 2.77 | 3.78 | 2.66 | \* | 2.47 | 2.84 | 3.67 | 2.90 |
| Standard Deviation: | 1.30 | 1.09 | 1.62 | \* | 1.29 | 1.24 | 1.03 | 1.16 |
| Student's T: | \* | 95 | - | \* | 95 | - | 99.9 | - |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5AP  Scams Phone Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Disagree (1-2) | 8% | 0% | 7% | 0% | 11% | 6% | 9% | 7% |
| Neither (3) | 28% | 5% | 26% | 0% | 37%  ++ | 25% | 29% | 18%  -- |
| Agree (4-5) | 61% | 95% | 67% | 0% | 46%  --- | 69% | 62% | 75%  +++ |
| Strongly disagree 1 | 2% | 0% | 0% | 0% | 3% | 0% | 0% | 2% |
| 2 | 6% | 0% | 7% | 0% | 8% | 6% | 9% | 5% |
| 3 | 28% | 5% | 26% | 0% | 37% | 25% | 29% | 18% |
| 4 | 35% | 76% | 56% | 0% | 21% | 46% | 21% | 44% |
| Strongly agree 5 | 26% | 20% | 11% | 0% | 26% | 23% | 41% | 31% |
| No response | 3% | 0% | 0% | 0% | 6% | 0% | 0% | 0% |
| Chi2: | - | (90) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |
| Mean: | 3.79 | 4.15 | 3.72 | \* | 3.62 | 3.85 | 3.94 | 3.96 |
| Standard Deviation: | 0.98 | 0.50 | 0.76 | \* | 1.07 | 0.86 | 1.07 | 0.95 |
| Student's T: | \* | 95 | - | \* | - | - | - | 90 |

| The language clearly conveys that I need to be careful when I am contacted via email by someone claiming to be from the CRA. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5B1P  Scams Phone Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that I need to be careful when I am contacted via phone by someone claiming to be from the CRA. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5B2P  Scams Phone Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Disagree (1-2) | 2% | 0% | 10%  +++ | 0% | 0% | 0% | 8% | 1% |
| Neither (3) | 11% | 0% | 20% | 0% | 14% | 4% | 12% | 9% |
| Agree (4-5) | 84% | 100% | 70%  -- | 0% | 81% | 96%  ++ | 80% | 89% |
| Strongly disagree 1 | 0% | 0% | 5% | 0% | 0% | 0% | 0% | 0% |
| 2 | 1% | 0% | 5% | 0% | 0% | 0% | 8% | 1% |
| 3 | 11% | 0% | 20% | 0% | 14% | 4% | 12% | 9% |
| 4 | 35% | 45% | 37% | 0% | 27% | 45% | 45% | 41% |
| Strongly agree 5 | 49% | 55% | 33% | 0% | 53% | 52% | 35% | 49% |
| No response | 3% | 0% | 0% | 0% | 6% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |
| Mean: | 4.35 | 4.55 | 3.89 | \* | 4.42 | 4.48 | 4.07 | 4.37 |
| Standard Deviation: | 0.77 | 0.53 | 1.10 | \* | 0.73 | 0.58 | 0.92 | 0.71 |
| Student's T: | \* | - | 95 | \* | - | - | 90 | - |

| The language clearly conveys that the CRA is making efforts to warn people about scams. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5CP  Scams Phone Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Disagree (1-2) | 3% | 0% | 4% | 0% | 3% | 0% | 9% | 2% |
| Neither (3) | 8% | 0% | 2% | 0% | 11% | 9% | 0% | 7% |
| Agree (4-5) | 87% | 100% | 94% | 0% | 81%  -- | 91% | 90% | 92% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| 2 | 2% | 0% | 4% | 0% | 3% | 0% | 9% | 2% |
| 3 | 8% | 0% | 2% | 0% | 11% | 9% | 0% | 7% |
| 4 | 37% | 45% | 60% | 0% | 25% | 40% | 46% | 45% |
| Strongly agree 5 | 50% | 55% | 33% | 0% | 56% | 51% | 44% | 47% |
| No response | 3% | 0% | 0% | 0% | 6% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |
| Mean: | 4.38 | 4.55 | 4.23 | \* | 4.42 | 4.43 | 4.24 | 4.37 |
| Standard Deviation: | 0.745 | 0.528 | 0.708 | \* | 0.809 | 0.660 | 0.926 | 0.684 |
| Student's T: | \* | - | - | \* | - | - | - | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP5DP  Scams Phone Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Disagree (1-2) | 36% | 6% | 43% | 0% | 49%  +++ | 14%  --- | 16% | 30% |
| Neither (3) | 24% | 37% | 18% | 0% | 8%  ---- | 51%  ++++ | 42% | 36%  ++ |
| Agree (4-5) | 35% | 58% | 39% | 0% | 32% | 35% | 42% | 34% |
| Strongly disagree 1 | 17% | 1% | 37% | 0% | 24% | 6% | 3% | 6% |
| 2 | 19% | 5% | 6% | 0% | 25% | 8% | 14% | 24% |
| 3 | 24% | 37% | 18% | 0% | 8% | 51% | 42% | 36% |
| 4 | 22% | 38% | 36% | 0% | 20% | 23% | 23% | 17% |
| Strongly agree 5 | 13% | 20% | 3% | 0% | 12% | 12% | 20% | 17% |
| No response | 4% | 0% | 0% | 0% | 10% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |
| Mean: | 2.96 | 3.71 | 2.63 | \* | 2.68 | 3.28 | 3.43 | 3.15 |
| Standard Deviation: | 1.30 | 0.92 | 1.40 | \* | 1.43 | 0.99 | 1.07 | 1.16 |
| Student's T: | \* | 95 | - | \* | 90 | 90 | 95 | - |

| Thinking of both of these ads, which one is most likely to warn you about tax-related scams? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP6P |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 9 | 23 | 0 | 106 | 29 | 14 | 62 |
| Total: | 228 | 11 | 31 | 0 | 36 | 35 | 29 | 86 |
| Ad A - Scams Phone Illustrated | 34% | 51% | 34% | 0% | 31% | 44% | 56% | 27% |
| Ad B - Scams Phone Photography | 58% | 49% | 51% | 0% | 57% | 56% | 43% | 67%  + |
| None | 8% | 0% | 15% | 0% | 12% | 0% | 2% | 6% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.49 | 29.55 | 17.60 | \* | 16.33 | 16.56 | 18.20 | 10.57 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP7AC  Canada Child Benefit approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 275 | 21 | 37 | 0 | 217 | 0 | 0 | 0 |
| Total: | 129 | 15 | 45 | 0 | 69 | 0 | 0 | 0 |
| Disagree (1-2) | 23% | 38% | 32% | 0% | 20%  - | 0% | 0% | 0% |
| Neither (3) | 34% | 6% | 21%  - | 0% | 39%  +++ | 0% | 0% | 0% |
| Agree (4-5) | 43% | 56% | 47% | 0% | 41% | 0% | 0% | 0% |
| Strongly disagree 1 | 7% | 0% | 17% | 0% | 7% | 0% | 0% | 0% |
| 2 | 15% | 38% | 15% | 0% | 13% | 0% | 0% | 0% |
| 3 | 34% | 6% | 21% | 0% | 39% | 0% | 0% | 0% |
| 4 | 21% | 27% | 19% | 0% | 20% | 0% | 0% | 0% |
| Strongly agree 5 | 23% | 29% | 28% | 0% | 21% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.63 | 25.30 | 14.61 | \* | 11.80 | \* | \* | \* |
| Mean: | 3.36 | 3.48 | 3.25 | \* | 3.36 | \* | \* | \* |
| Standard Deviation: | 1.20 | 1.29 | 1.45 | \* | 1.15 | \* | \* | \* |
| Student's T: | \* | - | - | \* | - | \* | \* | \* |

| The language clearly conveys that there are benefits and credits available if I do my taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP7BC  Canada Child Benefit approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 275 | 21 | 37 | 0 | 217 | 0 | 0 | 0 |
| Total: | 129 | 15 | 45 | 0 | 69 | 0 | 0 | 0 |
| Disagree (1-2) | 3% | 0% | 13%  +++ | 0% | 2%  - | 0% | 0% | 0% |
| Neither (3) | 18% | 6% | 10% | 0% | 21%  ++ | 0% | 0% | 0% |
| Agree (4-5) | 79% | 94% | 77% | 0% | 77% | 0% | 0% | 0% |
| Strongly disagree 1 | 2% | 0% | 7% | 0% | 1% | 0% | 0% | 0% |
| 2 | 1% | 0% | 6% | 0% | 0% | 0% | 0% | 0% |
| 3 | 18% | 6% | 10% | 0% | 21% | 0% | 0% | 0% |
| 4 | 31% | 42% | 33% | 0% | 29% | 0% | 0% | 0% |
| Strongly agree 5 | 48% | 53% | 44% | 0% | 48% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.63 | 25.30 | 14.61 | \* | 11.80 | \* | \* | \* |
| Mean: | 4.21 | 4.47 | 4.01 | \* | 4.22 | \* | \* | \* |
| Standard Deviation: | 0.92 | 0.62 | 1.20 | \* | 0.89 | \* | \* | \* |
| Student's T: | \* | - | - | \* | - | \* | \* | \* |

| The CRA is making efforts to inform people that they may get benefits and credits if they do their taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP7CC  Canada Child Benefit approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 275 | 21 | 37 | 0 | 217 | 0 | 0 | 0 |
| Total: | 129 | 15 | 45 | 0 | 69 | 0 | 0 | 0 |
| Disagree (1-2) | 3% | 0% | 12%  +++ | 0% | 1%  - | 0% | 0% | 0% |
| Neither (3) | 22% | 8% | 19% | 0% | 24% | 0% | 0% | 0% |
| Agree (4-5) | 73% | 92% | 69% | 0% | 72% | 0% | 0% | 0% |
| Strongly disagree 1 | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| 2 | 2% | 0% | 12% | 0% | 0% | 0% | 0% | 0% |
| 3 | 22% | 8% | 19% | 0% | 24% | 0% | 0% | 0% |
| 4 | 20% | 30% | 40% | 0% | 16% | 0% | 0% | 0% |
| Strongly agree 5 | 53% | 62% | 29% | 0% | 56% | 0% | 0% | 0% |
| No response | 2% | 0% | 0% | 0% | 3% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.63 | 25.30 | 14.61 | \* | 11.80 | \* | \* | \* |
| Mean: | 4.25 | 4.54 | 3.86 | \* | 4.29 | \* | \* | \* |
| Standard Deviation: | 0.937 | 0.653 | 0.984 | \* | 0.937 | \* | \* | \* |
| Student's T: | \* | - | 95 | \* | - | \* | \* | \* |

| If Canadians heard this ad on the radio, they would be encouraged to do their taxes in order to receive their benefits and credits. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP7DC  Canada Child Benefit approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP8AC  Canada Child Benefit approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 275 | 21 | 37 | 0 | 217 | 0 | 0 | 0 |
| Total: | 129 | 15 | 45 | 0 | 69 | 0 | 0 | 0 |
| Disagree (1-2) | 42% | 8% | 38% | 0% | 46%  ++ | 0% | 0% | 0% |
| Neither (3) | 17% | 31% | 15% | 0% | 16% | 0% | 0% | 0% |
| Agree (4-5) | 41% | 61% | 46% | 0% | 38% | 0% | 0% | 0% |
| Strongly disagree 1 | 16% | 8% | 16% | 0% | 16% | 0% | 0% | 0% |
| 2 | 26% | 0% | 22% | 0% | 29% | 0% | 0% | 0% |
| 3 | 17% | 31% | 15% | 0% | 16% | 0% | 0% | 0% |
| 4 | 23% | 8% | 28% | 0% | 24% | 0% | 0% | 0% |
| Strongly agree 5 | 17% | 53% | 19% | 0% | 14% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.63 | 25.30 | 14.61 | \* | 11.80 | \* | \* | \* |
| Mean: | 3.01 | 3.97 | 3.11 | \* | 2.90 | \* | \* | \* |
| Standard Deviation: | 1.35 | 1.29 | 1.39 | \* | 1.32 | \* | \* | \* |
| Student's T: | \* | 99 | - | \* | 95 | \* | \* | \* |

| The language clearly conveys that there are benefits and credits available if I do my taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP8BC  Canada Child Benefit approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 275 | 21 | 37 | 0 | 217 | 0 | 0 | 0 |
| Total: | 129 | 15 | 45 | 0 | 69 | 0 | 0 | 0 |
| Disagree (1-2) | 9% | 0% | 16% | 0% | 8% | 0% | 0% | 0% |
| Neither (3) | 21% | 8% | 12% | 0% | 23%  + | 0% | 0% | 0% |
| Agree (4-5) | 71% | 92% | 72% | 0% | 68% | 0% | 0% | 0% |
| Strongly disagree 1 | 1% | 0% | 7% | 0% | 0% | 0% | 0% | 0% |
| 2 | 7% | 0% | 9% | 0% | 8% | 0% | 0% | 0% |
| 3 | 21% | 8% | 12% | 0% | 23% | 0% | 0% | 0% |
| 4 | 30% | 29% | 25% | 0% | 31% | 0% | 0% | 0% |
| Strongly agree 5 | 41% | 63% | 47% | 0% | 37% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.63 | 25.30 | 14.61 | \* | 11.80 | \* | \* | \* |
| Mean: | 4.01 | 4.55 | 3.95 | \* | 3.97 | \* | \* | \* |
| Standard Deviation: | 1.01 | 0.65 | 1.28 | \* | 0.98 | \* | \* | \* |
| Student's T: | \* | 99 | - | \* | - | \* | \* | \* |

| The CRA is making efforts to inform people that they may get benefits and credits if they do their taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP8CC  Canada Child Benefit approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 275 | 21 | 37 | 0 | 217 | 0 | 0 | 0 |
| Total: | 129 | 15 | 45 | 0 | 69 | 0 | 0 | 0 |
| Disagree (1-2) | 6% | 0% | 12% | 0% | 6% | 0% | 0% | 0% |
| Neither (3) | 12% | 8% | 6% | 0% | 13% | 0% | 0% | 0% |
| Agree (4-5) | 79% | 92% | 82% | 0% | 78% | 0% | 0% | 0% |
| Strongly disagree 1 | 2% | 0% | 6% | 0% | 2% | 0% | 0% | 0% |
| 2 | 4% | 0% | 6% | 0% | 4% | 0% | 0% | 0% |
| 3 | 12% | 8% | 6% | 0% | 13% | 0% | 0% | 0% |
| 4 | 31% | 22% | 32% | 0% | 32% | 0% | 0% | 0% |
| Strongly agree 5 | 48% | 70% | 49% | 0% | 46% | 0% | 0% | 0% |
| No response | 2% | 0% | 0% | 0% | 3% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.63 | 25.30 | 14.61 | \* | 11.80 | \* | \* | \* |
| Mean: | 4.21 | 4.62 | 4.13 | \* | 4.19 | \* | \* | \* |
| Standard Deviation: | 0.98 | 0.64 | 1.16 | \* | 0.96 | \* | \* | \* |
| Student's T: | \* | 95 | - | \* | - | \* | \* | \* |

| If Canadians heard this ad on the radio, they would be encouraged to do their taxes in order to receive their benefits and credits. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP8DC  Canada Child Benefit approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| Thinking of both of these ads, which one is most likely to remind Canadians that they might miss out on benefit payments if they don't file their taxes? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP9C |  |  |  |  |  |  |  |  |
| Weighted Total: | 275 | 21 | 37 | 0 | 217 | 0 | 0 | 0 |
| Total: | 129 | 15 | 45 | 0 | 69 | 0 | 0 | 0 |
| Ad A - Canada Child Benefit approach 1 | 62% | 51% | 35%  ---- | 0% | 68%  +++ | 0% | 0% | 0% |
| Ad B - Canada Child Benefit approach 2 | 30% | 28% | 46%  ++ | 0% | 28% | 0% | 0% | 0% |
| None | 7% | 20% | 19% | 0% | 4% | 0% | 0% | 0% |
| Chi2: | - | 99 |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.63 | 25.30 | 14.61 | \* | 11.80 | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP10AC  WITB GST HST credit approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 7% | 7% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 23% | 23% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 70% | 70% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 2% | 2% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 23% | 23% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 49% | 49% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 21% | 21% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 3.79 | 3.79 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 0.987 | 0.987 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there are benefits and credits available if I do my taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP10BC  WITB GST HST credit approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 22% | 22% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 78% | 78% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 22% | 22% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 37% | 37% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 41% | 41% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 4.18 | 4.18 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 0.794 | 0.794 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The CRA is making efforts to inform people that they may get benefits and credits if they do their taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP10CC  WITB GST HST credit approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 18% | 18% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 82% | 82% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 18% | 18% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 26% | 26% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 55% | 55% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 4.36 | 4.36 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 0.800 | 0.800 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If Canadians heard this ad on the radio, they would be encouraged to do their taxes in order to receive their benefits and credits. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP10DC  WITB GST HST credit approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP11AC  WITB GST HST Credit Approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 19% | 19% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 22% | 22% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 59% | 59% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 14% | 14% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 22% | 22% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 18% | 18% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 41% | 41% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 3.75 | 3.75 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 1.28 | 1.28 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there are benefits and credits available if I do my taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP11BC  WITB GST HST Credit Approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 76% | 76% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 44% | 44% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 32% | 32% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 3.97 | 3.97 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 0.969 | 0.969 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The CRA is making efforts to inform people that they may get benefits and credits if they do their taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP11CC  WITB GST HST Credit Approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 4% | 4% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 85% | 85% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 4% | 4% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 33% | 33% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 52% | 52% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 4.25 | 4.25 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 0.998 | 0.998 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If Canadians heard this ad on the radio, they would be encouraged to do their taxes in order to receive their benefits and credits. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP11DC  WITB GST HST Credit Approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | \* | \* | \* | \* | \* | \* | \* | \* |
| Mean: | \* | \* | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | \* | \* | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| Thinking of both of these ads, which one is most likely to remind Canadians that they might miss out on benefit payments if they don't file their taxes? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP12C |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ad A - WITB GST HST credit approach 1 | 58% | 58% | 0% | 0% | 0% | 0% | 0% | 0% |
| Ad B - WITB GST HST credit approach 2 | 35% | 35% | 0% | 0% | 0% | 0% | 0% | 0% |
| None | 7% | 7% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP13AC  Community Volunteer Income Tax program approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 6% | 6% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 27% | 27% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 67% | 67% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 27% | 27% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 26% | 26% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 41% | 41% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 3.98 | 3.98 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 1.10 | 1.10 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there may be some assistance available for those who need help with preparing and filing their tax returns. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP13BC  Community Volunteer Income Tax program approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 88% | 88% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 38% | 38% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 50% | 50% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 4.38 | 4.38 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 0.703 | 0.703 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The CRA provides some assistance for those who need help filing their tax returns. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP13CC  Community Volunteer Income Tax program approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 6% | 6% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 94% | 94% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 6% | 6% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 59% | 59% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 35% | 35% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 4.29 | 4.29 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 0.576 | 0.576 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If Canadians heard this ad on the radio, they would be likely to look for more information on what assistance is available. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP13DC  Community Volunteer Income Tax program approach 1 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 13% | 13% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 28% | 28% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 59% | 59% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 13% | 13% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 28% | 28% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 18% | 18% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 42% | 42% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 3.88 | 3.88 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 1.12 | 1.12 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP14AC  Community volunteer Income Tax Program approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 20% | 20% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 26% | 26% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 55% | 55% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 14% | 14% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 26% | 26% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 31% | 31% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 24% | 24% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 3.54 | 3.54 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 1.17 | 1.17 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there may be some assistance available for those who need help with preparing and filing their tax returns. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP14BC  Community volunteer Income Tax Program approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 88% | 88% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 49% | 49% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 39% | 39% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 4.16 | 4.16 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 0.929 | 0.929 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The CRA provides some assistance for those who need help filing their tax returns. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP14CC  Community volunteer Income Tax Program approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 20% | 20% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 68% | 68% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 12% | 12% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 20% | 20% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 31% | 31% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 37% | 37% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 3.94 | 3.94 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 1.04 | 1.04 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If Canadians heard this ad on the radio, they would be likely to look for more information on what assistance is available. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP14DC  Community volunteer Income Tax Program approach 2 |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 25% | 25% | 0% | 0% | 0% | 0% | 0% | 0% |
| Neither (3) | 24% | 24% | 0% | 0% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 51% | 51% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| 2 | 25% | 25% | 0% | 0% | 0% | 0% | 0% | 0% |
| 3 | 24% | 24% | 0% | 0% | 0% | 0% | 0% | 0% |
| 4 | 13% | 13% | 0% | 0% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 38% | 38% | 0% | 0% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |
| Mean: | 3.65 | 3.65 | \* | \* | \* | \* | \* | \* |
| Standard Deviation: | 1.25 | 1.25 | \* | \* | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| Thinking of both of these ads, which one is most likely to inform Canadians that they might be eligible for help preparing and filing their taxes? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| GP15C |  |  |  |  |  |  |  |  |
| Weighted Total: | 25 | 25 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total: | 21 | 21 | 0 | 0 | 0 | 0 | 0 | 0 |
| Ad A - Community Volunteer Income Tax program approach 1 | 78% | 78% | 0% | 0% | 0% | 0% | 0% | 0% |
| Ad B - Community volunteer Income Tax Program approach 2 | 22% | 22% | 0% | 0% | 0% | 0% | 0% | 0% |
| None | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 21.38 | 21.38 | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP16AC  Tax Promoter Cheque |  |  |  |  |  |  |  |  |
| Weighted Total: | 196 | 0 | 29 | 15 | 98 | 0 | 21 | 33 |
| Total: | 242 | 0 | 30 | 103 | 28 | 0 | 33 | 48 |
| Disagree (1-2) | 27% | 0% | 7%  --- | 36%  + | 32% | 0% | 19% | 30% |
| Neither (3) | 21% | 0% | 35%  ++ | 24% | 16% | 0% | 21% | 23% |
| Agree (4-5) | 51% | 0% | 58% | 39%  -- | 52% | 0% | 56% | 46% |
| Strongly disagree 1 | 5% | 0% | 1% | 19% | 5% | 0% | 0% | 4% |
| 2 | 22% | 0% | 6% | 17% | 27% | 0% | 18% | 26% |
| 3 | 21% | 0% | 35% | 24% | 16% | 0% | 21% | 23% |
| 4 | 26% | 0% | 29% | 27% | 25% | 0% | 19% | 32% |
| Strongly agree 5 | 25% | 0% | 28% | 11% | 27% | 0% | 37% | 14% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 5% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.30 | \* | 17.89 | 9.66 | 18.52 | \* | 17.06 | 14.14 |
| Mean: | 3.45 | \* | 3.78 | 2.95 | 3.43 | \* | 3.76 | 3.26 |
| Standard Deviation: | 1.22 | \* | 0.98 | 1.34 | 1.28 | \* | 1.20 | 1.14 |
| Student's T: | \* | \* | 90 | 99 | - | \* | - | - |

| The language clearly conveys that there are negative consequences for participating in tax promoter schemes like claiming false business losses on your taxes, whether or not you own a business. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP16B1C  Tax Promoter Cheque |  |  |  |  |  |  |  |  |
| Weighted Total: | 116 | 0 | 14 | 7 | 57 | 0 | 13 | 25 |
| Total: | 130 | 0 | 16 | 49 | 15 | 0 | 17 | 33 |
| Disagree (1-2) | 6% | 0% | 1% | 27%  ++++ | 3% | 0% | 2% | 14%  + |
| Neither (3) | 31% | 0% | 51% | 19% | 24% | 0% | 6% | 50%  +++ |
| Agree (4-5) | 63% | 0% | 48% | 50% | 73% | 0% | 92% | 36%  ---- |
| Strongly disagree 1 | 2% | 0% | 1% | 11% | 3% | 0% | 0% | 1% |
| 2 | 4% | 0% | 0% | 17% | 0% | 0% | 2% | 13% |
| 3 | 31% | 0% | 51% | 19% | 24% | 0% | 6% | 50% |
| 4 | 24% | 0% | 29% | 27% | 21% | 0% | 31% | 25% |
| Strongly agree 5 | 38% | 0% | 19% | 23% | 52% | 0% | 61% | 11% |
| No response | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.60 | \* | 24.50 | 14.00 | 25.30 | \* | 23.77 | 17.06 |
| Mean: | 3.92 | \* | 3.66 | 3.37 | 4.19 | \* | 4.51 | 3.32 |
| Standard Deviation: | 1.04 | \* | 0.84 | 1.41 | 1.00 | \* | 0.72 | 0.90 |
| Student's T: | \* | \* | - | 95 | 90 | \* | 99 | 99.9 |

| The language clearly conveys that there are negative consequences for participating in tax promoter schemes like getting charitable donation receipts that are more than you donated and claiming the larger amount on your taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP16B2C  Tax Promoter Cheque |  |  |  |  |  |  |  |  |
| Weighted Total: | 80 | 0 | 15 | 8 | 42 | 0 | 8 | 8 |
| Total: | 112 | 0 | 14 | 54 | 13 | 0 | 16 | 15 |
| Disagree (1-2) | 32% | 0% | 11% | 28% | 41% | 0% | 13% | 44% |
| Neither (3) | 14% | 0% | 26% | 25%  + | 8% | 0% | 20% | 4% |
| Agree (4-5) | 54% | 0% | 63% | 47% | 51% | 0% | 67% | 52% |
| Strongly disagree 1 | 12% | 0% | 9% | 10% | 16% | 0% | 1% | 11% |
| 2 | 20% | 0% | 2% | 18% | 25% | 0% | 12% | 34% |
| 3 | 14% | 0% | 26% | 25% | 8% | 0% | 20% | 4% |
| 4 | 24% | 0% | 43% | 29% | 10% | 0% | 39% | 41% |
| Strongly agree 5 | 30% | 0% | 19% | 18% | 41% | 0% | 28% | 11% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.26 | \* | 26.19 | 13.34 | 27.18 | \* | 24.50 | 25.30 |
| Mean: | 3.41 | \* | 3.63 | 3.26 | 3.35 | \* | 3.81 | 3.08 |
| Standard Deviation: | 1.41 | \* | 1.13 | 1.32 | 1.60 | \* | 1.08 | 1.35 |
| Student's T: | \* | \* | - | - | - | \* | - | - |

| The language clearly conveys that the CRA is making efforts to inform people to beware of tax promoter schemes like claiming false business losses on your taxes, whether or not you own a business | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP16C1C  Tax Promoter Cheque |  |  |  |  |  |  |  |  |
| Weighted Total: | 116 | 0 | 14 | 7 | 57 | 0 | 13 | 25 |
| Total: | 130 | 0 | 16 | 49 | 15 | 0 | 17 | 33 |
| Disagree (1-2) | 10% | 0% | 2% | 22%  ++ | 9% | 0% | 2% | 15% |
| Neither (3) | 25% | 0% | 24% | 20% | 21% | 0% | 17% | 38%  + |
| Agree (4-5) | 66% | 0% | 74% | 55% | 70% | 0% | 81% | 47%  -- |
| Strongly disagree 1 | 1% | 0% | 1% | 11% | 0% | 0% | 0% | 2% |
| 2 | 8% | 0% | 1% | 11% | 9% | 0% | 2% | 13% |
| 3 | 25% | 0% | 24% | 20% | 21% | 0% | 17% | 38% |
| 4 | 26% | 0% | 41% | 25% | 18% | 0% | 31% | 31% |
| Strongly agree 5 | 40% | 0% | 33% | 30% | 52% | 0% | 49% | 15% |
| No response | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.60 | \* | 24.50 | 14.00 | 25.30 | \* | 23.77 | 17.06 |
| Mean: | 3.95 | \* | 4.05 | 3.52 | 4.12 | \* | 4.28 | 3.45 |
| Standard Deviation: | 1.05 | \* | 0.85 | 1.45 | 1.05 | \* | 0.85 | 0.99 |
| Student's T: | \* | \* | - | 90 | - | \* | - | 99 |

| The language clearly conveys that the CRA is making efforts to inform people to beware of tax promoter schemes like getting charitable donation receipts that are more than you donated and claiming the larger amount on your taxes | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP16C2C  Tax Promoter Cheque |  |  |  |  |  |  |  |  |
| Weighted Total: | 80 | 0 | 15 | 8 | 42 | 0 | 8 | 8 |
| Total: | 112 | 0 | 14 | 54 | 13 | 0 | 16 | 15 |
| Disagree (1-2) | 23% | 0% | 11% | 28% | 29% | 0% | 25% | 10% |
| Neither (3) | 11% | 0% | 7% | 33%  ++++ | 4% | 0% | 20% | 22% |
| Agree (4-5) | 66% | 0% | 83% | 39%  --- | 67% | 0% | 56% | 68% |
| Strongly disagree 1 | 17% | 0% | 9% | 5% | 29% | 0% | 0% | 0% |
| 2 | 6% | 0% | 2% | 23% | 0% | 0% | 25% | 10% |
| 3 | 11% | 0% | 7% | 33% | 4% | 0% | 20% | 22% |
| 4 | 29% | 0% | 30% | 28% | 26% | 0% | 26% | 45% |
| Strongly agree 5 | 37% | 0% | 53% | 11% | 41% | 0% | 29% | 23% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.26 | \* | 26.19 | 13.34 | 27.18 | \* | 24.50 | 25.30 |
| Mean: | 3.62 | \* | 4.16 | 3.17 | 3.49 | \* | 3.60 | 3.82 |
| Standard Deviation: | 1.47 | \* | 1.24 | 1.14 | 1.70 | \* | 1.23 | 0.96 |
| Student's T: | \* | \* | 90 | 95 | - | \* | - | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP16DC  Tax Promoter Cheque |  |  |  |  |  |  |  |  |
| Weighted Total: | 196 | 0 | 29 | 15 | 98 | 0 | 21 | 33 |
| Total: | 242 | 0 | 30 | 103 | 28 | 0 | 33 | 48 |
| Disagree (1-2) | 44% | 0% | 31% | 54% | 52% | 0% | 13%  ---- | 48% |
| Neither (3) | 24% | 0% | 46%  +++ | 22% | 16% | 0% | 29% | 26% |
| Agree (4-5) | 31% | 0% | 23% | 24% | 30% | 0% | 59%  ++++ | 25% |
| Strongly disagree 1 | 25% | 0% | 30% | 28% | 29% | 0% | 5% | 20% |
| 2 | 19% | 0% | 1% | 26% | 23% | 0% | 7% | 28% |
| 3 | 24% | 0% | 46% | 22% | 16% | 0% | 29% | 26% |
| 4 | 14% | 0% | 4% | 14% | 15% | 0% | 14% | 20% |
| Strongly agree 5 | 17% | 0% | 19% | 10% | 15% | 0% | 45% | 5% |
| No response | 1% | 0% | 0% | 1% | 2% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.30 | \* | 17.89 | 9.66 | 18.52 | \* | 17.06 | 14.14 |
| Mean: | 2.78 | \* | 2.81 | 2.51 | 2.63 | \* | 3.86 | 2.62 |
| Standard Deviation: | 1.41 | \* | 1.43 | 1.35 | 1.45 | \* | 1.25 | 1.18 |
| Student's T: | \* | \* | - | - | - | \* | 99.9 | - |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP17AC  Tax Promoter Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 196 | 0 | 29 | 15 | 98 | 0 | 21 | 33 |
| Total: | 242 | 0 | 30 | 103 | 28 | 0 | 33 | 48 |
| Disagree (1-2) | 26% | 0% | 6%  --- | 41%  +++ | 29% | 0% | 6%  --- | 37%  ++ |
| Neither (3) | 19% | 0% | 21% | 24% | 13% | 0% | 16% | 32%  ++ |
| Agree (4-5) | 56% | 0% | 72%  ++ | 35%  ---- | 58% | 0% | 78%  +++ | 31%  ---- |
| Strongly disagree 1 | 13% | 0% | 6% | 20% | 17% | 0% | 0% | 13% |
| 2 | 12% | 0% | 0% | 20% | 12% | 0% | 6% | 24% |
| 3 | 19% | 0% | 21% | 24% | 13% | 0% | 16% | 32% |
| 4 | 35% | 0% | 42% | 22% | 38% | 0% | 41% | 19% |
| Strongly agree 5 | 21% | 0% | 30% | 13% | 20% | 0% | 37% | 12% |
| No response | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.30 | \* | 17.89 | 9.66 | 18.52 | \* | 17.06 | 14.14 |
| Mean: | 3.38 | \* | 3.90 | 2.87 | 3.31 | \* | 4.09 | 2.92 |
| Standard Deviation: | 1.31 | \* | 1.05 | 1.37 | 1.38 | \* | 0.91 | 1.21 |
| Student's T: | \* | \* | 99 | 99 | - | \* | 99.9 | 99 |

| The language clearly conveys that there are negative consequences for participating in tax promoter schemes like claiming false business losses on your taxes, whether or not you own a business. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP17B1C  Tax Promoter Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 116 | 0 | 14 | 7 | 57 | 0 | 13 | 25 |
| Total: | 130 | 0 | 16 | 49 | 15 | 0 | 17 | 33 |
| Disagree (1-2) | 12% | 0% | 3% | 21% | 7% | 0% | 9% | 29%  +++ |
| Neither (3) | 21% | 0% | 1% | 22% | 27% | 0% | 2% | 30% |
| Agree (4-5) | 66% | 0% | 96% | 53% | 66% | 0% | 89% | 41%  ---- |
| Strongly disagree 1 | 1% | 0% | 1% | 10% | 0% | 0% | 0% | 1% |
| 2 | 12% | 0% | 2% | 12% | 7% | 0% | 9% | 28% |
| 3 | 21% | 0% | 1% | 22% | 27% | 0% | 2% | 30% |
| 4 | 34% | 0% | 48% | 37% | 33% | 0% | 34% | 27% |
| Strongly agree 5 | 32% | 0% | 49% | 16% | 34% | 0% | 56% | 13% |
| No response | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.60 | \* | 24.50 | 14.00 | 25.30 | \* | 23.77 | 17.06 |
| Mean: | 3.86 | \* | 4.41 | 3.40 | 3.93 | \* | 4.36 | 3.24 |
| Standard Deviation: | 1.03 | \* | 0.72 | 1.28 | 0.95 | \* | 0.93 | 1.05 |
| Student's T: | \* | \* | 99 | 95 | - | \* | 95 | 99.9 |

| The language clearly conveys that there are negative consequences for participating in tax promoter schemes like getting charitable donation receipts that are more than you donated and claiming the larger amount on your taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP17B2C  Tax Promoter Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 80 | 0 | 15 | 8 | 42 | 0 | 8 | 8 |
| Total: | 112 | 0 | 14 | 54 | 13 | 0 | 16 | 15 |
| Disagree (1-2) | 32% | 0% | 44% | 25% | 36% | 0% | 1% | 33% |
| Neither (3) | 11% | 0% | 1% | 40%  ++++ | 4% | 0% | 35% | 19% |
| Agree (4-5) | 56% | 0% | 55% | 35%  -- | 61% | 0% | 64% | 48% |
| Strongly disagree 1 | 18% | 0% | 17% | 16% | 26% | 0% | 1% | 0% |
| 2 | 14% | 0% | 27% | 9% | 10% | 0% | 0% | 33% |
| 3 | 11% | 0% | 1% | 40% | 4% | 0% | 35% | 19% |
| 4 | 28% | 0% | 37% | 23% | 20% | 0% | 44% | 42% |
| Strongly agree 5 | 28% | 0% | 18% | 12% | 41% | 0% | 20% | 6% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.26 | \* | 26.19 | 13.34 | 27.18 | \* | 24.50 | 25.30 |
| Mean: | 3.34 | \* | 3.11 | 3.07 | 3.40 | \* | 3.82 | 3.22 |
| Standard Deviation: | 1.48 | \* | 1.47 | 1.29 | 1.69 | \* | 0.84 | 1.04 |
| Student's T: | \* | \* | - | - | - | \* | 95 | - |

| The language clearly conveys that the CRA is making efforts to inform people to beware of tax promoter schemes like claiming false business losses on your taxes, whether or not you own a business | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP17C1C  Tax Promoter Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 116 | 0 | 14 | 7 | 57 | 0 | 13 | 25 |
| Total: | 130 | 0 | 16 | 49 | 15 | 0 | 17 | 33 |
| Disagree (1-2) | 9% | 0% | 3% | 18%  + | 0% | 0% | 1% | 34%  ++++ |
| Neither (3) | 31% | 0% | 17% | 19%  - | 41% | 0% | 9% | 34% |
| Agree (4-5) | 60% | 0% | 80% | 60% | 59% | 0% | 90% | 33%  ---- |
| Strongly disagree 1 | 1% | 0% | 1% | 11% | 0% | 0% | 0% | 1% |
| 2 | 8% | 0% | 2% | 8% | 0% | 0% | 1% | 33% |
| 3 | 31% | 0% | 17% | 19% | 41% | 0% | 9% | 34% |
| 4 | 26% | 0% | 66% | 40% | 18% | 0% | 24% | 17% |
| Strongly agree 5 | 34% | 0% | 14% | 20% | 41% | 0% | 66% | 16% |
| No response | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.60 | \* | 24.50 | 14.00 | 25.30 | \* | 23.77 | 17.06 |
| Mean: | 3.84 | \* | 3.90 | 3.52 | 4.00 | \* | 4.56 | 3.14 |
| Standard Deviation: | 1.02 | \* | 0.70 | 1.31 | 0.91 | \* | 0.72 | 1.09 |
| Student's T: | \* | \* | - | - | - | \* | 99.9 | 99.9 |

| The language clearly conveys that the CRA is making efforts to inform people to beware of tax promoter schemes like getting charitable donation receipts that are more than you donated and claiming the larger amount on your taxes | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP17C2C  Tax Promoter Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 80 | 0 | 15 | 8 | 42 | 0 | 8 | 8 |
| Total: | 112 | 0 | 14 | 54 | 13 | 0 | 16 | 15 |
| Disagree (1-2) | 27% | 0% | 27% | 23% | 32% | 0% | 2% | 33% |
| Neither (3) | 9% | 0% | 0% | 38%  ++++ | 0% | 0% | 33% | 15% |
| Agree (4-5) | 64% | 0% | 73% | 39%  --- | 68% | 0% | 65% | 52% |
| Strongly disagree 1 | 14% | 0% | 0% | 11% | 26% | 0% | 0% | 0% |
| 2 | 13% | 0% | 27% | 12% | 6% | 0% | 2% | 33% |
| 3 | 9% | 0% | 0% | 38% | 0% | 0% | 33% | 15% |
| 4 | 34% | 0% | 53% | 23% | 24% | 0% | 47% | 46% |
| Strongly agree 5 | 31% | 0% | 19% | 16% | 44% | 0% | 18% | 6% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.26 | \* | 26.19 | 13.34 | 27.18 | \* | 24.50 | 25.30 |
| Mean: | 3.53 | \* | 3.65 | 3.20 | 3.55 | \* | 3.82 | 3.25 |
| Standard Deviation: | 1.42 | \* | 1.12 | 1.27 | 1.69 | \* | 0.78 | 1.05 |
| Student's T: | \* | \* | - | - | - | \* | - | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP17DC  Tax Promoter Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 196 | 0 | 29 | 15 | 98 | 0 | 21 | 33 |
| Total: | 242 | 0 | 30 | 103 | 28 | 0 | 33 | 48 |
| Disagree (1-2) | 40% | 0% | 35% | 55%  +++ | 36% | 0% | 18%  --- | 59%  +++ |
| Neither (3) | 20% | 0% | 16% | 23% | 21% | 0% | 14% | 21% |
| Agree (4-5) | 39% | 0% | 48% | 21%  ---- | 40% | 0% | 68%  ++++ | 19%  --- |
| Strongly disagree 1 | 26% | 0% | 33% | 33% | 27% | 0% | 5% | 24% |
| 2 | 14% | 0% | 2% | 22% | 9% | 0% | 13% | 36% |
| 3 | 20% | 0% | 16% | 23% | 21% | 0% | 14% | 21% |
| 4 | 23% | 0% | 21% | 11% | 27% | 0% | 35% | 12% |
| Strongly agree 5 | 16% | 0% | 27% | 9% | 13% | 0% | 33% | 7% |
| No response | 1% | 0% | 0% | 1% | 2% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.30 | \* | 17.89 | 9.66 | 18.52 | \* | 17.06 | 14.14 |
| Mean: | 2.90 | \* | 3.07 | 2.42 | 2.89 | \* | 3.79 | 2.43 |
| Standard Deviation: | 1.44 | \* | 1.65 | 1.35 | 1.43 | \* | 1.20 | 1.20 |
| Student's T: | \* | \* | - | 99 | - | \* | 99.9 | 99 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP18AC  Tax Promotor Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 196 | 0 | 29 | 15 | 98 | 0 | 21 | 33 |
| Total: | 242 | 0 | 30 | 103 | 28 | 0 | 33 | 48 |
| Disagree (1-2) | 23% | 0% | 20% | 40%  +++ | 21% | 0% | 11% | 29% |
| Neither (3) | 34% | 0% | 43% | 33% | 34% | 0% | 15%  -- | 38% |
| Agree (4-5) | 43% | 0% | 37% | 25%  --- | 45% | 0% | 74%  ++++ | 32% |
| Strongly disagree 1 | 10% | 0% | 11% | 21% | 8% | 0% | 5% | 12% |
| 2 | 12% | 0% | 8% | 18% | 13% | 0% | 6% | 17% |
| 3 | 34% | 0% | 43% | 33% | 34% | 0% | 15% | 38% |
| 4 | 23% | 0% | 23% | 15% | 21% | 0% | 38% | 23% |
| Strongly agree 5 | 20% | 0% | 15% | 11% | 23% | 0% | 36% | 9% |
| No response | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | (90) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.30 | \* | 17.89 | 9.66 | 18.52 | \* | 17.06 | 14.14 |
| Mean: | 3.31 | \* | 3.21 | 2.75 | 3.39 | \* | 3.95 | 3.00 |
| Standard Deviation: | 1.22 | \* | 1.17 | 1.30 | 1.21 | \* | 1.12 | 1.14 |
| Student's T: | \* | \* | - | 99.9 | - | \* | 99 | 95 |

| The language clearly conveys that there are negative consequences for participating in tax promoter schemes like claiming false business losses on your taxes, whether or not you own a business. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP18B1C  Tax Promotor Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 116 | 0 | 14 | 7 | 57 | 0 | 13 | 25 |
| Total: | 130 | 0 | 16 | 49 | 15 | 0 | 17 | 33 |
| Disagree (1-2) | 20% | 0% | 8% | 31% | 27% | 0% | 1% | 17% |
| Neither (3) | 23% | 0% | 16% | 20% | 20% | 0% | 14% | 40%  ++ |
| Agree (4-5) | 56% | 0% | 75% | 44% | 52% | 0% | 85% | 44% |
| Strongly disagree 1 | 3% | 0% | 1% | 13% | 3% | 0% | 0% | 2% |
| 2 | 17% | 0% | 7% | 19% | 25% | 0% | 1% | 14% |
| 3 | 23% | 0% | 16% | 20% | 20% | 0% | 14% | 40% |
| 4 | 26% | 0% | 63% | 29% | 16% | 0% | 24% | 29% |
| Strongly agree 5 | 30% | 0% | 12% | 16% | 37% | 0% | 61% | 14% |
| No response | 0% | 0% | 1% | 5% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.60 | \* | 24.50 | 14.00 | 25.30 | \* | 23.77 | 17.06 |
| Mean: | 3.64 | \* | 3.79 | 3.16 | 3.58 | \* | 4.44 | 3.39 |
| Standard Deviation: | 1.17 | \* | 0.81 | 1.39 | 1.29 | \* | 0.80 | 1.00 |
| Student's T: | \* | \* | - | 95 | - | \* | 99.9 | - |

| The language clearly conveys that there are negative consequences for participating in tax promoter schemes like getting charitable donation receipts that are more than you donated and claiming the larger amount on your taxes. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP18B2C  Tax Promotor Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 80 | 0 | 15 | 8 | 42 | 0 | 8 | 8 |
| Total: | 112 | 0 | 14 | 54 | 13 | 0 | 16 | 15 |
| Disagree (1-2) | 19% | 0% | 27% | 30% | 11% | 0% | 26% | 30% |
| Neither (3) | 26% | 0% | 25% | 41%  + | 25% | 0% | 34% | 4% |
| Agree (4-5) | 51% | 0% | 47% | 28%  --- | 56% | 0% | 40% | 66% |
| Strongly disagree 1 | 3% | 0% | 0% | 10% | 0% | 0% | 12% | 11% |
| 2 | 16% | 0% | 27% | 20% | 11% | 0% | 14% | 20% |
| 3 | 26% | 0% | 25% | 41% | 25% | 0% | 34% | 4% |
| 4 | 16% | 0% | 14% | 21% | 4% | 0% | 34% | 61% |
| Strongly agree 5 | 35% | 0% | 33% | 7% | 52% | 0% | 6% | 5% |
| No response | 4% | 0% | 0% | 0% | 8% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.26 | \* | 26.19 | 13.34 | 27.18 | \* | 24.50 | 25.30 |
| Mean: | 3.66 | \* | 3.52 | 2.95 | 4.06 | \* | 3.08 | 3.30 |
| Standard Deviation: | 1.23 | \* | 1.25 | 1.13 | 1.16 | \* | 1.18 | 1.23 |
| Student's T: | \* | \* | - | 99.9 | 95 | \* | 90 | - |

| The language clearly conveys that the CRA is making efforts to inform people to beware of tax promoter schemes like claiming false business losses on your taxes, whether or not you own a business | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP18C1C  Tax Promotor Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 116 | 0 | 14 | 7 | 57 | 0 | 13 | 25 |
| Total: | 130 | 0 | 16 | 49 | 15 | 0 | 17 | 33 |
| Disagree (1-2) | 12% | 0% | 2% | 21% | 10% | 0% | 6% | 22%  ++ |
| Neither (3) | 34% | 0% | 54% | 24% | 36% | 0% | 1% | 36% |
| Agree (4-5) | 54% | 0% | 44% | 51% | 54% | 0% | 93% | 42% |
| Strongly disagree 1 | 2% | 0% | 1% | 8% | 3% | 0% | 0% | 1% |
| 2 | 9% | 0% | 1% | 12% | 7% | 0% | 6% | 21% |
| 3 | 34% | 0% | 54% | 24% | 36% | 0% | 1% | 36% |
| 4 | 26% | 0% | 32% | 37% | 18% | 0% | 32% | 35% |
| Strongly agree 5 | 28% | 0% | 12% | 14% | 36% | 0% | 61% | 8% |
| No response | 0% | 0% | 0% | 5% | 0% | 0% | 0% | 0% |
| Chi2: | - | (90) |  |  |  |  |  |  |
| Margin of Error,around 50% | 8.60 | \* | 24.50 | 14.00 | 25.30 | \* | 23.77 | 17.06 |
| Mean: | 3.69 | \* | 3.54 | 3.38 | 3.77 | \* | 4.48 | 3.26 |
| Standard Deviation: | 1.06 | \* | 0.78 | 1.23 | 1.11 | \* | 0.82 | 0.93 |
| Student's T: | \* | \* | - | - | - | \* | 99.9 | 99 |

| The language clearly conveys that the CRA is making efforts to inform people to beware of tax promoter schemes like getting charitable donation receipts that are more than you donated and claiming the larger amount on your taxes | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP18C2C  Tax Promotor Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 80 | 0 | 15 | 8 | 42 | 0 | 8 | 8 |
| Total: | 112 | 0 | 14 | 54 | 13 | 0 | 16 | 15 |
| Disagree (1-2) | 22% | 0% | 36% | 30% | 11% | 0% | 25% | 43% |
| Neither (3) | 27% | 0% | 29% | 42%  + | 25% | 0% | 34% | 4% |
| Agree (4-5) | 48% | 0% | 35% | 28%  -- | 56% | 0% | 41% | 53% |
| Strongly disagree 1 | 6% | 0% | 9% | 18% | 0% | 0% | 12% | 11% |
| 2 | 16% | 0% | 27% | 12% | 11% | 0% | 13% | 32% |
| 3 | 27% | 0% | 29% | 42% | 25% | 0% | 34% | 4% |
| 4 | 15% | 0% | 15% | 14% | 8% | 0% | 31% | 36% |
| Strongly agree 5 | 33% | 0% | 19% | 14% | 48% | 0% | 9% | 17% |
| No response | 4% | 0% | 0% | 0% | 8% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.26 | \* | 26.19 | 13.34 | 27.18 | \* | 24.50 | 25.30 |
| Mean: | 3.55 | \* | 3.10 | 2.95 | 4.02 | \* | 3.13 | 3.17 |
| Standard Deviation: | 1.28 | \* | 1.28 | 1.33 | 1.14 | \* | 1.22 | 1.42 |
| Student's T: | \* | \* | - | 99 | 95 | \* | - | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP18DC  Tax Promotor Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 196 | 0 | 29 | 15 | 98 | 0 | 21 | 33 |
| Total: | 242 | 0 | 30 | 103 | 28 | 0 | 33 | 48 |
| Disagree (1-2) | 39% | 0% | 42% | 55%  +++ | 40% | 0% | 16%  --- | 41% |
| Neither (3) | 23% | 0% | 24% | 25% | 18% | 0% | 25% | 34%  + |
| Agree (4-5) | 35% | 0% | 26% | 19%  --- | 40% | 0% | 59%  +++ | 22%  -- |
| Strongly disagree 1 | 22% | 0% | 28% | 30% | 23% | 0% | 5% | 22% |
| 2 | 17% | 0% | 14% | 25% | 16% | 0% | 11% | 19% |
| 3 | 23% | 0% | 24% | 25% | 18% | 0% | 25% | 34% |
| 4 | 21% | 0% | 12% | 10% | 26% | 0% | 35% | 11% |
| Strongly agree 5 | 14% | 0% | 14% | 9% | 14% | 0% | 24% | 12% |
| No response | 3% | 0% | 9% | 1% | 2% | 0% | 0% | 3% |
| Chi2: | - | (90) |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.30 | \* | 17.89 | 9.66 | 18.52 | \* | 17.06 | 14.14 |
| Mean: | 2.88 | \* | 2.67 | 2.41 | 2.90 | \* | 3.62 | 2.70 |
| Standard Deviation: | 1.37 | \* | 1.44 | 1.30 | 1.40 | \* | 1.13 | 1.29 |
| Student's T: | \* | \* | - | 99 | - | \* | 99.9 | - |

| Thinking of all of these ads, which one is most likely to think about the negative consequences of participating in a tax promoter scheme? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP19C |  |  |  |  |  |  |  |  |
| Weighted Total: | 196 | 0 | 29 | 15 | 98 | 0 | 21 | 33 |
| Total: | 242 | 0 | 30 | 103 | 28 | 0 | 33 | 48 |
| Ad A - Tax Promotor Cheque | 36% | 0% | 16%  -- | 33% | 38% | 0% | 38% | 47% |
| Ad B - Tax Promotor Photography | 26% | 0% | 30% | 24% | 29% | 0% | 27% | 16%  - |
| Ad C - Tax Promotor Illustrated | 23% | 0% | 24% | 22% | 24% | 0% | 29% | 19% |
| None | 14% | 0% | 31% | 21% | 9% | 0% | 6% | 18% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 6.30 | \* | 17.89 | 9.66 | 18.52 | \* | 17.06 | 14.14 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP20AC  Underground Economy hands |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 26% | 0% | 28% | 37%  ++ | 24% | 32% | 13% | 21% |
| Neither (3) | 30% | 0% | 34% | 20%  -- | 36% | 33% | 22% | 19%  - |
| Agree (4-5) | 43% | 0% | 38% | 41% | 40% | 34%  -- | 65% | 60%  ++ |
| Strongly disagree 1 | 7% | 0% | 25% | 14% | 9% | 2% | 6% | 3% |
| 2 | 19% | 0% | 3% | 23% | 15% | 31% | 8% | 17% |
| 3 | 30% | 0% | 34% | 20% | 36% | 33% | 22% | 19% |
| 4 | 29% | 0% | 38% | 23% | 30% | 20% | 42% | 37% |
| Strongly agree 5 | 14% | 0% | 0% | 19% | 10% | 14% | 22% | 22% |
| No response | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 3.25 | \* | 2.86 | 3.08 | 3.18 | 3.15 | 3.68 | 3.58 |
| Standard Deviation: | 1.13 | \* | 1.23 | 1.39 | 1.08 | 1.07 | 1.11 | 1.13 |
| Student's T: | \* | \* | - | - | - | - | 95 | 95 |

| The language clearly conveys that there are negative consequences to paying cash for home renovation services. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP20BC  Underground Economy hands |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 16% | 0% | 30% | 25%  ++ | 16% | 9%  - | 14% | 19% |
| Neither (3) | 24% | 0% | 23% | 24% | 24% | 33%  ++ | 25% | 8%  --- |
| Agree (4-5) | 60% | 0% | 46% | 49%  - | 60% | 58% | 61% | 73%  ++ |
| Strongly disagree 1 | 5% | 0% | 18% | 13% | 4% | 1% | 0% | 8% |
| 2 | 11% | 0% | 13% | 13% | 13% | 8% | 14% | 12% |
| 3 | 24% | 0% | 23% | 24% | 24% | 33% | 25% | 8% |
| 4 | 26% | 0% | 25% | 25% | 22% | 25% | 25% | 38% |
| Strongly agree 5 | 34% | 0% | 22% | 24% | 38% | 33% | 36% | 35% |
| No response | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 3.73 | \* | 3.20 | 3.36 | 3.78 | 3.80 | 3.83 | 3.81 |
| Standard Deviation: | 1.17 | \* | 1.44 | 1.37 | 1.19 | 1.04 | 1.10 | 1.26 |
| Student's T: | \* | \* | - | 95 | - | - | - | - |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating like paying for home renovations under the table. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP20CC  Underground Economy hands |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 20% | 0% | 42% | 34%  +++ | 15% | 23% | 7% | 16% |
| Neither (3) | 23% | 0% | 19% | 26% | 19% | 27% | 31% | 16% |
| Agree (4-5) | 57% | 0% | 38% | 38%  --- | 65% | 50% | 62% | 68%  + |
| Strongly disagree 1 | 8% | 0% | 9% | 14% | 12% | 4% | 0% | 6% |
| 2 | 13% | 0% | 33% | 20% | 3% | 19% | 7% | 10% |
| 3 | 23% | 0% | 19% | 26% | 19% | 27% | 31% | 16% |
| 4 | 34% | 0% | 25% | 22% | 45% | 28% | 24% | 40% |
| Strongly agree 5 | 23% | 0% | 14% | 16% | 21% | 22% | 38% | 27% |
| No response | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 3.52 | \* | 3.01 | 3.07 | 3.58 | 3.44 | 3.93 | 3.73 |
| Standard Deviation: | 1.19 | \* | 1.28 | 1.33 | 1.21 | 1.16 | 1.01 | 1.16 |
| Student's T: | \* | \* | 90 | 99 | - | - | 95 | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP20DC  Underground Economy hands |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 38% | 0% | 63% | 49%  ++ | 45% | 31% | 23% | 28% |
| Neither (3) | 33% | 0% | 32% | 20%  -- | 30% | 40% | 25% | 38% |
| Agree (4-5) | 29% | 0% | 6% | 29% | 25% | 29% | 52% | 32% |
| Strongly disagree 1 | 17% | 0% | 37% | 27% | 21% | 6% | 16% | 20% |
| 2 | 21% | 0% | 26% | 22% | 24% | 26% | 8% | 9% |
| 3 | 33% | 0% | 32% | 20% | 30% | 40% | 25% | 38% |
| 4 | 17% | 0% | 6% | 14% | 15% | 15% | 20% | 29% |
| Strongly agree 5 | 12% | 0% | 0% | 15% | 11% | 14% | 32% | 3% |
| No response | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 2% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 2.86 | \* | 2.06 | 2.67 | 2.70 | 3.06 | 3.45 | 2.86 |
| Standard Deviation: | 1.24 | \* | 1.00 | 1.46 | 1.26 | 1.10 | 1.45 | 1.15 |
| Student's T: | \* | \* | 99 | - | - | 90 | 95 | - |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP21AC  Underground Economy Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 24% | 0% | 42% | 38%  +++ | 19% | 21% | 17% | 32% |
| Neither (3) | 28% | 0% | 2% | 28% | 25% | 35% | 41% | 24% |
| Agree (4-5) | 48% | 0% | 56% | 32%  --- | 56% | 45% | 43% | 44% |
| Strongly disagree 1 | 7% | 0% | 19% | 19% | 4% | 1% | 6% | 14% |
| 2 | 17% | 0% | 22% | 19% | 14% | 20% | 11% | 18% |
| 3 | 28% | 0% | 2% | 28% | 25% | 35% | 41% | 24% |
| 4 | 35% | 0% | 42% | 16% | 40% | 40% | 21% | 31% |
| Strongly agree 5 | 12% | 0% | 14% | 16% | 16% | 5% | 21% | 13% |
| No response | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 3.29 | \* | 3.09 | 2.90 | 3.50 | 3.27 | 3.42 | 3.12 |
| Standard Deviation: | 1.10 | \* | 1.47 | 1.38 | 1.07 | 0.88 | 1.15 | 1.27 |
| Student's T: | \* | \* | - | 99 | - | - | - | - |

| The language clearly conveys that there are negative consequences to paying cash for home renovation services. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP21BC  Underground Economy Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 15% | 0% | 41% | 21% | 9% | 14% | 18% | 17% |
| Neither (3) | 14% | 0% | 12% | 23%  ++ | 0% | 23%  +++ | 28% | 15% |
| Agree (4-5) | 70% | 0% | 46% | 53%  --- | 91% | 63%  - | 55% | 68% |
| Strongly disagree 1 | 2% | 0% | 9% | 9% | 0% | 0% | 0% | 5% |
| 2 | 13% | 0% | 33% | 13% | 9% | 14% | 18% | 12% |
| 3 | 14% | 0% | 12% | 23% | 0% | 23% | 28% | 15% |
| 4 | 38% | 0% | 18% | 39% | 46% | 33% | 18% | 49% |
| Strongly agree 5 | 33% | 0% | 29% | 15% | 45% | 30% | 37% | 19% |
| No response | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 3.86 | \* | 3.25 | 3.39 | 4.28 | 3.79 | 3.74 | 3.66 |
| Standard Deviation: | 1.08 | \* | 1.45 | 1.19 | 0.86 | 1.04 | 1.17 | 1.08 |
| Student's T: | \* | \* | 90 | 99.9 | 99 | - | - | - |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating like paying for home renovations under the table. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP21CC  Underground Economy Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 24% | 0% | 38% | 30% | 13% | 32%  ++ | 18% | 24% |
| Neither (3) | 22% | 0% | 16% | 30% | 21% | 20% | 43% | 17% |
| Agree (4-5) | 54% | 0% | 46% | 38%  --- | 66% | 49% | 39% | 59% |
| Strongly disagree 1 | 7% | 0% | 0% | 13% | 0% | 16% | 0% | 5% |
| 2 | 17% | 0% | 38% | 17% | 13% | 15% | 18% | 19% |
| 3 | 22% | 0% | 16% | 30% | 21% | 20% | 43% | 17% |
| 4 | 30% | 0% | 29% | 25% | 31% | 29% | 16% | 39% |
| Strongly agree 5 | 24% | 0% | 17% | 12% | 35% | 20% | 22% | 20% |
| No response | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 3.48 | \* | 3.26 | 3.07 | 3.87 | 3.21 | 3.44 | 3.50 |
| Standard Deviation: | 1.22 | \* | 1.18 | 1.26 | 1.04 | 1.37 | 1.05 | 1.16 |
| Student's T: | \* | \* | - | 99 | 95 | 95 | - | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP21DC  Underground Economy Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 43% | 0% | 69% | 53%  + | 45% | 37% | 39% | 39% |
| Neither (3) | 30% | 0% | 8% | 22% | 31% | 37%  + | 30% | 26% |
| Agree (4-5) | 26% | 0% | 23% | 24% | 24% | 25% | 26% | 33% |
| Strongly disagree 1 | 19% | 0% | 54% | 29% | 22% | 9% | 16% | 19% |
| 2 | 24% | 0% | 15% | 24% | 23% | 28% | 24% | 20% |
| 3 | 30% | 0% | 8% | 22% | 31% | 37% | 30% | 26% |
| 4 | 17% | 0% | 23% | 13% | 17% | 14% | 12% | 28% |
| Strongly agree 5 | 8% | 0% | 0% | 11% | 7% | 11% | 14% | 5% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 5% | 2% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 2.71 | \* | 2.00 | 2.51 | 2.64 | 2.90 | 2.84 | 2.79 |
| Standard Deviation: | 1.21 | \* | 1.29 | 1.37 | 1.21 | 1.11 | 1.30 | 1.21 |
| Student's T: | \* | \* | 95 | - | - | 90 | - | - |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP22AC  Underground Economy Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 36% | 0% | 44% | 46%  + | 36% | 33% | 16% | 42% |
| Neither (3) | 31% | 0% | 36% | 25% | 32% | 33% | 33% | 27% |
| Agree (4-5) | 33% | 0% | 20% | 27% | 32% | 34% | 50% | 31% |
| Strongly disagree 1 | 14% | 0% | 39% | 20% | 15% | 10% | 3% | 15% |
| 2 | 22% | 0% | 5% | 26% | 21% | 24% | 13% | 27% |
| 3 | 31% | 0% | 36% | 25% | 32% | 33% | 33% | 27% |
| 4 | 18% | 0% | 20% | 17% | 10% | 27% | 16% | 16% |
| Strongly agree 5 | 15% | 0% | 0% | 11% | 22% | 7% | 34% | 15% |
| No response | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 2.98 | \* | 2.37 | 2.71 | 3.04 | 2.98 | 3.65 | 2.89 |
| Standard Deviation: | 1.25 | \* | 1.24 | 1.31 | 1.35 | 1.09 | 1.20 | 1.29 |
| Student's T: | \* | \* | 95 | 90 | - | - | 99 | - |

| The language clearly conveys that there are negative consequences to paying cash for home renovation services. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP22BC  Underground Economy Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 22% | 0% | 45% | 22% | 11% | 26% | 22% | 25% |
| Neither (3) | 29% | 0% | 14% | 34% | 32% | 28% | 25% | 27% |
| Agree (4-5) | 50% | 0% | 41% | 41% | 57% | 46% | 53% | 48% |
| Strongly disagree 1 | 4% | 0% | 15% | 11% | 2% | 1% | 2% | 8% |
| 2 | 18% | 0% | 29% | 12% | 8% | 25% | 20% | 17% |
| 3 | 29% | 0% | 14% | 34% | 32% | 28% | 25% | 27% |
| 4 | 28% | 0% | 26% | 29% | 30% | 34% | 10% | 25% |
| Strongly agree 5 | 21% | 0% | 15% | 12% | 27% | 13% | 43% | 23% |
| No response | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 3.45 | \* | 2.96 | 3.20 | 3.71 | 3.32 | 3.71 | 3.38 |
| Standard Deviation: | 1.13 | \* | 1.38 | 1.18 | 1.03 | 1.02 | 1.30 | 1.24 |
| Student's T: | \* | \* | - | 90 | 90 | - | - | - |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating like paying for home renovations under the table. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP22CC  Underground Economy Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 25% | 0% | 46% | 25% | 21% | 29% | 22% | 21% |
| Neither (3) | 25% | 0% | 25% | 36%  ++ | 21% | 29% | 25% | 19% |
| Agree (4-5) | 50% | 0% | 30% | 37%  -- | 59% | 42%  - | 53% | 61%  + |
| Strongly disagree 1 | 9% | 0% | 15% | 15% | 6% | 11% | 2% | 10% |
| 2 | 16% | 0% | 31% | 10% | 14% | 18% | 20% | 11% |
| 3 | 25% | 0% | 25% | 36% | 21% | 29% | 25% | 19% |
| 4 | 29% | 0% | 22% | 27% | 26% | 30% | 14% | 47% |
| Strongly agree 5 | 21% | 0% | 8% | 10% | 32% | 12% | 39% | 14% |
| No response | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 3.36 | \* | 2.77 | 3.07 | 3.64 | 3.14 | 3.68 | 3.44 |
| Standard Deviation: | 1.23 | \* | 1.23 | 1.21 | 1.25 | 1.19 | 1.27 | 1.17 |
| Student's T: | \* | \* | 95 | 95 | - | 95 | - | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP22DC  Underground Economy Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Disagree (1-2) | 48% | 0% | 62% | 52% | 54% | 46% | 31% | 41% |
| Neither (3) | 33% | 0% | 38% | 26% | 27% | 39% | 40% | 33% |
| Agree (4-5) | 19% | 0% | 0% | 21% | 20% | 15% | 29% | 24% |
| Strongly disagree 1 | 23% | 0% | 33% | 30% | 37% | 8% | 17% | 22% |
| 2 | 25% | 0% | 29% | 22% | 17% | 38% | 14% | 19% |
| 3 | 33% | 0% | 38% | 26% | 27% | 39% | 40% | 33% |
| 4 | 13% | 0% | 0% | 12% | 12% | 12% | 4% | 24% |
| Strongly agree 5 | 6% | 0% | 0% | 9% | 7% | 3% | 24% | 0% |
| No response | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |
| Mean: | 2.53 | \* | 2.05 | 2.47 | 2.37 | 2.63 | 3.05 | 2.60 |
| Standard Deviation: | 1.15 | \* | 0.87 | 1.33 | 1.30 | 0.90 | 1.40 | 1.11 |
| Student's T: | \* | \* | 95 | - | - | - | 95 | - |

| Thinking of all of these ads, which one is most likely to prevent you from participating in the undergound economy? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP23C |  |  |  |  |  |  |  |  |
| Weighted Total: | 211 | 0 | 13 | 15 | 67 | 66 | 17 | 33 |
| Total: | 298 | 0 | 18 | 103 | 26 | 71 | 29 | 51 |
| Ad A - Underground Economy hands | 31% | 0% | 28% | 38% | 31% | 26% | 42% | 34% |
| Ad B - Underground Economy Photography | 36% | 0% | 31% | 29% | 34% | 42% | 14% | 43% |
| Ad C - Underground Economy Illustrated | 18% | 0% | 2% | 9%  -- | 19% | 25%  + | 28% | 9%  - |
| None | 14% | 0% | 39% | 24% | 15% | 7% | 16% | 14% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 5.68 | \* | 23.10 | 9.66 | 19.22 | 11.63 | 18.20 | 13.72 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP24AC  Online My Account Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Disagree (1-2) | 35% | 0% | 10% | 0% | 53%  ++++ | 19%  --- | 0% | 29% |
| Neither (3) | 30% | 0% | 54% | 0% | 23% | 41%  ++ | 0% | 20%  - |
| Agree (4-5) | 35% | 0% | 36% | 0% | 24%  -- | 40% | 0% | 51%  +++ |
| Strongly disagree 1 | 7% | 0% | 5% | 0% | 10% | 5% | 0% | 7% |
| 2 | 27% | 0% | 5% | 0% | 43% | 14% | 0% | 21% |
| 3 | 30% | 0% | 54% | 0% | 23% | 41% | 0% | 20% |
| 4 | 25% | 0% | 31% | 0% | 11% | 29% | 0% | 45% |
| Strongly agree 5 | 10% | 0% | 5% | 0% | 13% | 11% | 0% | 7% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |
| Mean: | 3.03 | \* | 3.25 | \* | 2.74 | 3.26 | \* | 3.22 |
| Standard Deviation: | 1.11 | \* | 0.85 | \* | 1.17 | 1.00 | \* | 1.09 |
| Student's T: | \* | \* | - | \* | 95 | 95 | \* | - |

| The language clearly conveys that My Account is the place to take care of all my personal tax matters online. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP24BC  Online My Account Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Disagree (1-2) | 27% | 0% | 44% | 0% | 27% | 30% | 0% | 21% |
| Neither (3) | 36% | 0% | 24% | 0% | 33% | 39% | 0% | 40% |
| Agree (4-5) | 37% | 0% | 33% | 0% | 40% | 32% | 0% | 39% |
| Strongly disagree 1 | 11% | 0% | 24% | 0% | 13% | 11% | 0% | 3% |
| 2 | 16% | 0% | 20% | 0% | 14% | 19% | 0% | 17% |
| 3 | 36% | 0% | 24% | 0% | 33% | 39% | 0% | 40% |
| 4 | 23% | 0% | 28% | 0% | 22% | 17% | 0% | 33% |
| Strongly agree 5 | 14% | 0% | 5% | 0% | 18% | 15% | 0% | 6% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |
| Mean: | 3.12 | \* | 2.69 | \* | 3.19 | 3.06 | \* | 3.21 |
| Standard Deviation: | 1.17 | \* | 1.29 | \* | 1.26 | 1.18 | \* | 0.93 |
| Student's T: | \* | \* | - | \* | - | - | \* | - |

| The language clearly conveys that the CRA is making efforts to better serve Canadians with its online services. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP24CC  Online My Account Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Disagree (1-2) | 15% | 0% | 31% | 0% | 6%  -- | 22%  + | 0% | 17% |
| Neither (3) | 30% | 0% | 39% | 0% | 34% | 31% | 0% | 19%  - |
| Agree (4-5) | 52% | 0% | 30% | 0% | 54% | 45% | 0% | 64%  + |
| Strongly disagree 1 | 6% | 0% | 19% | 0% | 6% | 5% | 0% | 2% |
| 2 | 9% | 0% | 12% | 0% | 0% | 17% | 0% | 15% |
| 3 | 30% | 0% | 39% | 0% | 34% | 31% | 0% | 19% |
| 4 | 31% | 0% | 26% | 0% | 22% | 30% | 0% | 50% |
| Strongly agree 5 | 21% | 0% | 5% | 0% | 32% | 16% | 0% | 13% |
| No response | 3% | 0% | 0% | 0% | 6% | 2% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |
| Mean: | 3.54 | \* | 2.85 | \* | 3.77 | 3.35 | \* | 3.57 |
| Standard Deviation: | 1.12 | \* | 1.19 | \* | 1.13 | 1.10 | \* | 0.98 |
| Student's T: | \* | \* | 95 | \* | 90 | - | \* | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP24DC  Online My Account Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Disagree (1-2) | 54% | 0% | 56% | 0% | 69%  +++ | 34%  ---- | 0% | 52% |
| Neither (3) | 21% | 0% | 4% | 0% | 9%  -- | 41%  ++++ | 0% | 19% |
| Agree (4-5) | 25% | 0% | 40% | 0% | 21% | 25% | 0% | 28% |
| Strongly disagree 1 | 17% | 0% | 13% | 0% | 21% | 14% | 0% | 14% |
| 2 | 37% | 0% | 43% | 0% | 48% | 20% | 0% | 38% |
| 3 | 21% | 0% | 4% | 0% | 9% | 41% | 0% | 19% |
| 4 | 18% | 0% | 36% | 0% | 9% | 20% | 0% | 25% |
| Strongly agree 5 | 7% | 0% | 4% | 0% | 13% | 4% | 0% | 3% |
| No response | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |
| Mean: | 2.61 | \* | 2.75 | \* | 2.43 | 2.80 | \* | 2.64 |
| Standard Deviation: | 1.18 | \* | 1.23 | \* | 1.28 | 1.05 | \* | 1.11 |
| Student's T: | \* | \* | - | \* | - | - | \* | - |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP25AC  Online My Account Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Disagree (1-2) | 23% | 0% | 7% | 0% | 28% | 20% | 0% | 21% |
| Neither (3) | 34% | 0% | 42% | 0% | 27% | 41% | 0% | 38% |
| Agree (4-5) | 42% | 0% | 51% | 0% | 44% | 37% | 0% | 42% |
| Strongly disagree 1 | 12% | 0% | 7% | 0% | 18% | 7% | 0% | 10% |
| 2 | 11% | 0% | 0% | 0% | 11% | 13% | 0% | 10% |
| 3 | 34% | 0% | 42% | 0% | 27% | 41% | 0% | 38% |
| 4 | 32% | 0% | 15% | 0% | 38% | 28% | 0% | 32% |
| Strongly agree 5 | 10% | 0% | 36% | 0% | 6% | 10% | 0% | 10% |
| No response | 1% | 0% | 0% | 0% | 0% | 2% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |
| Mean: | 3.17 | \* | 3.73 | \* | 3.04 | 3.21 | \* | 3.21 |
| Standard Deviation: | 1.14 | \* | 1.21 | \* | 1.21 | 1.03 | \* | 1.11 |
| Student's T: | \* | \* | 90 | \* | - | - | \* | - |

| The language clearly conveys that My Account is the place to take care of all my personal tax matters online. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP25BC  Online My Account Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Disagree (1-2) | 18% | 0% | 36% | 0% | 16% | 17% | 0% | 18% |
| Neither (3) | 29% | 0% | 10% | 0% | 15%  --- | 40%  ++ | 0% | 45%  +++ |
| Agree (4-5) | 48% | 0% | 54% | 0% | 58%  + | 40% | 0% | 37%  - |
| Strongly disagree 1 | 6% | 0% | 0% | 0% | 2% | 8% | 0% | 11% |
| 2 | 12% | 0% | 36% | 0% | 14% | 9% | 0% | 6% |
| 3 | 29% | 0% | 10% | 0% | 15% | 40% | 0% | 45% |
| 4 | 27% | 0% | 37% | 0% | 30% | 19% | 0% | 30% |
| Strongly agree 5 | 21% | 0% | 17% | 0% | 28% | 21% | 0% | 8% |
| No response | 6% | 0% | 0% | 0% | 12% | 2% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |
| Mean: | 3.47 | \* | 3.35 | \* | 3.77 | 3.35 | \* | 3.16 |
| Standard Deviation: | 1.15 | \* | 1.18 | \* | 1.13 | 1.17 | \* | 1.06 |
| Student's T: | \* | \* | - | \* | 95 | - | \* | 95 |

| The language clearly conveys that the CRA is making efforts to better serve Canadians with its online services. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP25CC  Online My Account Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Disagree (1-2) | 16% | 0% | 21% | 0% | 19% | 10% | 0% | 16% |
| Neither (3) | 17% | 0% | 19% | 0% | 7%  -- | 33%  ++++ | 0% | 13% |
| Agree (4-5) | 64% | 0% | 59% | 0% | 68% | 55%  - | 0% | 72% |
| Strongly disagree 1 | 3% | 0% | 0% | 0% | 0% | 3% | 0% | 12% |
| 2 | 12% | 0% | 21% | 0% | 19% | 7% | 0% | 4% |
| 3 | 17% | 0% | 19% | 0% | 7% | 33% | 0% | 13% |
| 4 | 43% | 0% | 18% | 0% | 47% | 35% | 0% | 56% |
| Strongly agree 5 | 21% | 0% | 42% | 0% | 21% | 20% | 0% | 15% |
| No response | 3% | 0% | 0% | 0% | 6% | 2% | 0% | 0% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |
| Mean: | 3.68 | \* | 3.79 | \* | 3.75 | 3.62 | \* | 3.60 |
| Standard Deviation: | 1.06 | \* | 1.24 | \* | 1.03 | 1.00 | \* | 1.17 |
| Student's T: | \* | \* | - | \* | - | - | \* | - |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP25DC  Online My Account Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Disagree (1-2) | 34% | 0% | 40% | 0% | 40% | 33% | 0% | 25% |
| Neither (3) | 27% | 0% | 7% | 0% | 34% | 32% | 0% | 13%  --- |
| Agree (4-5) | 37% | 0% | 54% | 0% | 26%  - | 33% | 0% | 60%  ++++ |
| Strongly disagree 1 | 13% | 0% | 21% | 0% | 11% | 12% | 0% | 16% |
| 2 | 21% | 0% | 18% | 0% | 29% | 21% | 0% | 9% |
| 3 | 27% | 0% | 7% | 0% | 34% | 32% | 0% | 13% |
| 4 | 26% | 0% | 20% | 0% | 17% | 23% | 0% | 50% |
| Strongly agree 5 | 11% | 0% | 34% | 0% | 10% | 10% | 0% | 10% |
| No response | 1% | 0% | 0% | 0% | 0% | 2% | 0% | 2% |
| Chi2: | - | (99) |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |
| Mean: | 3.01 | \* | 3.27 | \* | 2.85 | 2.98 | \* | 3.29 |
| Standard Deviation: | 1.21 | \* | 1.65 | \* | 1.13 | 1.16 | \* | 1.27 |
| Student's T: | \* | \* | - | \* | - | - | \* | 90 |

| Thinking of both of these ads, which one is most likely to encourage Canadians to register for the CRA | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| TP26C |  |  |  |  |  |  |  |  |
| Weighted Total: | 215 | 0 | 13 | 0 | 90 | 66 | 0 | 46 |
| Total: | 180 | 0 | 19 | 0 | 33 | 71 | 0 | 57 |
| Ad A - Online My Account Photography | 42% | 0% | 29% | 0% | 32%  - | 50% | 0% | 56%  ++ |
| Ad B - Online My Account Illustrated | 50% | 0% | 66% | 0% | 54% | 46% | 0% | 41% |
| None | 8% | 0% | 5% | 0% | 14% | 4% | 0% | 3% |
| Chi2: | - | 95 |  |  |  |  |  |  |
| Margin of Error,around 50% | 7.30 | \* | 22.48 | \* | 17.06 | 11.63 | \* | 12.98 |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE1AC  Online My Biz Account Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Disagree (1-2) | 25% | 0% | 0% | 0% | 0% | 25% | 0% | 0% |
| Neither (3) | 45% | 0% | 0% | 0% | 0% | 45% | 0% | 0% |
| Agree (4-5) | 30% | 0% | 0% | 0% | 0% | 30% | 0% | 0% |
| Strongly disagree 1 | 4% | 0% | 0% | 0% | 0% | 4% | 0% | 0% |
| 2 | 20% | 0% | 0% | 0% | 0% | 20% | 0% | 0% |
| 3 | 45% | 0% | 0% | 0% | 0% | 45% | 0% | 0% |
| 4 | 20% | 0% | 0% | 0% | 0% | 20% | 0% | 0% |
| Strongly agree 5 | 10% | 0% | 0% | 0% | 0% | 10% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |
| Mean: | 3.12 | \* | \* | \* | \* | 3.12 | \* | \* |
| Standard Deviation: | 0.990 | \* | \* | \* | \* | 0.990 | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that My BA is the place to take care of all my business tax matters online. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE1BC  Online My Biz Account Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Disagree (1-2) | 22% | 0% | 0% | 0% | 0% | 22% | 0% | 0% |
| Neither (3) | 30% | 0% | 0% | 0% | 0% | 30% | 0% | 0% |
| Agree (4-5) | 49% | 0% | 0% | 0% | 0% | 49% | 0% | 0% |
| Strongly disagree 1 | 6% | 0% | 0% | 0% | 0% | 6% | 0% | 0% |
| 2 | 16% | 0% | 0% | 0% | 0% | 16% | 0% | 0% |
| 3 | 30% | 0% | 0% | 0% | 0% | 30% | 0% | 0% |
| 4 | 38% | 0% | 0% | 0% | 0% | 38% | 0% | 0% |
| Strongly agree 5 | 10% | 0% | 0% | 0% | 0% | 10% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |
| Mean: | 3.32 | \* | \* | \* | \* | 3.32 | \* | \* |
| Standard Deviation: | 1.05 | \* | \* | \* | \* | 1.05 | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to better serve businesses with it's online services. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE1CC  Online My Biz Account Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Disagree (1-2) | 20% | 0% | 0% | 0% | 0% | 20% | 0% | 0% |
| Neither (3) | 23% | 0% | 0% | 0% | 0% | 23% | 0% | 0% |
| Agree (4-5) | 57% | 0% | 0% | 0% | 0% | 57% | 0% | 0% |
| Strongly disagree 1 | 11% | 0% | 0% | 0% | 0% | 11% | 0% | 0% |
| 2 | 9% | 0% | 0% | 0% | 0% | 9% | 0% | 0% |
| 3 | 23% | 0% | 0% | 0% | 0% | 23% | 0% | 0% |
| 4 | 49% | 0% | 0% | 0% | 0% | 49% | 0% | 0% |
| Strongly agree 5 | 8% | 0% | 0% | 0% | 0% | 8% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |
| Mean: | 3.34 | \* | \* | \* | \* | 3.34 | \* | \* |
| Standard Deviation: | 1.12 | \* | \* | \* | \* | 1.12 | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE1DC  Online My Biz Account Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Disagree (1-2) | 25% | 0% | 0% | 0% | 0% | 25% | 0% | 0% |
| Neither (3) | 42% | 0% | 0% | 0% | 0% | 42% | 0% | 0% |
| Agree (4-5) | 31% | 0% | 0% | 0% | 0% | 31% | 0% | 0% |
| Strongly disagree 1 | 8% | 0% | 0% | 0% | 0% | 8% | 0% | 0% |
| 2 | 16% | 0% | 0% | 0% | 0% | 16% | 0% | 0% |
| 3 | 42% | 0% | 0% | 0% | 0% | 42% | 0% | 0% |
| 4 | 24% | 0% | 0% | 0% | 0% | 24% | 0% | 0% |
| Strongly agree 5 | 7% | 0% | 0% | 0% | 0% | 7% | 0% | 0% |
| No response | 2% | 0% | 0% | 0% | 0% | 2% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |
| Mean: | 3.05 | \* | \* | \* | \* | 3.05 | \* | \* |
| Standard Deviation: | 1.02 | \* | \* | \* | \* | 1.02 | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE2AC  Online My Biz Account Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Disagree (1-2) | 49% | 0% | 0% | 0% | 0% | 49% | 0% | 0% |
| Neither (3) | 35% | 0% | 0% | 0% | 0% | 35% | 0% | 0% |
| Agree (4-5) | 14% | 0% | 0% | 0% | 0% | 14% | 0% | 0% |
| Strongly disagree 1 | 16% | 0% | 0% | 0% | 0% | 16% | 0% | 0% |
| 2 | 34% | 0% | 0% | 0% | 0% | 34% | 0% | 0% |
| 3 | 35% | 0% | 0% | 0% | 0% | 35% | 0% | 0% |
| 4 | 7% | 0% | 0% | 0% | 0% | 7% | 0% | 0% |
| Strongly agree 5 | 6% | 0% | 0% | 0% | 0% | 6% | 0% | 0% |
| No response | 2% | 0% | 0% | 0% | 0% | 2% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |
| Mean: | 2.54 | \* | \* | \* | \* | 2.54 | \* | \* |
| Standard Deviation: | 1.06 | \* | \* | \* | \* | 1.06 | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that My BA is the place to take care of all my business tax matters online. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE2BC  Online My Biz Account Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Disagree (1-2) | 32% | 0% | 0% | 0% | 0% | 32% | 0% | 0% |
| Neither (3) | 31% | 0% | 0% | 0% | 0% | 31% | 0% | 0% |
| Agree (4-5) | 33% | 0% | 0% | 0% | 0% | 33% | 0% | 0% |
| Strongly disagree 1 | 15% | 0% | 0% | 0% | 0% | 15% | 0% | 0% |
| 2 | 17% | 0% | 0% | 0% | 0% | 17% | 0% | 0% |
| 3 | 31% | 0% | 0% | 0% | 0% | 31% | 0% | 0% |
| 4 | 23% | 0% | 0% | 0% | 0% | 23% | 0% | 0% |
| Strongly agree 5 | 10% | 0% | 0% | 0% | 0% | 10% | 0% | 0% |
| No response | 4% | 0% | 0% | 0% | 0% | 4% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |
| Mean: | 2.96 | \* | \* | \* | \* | 2.96 | \* | \* |
| Standard Deviation: | 1.22 | \* | \* | \* | \* | 1.22 | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to better serve businesses with it's online services. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE2CC  Online My Biz Account Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Disagree (1-2) | 25% | 0% | 0% | 0% | 0% | 25% | 0% | 0% |
| Neither (3) | 33% | 0% | 0% | 0% | 0% | 33% | 0% | 0% |
| Agree (4-5) | 40% | 0% | 0% | 0% | 0% | 40% | 0% | 0% |
| Strongly disagree 1 | 17% | 0% | 0% | 0% | 0% | 17% | 0% | 0% |
| 2 | 8% | 0% | 0% | 0% | 0% | 8% | 0% | 0% |
| 3 | 33% | 0% | 0% | 0% | 0% | 33% | 0% | 0% |
| 4 | 27% | 0% | 0% | 0% | 0% | 27% | 0% | 0% |
| Strongly agree 5 | 13% | 0% | 0% | 0% | 0% | 13% | 0% | 0% |
| No response | 2% | 0% | 0% | 0% | 0% | 2% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |
| Mean: | 3.11 | \* | \* | \* | \* | 3.11 | \* | \* |
| Standard Deviation: | 1.26 | \* | \* | \* | \* | 1.26 | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE2DC  Online My Biz Account Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Disagree (1-2) | 44% | 0% | 0% | 0% | 0% | 44% | 0% | 0% |
| Neither (3) | 25% | 0% | 0% | 0% | 0% | 25% | 0% | 0% |
| Agree (4-5) | 26% | 0% | 0% | 0% | 0% | 26% | 0% | 0% |
| Strongly disagree 1 | 23% | 0% | 0% | 0% | 0% | 23% | 0% | 0% |
| 2 | 21% | 0% | 0% | 0% | 0% | 21% | 0% | 0% |
| 3 | 25% | 0% | 0% | 0% | 0% | 25% | 0% | 0% |
| 4 | 22% | 0% | 0% | 0% | 0% | 22% | 0% | 0% |
| Strongly agree 5 | 4% | 0% | 0% | 0% | 0% | 4% | 0% | 0% |
| No response | 5% | 0% | 0% | 0% | 0% | 5% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |
| Mean: | 2.61 | \* | \* | \* | \* | 2.61 | \* | \* |
| Standard Deviation: | 1.20 | \* | \* | \* | \* | 1.20 | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| Thinking of both of these ads, which one is most likely to encourage Canadian business owners to register for the CRA | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| SE3C |  |  |  |  |  |  |  |  |
| Weighted Total: | 66 | 0 | 0 | 0 | 0 | 66 | 0 | 0 |
| Total: | 71 | 0 | 0 | 0 | 0 | 71 | 0 | 0 |
| Ad A - Online My Biz Account Photography | 63% | 0% | 0% | 0% | 0% | 63% | 0% | 0% |
| Ad B - Online My Biz Account Illustrated | 24% | 0% | 0% | 0% | 0% | 24% | 0% | 0% |
| None | 12% | 0% | 0% | 0% | 0% | 12% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 11.63 | \* | \* | \* | \* | 11.63 | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN1AC  Print Offshore Globe |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 30% | 0% | 0% | 30% | 0% | 0% | 0% | 0% |
| Neither (3) | 23% | 0% | 0% | 23% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 47% | 0% | 0% | 47% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 9% | 0% | 0% | 9% | 0% | 0% | 0% | 0% |
| 2 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| 3 | 23% | 0% | 0% | 23% | 0% | 0% | 0% | 0% |
| 4 | 25% | 0% | 0% | 25% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 23% | 0% | 0% | 23% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.31 | \* | \* | 3.31 | \* | \* | \* | \* |
| Standard Deviation: | 1.32 | \* | \* | 1.32 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there are negative consequences to participating in offshore tax avoidance and evasion. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN1BC  Print Offshore Globe |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 16% | 0% | 0% | 16% | 0% | 0% | 0% | 0% |
| Neither (3) | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 66% | 0% | 0% | 66% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 7% | 0% | 0% | 7% | 0% | 0% | 0% | 0% |
| 2 | 9% | 0% | 0% | 9% | 0% | 0% | 0% | 0% |
| 3 | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| 4 | 35% | 0% | 0% | 35% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 32% | 0% | 0% | 32% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.76 | \* | \* | 3.76 | \* | \* | \* | \* |
| Standard Deviation: | 1.23 | \* | \* | 1.23 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating in Canada. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN1CC  Print Offshore Globe |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 12% | 0% | 0% | 12% | 0% | 0% | 0% | 0% |
| Neither (3) | 24% | 0% | 0% | 24% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 64% | 0% | 0% | 64% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 6% | 0% | 0% | 6% | 0% | 0% | 0% | 0% |
| 2 | 6% | 0% | 0% | 6% | 0% | 0% | 0% | 0% |
| 3 | 24% | 0% | 0% | 24% | 0% | 0% | 0% | 0% |
| 4 | 29% | 0% | 0% | 29% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 34% | 0% | 0% | 34% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.81 | \* | \* | 3.81 | \* | \* | \* | \* |
| Standard Deviation: | 1.18 | \* | \* | 1.18 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If Canadians see this ad in a newspaper, they might think twice before participating in tax cheating. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN1DC  Print Offshore Globe |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 45% | 0% | 0% | 45% | 0% | 0% | 0% | 0% |
| Neither (3) | 26% | 0% | 0% | 26% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 29% | 0% | 0% | 29% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| 2 | 30% | 0% | 0% | 30% | 0% | 0% | 0% | 0% |
| 3 | 26% | 0% | 0% | 26% | 0% | 0% | 0% | 0% |
| 4 | 18% | 0% | 0% | 18% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 11% | 0% | 0% | 11% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 2.81 | \* | \* | 2.81 | \* | \* | \* | \* |
| Standard Deviation: | 1.26 | \* | \* | 1.26 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN2AC  Print Offshore Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 26% | 0% | 0% | 26% | 0% | 0% | 0% | 0% |
| Neither (3) | 20% | 0% | 0% | 20% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 55% | 0% | 0% | 55% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 10% | 0% | 0% | 10% | 0% | 0% | 0% | 0% |
| 2 | 15% | 0% | 0% | 15% | 0% | 0% | 0% | 0% |
| 3 | 20% | 0% | 0% | 20% | 0% | 0% | 0% | 0% |
| 4 | 25% | 0% | 0% | 25% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 30% | 0% | 0% | 30% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.49 | \* | \* | 3.49 | \* | \* | \* | \* |
| Standard Deviation: | 1.38 | \* | \* | 1.38 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there are negative consequences to participating in offshore tax avoidance and evasion. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN2BC  Print Offshore Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| Neither (3) | 15% | 0% | 0% | 15% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 71% | 0% | 0% | 71% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 8% | 0% | 0% | 8% | 0% | 0% | 0% | 0% |
| 2 | 6% | 0% | 0% | 6% | 0% | 0% | 0% | 0% |
| 3 | 15% | 0% | 0% | 15% | 0% | 0% | 0% | 0% |
| 4 | 38% | 0% | 0% | 38% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 33% | 0% | 0% | 33% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.83 | \* | \* | 3.83 | \* | \* | \* | \* |
| Standard Deviation: | 1.22 | \* | \* | 1.22 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating in Canada. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN2CC  Print Offshore Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| Neither (3) | 18% | 0% | 0% | 18% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 65% | 0% | 0% | 65% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 6% | 0% | 0% | 6% | 0% | 0% | 0% | 0% |
| 2 | 10% | 0% | 0% | 10% | 0% | 0% | 0% | 0% |
| 3 | 18% | 0% | 0% | 18% | 0% | 0% | 0% | 0% |
| 4 | 27% | 0% | 0% | 27% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 37% | 0% | 0% | 37% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.80 | \* | \* | 3.80 | \* | \* | \* | \* |
| Standard Deviation: | 1.27 | \* | \* | 1.27 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If Canadians see this ad in a newspaper, they might think twice before participating in tax cheating. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN2DC  Print Offshore Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 35% | 0% | 0% | 35% | 0% | 0% | 0% | 0% |
| Neither (3) | 24% | 0% | 0% | 24% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 39% | 0% | 0% | 39% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| 2 | 22% | 0% | 0% | 22% | 0% | 0% | 0% | 0% |
| 3 | 24% | 0% | 0% | 24% | 0% | 0% | 0% | 0% |
| 4 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 18% | 0% | 0% | 18% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.08 | \* | \* | 3.08 | \* | \* | \* | \* |
| Standard Deviation: | 1.36 | \* | \* | 1.36 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN3AC  Print Offshore Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 24% | 0% | 0% | 24% | 0% | 0% | 0% | 0% |
| Neither (3) | 27% | 0% | 0% | 27% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 49% | 0% | 0% | 49% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 8% | 0% | 0% | 8% | 0% | 0% | 0% | 0% |
| 2 | 15% | 0% | 0% | 15% | 0% | 0% | 0% | 0% |
| 3 | 27% | 0% | 0% | 27% | 0% | 0% | 0% | 0% |
| 4 | 27% | 0% | 0% | 27% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.38 | \* | \* | 3.38 | \* | \* | \* | \* |
| Standard Deviation: | 1.26 | \* | \* | 1.26 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there are negative consequences to participating in offshore tax avoidance and evasion. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN3BC  Print Offshore Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| Neither (3) | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 62% | 0% | 0% | 62% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 8% | 0% | 0% | 8% | 0% | 0% | 0% | 0% |
| 2 | 12% | 0% | 0% | 12% | 0% | 0% | 0% | 0% |
| 3 | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| 4 | 34% | 0% | 0% | 34% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 29% | 0% | 0% | 29% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.64 | \* | \* | 3.64 | \* | \* | \* | \* |
| Standard Deviation: | 1.27 | \* | \* | 1.27 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating in Canada. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN3CC  Print Offshore Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 16% | 0% | 0% | 16% | 0% | 0% | 0% | 0% |
| Neither (3) | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 69% | 0% | 0% | 69% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 4% | 0% | 0% | 4% | 0% | 0% | 0% | 0% |
| 2 | 12% | 0% | 0% | 12% | 0% | 0% | 0% | 0% |
| 3 | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| 4 | 38% | 0% | 0% | 38% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 31% | 0% | 0% | 31% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.80 | \* | \* | 3.80 | \* | \* | \* | \* |
| Standard Deviation: | 1.17 | \* | \* | 1.17 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If Canadians see this ad in a newspaper, they might think twice before participating in tax cheating. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN3DC  Print Offshore Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 39% | 0% | 0% | 39% | 0% | 0% | 0% | 0% |
| Neither (3) | 28% | 0% | 0% | 28% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 32% | 0% | 0% | 32% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| 2 | 25% | 0% | 0% | 25% | 0% | 0% | 0% | 0% |
| 3 | 28% | 0% | 0% | 28% | 0% | 0% | 0% | 0% |
| 4 | 18% | 0% | 0% | 18% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 2.93 | \* | \* | 2.93 | \* | \* | \* | \* |
| Standard Deviation: | 1.29 | \* | \* | 1.29 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| Thinking of all of these ads, which one is most likely to deter tax cheating? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN4C |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Ad A - Print Offshore Globe | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| Ad B - Print Offshore Illustrated | 43% | 0% | 0% | 43% | 0% | 0% | 0% | 0% |
| Ad C - Print Offshore Photography | 18% | 0% | 0% | 18% | 0% | 0% | 0% | 0% |
| None | 20% | 0% | 0% | 20% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN5AC  Offshore Compliance Globe |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 29% | 0% | 0% | 29% | 0% | 0% | 0% | 0% |
| Neither (3) | 23% | 0% | 0% | 23% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 47% | 0% | 0% | 47% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| 2 | 12% | 0% | 0% | 12% | 0% | 0% | 0% | 0% |
| 3 | 23% | 0% | 0% | 23% | 0% | 0% | 0% | 0% |
| 4 | 29% | 0% | 0% | 29% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 18% | 0% | 0% | 18% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.19 | \* | \* | 3.19 | \* | \* | \* | \* |
| Standard Deviation: | 1.38 | \* | \* | 1.38 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there are negative consequences to participating in offshore tax avoidance and evasion. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN5BC  Offshore Compliance Globe |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| Neither (3) | 26% | 0% | 0% | 26% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 53% | 0% | 0% | 53% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 9% | 0% | 0% | 9% | 0% | 0% | 0% | 0% |
| 2 | 11% | 0% | 0% | 11% | 0% | 0% | 0% | 0% |
| 3 | 26% | 0% | 0% | 26% | 0% | 0% | 0% | 0% |
| 4 | 32% | 0% | 0% | 32% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.47 | \* | \* | 3.47 | \* | \* | \* | \* |
| Standard Deviation: | 1.23 | \* | \* | 1.23 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating of all kinds in Canada. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN5CC  Offshore Compliance Globe |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 16% | 0% | 0% | 16% | 0% | 0% | 0% | 0% |
| Neither (3) | 33% | 0% | 0% | 33% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 50% | 0% | 0% | 50% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 8% | 0% | 0% | 8% | 0% | 0% | 0% | 0% |
| 2 | 8% | 0% | 0% | 8% | 0% | 0% | 0% | 0% |
| 3 | 33% | 0% | 0% | 33% | 0% | 0% | 0% | 0% |
| 4 | 30% | 0% | 0% | 30% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.45 | \* | \* | 3.45 | \* | \* | \* | \* |
| Standard Deviation: | 1.18 | \* | \* | 1.18 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN5DC  Offshore Compliance Globe |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 59% | 0% | 0% | 59% | 0% | 0% | 0% | 0% |
| Neither (3) | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 31% | 0% | 0% | 31% | 0% | 0% | 0% | 0% |
| 2 | 28% | 0% | 0% | 28% | 0% | 0% | 0% | 0% |
| 3 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| 4 | 6% | 0% | 0% | 6% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 13% | 0% | 0% | 13% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 2.41 | \* | \* | 2.41 | \* | \* | \* | \* |
| Standard Deviation: | 1.38 | \* | \* | 1.38 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN6AC  Offshore Compliance Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 40% | 0% | 0% | 40% | 0% | 0% | 0% | 0% |
| Neither (3) | 27% | 0% | 0% | 27% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 32% | 0% | 0% | 32% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| 2 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| 3 | 27% | 0% | 0% | 27% | 0% | 0% | 0% | 0% |
| 4 | 20% | 0% | 0% | 20% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 12% | 0% | 0% | 12% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 2.85 | \* | \* | 2.85 | \* | \* | \* | \* |
| Standard Deviation: | 1.32 | \* | \* | 1.32 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there are negative consequences to participating in offshore tax avoidance and evasion. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN6BC  Offshore Compliance Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 35% | 0% | 0% | 35% | 0% | 0% | 0% | 0% |
| Neither (3) | 26% | 0% | 0% | 26% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 38% | 0% | 0% | 38% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 12% | 0% | 0% | 12% | 0% | 0% | 0% | 0% |
| 2 | 23% | 0% | 0% | 23% | 0% | 0% | 0% | 0% |
| 3 | 26% | 0% | 0% | 26% | 0% | 0% | 0% | 0% |
| 4 | 22% | 0% | 0% | 22% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 16% | 0% | 0% | 16% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.07 | \* | \* | 3.07 | \* | \* | \* | \* |
| Standard Deviation: | 1.31 | \* | \* | 1.31 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating of all kinds in Canada. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN6CC  Offshore Compliance Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 33% | 0% | 0% | 33% | 0% | 0% | 0% | 0% |
| Neither (3) | 24% | 0% | 0% | 24% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 42% | 0% | 0% | 42% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 13% | 0% | 0% | 13% | 0% | 0% | 0% | 0% |
| 2 | 20% | 0% | 0% | 20% | 0% | 0% | 0% | 0% |
| 3 | 24% | 0% | 0% | 24% | 0% | 0% | 0% | 0% |
| 4 | 28% | 0% | 0% | 28% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.10 | \* | \* | 3.10 | \* | \* | \* | \* |
| Standard Deviation: | 1.30 | \* | \* | 1.30 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN6DC  Offshore Compliance Illustrated |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 68% | 0% | 0% | 68% | 0% | 0% | 0% | 0% |
| Neither (3) | 15% | 0% | 0% | 15% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 37% | 0% | 0% | 37% | 0% | 0% | 0% | 0% |
| 2 | 31% | 0% | 0% | 31% | 0% | 0% | 0% | 0% |
| 3 | 15% | 0% | 0% | 15% | 0% | 0% | 0% | 0% |
| 4 | 10% | 0% | 0% | 10% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 7% | 0% | 0% | 7% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 2.20 | \* | \* | 2.20 | \* | \* | \* | \* |
| Standard Deviation: | 1.29 | \* | \* | 1.29 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| This ad catches my attention. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN7AC  Offshore Compliance Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 31% | 0% | 0% | 31% | 0% | 0% | 0% | 0% |
| Neither (3) | 25% | 0% | 0% | 25% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 43% | 0% | 0% | 43% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 14% | 0% | 0% | 14% | 0% | 0% | 0% | 0% |
| 2 | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| 3 | 25% | 0% | 0% | 25% | 0% | 0% | 0% | 0% |
| 4 | 22% | 0% | 0% | 22% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.21 | \* | \* | 3.21 | \* | \* | \* | \* |
| Standard Deviation: | 1.37 | \* | \* | 1.37 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that there are negative consequences to participating in offshore tax avoidance and evasion. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN7BC  Offshore Compliance Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| Neither (3) | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 61% | 0% | 0% | 61% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 4% | 0% | 0% | 4% | 0% | 0% | 0% | 0% |
| 2 | 15% | 0% | 0% | 15% | 0% | 0% | 0% | 0% |
| 3 | 19% | 0% | 0% | 19% | 0% | 0% | 0% | 0% |
| 4 | 37% | 0% | 0% | 37% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 24% | 0% | 0% | 24% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.63 | \* | \* | 3.63 | \* | \* | \* | \* |
| Standard Deviation: | 1.17 | \* | \* | 1.17 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| The language clearly conveys that the CRA is making efforts to reduce tax cheating of all kinds in Canada. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN7CC  Offshore Compliance Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| Neither (3) | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 60% | 0% | 0% | 60% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 6% | 0% | 0% | 6% | 0% | 0% | 0% | 0% |
| 2 | 11% | 0% | 0% | 11% | 0% | 0% | 0% | 0% |
| 3 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| 4 | 35% | 0% | 0% | 35% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 25% | 0% | 0% | 25% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 3.62 | \* | \* | 3.62 | \* | \* | \* | \* |
| Standard Deviation: | 1.20 | \* | \* | 1.20 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| If I saw this ad on the internet, I would be likely to click on it for more information. | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN7DC  Offshore Compliance Photography |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Disagree (1-2) | 57% | 0% | 0% | 57% | 0% | 0% | 0% | 0% |
| Neither (3) | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| Agree (4-5) | 22% | 0% | 0% | 22% | 0% | 0% | 0% | 0% |
| Strongly disagree 1 | 28% | 0% | 0% | 28% | 0% | 0% | 0% | 0% |
| 2 | 28% | 0% | 0% | 28% | 0% | 0% | 0% | 0% |
| 3 | 21% | 0% | 0% | 21% | 0% | 0% | 0% | 0% |
| 4 | 11% | 0% | 0% | 11% | 0% | 0% | 0% | 0% |
| Strongly agree 5 | 11% | 0% | 0% | 11% | 0% | 0% | 0% | 0% |
| No response | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |
| Mean: | 2.48 | \* | \* | 2.48 | \* | \* | \* | \* |
| Standard Deviation: | 1.35 | \* | \* | 1.35 | \* | \* | \* | \* |
| Student's T: | \* | \* | \* | \* | \* | \* | \* | \* |

| Thinking of all of these ads, which one is most likely to deter tax cheating? | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Group | | | | | | |
|  | Total | Indigenous | Immigrant | High Net Worth | Low Net Worth | Self-employed | 65 or older | Other |
| HN8C |  |  |  |  |  |  |  |  |
| Weighted Total: | 15 | 0 | 0 | 15 | 0 | 0 | 0 | 0 |
| Total: | 103 | 0 | 0 | 103 | 0 | 0 | 0 | 0 |
| Ad A - Offshore Compliance Globe | 22% | 0% | 0% | 22% | 0% | 0% | 0% | 0% |
| Ad B - Offshore Compliance Illustrated | 17% | 0% | 0% | 17% | 0% | 0% | 0% | 0% |
| Ad C - Offshore Compliance Photography | 35% | 0% | 0% | 35% | 0% | 0% | 0% | 0% |
| None | 26% | 0% | 0% | 26% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  |  |
| Margin of Error,around 50% | 9.66 | \* | \* | 9.66 | \* | \* | \* | \* |

Pre-Campaign data tables

| Gender | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QGENDR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Male | 49% | 47% | 56%  ++ | 42%  - | 49% | 48% | 50% | 100%  ++++ | 0%  ---- | 51% | 51% | 46%  -- | 49% | 47% | 50% | 39%  ---- | 56%  ++++ | 68%  ++++ |
| Female | 51% | 52% | 44%  -- | 57%  + | 51% | 52% | 50% | 0%  ---- | 100%  ++++ | 49% | 49% | 54%  ++ | 51% | 52% | 49% | 61%  ++++ | 44%  ---- | 32%  ---- |
| No response | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | 99.9 |  | 90 |  |  | - |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| Gender | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QGENDR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Male | 49% | 48% | 49% | 48% | 51% | 49% | 48% | 49% | 54%  ++++ | 57% | 55% | 45%  -- | 24%  ---- | 51% | 48% | 61%  +++ | 49% | 60%  +++ | 47%  ---- |
| Female | 51% | 52% | 50% | 51% | 49% | 50% | 52% | 50% | 46%  ---- | 42% | 45% | 55%  ++ | 76%  ++++ | 48% | 52% | 39%  --- | 51% | 39%  --- | 53%  ++++ |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 0% |
| Chi2: | - | - |  | - |  | - |  |  | 99.9 |  |  |  |  | - |  | 99 |  | 99 |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| Age | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| AGER |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| <35 | 28% | 29% | 26% | 31% | 29% | 26% | 24% | 29% | 27% | 100%  ++++ | 0%  ---- | 0%  ---- | 36%  ++++ | 25%  -- | 26% | 39%  ++++ | 22%  ---- | 22%  -- |
| 35 to 44 | 17% | 17% | 20% | 15% | 17% | 16% | 17% | 18% | 16% | 0%  ---- | 46%  ++++ | 0%  ---- | 10%  ---- | 15%  -- | 23%  ++++ | 12%  ---- | 19%  ++ | 26%  ++++ |
| 45 to 54 | 20% | 19% | 19% | 18% | 20% | 20% | 24% | 20% | 20% | 0%  ---- | 54%  ++++ | 0%  ---- | 17% | 23%  ++ | 19% | 18% | 21% | 24%  + |
| 55 to 64 | 17% | 16% | 18% | 17% | 15% | 18% | 16% | 16% | 17% | 0%  ---- | 0%  ---- | 47%  ++++ | 16% | 18%  + | 15% | 14%  --- | 18% | 16% |
| 65 or older | 19% | 18% | 16% | 20% | 18% | 20% | 19% | 17%  -- | 20%  ++ | 0%  ---- | 0%  ---- | 53%  ++++ | 21% | 19% | 17% | 17% | 20% | 12%  --- |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| Age | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| AGER |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| <35 | 28% | 34%  ++++ | 25%  ---- | 27% | 32% | 28% | 26% | 37%  +++ | 32%  ++++ | 42%  +++ | 94%  ++++ | 0%  ---- | 26% | 26% | 29% | 27% | 28% | 21%  -- | 28% |
| 35 to 44 | 17% | 36%  ++++ | 9%  ---- | 17% | 13% | 17% | 17% | 16% | 24%  ++++ | 17% | 5%  --- | 0%  ---- | 21% | 19% | 16% | 13% | 19%  +++ | 11%  -- | 18% |
| 45 to 54 | 20% | 25%  +++ | 18%  ---- | 20% | 20% | 20% | 21% | 19% | 26%  ++++ | 27%  + | 1%  ---- | 4%  ---- | 30%  ++++ | 22% | 18%  -- | 24% | 20% | 24% | 20% |
| 55 to 64 | 17% | 4%  ---- | 22%  ++++ | 17%  +++ | 11%  -- | 16% | 18% | 11%  -- | 13%  ---- | 12% | 0%  ---- | 30%  ++++ | 18% | 17% | 15% | 18% | 16% | 19% | 16% |
| 65 or older | 19% | 1%  ---- | 26%  ++++ | 18%  - | 24%  ++ | 18% | 19% | 17% | 5%  ---- | 2%  ---- | 0%  ---- | 66%  ++++ | 5%  ---- | 16%  - | 22%  ++++ | 18% | 19% | 26%  ++ | 18% |
| Chi2: | - | 99.9 |  | 95 |  | - |  |  | 99.9 |  |  |  |  | 95 |  | - |  | 95 |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| Which of the following categories best describes your current employment status? Are you... | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QEMP |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| working full-time (35 or more hours per week) | 36% | 33% | 38% | 36% | 36% | 37% | 34% | 44%  ++++ | 28%  ---- | 45%  ++++ | 52%  ++++ | 12%  ---- | 23%  ---- | 36% | 42%  ++++ | 18%  ---- | 50%  ++++ | 61%  ++++ |
| working part-time (less than 35 hours per week) | 10% | 11% | 8% | 13% | 11% | 8% | 10% | 6%  ---- | 14%  ++++ | 14%  ++++ | 10% | 7%  ---- | 11% | 9% | 10% | 17%  ++++ | 5%  ---- | 5%  -- |
| self-employed | 11% | 13% | 12% | 9% | 11% | 12% | 8% | 13%  ++ | 10%  -- | 7%  ---- | 15%  ++++ | 10% | 7%  --- | 12% | 13%  ++ | 11% | 10% | 11% |
| unemployed, but looking for work | 4% | 3% | 6%  + | 4% | 4% | 4% | 8%  +++ | 5% | 3% | 6%  +++ | 5% | 2%  ---- | 7%  +++ | 3%  - | 4% | 7%  ++++ | 2%  ---- | 2%  -- |
| a student attending school full-time | 5% | 8%  + | 5% | 6% | 5% | 6% | 3% | 6% | 5% | 18%  ++++ | 1%  ---- | 0%  ---- | 10%  ++++ | 4% | 4%  - | 11%  ++++ | 2%  ---- | 1%  --- |
| retired | 23% | 23% | 20% | 22% | 22% | 26% | 23% | 21%  - | 25%  ++ | 0%  ---- | 2%  ---- | 62%  ++++ | 25% | 24% | 20%  -- | 20%  -- | 26%  +++ | 13%  ---- |
| not in the workforce (Full-time homemaker or unemployed but | 6% | 7% | 7% | 5% | 7% | 5% | 7% | 2%  ---- | 11%  ++++ | 6% | 9%  ++++ | 4%  ---- | 10%  ++++ | 7% | 4%  --- | 10%  ++++ | 3%  ---- | 5% |
| other employment status | 3% | 1%  - | 3% | 2% | 4% | 3% | 5% | 2%  - | 4% | 3% | 4% | 2% | 6%  ++++ | 3% | 1%  ---- | 5%  ++++ | 1%  ---- | 1%  -- |
| Prefer not to say | 1% | 1% | 0% | 2% | 1% | 0% | 2% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| Which of the following categories best describes your current employment status? Are you... | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QEMP |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| working full-time (35 or more hours per week) | 36% | 51%  ++++ | 30%  ---- | 37% | 33% | 36% | 37% | 36% | 63%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 40%  ++ | 34%  - | 43%  ++ | 38%  + | 39% | 36% |
| working part-time (less than 35 hours per week) | 10% | 12%  ++ | 9%  -- | 10% | 11% | 11%  +++ | 7%  -- | 9% | 18%  ++++ | 0%  --- | 0%  --- | 0%  ---- | 0%  ---- | 9% | 11% | 6%  - | 10% | 5%  -- | 11%  ++ |
| self-employed | 11% | 13%  ++ | 10%  - | 11% | 11% | 11% | 11% | 9% | 20%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 13% | 10% | 12% | 12% | 10% | 11% |
| unemployed, but looking for work | 4% | 3%  -- | 5%  ++ | 4% | 4% | 5% | 4% | 4% | 0%  ---- | 100%  ++++ | 0%  -- | 0%  ---- | 0%  --- | 5% | 4% | 3% | 4% | 4% | 4% |
| a student attending school full-time | 5% | 4%  - | 6% | 5%  --- | 9%  +++ | 5%  -- | 5% | 16%  ++++ | 0%  ---- | 0%  -- | 100%  ++++ | 0%  ---- | 0%  ---- | 4% | 6% | 6% | 5% | 2%  -- | 5% |
| retired | 23% | 2%  ---- | 31%  ++++ | 23% | 26% | 22%  - | 26% | 20% | 0%  ---- | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- | 18%  --- | 26%  +++ | 18% | 23% | 32%  +++ | 23% |
| not in the workforce (Full-time homemaker or unemployed but | 6% | 11%  ++++ | 5%  ---- | 7%  + | 4%  - | 7%  ++ | 6% | 2%  -- | 0%  ---- | 0%  -- | 0%  -- | 0%  ---- | 69%  ++++ | 7% | 6% | 6% | 6% | 3% | 7% |
| other employment status | 3% | 2% | 3% | 3% | 2% | 3% | 3% | 3% | 0%  ---- | 0% | 0%  - | 0%  ---- | 31%  ++++ | 4% | 2% | 3% | 2%  - | 5% | 3% |
| Prefer not to say | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 1% |
| Chi2: | - | 99.9 |  | 95 |  | (99.9) |  |  | (99.9) |  |  |  |  | 99 |  | - |  | (95) |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| Which of the following categories best describes your total annual personal income, before taxes are deducted? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QINC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Under $20,000 | 15% | 17% | 11%  - | 14% | 15% | 15% | 18% | 11%  ---- | 19%  ++++ | 26%  ++++ | 13%  -- | 9%  ---- | 25%  ++++ | 14% | 12%  ---- | 42%  ++++ | 0%  ---- | 0%  ---- |
| Between $20,000 and just under $40,000 | 21% | 22% | 11%  ---- | 19% | 19% | 29%  ++++ | 22% | 17%  ---- | 25%  ++++ | 25%  ++ | 17%  ---- | 23% | 30%  ++++ | 23%  + | 15%  ---- | 58%  ++++ | 0%  ---- | 0%  ---- |
| Between $40,000 and just under $60,000 | 16% | 14% | 18% | 17% | 15%  - | 18% | 23%  ++ | 17% | 16% | 14%  - | 15% | 20%  ++++ | 14% | 20%  ++++ | 14%  -- | 0%  ---- | 40%  ++++ | 0%  ---- |
| Between $60,000 and just under $80,000 | 14% | 15% | 13% | 16% | 13% | 17%  ++ | 13% | 16%  +++ | 12%  -- | 12% | 15% | 15% | 10%  --- | 12%  -- | 19%  ++++ | 0%  ---- | 35%  ++++ | 0%  ---- |
| Between $80,000 and just under $100,000 | 10% | 9% | 13%  + | 9% | 10% | 10% | 5%  -- | 13%  ++++ | 7%  ---- | 6%  --- | 14%  ++++ | 8%  - | 5%  ---- | 9% | 14%  ++++ | 0%  ---- | 25%  ++++ | 0%  ---- |
| Between $100,000 and just under $150,000 | 8% | 7% | 15%  ++++ | 6% | 10%  + | 5%  --- | 8% | 13%  ++++ | 4%  ---- | 7% | 11%  +++ | 7% | 4%  ---- | 8% | 11%  +++ | 0%  ---- | 0%  ---- | 71%  ++++ |
| $150,000 and above | 3% | 5%  + | 4% | 3% | 5%  ++ | 1%  ---- | 2% | 4% | 3% | 2%  - | 5%  ++++ | 2%  - | 2%  - | 2%  ---- | 6%  ++++ | 0%  ---- | 0%  ---- | 29%  ++++ |
| Prefer not to say | 11% | 11% | 14% | 16% | 14% | 6% | 10% | 9% | 13% | 8% | 11% | 15% | 11% | 12% | 10% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| Which of the following categories best describes your total annual personal income, before taxes are deducted? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QINC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Under $20,000 | 15% | 13% | 16% | 15% | 15% | 16% | 15% | 19% | 8%  ---- | 46%  ++++ | 55%  ++++ | 8%  ---- | 41%  ++++ | 14% | 16% | 17% | 13%  --- | 11% | 15% |
| Between $20,000 and just under $40,000 | 21% | 17%  --- | 23%  +++ | 21% | 21% | 19%  --- | 30%  ++++ | 17% | 21% | 18% | 17% | 24%  ++ | 19% | 18%  - | 24%  ++ | 19% | 22% | 16% | 21% |
| Between $40,000 and just under $60,000 | 16% | 14%  -- | 18%  ++ | 16% | 15% | 16% | 17% | 15% | 17% | 10%  - | 6%  --- | 22%  ++++ | 7%  ---- | 17% | 17% | 15% | 18%  ++ | 19% | 17% |
| Between $60,000 and just under $80,000 | 14% | 15% | 14% | 14% | 15% | 14% | 15% | 13% | 16%  +++ | 5%  -- | 2%  ---- | 17%  + | 8%  --- | 14% | 14% | 12% | 14% | 15% | 14% |
| Between $80,000 and just under $100,000 | 10% | 14%  ++++ | 8%  ---- | 10% | 8% | 9% | 11% | 11% | 13%  ++++ | 3%  -- | 6% | 8%  - | 3%  ---- | 12% | 10% | 16%  +++ | 10% | 12% | 10% |
| Between $100,000 and just under $150,000 | 8% | 11%  +++ | 7%  --- | 8% | 10% | 9%  + | 4%  ---- | 10% | 11%  ++++ | 3%  - | 2%  -- | 5%  --- | 4%  -- | 9% | 8% | 10% | 9% | 14%  ++ | 8%  -- |
| $150,000 and above | 3% | 6%  ++++ | 2%  ---- | 3% | 3% | 4%  +++ | 0%  ---- | 4% | 4%  +++ | 1% | 1% | 1%  --- | 4% | 4% | 2%  -- | 1%  - | 4% | 3% | 4% |
| Prefer not to say | 11% | 9% | 12% | 11% | 13% | 13% | 6% | 10% | 9% | 14% | 12% | 15% | 14% | 12% | 10% | 9% | 10% | 10% | 11% |
| Chi2: | - | 99.9 |  | - |  | 99.9 |  |  | (99.9) |  |  |  |  | - |  | 90 |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| In which province or territory do you live? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QPROV |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Alberta | 11% | 0%  ---- | 98%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 12%  ++ | 9%  -- | 10% | 11% | 10% | 12% | 12% | 9%  -- | 7%  ---- | 11% | 18%  ++++ |
| British Columbia | 13% | 97%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 13% | 14% | 14% | 13% | 12% | 11% | 14% | 13% | 14% | 12% | 14% |
| Manitoba | 3% | 0%  ---- | 0%  --- | 53%  ++++ | 0%  ---- | 0%  ---- | 0%  --- | 3% | 4% | 4% | 4% | 3% | 6%  ++++ | 3% | 2%  -- | 3% | 4% | 2% |
| New Brunswick | 2% | 0%  --- | 0%  --- | 0%  -- | 0%  ---- | 0%  ---- | 32%  ++++ | 2% | 2% | 1% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 3% |
| Newfoundland and Labrador | 2% | 0%  -- | 0%  -- | 0%  - | 0%  ---- | 0%  --- | 22%  ++++ | 2% | 1% | 1% | 2%  ++ | 1% | 1% | 2% | 1% | 1% | 2% | 1% |
| Northwest Territories | 0% | 0% | 2%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  ++ | 0% |
| Nova Scotia | 3% | 0%  --- | 0%  --- | 0%  --- | 0%  ---- | 0%  ---- | 40%  ++++ | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 2% |
| Nunavut | 0% | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Ontario | 38% | 0%  ---- | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- | 0%  ---- | 38% | 38% | 40% | 38% | 36% | 38% | 34%  --- | 42%  +++ | 36% | 35%  -- | 47%  +++ |
| Prince Edward Island | 0% | 0% | 0% | 0% | 0%  -- | 0% | 6%  ++++ | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| Quebec | 24% | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- | 23% | 24% | 22% | 23% | 26%  + | 21% | 25% | 24% | 29%  ++++ | 27%  ++ | 11%  ---- |
| Saskatchewan | 3% | 0%  --- | 0%  --- | 46%  ++++ | 0%  ---- | 0%  ---- | 0%  --- | 2% | 4% | 4% | 2%  - | 3% | 4% | 3% | 3% | 3% | 3% | 3% |
| Yukon | 0% | 3%  ++++ | 0% | 0% | 0%  - | 0% | 0% | 0% | 0% | 0% | 0% | 1%  +++ | 0% | 0% | 1% | 0% | 1% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  | - |  | - |  |  | (95) |  |  | (99.9) |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| In which province or territory do you live? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QPROV |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Alberta | 11% | 12% | 10% | 11%  + | 7%  - | 14%  ++++ | 2%  ---- | 6%  - | 11% | 17%  + | 10% | 9%  - | 11% | 12% | 9%  -- | 15%  ++ | 10% | 16%  ++ | 10% |
| British Columbia | 13% | 13% | 13% | 12%  --- | 19%  ++ | 16%  ++++ | 1%  ---- | 18%  + | 13% | 10% | 19% | 13% | 12% | 16%  ++ | 12% | 15% | 14% | 13% | 14% |
| Manitoba | 3% | 3% | 4% | 4% | 2% | 4%  ++ | 0%  ---- | 5% | 3% | 3% | 5% | 3% | 3% | 4% | 3% | 5% | 3% | 5% | 3% |
| New Brunswick | 2% | 2% | 2% | 2% | 1% | 2% | 3% | 1% | 2% | 5%  + | 2% | 3% | 1% | 2% | 2% | 3% | 2% | 5%  ++ | 2%  --- |
| Newfoundland and Labrador | 2% | 1% | 2% | 2% | 1% | 2%  +++ | 0%  --- | 0% | 2% | 4% | 0% | 1% | 2% | 1% | 2% | 2% | 2% | 0% | 2% |
| Northwest Territories | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  -- | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| Nova Scotia | 3% | 3% | 3% | 3% | 1% | 4%  ++++ | 0%  ---- | 0%  -- | 3% | 4% | 2% | 2% | 6%  ++ | 3% | 3% | 3% | 3% | 2% | 3% |
| Nunavut | 0% | 0%  ++ | 0%  -- | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Ontario | 38% | 38% | 38% | 37%  ---- | 49%  ++++ | 46%  ++++ | 8%  ---- | 47%  ++ | 39% | 33% | 32% | 37% | 42% | 38% | 36%  - | 29%  -- | 40%  ++ | 30%  -- | 38% |
| Prince Edward Island | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| Quebec | 24% | 23% | 24% | 25%  ++ | 17%  -- | 6%  ---- | 84%  ++++ | 19% | 23% | 20% | 27% | 27%  + | 21% | 18%  ---- | 30%  ++++ | 25% | 22%  --- | 24% | 24% |
| Saskatchewan | 3% | 3% | 3% | 3% | 1%  -- | 4%  +++ | 0%  ---- | 2% | 3% | 3% | 2% | 3% | 1% | 3% | 3% | 2% | 3% | 4% | 3% |
| Yukon | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0%  - | 0% | 0% | 1%  ++++ | 0% | 1% | 0% | 1%  + | 0% | 0% | 0% |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | (99.9) |  | (99.9) |  |  | (90) |  |  |  |  | (99) |  | - |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| Q1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Yes | 51% | 48% | 58%  ++ | 47% | 48%  -- | 55%  + | 54% | 52% | 50% | 56%  +++ | 47%  -- | 51% | 50% | 55%  +++ | 48%  -- | 51% | 51% | 46%  - |
| No | 49% | 52% | 42%  -- | 53% | 52%  ++ | 45%  - | 46% | 48% | 50% | 44%  --- | 53%  ++ | 49% | 50% | 45%  --- | 52%  ++ | 49% | 49% | 54%  + |
| Chi2: | - | 95 |  |  |  |  |  | - |  | 99 |  |  | 95 |  |  | - |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| Over the past three weeks, have you seen, read or heard any advertising from the Government of Canada? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| Q1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Yes | 51% | 51% | 51% | 52%  +++ | 44%  -- | 49%  -- | 59%  ++++ | 42%  -- | 51% | 49% | 61%  ++ | 52% | 47% | 52% | 53% | 55% | 51% | 54% | 51% |
| No | 49% | 49% | 49% | 48%  --- | 56%  ++ | 51%  ++ | 41%  ---- | 58%  ++ | 49% | 51% | 39%  -- | 48% | 53% | 48% | 47% | 45% | 49% | 46% | 49% |
| Chi2: | - | - |  | 95 |  | 99.9 |  |  | - |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| Q2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1043 | 133 | 128 | 63 | 374 | 267 | 78 | 517 | 519 | 319 | 359 | 365 | 205 | 435 | 394 | 381 | 423 | 109 |
| Total: | 1041 | 142 | 153 | 101 | 308 | 222 | 115 | 505 | 529 | 250 | 362 | 429 | 207 | 439 | 386 | 365 | 429 | 111 |
| Cinema | 3% | 1% | 5% | 2% | 3% | 3% | 6% | 3% | 3% | 3% | 4% | 2% | 3% | 2% | 4% | 3% | 3% | 3% |
| Facebook | 25% | 26% | 33%  ++ | 31% | 24% | 21%  - | 32% | 23%  - | 28% | 43%  ++++ | 21%  -- | 14%  ---- | 33%  +++ | 24% | 24% | 31%  +++ | 20%  ---- | 26% |
| Internet website | 21% | 25% | 20% | 20% | 22% | 16%  -- | 27% | 23% | 19%  - | 29%  ++++ | 20% | 15%  ---- | 19% | 21% | 22% | 20% | 22% | 22% |
| Magazines | 3% | 3% | 3% | 4% | 3% | 5%  + | 2% | 4% | 3% | 2%  - | 2% | 5%  +++ | 4% | 3% | 4% | 4% | 3% | 3% |
| Newspaper (daily) | 17% | 11%  - | 14% | 19% | 16% | 21%  ++ | 16% | 19%  + | 15% | 12%  -- | 15% | 23%  ++++ | 13% | 17% | 18% | 16% | 17% | 19% |
| Newspaper (weekly or community) | 5% | 6% | 5% | 7% | 5% | 5% | 3% | 5% | 5% | 4% | 4% | 8%  +++ | 7% | 6% | 4% | 6% | 4% | 3% |
| Outdoor billboards | 6% | 6% | 7% | 3% | 7% | 5% | 5% | 6% | 6% | 9%  ++ | 6% | 4%  - | 8% | 6% | 5% | 8%  + | 6% | 3% |
| Pamphlet or brochure in the mail | 6% | 4% | 12%  +++ | 4% | 4% | 7% | 3% | 5% | 6% | 6% | 6% | 6% | 6% | 5% | 6% | 5% | 6% | 6% |
| Public transit (bus or subway) | 6% | 5% | 1%  --- | 3% | 9%  +++ | 6% | 3% | 5% | 7%  + | 11%  ++++ | 4% | 3%  --- | 7% | 6% | 5% | 9%  +++ | 4%  -- | 3% |
| Radio | 20% | 19% | 18% | 13%  - | 20% | 21% | 21% | 23%  ++ | 17%  -- | 20% | 24%  ++ | 16%  -- | 16% | 25%  +++ | 17%  - | 18% | 23%  ++ | 19% |
| Television | 61% | 57% | 62% | 55% | 58% | 66%  + | 66% | 58% | 63% | 43%  ---- | 64%  + | 73%  ++++ | 59% | 65%  ++ | 57%  -- | 61% | 61% | 57% |
| Twitter | 5% | 6% | 5% | 2% | 7%  +++ | 1%  --- | 4% | 6%  + | 4%  - | 6%  + | 5% | 2%  --- | 4% | 3%  - | 7%  +++ | 4% | 4% | 9%  ++ |
| YouTube | 5% | 4% | 10%  +++ | 4% | 6% | 3%  - | 5% | 8%  ++++ | 3%  ---- | 12%  ++++ | 5% | 0%  ---- | 10%  ++++ | 5% | 3%  -- | 7% | 3%  -- | 4% |
| Instagram | 1% | 1% | 2% | 1% | 2% | 1% | 0% | 1%  -- | 2%  ++ | 2%  ++ | 1% | 1% | 1% | 1% | 1% | 2%  + | 0%  - | 1% |
| LinkedIn | 1% | 1% | 1% | 2%  + | 1% | 0% | 0% | 0% | 1% | 0% | 1%  + | 0%  - | 0% | 1% | 1% | 1% | 0%  -- | 2%  + |
| Other, specify | 1% | 2% | 1% | 3% | 1% | 2% | 0% | 0%  --- | 2%  +++ | 2% | 1% | 1% | 0% | 1% | 2% | 2% | 1% | 2% |
| No response | 2% | 2% | 0% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 3% |
| Chi2: | - | (90) |  |  |  |  |  | (99.9) |  | (99.9) |  |  | (95) |  |  | (99) |  |  |
| Margin of Error,around 50% | 3.04 | 8.22 | 7.92 | 9.75 | 5.58 | 6.58 | 9.14 | 4.36 | 4.26 | 6.20 | 5.15 | 4.73 | 6.81 | 4.68 | 4.99 | 5.13 | 4.73 | 9.30 |

| Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| Q2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1043 | 301 | 737 | 932 | 105 | 731 | 271 | 70 | 593 | 42 | 68 | 242 | 91 | 245 | 445 | 88 | 672 | 72 | 859 |
| Total: | 1041 | 283 | 753 | 934 | 101 | 762 | 235 | 68 | 567 | 44 | 53 | 279 | 90 | 253 | 435 | 90 | 669 | 75 | 854 |
| Cinema | 3% | 3% | 3% | 3% | 1% | 3% | 3% | 0% | 4%  + | 6% | 2% | 1%  -- | 3% | 3% | 3% | 4% | 3% | 5% | 3% |
| Facebook | 25% | 30%  + | 24%  - | 26% | 21% | 27%  ++ | 25% | 19% | 29%  +++ | 27% | 37%  + | 13%  ---- | 30% | 25% | 26% | 24% | 26% | 17%  - | 27%  + |
| Internet website | 21% | 22% | 20% | 19%  ---- | 33%  +++ | 22% | 16%  -- | 34%  +++ | 21% | 21% | 38%  +++ | 14%  ---- | 23% | 24% | 21% | 24% | 21% | 21% | 20% |
| Magazines | 3% | 2% | 4% | 3%  - | 6%  + | 3%  -- | 6%  ++ | 5% | 2%  -- | 2% | 2% | 6%  ++ | 2% | 3% | 3% | 6% | 3%  - | 2% | 4% |
| Newspaper (daily) | 17% | 13%  - | 18% | 17% | 15% | 15% | 20%  + | 18% | 13%  ---- | 18% | 21% | 24%  ++++ | 17% | 18% | 17% | 16% | 17% | 18% | 17% |
| Newspaper (weekly or community) | 5% | 5% | 5% | 5%  -- | 9%  + | 5% | 4% | 13%  +++ | 5% | 6% | 4% | 6% | 7% | 6% | 5% | 4% | 6% | 3% | 6% |
| Outdoor billboards | 6% | 5% | 7% | 6% | 4% | 6% | 7% | 7% | 7% | 5% | 9% | 3%  -- | 8% | 7% | 6% | 5% | 7% | 3% | 6% |
| Pamphlet or brochure in the mail | 6% | 6% | 6% | 5%  -- | 11%  ++ | 6% | 6% | 8% | 7% | 2% | 8% | 4% | 4% | 5% | 6% | 3% | 6% | 1% | 6% |
| Public transit (bus or subway) | 6% | 5% | 6% | 5%  -- | 9% | 6% | 6% | 11%  + | 6% | 6% | 17%  ++++ | 1%  ---- | 7% | 7% | 6% | 9% | 6% | 5% | 6% |
| Radio | 20% | 27%  ++++ | 17%  ---- | 20% | 16% | 19% | 22% | 25% | 23%  +++ | 10%  - | 16% | 15%  -- | 20% | 21% | 20% | 29%  ++ | 20% | 13% | 21% |
| Television | 61% | 52%  ---- | 64%  ++++ | 62%  +++ | 48%  --- | 60% | 65% | 45%  --- | 54%  ---- | 59% | 53% | 77%  ++++ | 68% | 58% | 61% | 53% | 61% | 62% | 60% |
| Twitter | 5% | 4% | 5% | 4% | 7% | 6%  ++++ | 2%  -- | 4% | 6%  +++ | 4% | 1% | 3%  - | 3% | 4% | 3% | 3% | 5% | 1% | 5% |
| YouTube | 5% | 5% | 6% | 5% | 7% | 6% | 5% | 7% | 7%  ++ | 11% | 12%  ++ | 0%  ---- | 4% | 5% | 5% | 8% | 5% | 6% | 5% |
| Instagram | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 6%  +++ | 0% | 0% | 1% | 1% | 1% | 0% | 1%  - | 0% | 1% |
| LinkedIn | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 4%  +++ | 0% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% |
| Other, specify | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 6%  +++ | 4%  + | 0% | 0% | 1% | 2%  ++ | 2% | 1% | 2% | 1% |
| No response | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 0% | 2% | 2% | 0% | 2% | 1% | 0% | 1% | 1% | 1% | 0% | 1% |
| Chi2: | - | (95) |  | (99) |  | (99) |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 3.04 | 5.83 | 3.57 | 3.21 | 9.75 | 3.55 | 6.39 | 11.88 | 4.12 | 14.77 | 13.46 | 5.87 | 10.33 | 6.16 | 4.70 | 10.33 | 3.79 | 11.32 | 3.35 |

| What do you remember about this ad? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| Q3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1043 | 133 | 128 | 63 | 374 | 267 | 78 | 517 | 519 | 319 | 359 | 365 | 205 | 435 | 394 | 381 | 423 | 109 |
| Total: | 1041 | 142 | 153 | 101 | 308 | 222 | 115 | 505 | 529 | 250 | 362 | 429 | 207 | 439 | 386 | 365 | 429 | 111 |
| CANADA'S BIRTHDAY/ANNIVERSARY, 150TH CELEBRATION FOR 2017 | 22% | 19% | 24% | 20% | 22% | 25% | 22% | 19%  --- | 26%  +++ | 10%  ---- | 29%  ++++ | 27%  +++ | 19% | 21% | 26%  ++ | 21% | 22% | 29%  + |
| PARKS CANADA ACCESS/FREE PASS | 8% | 7% | 12%  ++ | 10% | 5%  -- | 9% | 4% | 7% | 9% | 7% | 8% | 8% | 6% | 8% | 8% | 7% | 8% | 11% |
| VOTING/DEMOCRATIC REFORM, JOIN THE DIALOGUE, INVITE TO GIVE OPINION | 4% | 6% | 4% | 6% | 3%  - | 5% | 5% | 5%  + | 3% | 5% | 4% | 5% | 4% | 4% | 5% | 4% | 4% | 6% |
| CARBON TAX | 2% | 0%  - | 10%  ++++ | 2% | 1% | 0%  -- | 0% | 1% | 2% | 3% | 1% | 1% | 2% | 2% | 2% | 1%  - | 2% | 3% |
| TRUDEAU/GOVERNMENT RESHUFFLING CABINET AND MINISTERS, CHANGES | 2% | 1% | 1% | 0% | 1%  -- | 6%  ++++ | 1% | 2% | 2% | 1%  - | 4%  ++ | 2% | 2% | 3% | 1% | 3%  + | 2% | 3% |
| CRITICISMS; WASTE OF TAX DOLLARS, POORLY MADE AD, PROPAGANDA/EMPTY PROMISES | 4% | 2% | 12%  ++++ | 1% | 5% | 0%  --- | 5% | 5% | 3% | 1%  --- | 5% | 6%  + | 4% | 5% | 4% | 3%  - | 4% | 8%  ++ |
| PIPELINE, OIL AND GAS, KINDER MORGAN | 1% | 4%  ++++ | 1% | 2% | 0% | 0% | 0% | 1% | 1% | 2% | 1% | 1% | 2%  + | 1% | 1% | 1% | 1% | 0% |
| JUSTIN TRUDEAU, GENERAL MENTION | 2% | 1% | 2% | 4% | 2% | 3% | 3% | 2%  - | 3% | 3% | 3% | 1% | 2% | 3% | 2% | 3% | 2% | 2% |
| HEALTH CARE ANNOUNCEMENTS/PLANS | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0%  - | 1%  + | 1% | 1% | 0% | 0% | 1% | 1%  + | 1% | 1% | 1% |
| DRIVING SAFETY, TEXTING/DRINKING AND DRIVING | 0% | 1% | 1% | 2%  +++ | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 1% | 0% |
| POSITIVES; ENGAGING, INFORMATIVE | 1% | 1% | 1% | 1% | 1% | 0% | 2% | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 1% |
| PARTICIPACTION, PHYSICAL FITNESS/ACTIVITY | 0% | 2%  ++ | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1%  ++ | 1% | 0% | 0% |
| INFRASTRUCTURE, CONSTRUCTION PROJECTS, PUBLIC TRANSPORTATION | 1% | 2% | 0% | 1% | 1% | 2% | 1% | 2%  +++ | 0%  --- | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% |
| ARMED FORCES, POLICE/RCMP, INCLUDES RECRUITMENT | 1% | 1% | 0% | 4%  ++ | 1% | 2%  + | 0% | 2%  ++ | 1%  - | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% |
| EDUCATION ISSUES | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% |
| ENVIRONMENT, CLIMATE CHANGE | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 1%  ++ | 0% | 1% | 1% | 0% | 1% | 0% |
| IMMIGRATION/REFUGEES | 1% | 1% | 0% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 2%  ++ | 1% | 1% | 1% |
| TAX REFORM, CREDITS, INCOME SPLITTING | 0% | 0% | 1% | 1% | 1%  + | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1%  + | 0% | 0% | 1% | 0% | 0% |
| GOVERNMENT/CANADA LOGO, BROUGHT TO YOU BY THE GOVERNMENT OF CANADA | 2% | 4% | 1% | 4% | 3% | 2% | 2% | 2% | 3% | 3% | 3% | 1%  --- | 3% | 2% | 3% | 2% | 3%  + | 3% |
| PROMOTION OF CANADA/BEING CANADIAN, CANADIANS TALKING ABOUT THEIR LIVES AND WHAT IT MEANS TO THEM | 1% | 0% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 2%  ++ | 0% | 0% | 2%  ++ | 1% | 1% | 1% |
| SOCIAL ASSISTANCE/PROGRAMS, VARIOUS | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% |
| LEGALIZATION/LEGISLATION OF MARIJUANA | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 1%  + | 0% | 0% | 0% | 1% | 0% |
| DEBT/DEFICIT, FISCAL RESPONSIBLITY, SPENDING | 0% | 0% | 1%  ++ | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| GOVERNMENT SERVICES/PROGRAMS BEING OFFERED, GENERAL MENTION | 1% | 1% | 0% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| JOB CREATION/EMPLOYMENT OPPORTUNITIES | 1% | 2%  + | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 0% |
| ASKING FOR SUPPORT/DONATIONS TO POLITICAL PARTY | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| ECONOMY | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 1% | 0%  - | 1% | 0% | 0% | 1% |
| CANADA/U.S RELATIONS, MEETING WITH TRUMP AND TRUDEAU | 0% | 0% | 0% | 0% | 0% | 0% | 2%  +++ | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| SUPPORT FOR FAMILIES/CHILD(REN), CHILD CARE TAX | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| SPECIFIC TRUDEAU MENTIONS (TRAVELS, MEETINGS...) | 1% | 1% | 0% | 1% | 0% | 1% | 4%  +++ | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% |
| CRITICISMS ABOUT TRUDEAU/LIBERALS, INVESTIGATIONS | 0% | 0% | 0% | 0% | 1%  + | 0% | 1% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% |
| GOVERNMENT/LIBERALS TAKING CARE OF CANADIANS, INVESTING IN OUR FUTURE | 1% | 0% | 0% | 0% | 0% | 2%  ++ | 2% | 1% | 1% | 0% | 1% | 1% | 0% | 1%  ++ | 0% | 1% | 0% | 0% |
| FEDERAL/PROVINCIAL DEBATES AND DISCUSSIONS, POLITICAL FIGURES | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0% | 4%  ++++ |
| AFFORDABLE HOUSING INITIATIVES | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  +++ | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% |
| PRESCRIPTION DRUGS AND DANGERS OF, CURRENT CONCERNS | 0% | 1%  ++ | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| HYDRO/ELECTRICITY/ENERGY COSTS | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 2%  +++ | 0%  -- | 1% | 1% | 1% | 0% | 1%  + | 0% | 0% |
| VETERAN'S AFFAIRS, REMEMBRANCE DAY/MEMORIALS | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| HERITAGE CANADA | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% |
| COST OF LIVING RISING | 0% | 0% | 0% | 0% | 0% | 0% | 1%  +++ | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% |
| Other | 3% | 3% | 2% | 3% | 2% | 4% | 4% | 3% | 2% | 3% | 2% | 3% | 1% | 3% | 2% | 3% | 3% | 2% |
| REMEMBER NOTHING/VERY LITTLE | 7% | 10% | 4% | 4% | 9% | 5% | 9% | 8%  + | 6%  - | 4%  -- | 7% | 10%  ++ | 5% | 7% | 8% | 7% | 7% | 6% |
| No response | 32% | 34% | 28% | 34% | 36% | 28% | 33% | 33% | 31% | 45% | 27% | 26% | 37% | 35% | 26% | 31% | 33% | 24% |
| Chi2: | - | (99.9) |  |  |  |  |  | (95) |  | (99.9) |  |  | - |  |  | - |  |  |
| Margin of Error,around 50% | 3.04 | 8.22 | 7.92 | 9.75 | 5.58 | 6.58 | 9.14 | 4.36 | 4.26 | 6.20 | 5.15 | 4.73 | 6.81 | 4.68 | 4.99 | 5.13 | 4.73 | 9.30 |

| What do you remember about this ad? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| Q3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1043 | 301 | 737 | 932 | 105 | 731 | 271 | 70 | 593 | 42 | 68 | 242 | 91 | 245 | 445 | 88 | 672 | 72 | 859 |
| Total: | 1041 | 283 | 753 | 934 | 101 | 762 | 235 | 68 | 567 | 44 | 53 | 279 | 90 | 253 | 435 | 90 | 669 | 75 | 854 |
| CANADA'S BIRTHDAY/ANNIVERSARY, 150TH CELEBRATION FOR 2017 | 22% | 20% | 24% | 23% | 20% | 22% | 25% | 9%  --- | 21% | 18% | 13%  - | 27%  + | 30%  + | 23% | 22% | 15%  - | 24%  + | 22% | 23% |
| PARKS CANADA ACCESS/FREE PASS | 8% | 7% | 8% | 8% | 6% | 7% | 8% | 4% | 8% | 4% | 2%  - | 9% | 10% | 8% | 7% | 9% | 7% | 15%  ++ | 7%  -- |
| VOTING/DEMOCRATIC REFORM, JOIN THE DIALOGUE, INVITE TO GIVE OPINION | 4% | 4% | 4% | 4% | 7% | 5% | 3% | 4% | 5% | 4% | 2% | 4% | 4% | 3% | 6% | 2% | 4% | 1% | 4% |
| CARBON TAX | 2% | 3%  ++ | 1%  - | 2% | 1% | 2% | 1% | 4% | 2% | 2% | 3% | 0%  -- | 2% | 1% | 1% | 4% | 2% | 1% | 2% |
| TRUDEAU/GOVERNMENT RESHUFFLING CABINET AND MINISTERS, CHANGES | 2% | 2% | 2% | 2% | 4% | 1%  ---- | 6%  ++++ | 3% | 2% | 3% | 0% | 2% | 1% | 1% | 3%  + | 2% | 2% | 3% | 2% |
| CRITICISMS; WASTE OF TAX DOLLARS, POORLY MADE AD, PROPAGANDA/EMPTY PROMISES | 4% | 3% | 5% | 4% | 6% | 5%  +++ | 0%  ---- | 7% | 4% | 9%  + | 0% | 3% | 5% | 4% | 3%  - | 4% | 3% | 5% | 4% |
| PIPELINE, OIL AND GAS, KINDER MORGAN | 1% | 1% | 1% | 1%  - | 3%  ++ | 1% | 0% | 2% | 1% | 0% | 3% | 0%  - | 1% | 1% | 1% | 2% | 1% | 0% | 1% |
| JUSTIN TRUDEAU, GENERAL MENTION | 2% | 4%  + | 2% | 3% | 0%  - | 2% | 3% | 0% | 3% | 6% | 2% | 2% | 0% | 3% | 3% | 1% | 2% | 6%  ++ | 2% |
| HEALTH CARE ANNOUNCEMENTS/PLANS | 1% | 2%  + | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 2%  + | 1% | 4%  +++ | 1%  - |
| DRIVING SAFETY, TEXTING/DRINKING AND DRIVING | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% |
| POSITIVES; ENGAGING, INFORMATIVE | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 3%  ++ | 1% | 2% | 0%  -- |
| PARTICIPACTION, PHYSICAL FITNESS/ACTIVITY | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 2%  + | 1% | 0% | 1% | 0% | 1% | 0% | 1%  + | 0%  - |
| INFRASTRUCTURE, CONSTRUCTION PROJECTS, PUBLIC TRANSPORTATION | 1% | 0% | 1% | 1% | 1% | 1%  -- | 2% | 2% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% |
| ARMED FORCES, POLICE/RCMP, INCLUDES RECRUITMENT | 1% | 1% | 1% | 1% | 0% | 1% | 2%  + | 0% | 1% | 5%  ++ | 0% | 1% | 1% | 3%  ++ | 1% | 1% | 1% | 0% | 1% |
| EDUCATION ISSUES | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 2% | 1% | 0% | 1% | 1% | 2% | 1% | 2% | 1% |
| ENVIRONMENT, CLIMATE CHANGE | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 1% |
| IMMIGRATION/REFUGEES | 1% | 1% | 1% | 1%  --- | 4%  ++++ | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% |
| TAX REFORM, CREDITS, INCOME SPLITTING | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0%  - | 0% | 2%  + | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 1% |
| GOVERNMENT/CANADA LOGO, BROUGHT TO YOU BY THE GOVERNMENT OF CANADA | 2% | 3% | 2% | 2% | 2% | 3% | 2% | 1% | 3%  +++ | 3% | 1% | 1%  -- | 1% | 3% | 1%  - | 8%  ++++ | 2%  -- | 4% | 2% |
| PROMOTION OF CANADA/BEING CANADIAN, CANADIANS TALKING ABOUT THEIR LIVES AND WHAT IT MEANS TO THEM | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 0% | 2%  + | 2% | 0% | 1% | 0% | 1% | 0% | 1% |
| SOCIAL ASSISTANCE/PROGRAMS, VARIOUS | 0% | 1%  +++ | 0%  --- | 0% | 1% | 0% | 0% | 0% | 0%  - | 0% | 0% | 0% | 2%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% |
| LEGALIZATION/LEGISLATION OF MARIJUANA | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 2%  ++ | 0% | 1% | 1% | 0% | 0% | 0% |
| DEBT/DEFICIT, FISCAL RESPONSIBLITY, SPENDING | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0%  - | 3%  ++++ | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% |
| GOVERNMENT SERVICES/PROGRAMS BEING OFFERED, GENERAL MENTION | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 4%  +++ | 0% | 0% | 0% | 1% | 2% | 1% | 0% | 1% |
| JOB CREATION/EMPLOYMENT OPPORTUNITIES | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 2% | 1% | 0% | 0% | 0% | 2% | 1% | 1% | 0% | 1% | 0% | 1% |
| ASKING FOR SUPPORT/DONATIONS TO POLITICAL PARTY | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 1%  +++ | 0% | 1% | 0% | 0% | 0% |
| ECONOMY | 0% | 1% | 0% | 0%  - | 0% | 0% | 1% | 0% | 0% | 0% | 4%  ++++ | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% |
| CANADA/U.S RELATIONS, MEETING WITH TRUMP AND TRUDEAU | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% |
| SUPPORT FOR FAMILIES/CHILD(REN), CHILD CARE TAX | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% |
| SPECIFIC TRUDEAU MENTIONS (TRAVELS, MEETINGS...) | 1% | 1% | 1% | 1% | 1% | 1% | 2%  + | 0% | 0%  -- | 4%  +++ | 1% | 2% | 0% | 1% | 1% | 1% | 1% | 0% | 1% |
| CRITICISMS ABOUT TRUDEAU/LIBERALS, INVESTIGATIONS | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 2%  ++ | 1%  + | 0% | 3%  ++++ | 0% | 0% | 0% |
| GOVERNMENT/LIBERALS TAKING CARE OF CANADIANS, INVESTING IN OUR FUTURE | 1% | 1% | 1% | 1% | 0% | 0%  -- | 2%  +++ | 0% | 0% | 0% | 0% | 1% | 3%  ++ | 0% | 1% | 0% | 1% | 3%  +++ | 1% |
| FEDERAL/PROVINCIAL DEBATES AND DISCUSSIONS, POLITICAL FIGURES | 1% | 1% | 1% | 1% | 0% | 0%  -- | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 1% |
| AFFORDABLE HOUSING INITIATIVES | 0% | 0% | 0% | 0%  -- | 1%  ++ | 0% | 0% | 2%  +++ | 0% | 0% | 2%  +++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| PRESCRIPTION DRUGS AND DANGERS OF, CURRENT CONCERNS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| HYDRO/ELECTRICITY/ENERGY COSTS | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 2% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% |
| VETERAN'S AFFAIRS, REMEMBRANCE DAY/MEMORIALS | 0% | 0% | 0% | 0%  -- | 1%  ++ | 0% | 0% | 2%  +++ | 0%  -- | 0% | 2%  +++ | 1% | 0% | 0% | 0% | 0% | 1% | 1% | 0%  -- |
| HERITAGE CANADA | 0% | 0% | 0% | 0% | 1% | 0% | 1%  + | 0% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 2%  ++ | 0% |
| COST OF LIVING RISING | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 3% | 3% | 2% | 3% | 3% | 2% | 2% | 6%  + | 2% | 4% | 6%  + | 2% | 2% | 3% | 4%  + | 3% | 3% | 0% | 3% |
| REMEMBER NOTHING/VERY LITTLE | 7% | 7% | 7% | 7% | 5% | 8% | 5% | 5% | 7% | 9% | 2% | 10%  + | 6% | 10%  + | 6% | 6% | 7% | 6% | 7% |
| No response | 32% | 31% | 32% | 33% | 28% | 34% | 30% | 36% | 33% | 29% | 45% | 30% | 26% | 32% | 31% | 30% | 31% | 29% | 31% |
| Chi2: | - | - |  | - |  | (99.9) |  |  | (99.9) |  |  |  |  | - |  | (95) |  | (95) |  |
| Margin of Error,around 50% | 3.04 | 5.83 | 3.57 | 3.21 | 9.75 | 3.55 | 6.39 | 11.88 | 4.12 | 14.77 | 13.46 | 5.87 | 10.33 | 6.16 | 4.70 | 10.33 | 3.79 | 11.32 | 3.35 |

| How did you know that it was an ad from the Government of Canada? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| Q4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1043 | 133 | 128 | 63 | 374 | 267 | 78 | 517 | 519 | 319 | 359 | 365 | 205 | 435 | 394 | 381 | 423 | 109 |
| Total: | 1041 | 142 | 153 | 101 | 308 | 222 | 115 | 505 | 529 | 250 | 362 | 429 | 207 | 439 | 386 | 365 | 429 | 111 |
| IT SAID SO/STATED IT IN THE AD, MENTIONED AT THE END | 30% | 33% | 35% | 27% | 36%  +++ | 19%  ---- | 28% | 31% | 28% | 32% | 33% | 25%  --- | 29% | 32% | 28% | 30% | 29% | 31% |
| LOGO, BRANDED AS SUCH, GOV'T OF CANADA/MAPLE LEAF LOGO | 21% | 21% | 18% | 18% | 18%  - | 29%  ++++ | 18% | 21% | 20% | 26%  ++ | 20% | 18%  -- | 18% | 18%  -- | 27%  ++++ | 20% | 22% | 21% |
| JUSTIN TRUDEAU, PEOPLE/POLITICIANS FEATURED IN IT | 8% | 8% | 8% | 5% | 5%  -- | 13%  ++++ | 5% | 5%  --- | 10%  +++ | 7% | 9% | 7% | 7% | 8% | 7% | 8% | 8% | 6% |
| DEPARTMENT IS A FEDERAL DEPARTMENT, FEDERAL JURISDICTION | 7% | 5% | 9% | 8% | 6% | 9% | 6% | 7% | 7% | 7% | 7% | 7% | 6% | 7% | 7% | 6% | 8% | 9% |
| SUBJECT MATTER, CONTENT/MESSAGE | 12% | 12% | 10% | 10% | 11% | 13% | 10% | 10% | 13% | 8%  -- | 11% | 15%  ++ | 12% | 10% | 13% | 12% | 12% | 10% |
| CLEARLY INDICATED/IDENTIFIED/SPECIFIED (GENERAL MENTION) | 4% | 5% | 5% | 5% | 3% | 5% | 7% | 6%  ++ | 3%  -- | 4% | 5% | 5% | 6% | 4% | 4% | 5% | 5% | 3% |
| ASSUMPTION/IMPRESSION, WAS OBVIOUS/EVIDENT | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 4% | 4% | 2%  - | 3% | 6%  +++ | 6%  ++ | 3% | 4% | 4% | 3% | 4% |
| WRITTEN IN THE AD | 2% | 3% | 3% | 4% | 2% | 1% | 3% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 3%  ++ | 1% |
| MUSIC/THEME AT THE END | 1% | 2% | 0% | 1% | 1% | 1% | 0% | 1% | 0%  -- | 1% | 1% | 0%  -- | 0% | 1% | 2%  ++ | 2%  ++ | 0%  - | 0% |
| Other | 1% | 1% | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% |
| No response | 18% | 14% | 16% | 27% | 20% | 14% | 22% | 17% | 19% | 17% | 17% | 19% | 21% | 20% | 14% | 17% | 17% | 20% |
| Chi2: | - | (90) |  |  |  |  |  | (95) |  | (95) |  |  | (90) |  |  | - |  |  |
| Margin of Error,around 50% | 3.04 | 8.22 | 7.92 | 9.75 | 5.58 | 6.58 | 9.14 | 4.36 | 4.26 | 6.20 | 5.15 | 4.73 | 6.81 | 4.68 | 4.99 | 5.13 | 4.73 | 9.30 |

| How did you know that it was an ad from the Government of Canada? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| Q4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1043 | 301 | 737 | 932 | 105 | 731 | 271 | 70 | 593 | 42 | 68 | 242 | 91 | 245 | 445 | 88 | 672 | 72 | 859 |
| Total: | 1041 | 283 | 753 | 934 | 101 | 762 | 235 | 68 | 567 | 44 | 53 | 279 | 90 | 253 | 435 | 90 | 669 | 75 | 854 |
| IT SAID SO/STATED IT IN THE AD, MENTIONED AT THE END | 30% | 34%  + | 28%  -- | 30% | 30% | 33%  ++++ | 20%  ---- | 39%  + | 32%  + | 30% | 33% | 24%  -- | 27% | 28% | 32% | 28% | 30% | 23% | 31% |
| LOGO, BRANDED AS SUCH, GOV'T OF CANADA/MAPLE LEAF LOGO | 21% | 17%  -- | 23%  ++ | 21% | 18% | 18%  ---- | 30%  ++++ | 14% | 21% | 23% | 40%  ++++ | 16%  -- | 21% | 21% | 21% | 24% | 22% | 25% | 21% |
| JUSTIN TRUDEAU, PEOPLE/POLITICIANS FEATURED IN IT | 8% | 11%  ++ | 7%  -- | 8% | 7% | 6%  -- | 12%  +++ | 4% | 8% | 8% | 5% | 7% | 12% | 5% | 9% | 3%  - | 7% | 7% | 9%  + |
| DEPARTMENT IS A FEDERAL DEPARTMENT, FEDERAL JURISDICTION | 7% | 7% | 7% | 7% | 9% | 7% | 8% | 6% | 7% | 6% | 4% | 7% | 13%  ++ | 8% | 5%  - | 4% | 7% | 8% | 7% |
| SUBJECT MATTER, CONTENT/MESSAGE | 12% | 11% | 12% | 11%  - | 18%  ++ | 11% | 14% | 12% | 10% | 6% | 13% | 16%  ++ | 12% | 13% | 10% | 8% | 11% | 5%  - | 12% |
| CLEARLY INDICATED/IDENTIFIED/SPECIFIED (GENERAL MENTION) | 4% | 3% | 5% | 5% | 3% | 4% | 5% | 4% | 5% | 8% | 2% | 4% | 5% | 4% | 4% | 2% | 5% | 3% | 4% |
| ASSUMPTION/IMPRESSION, WAS OBVIOUS/EVIDENT | 4% | 3% | 4% | 4% | 4% | 4% | 2% | 4% | 3% | 2% | 0% | 7%  +++ | 5% | 3% | 4% | 3% | 4% | 4% | 4% |
| WRITTEN IN THE AD | 2% | 1% | 3% | 2% | 3% | 2% | 2% | 5% | 2% | 3% | 4% | 3% | 0% | 2% | 2% | 4% | 2% | 3% | 2% |
| MUSIC/THEME AT THE END | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 3% | 4%  +++ | 0% | 0% | 0% | 1% | 1% | 1% | 2% | 1%  - |
| Other | 1% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 0% | 2% | 2%  + | 0% | 1% | 1% | 1% | 1% | 0% | 1% |
| No response | 18% | 18% | 18% | 18% | 16% | 19% | 14% | 20% | 18% | 16% | 8% | 21% | 15% | 18% | 17% | 24% | 17% | 23% | 16% |
| Chi2: | - | (90) |  | - |  | (99.9) |  |  | (99) |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 3.04 | 5.83 | 3.57 | 3.21 | 9.75 | 3.55 | 6.39 | 11.88 | 4.12 | 14.77 | 13.46 | 5.87 | 10.33 | 6.16 | 4.70 | 10.33 | 3.79 | 11.32 | 3.35 |

| Over the past three weeks, have you seen, read or heard any federal Government of Canada advertising about benefits that you can get from the Government of Canada when you do your taxes or Government of Canada online services that you can use to do your taxes? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Yes | 9% | 9% | 8% | 11% | 9% | 8% | 8% | 7%  -- | 10%  ++ | 12%  +++ | 7%  -- | 9% | 9% | 10% | 8% | 9% | 10%  ++ | 3%  --- |
| No | 90% | 90% | 91% | 87% | 89% | 90% | 91% | 91%  ++ | 88%  -- | 85%  ---- | 92%  +++ | 90% | 87% | 89% | 91%  ++ | 89% | 88% | 96%  ++++ |
| No response | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 3% | 1% | 1% | 4% | 1% | 1% | 2% | 1% | 1% |
| Chi2: | - | - |  |  |  |  |  | 95 |  | 99 |  |  | - |  |  | 99 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| Over the past three weeks, have you seen, read or heard any federal Government of Canada advertising about benefits that you can get from the Government of Canada when you do your taxes or Government of Canada online services that you can use to do your taxes? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Yes | 9% | 9% | 9% | 8% | 10% | 9% | 9% | 11% | 8% | 6% | 17%  +++ | 9% | 6% | 8% | 11%  +++ | 10% | 10%  + | 10% | 9% |
| No | 90% | 88% | 90% | 90% | 89% | 90% | 89% | 87% | 90% | 93% | 82%  -- | 90% | 92% | 90% | 88%  -- | 88% | 89% | 87% | 90% |
| No response | 2% | 3% | 1% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 3% | 1% |
| Chi2: | - | - |  | - |  | - |  |  | 95 |  |  |  |  | 90 |  | - |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 179 | 25 | 17 | 14 | 71 | 40 | 11 | 73 | 105 | 67 | 50 | 61 | 37 | 78 | 62 | 66 | 86 | 8 |
| Total: | 177 | 26 | 21 | 24 | 59 | 31 | 16 | 68 | 108 | 52 | 51 | 74 | 35 | 79 | 61 | 61 | 88 | 8 |
| Cinema | 3% | 3% | 0% | 0% | 3% | 4% | 0% | 5% | 1% | 2% | 2% | 3% | 7%  + | 1% | 2% | 2% | 3% | 10% |
| Facebook | 15% | 20% | 10% | 12% | 10% | 13% | 47% | 7%  -- | 20%  ++ | 22%  ++ | 6%  -- | 14% | 25%  + | 15% | 9% | 20% | 11% | 0% |
| Internet website | 16% | 0% | 13% | 25% | 17% | 18% | 21% | 18% | 13% | 13% | 21% | 14% | 20% | 15% | 14% | 19% | 14% | 7% |
| Magazines | 2% | 0% | 6% | 0% | 2% | 3% | 0% | 3% | 1% | 2% | 2% | 2% | 3% | 0% | 3% | 2% | 2% | 0% |
| Newspaper (daily) | 20% | 10% | 21% | 11% | 21% | 24% | 24% | 28%  ++ | 14%  -- | 7%  --- | 10%  -- | 41%  ++++ | 16% | 24% | 17% | 13% | 22% | 49% |
| Newspaper (weekly or community) | 5% | 0% | 4% | 13% | 7% | 3% | 0% | 8%  + | 2%  - | 3% | 5% | 6% | 9% | 5% | 3% | 3% | 7% | 0% |
| Outdoor billboards | 3% | 0% | 0% | 4% | 6%  ++ | 0% | 0% | 0%  - | 4%  + | 4% | 2% | 1% | 7%  + | 2% | 1% | 2% | 4% | 0% |
| Pamphlet or brochure in the mail | 6% | 0% | 14% | 8% | 5% | 11% | 0% | 5% | 8% | 2%  - | 7% | 11%  + | 5% | 4% | 9% | 2% | 10%  ++ | 0% |
| Public transit (bus or subway) | 5% | 0% | 0% | 4% | 11%  ++++ | 0% | 0% | 5% | 4% | 5% | 7% | 3% | 6% | 2% | 7% | 8%  + | 3% | 0% |
| Radio | 16% | 22% | 24% | 8% | 22% | 6%  - | 8% | 20% | 14% | 15% | 22% | 14% | 12% | 19% | 17% | 11% | 18% | 33% |
| Television | 46% | 53% | 46% | 52% | 49% | 39% | 35% | 47% | 46% | 37%  - | 53% | 51% | 46% | 50% | 41% | 46% | 46% | 31% |
| Twitter | 2% | 0% | 4% | 4% | 3% | 0% | 0% | 2% | 2% | 0% | 1% | 5%  + | 3% | 2% | 1% | 3% | 1% | 8% |
| YouTube | 5% | 10% | 6% | 0% | 3% | 4% | 15% | 8% | 3% | 10%  ++ | 5% | 0%  -- | 0% | 7% | 6% | 5% | 4% | 0% |
| Instagram | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| LinkedIn | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 4% | 5% | 0% | 0% | 5% | 4% | 0% | 2% | 5% | 6% | 5% | 0%  -- | 7% | 3% | 2% | 4% | 5% | 0% |
| No response | 6% | 3% | 12% | 0% | 3% | 11% | 5% | 4% | 6% | 8% | 5% | 4% | 9% | 1% | 9% | 9% | 3% | 0% |
| Chi2: | - | - |  |  |  |  |  | (95) |  | (99) |  |  | - |  |  | - |  |  |
| Margin of Error,around 50% | 7.37 | 19.22 | 21.38 | 20.00 | 12.76 | 17.60 | 24.50 | 11.88 | 9.43 | 13.59 | 13.72 | 11.39 | 16.56 | 11.03 | 12.55 | 12.55 | 10.45 | 34.65 |

| Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 179 | 54 | 125 | 151 | 24 | 128 | 40 | 18 | 99 | 6 | 19 | 41 | 12 | 36 | 91 | 16 | 127 | 13 | 148 |
| Total: | 177 | 50 | 127 | 152 | 22 | 134 | 33 | 17 | 95 | 5 | 14 | 48 | 12 | 39 | 88 | 15 | 126 | 13 | 147 |
| Cinema | 3% | 0% | 4% | 3% | 0% | 2% | 4% | 0% | 5%  ++ | 0% | 0% | 0% | 0% | 2% | 3% | 0% | 4% | 0% | 3% |
| Facebook | 15% | 25%  ++ | 10%  -- | 14% | 22% | 14% | 13% | 18% | 11% | 46% | 6% | 16% | 42% | 19% | 11% | 0% | 14% | 0% | 18%  ++ |
| Internet website | 16% | 11% | 18% | 18% | 2% | 14% | 21% | 9% | 17% | 0% | 8% | 17% | 18% | 13% | 15% | 26% | 16% | 17% | 16% |
| Magazines | 2% | 2% | 2% | 2% | 0% | 2% | 3% | 0% | 2% | 0% | 0% | 3% | 0% | 0% | 0%  - | 6% | 2% | 8% | 2% |
| Newspaper (daily) | 20% | 10%  -- | 24%  ++ | 20% | 13% | 19% | 21% | 12% | 15%  - | 13% | 0% | 44%  ++++ | 16% | 22% | 21% | 16% | 19% | 15% | 20% |
| Newspaper (weekly or community) | 5% | 4% | 5% | 5% | 0% | 6% | 3% | 0% | 5% | 13% | 0% | 8% | 0% | 12%  ++ | 2% | 14% | 4% | 17% | 4% |
| Outdoor billboards | 3% | 3% | 3% | 1% | 11% | 2% | 0% | 8% | 3% | 0% | 8% | 0% | 0% | 0% | 2% | 9% | 1%  - | 11% | 1%  -- |
| Pamphlet or brochure in the mail | 6% | 7% | 6% | 6% | 0% | 6% | 10% | 0% | 6% | 0% | 0% | 10% | 0% | 5% | 6% | 13% | 6% | 15% | 6% |
| Public transit (bus or subway) | 5% | 0%  - | 7%  + | 4% | 11% | 5% | 0% | 8% | 7% | 0% | 8% | 0%  - | 0% | 0% | 6% | 0% | 5% | 0% | 5% |
| Radio | 16% | 13% | 18% | 17% | 14% | 20%  ++ | 6%  - | 6% | 21%  + | 32% | 8% | 12% | 8% | 21% | 13% | 29% | 17% | 9% | 17% |
| Television | 46% | 39% | 49% | 50% | 27% | 47% | 47% | 36% | 39%  -- | 60% | 59% | 55% | 49% | 38% | 49% | 30% | 46% | 30% | 48% |
| Twitter | 2% | 2% | 2% | 2% | 4% | 2% | 0% | 6% | 1% | 0% | 0% | 7%  +++ | 0% | 0% | 3% | 0% | 2% | 0% | 2% |
| YouTube | 5% | 5% | 5% | 4% | 6% | 6% | 4% | 8% | 5% | 40% | 11% | 0%  - | 0% | 9% | 4% | 0% | 6% | 0% | 6% |
| Instagram | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| LinkedIn | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 4% | 9%  +++ | 1%  --- | 3% | 10% | 2%  - | 4% | 13% | 5% | 0% | 0% | 0% | 10% | 3% | 4% | 0% | 4% | 0% | 4% |
| No response | 6% | 5% | 6% | 5% | 10% | 6% | 7% | 14% | 4% | 0% | 14% | 2% | 10% | 3% | 6% | 8% | 5% | 0% | 3% |
| Chi2: | - | (95) |  | (95) |  | - |  |  | (99) |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 7.37 | 13.86 | 8.70 | 7.95 | 20.89 | 8.47 | 17.06 | 23.77 | 10.05 | 43.83 | 26.19 | 14.14 | 28.29 | 15.69 | 10.45 | 25.30 | 8.73 | 27.18 | 8.08 |

| What do you remember about this ad? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 179 | 25 | 17 | 14 | 71 | 40 | 11 | 73 | 105 | 67 | 50 | 61 | 37 | 78 | 62 | 66 | 86 | 8 |
| Total: | 177 | 26 | 21 | 24 | 59 | 31 | 16 | 68 | 108 | 52 | 51 | 74 | 35 | 79 | 61 | 61 | 88 | 8 |
| ON LINE TAX SERVICES, HOW YOU CAN FILE, OPTIONS FOR FILING ARE EASIER/BETTER/SECURE | 11% | 23% | 6% | 8% | 11% | 10% | 0% | 16%  + | 7%  - | 12% | 10% | 10% | 3%  - | 19%  +++ | 6% | 9% | 12% | 10% |
| CHILD TAX CREDIT, CHILD BENEFITS | 10% | 10% | 13% | 8% | 13% | 4% | 16% | 9% | 11% | 6% | 13% | 13% | 9% | 7% | 16%  + | 9% | 14% | 13% |
| CHANGES TO TAX CREDITS FOR SPORTS/ACTIVITIES FOR KIDS | 2% | 0% | 4% | 0% | 3% | 4% | 0% | 2% | 3% | 2% | 2% | 3% | 0% | 1% | 6%  ++ | 1% | 4% | 0% |
| FAMILY BENEFITS | 3% | 7% | 4% | 8% | 2% | 0% | 5% | 2% | 4% | 0% | 6% | 4% | 2% | 4% | 2% | 4% | 3% | 0% |
| DID NOT APPLY TO THEM/HELP THEM | 4% | 8% | 4% | 4% | 5% | 3% | 0% | 5% | 4% | 2% | 5% | 7% | 5% | 4% | 5% | 3% | 4% | 0% |
| TAX BENEFITS WEB SITE, WHERE TO GO FOR MORE INFORMATION, FIND OUT HOW IT CAN BENEFIT YOU | 5% | 4% | 0% | 4% | 1% | 16%  ++++ | 0% | 1%  - | 7%  + | 4% | 5% | 5% | 0% | 6% | 6% | 4% | 7% | 0% |
| INCOME SPLITTING | 2% | 3% | 0% | 0% | 3% | 0% | 0% | 0% | 3% | 0% | 0% | 5%  ++ | 0% | 1% | 3% | 2% | 2% | 0% |
| BENEFITS TO THOSE WITH DISABILITIES | 2% | 0% | 9% | 0% | 0% | 0% | 14% | 1% | 2% | 1% | 0% | 4% | 2% | 3% | 0% | 0% | 4%  + | 0% |
| HYDRO/ELECTRICITY REBATES FOR LOW INCOME | 1% | 0% | 0% | 0% | 4%  ++ | 0% | 0% | 0% | 3% | 2% | 2% | 0% | 0% | 3%  + | 0% | 4%  ++ | 0% | 0% |
| CHANGES TO INCOME BRACKETS, CHANGES TO MIDDLE INCOME TAX BRACKETS | 2% | 3% | 0% | 4% | 1% | 3% | 0% | 2% | 2% | 0% | 4% | 3% | 3% | 3% | 1% | 5%  + | 0%  - | 8% |
| TAX CREDITS/CHANGES TO CLAIMS ON INVESTMENTS (RRIF/TFSA/INDEX AMOUNTS) | 1% | 0% | 0% | 4% | 1% | 0% | 5% | 1% | 2% | 0% | 0% | 4%  + | 0% | 1% | 2% | 0% | 2% | 0% |
| POSITIVE COMMENTS ABOUT AD | 2% | 0% | 0% | 4% | 2% | 0% | 7% | 0% | 3% | 3% | 0% | 1% | 0% | 1% | 3% | 3% | 1% | 0% |
| NEGATIVE COMMENTS ABOUT AD | 2% | 5% | 0% | 4% | 1% | 0% | 8% | 3% | 2% | 3% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 0% |
| EDUCATION TAX CREDITS, CHANGES TO EDUCATION ACCESS | 1% | 3% | 0% | 0% | 0% | 4% | 0% | 2% | 1% | 2% | 0% | 1% | 0% | 0% | 4%  ++ | 0% | 3% | 0% |
| LOW INCOME HELP/SUPPORT | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% |
| THE LOGO, IDENTIFIED AS A GOVERNMENT OF CANADA AD | 2% | 7% | 9% | 0% | 0% | 0% | 0% | 5%  ++ | 0%  -- | 0% | 4% | 3% | 0% | 3% | 1% | 0% | 3% | 10% |
| GENERAL CHANGES TO TAX RETURNS/REBATES, DIFFERENCES ON HOW YOU CAN INCREASE YOUR CLAIM/RETURN | 4% | 8% | 11% | 0% | 0%  -- | 6% | 11% | 1%  - | 6%  + | 5% | 0%  - | 6% | 6% | 2% | 6% | 6% | 4% | 10% |
| CHANGES TO LABOUR/BUSINESS CLAIMS (TEACHER'S, NEW BUSINESS OWNERS...) | 1% | 5% | 5% | 0% | 0% | 0% | 0% | 1% | 1% | 2% | 2% | 0% | 0% | 1% | 2% | 0% | 2% | 0% |
| MIDDLE/HIGH INCOME EARNERS LOSING OUT ON SOME BENEFITS | 1% | 0% | 4% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 3%  + | 0% | 1% | 2% | 1% | 0% | 13% |
| CHANGES TO PENSIONS | 1% | 0% | 4% | 0% | 2% | 0% | 0% | 1% | 1% | 0% | 2% | 1% | 3% | 0% | 1% | 0% | 1% | 0% |
| Other | 4% | 5% | 4% | 4% | 5% | 0% | 7% | 2% | 5% | 3% | 2% | 5% | 3% | 3% | 3% | 4% | 3% | 7% |
| NOT MUCH, REMEMBER LITTLE OR NOTHING | 7% | 4% | 13% | 4% | 9% | 3% | 15% | 8% | 7% | 2%  - | 5% | 15%  +++ | 8% | 6% | 9% | 4% | 9% | 0% |
| No response | 38% | 22% | 27% | 49% | 40% | 52% | 22% | 42% | 35% | 51% | 41% | 23% | 53% | 37% | 32% | 44% | 31% | 52% |
| Chi2: | - | - |  |  |  |  |  | - |  | - |  |  | - |  |  | - |  |  |
| Margin of Error,around 50% | 7.37 | 19.22 | 21.38 | 20.00 | 12.76 | 17.60 | 24.50 | 11.88 | 9.43 | 13.59 | 13.72 | 11.39 | 16.56 | 11.03 | 12.55 | 12.55 | 10.45 | 34.65 |

| What do you remember about this ad? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 179 | 54 | 125 | 151 | 24 | 128 | 40 | 18 | 99 | 6 | 19 | 41 | 12 | 36 | 91 | 16 | 127 | 13 | 148 |
| Total: | 177 | 50 | 127 | 152 | 22 | 134 | 33 | 17 | 95 | 5 | 14 | 48 | 12 | 39 | 88 | 15 | 126 | 13 | 147 |
| ON LINE TAX SERVICES, HOW YOU CAN FILE, OPTIONS FOR FILING ARE EASIER/BETTER/SECURE | 11% | 13% | 10% | 12% | 5% | 12% | 10% | 0% | 12% | 0% | 29% | 5% | 0% | 7% | 13% | 10% | 13% | 8% | 11% |
| CHILD TAX CREDIT, CHILD BENEFITS | 10% | 12% | 9% | 10% | 8% | 13%  + | 4% | 4% | 11% | 0% | 0% | 17% | 10% | 13% | 8% | 5% | 12% | 0% | 10% |
| CHANGES TO TAX CREDITS FOR SPORTS/ACTIVITIES FOR KIDS | 2% | 5% | 2% | 3% | 0% | 1% | 4% | 6% | 3% | 0% | 0% | 4% | 0% | 8%  ++ | 0%  -- | 0% | 2% | 0% | 3% |
| FAMILY BENEFITS | 3% | 2% | 4% | 4% | 0% | 3% | 0% | 5% | 2% | 0% | 0% | 6% | 8% | 4% | 4% | 6% | 2% | 0% | 4% |
| DID NOT APPLY TO THEM/HELP THEM | 4% | 0%  - | 6%  + | 4% | 4% | 4% | 3% | 9% | 3% | 21% | 0% | 9%  + | 0% | 6% | 4% | 7% | 5% | 9% | 4% |
| TAX BENEFITS WEB SITE, WHERE TO GO FOR MORE INFORMATION, FIND OUT HOW IT CAN BENEFIT YOU | 5% | 5% | 5% | 4% | 4% | 4% | 9% | 0% | 7% | 0% | 0% | 5% | 0% | 4% | 7% | 0% | 6% | 9% | 5% |
| INCOME SPLITTING | 2% | 2% | 1% | 2% | 0% | 1% | 0% | 6% | 1% | 0% | 0% | 5%  ++ | 0% | 0% | 2% | 0% | 1% | 0% | 2% |
| BENEFITS TO THOSE WITH DISABILITIES | 2% | 0% | 2% | 2% | 0% | 2% | 0% | 0% | 2% | 0% | 0% | 2% | 6% | 2% | 2% | 0% | 1% | 6% | 2% |
| HYDRO/ELECTRICITY REBATES FOR LOW INCOME | 1% | 0% | 2% | 1% | 6% | 1% | 0% | 8% | 1% | 0% | 8% | 0% | 0% | 0% | 3% | 0% | 0%  -- | 0% | 2% |
| CHANGES TO INCOME BRACKETS, CHANGES TO MIDDLE INCOME TAX BRACKETS | 2% | 0% | 3% | 2% | 3% | 2% | 3% | 0% | 1% | 21% | 0% | 3% | 0% | 0% | 3% | 0% | 2% | 0% | 2% |
| TAX CREDITS/CHANGES TO CLAIMS ON INVESTMENTS (RRIF/TFSA/INDEX AMOUNTS) | 1% | 0% | 2% | 1% | 4% | 2% | 0% | 0% | 0% | 0% | 0% | 5%  +++ | 0% | 2% | 2% | 0% | 2% | 0% | 1% |
| POSITIVE COMMENTS ABOUT AD | 2% | 0% | 2% | 2% | 0% | 2% | 0% | 0% | 2% | 0% | 5% | 0% | 0% | 0% | 3%  + | 0% | 2% | 0% | 2% |
| NEGATIVE COMMENTS ABOUT AD | 2% | 7%  +++ | 0%  --- | 2% | 2% | 3% | 0% | 0% | 3% | 0% | 0% | 3% | 0% | 3% | 2% | 0% | 1% | 7% | 2% |
| EDUCATION TAX CREDITS, CHANGES TO EDUCATION ACCESS | 1% | 3% | 1% | 2% | 0% | 1% | 4% | 0% | 2% | 0% | 0% | 0% | 0% | 4%  + | 1% | 0% | 1% | 0% | 2% |
| LOW INCOME HELP/SUPPORT | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| THE LOGO, IDENTIFIED AS A GOVERNMENT OF CANADA AD | 2% | 0% | 3% | 2% | 0% | 2% | 0% | 5% | 3% | 0% | 0% | 2% | 0% | 2% | 1% | 5% | 2% | 0% | 2% |
| GENERAL CHANGES TO TAX RETURNS/REBATES, DIFFERENCES ON HOW YOU CAN INCREASE YOUR CLAIM/RETURN | 4% | 4% | 4% | 4% | 5% | 3%  - | 8% | 6% | 4% | 0% | 0% | 6% | 10% | 11%  ++ | 2%  - | 10% | 4% | 18% | 2%  --- |
| CHANGES TO LABOUR/BUSINESS CLAIMS (TEACHER'S, NEW BUSINESS OWNERS...) | 1% | 0% | 2% | 0% | 8% | 2% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 3% | 1% | 0% | 1% | 0% | 1% |
| MIDDLE/HIGH INCOME EARNERS LOSING OUT ON SOME BENEFITS | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 4%  ++ | 0% | 0% | 1% | 0% | 1% | 0% | 1% |
| CHANGES TO PENSIONS | 1% | 1% | 1% | 1% | 3% | 1% | 3% | 0% | 0% | 0% | 0% | 2% | 0% | 0% | 2% | 0% | 1% | 0% | 1% |
| Other | 4% | 2% | 4% | 4% | 5% | 4% | 0% | 6% | 4% | 0% | 6% | 3% | 6% | 0% | 4% | 0% | 4% | 0% | 4% |
| NOT MUCH, REMEMBER LITTLE OR NOTHING | 7% | 6% | 8% | 9% | 0% | 8% | 4% | 6% | 7% | 0% | 8% | 9% | 9% | 5% | 7% | 6% | 6% | 7% | 8% |
| No response | 38% | 44% | 36% | 38% | 45% | 36% | 53% | 50% | 38% | 58% | 45% | 28% | 52% | 33% | 39% | 51% | 39% | 43% | 37% |
| Chi2: | - | - |  | - |  | - |  |  | - |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 7.37 | 13.86 | 8.70 | 7.95 | 20.89 | 8.47 | 17.06 | 23.77 | 10.05 | 43.83 | 26.19 | 14.14 | 28.29 | 15.69 | 10.45 | 25.30 | 8.73 | 27.18 | 8.08 |

| The Canada Revenue Agency provides help filing taxes for people who need help. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1DA  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Disagree (1-2) | 23% | 29%  ++ | 26% | 26% | 23% | 17%  ---- | 24% | 24% | 22% | 22% | 25%  + | 22% | 19%  -- | 23% | 25% | 20%  -- | 24% | 26% |
| Neither (3) | 25% | 24% | 28% | 26% | 28%  ++ | 20%  --- | 25% | 26% | 25% | 25% | 29%  +++ | 22%  --- | 28% | 23%  - | 26% | 24% | 25% | 32%  ++ |
| Agree (4-5) | 41% | 38% | 34%  -- | 39% | 39%  - | 51%  ++++ | 39% | 40% | 42% | 43% | 37%  --- | 44%  ++ | 39% | 43% | 41% | 45%  +++ | 41% | 34%  -- |
| Strongly disagree 1 | 9% | 14% | 13% | 10% | 8% | 7% | 11% | 11% | 8% | 8% | 11% | 10% | 9% | 10% | 9% | 8% | 10% | 11% |
| 2 | 14% | 15% | 14% | 16% | 15% | 10% | 13% | 13% | 14% | 14% | 15% | 12% | 11% | 13% | 15% | 12% | 14% | 15% |
| 3 | 25% | 24% | 28% | 26% | 28% | 20% | 25% | 26% | 25% | 25% | 29% | 22% | 28% | 23% | 26% | 24% | 25% | 32% |
| 4 | 19% | 23% | 17% | 18% | 19% | 18% | 22% | 20% | 18% | 21% | 18% | 18% | 18% | 19% | 21% | 19% | 20% | 18% |
| Strongly agree 5 | 22% | 16% | 17% | 21% | 20% | 33% | 17% | 20% | 24% | 21% | 19% | 25% | 21% | 24% | 21% | 26% | 21% | 16% |
| No response | 11% | 9% | 11% | 9% | 10% | 11% | 13% | 10% | 11% | 10% | 9% | 13% | 14% | 11% | 8% | 11% | 10% | 8% |
| Chi2: | - | 99.9 |  |  |  |  |  | - |  | 99 |  |  | - |  |  | 95 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |
| Mean: | 3.34 | 3.13 | 3.13 | 3.25 | 3.30 | 3.68 | 3.25 | 3.28 | 3.41 | 3.38 | 3.22 | 3.44 | 3.37 | 3.37 | 3.31 | 3.47 | 3.32 | 3.15 |
| Standard Deviation: | 1.29 | 1.30 | 1.30 | 1.30 | 1.24 | 1.29 | 1.27 | 1.29 | 1.28 | 1.25 | 1.27 | 1.33 | 1.25 | 1.33 | 1.26 | 1.29 | 1.30 | 1.23 |
| Student's T: | \* | 99 | 95 | - | - | 99.9 | - | 95 | 95 | - | 99 | 95 | - | - | - | 99 | - | 95 |

| The Canada Revenue Agency provides help filing taxes for people who need help. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1DA  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Disagree (1-2) | 23% | 24% | 23% | 23% | 19% | 25%  +++ | 17%  --- | 21% | 25%  ++ | 29% | 17% | 18%  --- | 26% | 100%  ++++ | 0%  ---- | 66%  ++++ | 16%  ---- | 39%  ++++ | 21%  ---- |
| Neither (3) | 25% | 27% | 25% | 25% | 26% | 26%  ++ | 21%  -- | 25% | 26% | 23% | 28% | 22%  - | 26% | 0%  ---- | 0%  ---- | 20%  - | 22%  ---- | 25% | 24%  --- |
| Agree (4-5) | 41% | 40% | 42% | 41% | 47%  + | 38%  ---- | 49%  ++++ | 45% | 39%  -- | 39% | 47% | 46%  +++ | 38% | 0%  ---- | 100%  ++++ | 9%  ---- | 54%  ++++ | 21%  ---- | 46%  ++++ |
| Strongly disagree 1 | 9% | 11% | 9% | 9% | 8% | 10% | 7% | 11% | 10% | 14% | 5% | 9% | 9% | 41% | 0% | 39% | 5% | 21% | 8% |
| 2 | 14% | 13% | 14% | 14% | 11% | 15% | 10% | 10% | 15% | 15% | 12% | 10% | 17% | 59% | 0% | 27% | 11% | 18% | 13% |
| 3 | 25% | 27% | 25% | 25% | 26% | 26% | 21% | 25% | 26% | 23% | 28% | 22% | 26% | 0% | 0% | 20% | 22% | 25% | 24% |
| 4 | 19% | 18% | 20% | 19% | 21% | 19% | 19% | 22% | 19% | 18% | 27% | 19% | 17% | 0% | 47% | 5% | 24% | 11% | 21% |
| Strongly agree 5 | 22% | 22% | 22% | 22% | 26% | 19% | 31% | 23% | 20% | 21% | 20% | 27% | 21% | 0% | 53% | 3% | 30% | 10% | 24% |
| No response | 11% | 9% | 11% | 11% | 8% | 11% | 12% | 9% | 10% | 8% | 9% | 13% | 10% | 0% | 0% | 6% | 7% | 15% | 9% |
| Chi2: | - | - |  | - |  | 99.9 |  |  | 95 |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |
| Mean: | 3.34 | 3.30 | 3.36 | 3.33 | 3.50 | 3.26 | 3.63 | 3.41 | 3.28 | 3.18 | 3.49 | 3.54 | 3.27 | 1.59 | 4.53 | 2.01 | 3.68 | 2.67 | 3.44 |
| Standard Deviation: | 1.29 | 1.31 | 1.27 | 1.29 | 1.26 | 1.27 | 1.29 | 1.30 | 1.28 | 1.37 | 1.13 | 1.30 | 1.28 | 0.49 | 0.50 | 1.09 | 1.19 | 1.30 | 1.27 |
| Student's T: | \* | - | - | - | 90 | 99.9 | 99.9 | - | 95 | - | - | 99.9 | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| The Canada Revenue Agency has online services for Canadians who want to handle their tax affairs online. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1DB  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Disagree (1-2) | 8% | 9% | 11%  ++ | 8% | 6%  -- | 8% | 9% | 10%  +++ | 6%  --- | 8% | 8% | 8% | 9% | 8% | 7% | 8% | 9% | 7% |
| Neither (3) | 18% | 17% | 17% | 18% | 19% | 20% | 17% | 18% | 19% | 20% | 18% | 18% | 19% | 19% | 18% | 20% | 16%  -- | 20% |
| Agree (4-5) | 64% | 68% | 63% | 66% | 68%  ++ | 59%  --- | 59% | 64% | 65% | 64% | 67% | 63% | 58%  --- | 64% | 69%  ++++ | 62%  - | 67%  ++ | 68% |
| Strongly disagree 1 | 3% | 4% | 6% | 2% | 2% | 5% | 5% | 4% | 3% | 2% | 3% | 5% | 4% | 3% | 3% | 3% | 4% | 3% |
| 2 | 4% | 5% | 5% | 6% | 4% | 4% | 4% | 6% | 3% | 5% | 5% | 3% | 5% | 5% | 4% | 5% | 4% | 4% |
| 3 | 18% | 17% | 17% | 18% | 19% | 20% | 17% | 18% | 19% | 20% | 18% | 18% | 19% | 19% | 18% | 20% | 16% | 20% |
| 4 | 23% | 26% | 26% | 30% | 23% | 20% | 19% | 25% | 22% | 24% | 25% | 21% | 22% | 22% | 25% | 20% | 24% | 31% |
| Strongly agree 5 | 41% | 42% | 37% | 37% | 44% | 39% | 41% | 39% | 43% | 40% | 42% | 42% | 36% | 42% | 44% | 42% | 43% | 36% |
| No response | 9% | 6% | 9% | 8% | 8% | 12% | 14% | 8% | 10% | 8% | 8% | 11% | 15% | 9% | 6% | 10% | 8% | 5% |
| Chi2: | - | - |  |  |  |  |  | 99 |  | - |  |  | - |  |  | - |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |
| Mean: | 4.04 | 4.03 | 3.91 | 4.02 | 4.12 | 3.97 | 4.01 | 3.98 | 4.10 | 4.02 | 4.05 | 4.03 | 3.95 | 4.04 | 4.08 | 4.04 | 4.06 | 3.99 |
| Standard Deviation: | 1.09 | 1.11 | 1.19 | 1.01 | 1.02 | 1.15 | 1.18 | 1.13 | 1.05 | 1.05 | 1.08 | 1.14 | 1.12 | 1.10 | 1.07 | 1.10 | 1.12 | 1.03 |
| Student's T: | \* | - | 90 | - | 99 | - | - | 95 | 95 | - | - | - | - | - | - | - | - | - |

| The Canada Revenue Agency has online services for Canadians who want to handle their tax affairs online. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1DB  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Disagree (1-2) | 8% | 8% | 8% | 8% | 6% | 8% | 9% | 6% | 8% | 6% | 9% | 6% | 8% | 23%  ++++ | 2%  ---- | 100%  ++++ | 0%  ---- | 44%  ++++ | 5%  ---- |
| Neither (3) | 18% | 17% | 19% | 19% | 16% | 18% | 19% | 20% | 17%  - | 25% | 21% | 18% | 23%  + | 26%  ++++ | 9%  ---- | 0%  ---- | 0%  ---- | 15% | 17%  --- |
| Agree (4-5) | 64% | 69%  +++ | 62%  --- | 64%  - | 71%  ++ | 66%  +++ | 59%  --- | 68% | 66%  ++ | 60% | 61% | 64% | 61% | 45%  ---- | 85%  ++++ | 0%  ---- | 100%  ++++ | 30%  ---- | 70%  ++++ |
| Strongly disagree 1 | 3% | 3% | 3% | 3% | 4% | 3% | 5% | 2% | 3% | 5% | 1% | 3% | 4% | 11% | 0% | 44% | 0% | 26% | 2% |
| 2 | 4% | 4% | 4% | 5% | 2% | 5% | 4% | 3% | 5% | 1% | 8% | 3% | 4% | 12% | 1% | 56% | 0% | 18% | 3% |
| 3 | 18% | 17% | 19% | 19% | 16% | 18% | 19% | 20% | 17% | 25% | 21% | 18% | 23% | 26% | 9% | 0% | 0% | 15% | 17% |
| 4 | 23% | 26% | 23% | 24% | 22% | 25% | 20% | 24% | 24% | 26% | 28% | 21% | 19% | 20% | 27% | 0% | 36% | 13% | 25% |
| Strongly agree 5 | 41% | 44% | 40% | 40% | 49% | 42% | 39% | 44% | 42% | 34% | 33% | 43% | 42% | 25% | 59% | 0% | 64% | 17% | 46% |
| No response | 9% | 5% | 11% | 9% | 7% | 8% | 14% | 7% | 8% | 9% | 9% | 11% | 8% | 6% | 4% | 0% | 0% | 11% | 7% |
| Chi2: | - | - |  | - |  | - |  |  | - |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |
| Mean: | 4.04 | 4.08 | 4.02 | 4.02 | 4.19 | 4.06 | 3.96 | 4.11 | 4.05 | 3.92 | 3.91 | 4.10 | 3.99 | 3.39 | 4.48 | 1.56 | 4.64 | 2.75 | 4.18 |
| Standard Deviation: | 1.09 | 1.08 | 1.10 | 1.09 | 1.07 | 1.07 | 1.18 | 1.01 | 1.09 | 1.09 | 1.04 | 1.07 | 1.14 | 1.31 | 0.75 | 0.50 | 0.48 | 1.50 | 0.98 |
| Student's T: | \* | - | - | 95 | 95 | - | - | - | - | - | - | - | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| In order to get Government benefits and credits, I need to complete and file a tax return. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1DC  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Disagree (1-2) | 6% | 6% | 10%  ++ | 8% | 5%  - | 7% | 7% | 8%  +++ | 5%  --- | 5%  - | 6% | 8%  ++ | 8%  + | 6% | 6% | 5%  -- | 7% | 9%  + |
| Neither (3) | 7% | 8% | 7% | 9% | 7% | 5%  - | 6% | 8%  ++ | 5%  -- | 6% | 8% | 6% | 7% | 6% | 7% | 7% | 6% | 8% |
| Agree (4-5) | 82% | 84% | 81% | 78% | 82% | 84% | 78% | 79%  ---- | 85%  ++++ | 83% | 82% | 81% | 78%  -- | 83% | 84% | 83% | 84% | 79% |
| Strongly disagree 1 | 4% | 3% | 6% | 4% | 3% | 5% | 5% | 5% | 3% | 2% | 3% | 6% | 6% | 3% | 3% | 3% | 4% | 5% |
| 2 | 3% | 4% | 3% | 4% | 2% | 2% | 3% | 3% | 2% | 2% | 3% | 2% | 2% | 2% | 3% | 2% | 3% | 4% |
| 3 | 7% | 8% | 7% | 9% | 7% | 5% | 6% | 8% | 5% | 6% | 8% | 6% | 7% | 6% | 7% | 7% | 6% | 8% |
| 4 | 15% | 18% | 12% | 18% | 17% | 10% | 12% | 16% | 13% | 20% | 12% | 13% | 12% | 15% | 15% | 15% | 14% | 15% |
| Strongly agree 5 | 68% | 66% | 69% | 61% | 66% | 74% | 66% | 63% | 72% | 64% | 70% | 68% | 66% | 68% | 69% | 68% | 69% | 64% |
| No response | 5% | 2% | 3% | 5% | 5% | 5% | 9% | 5% | 4% | 6% | 4% | 5% | 7% | 5% | 4% | 6% | 3% | 4% |
| Chi2: | - | - |  |  |  |  |  | 99 |  | 90 |  |  | - |  |  | 90 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |
| Mean: | 4.47 | 4.44 | 4.37 | 4.34 | 4.48 | 4.54 | 4.45 | 4.37 | 4.56 | 4.48 | 4.49 | 4.43 | 4.39 | 4.49 | 4.49 | 4.51 | 4.46 | 4.34 |
| Standard Deviation: | 1.02 | 0.97 | 1.17 | 1.08 | 0.95 | 1.03 | 1.08 | 1.09 | 0.93 | 0.92 | 0.99 | 1.12 | 1.14 | 0.99 | 0.97 | 0.95 | 1.04 | 1.13 |
| Student's T: | \* | - | - | 90 | - | 90 | - | 99.9 | 99.9 | - | - | - | - | - | - | - | - | 90 |

| In order to get Government benefits and credits, I need to complete and file a tax return. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1DC  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Disagree (1-2) | 6% | 6% | 7% | 7% | 5% | 6% | 8% | 5% | 6% | 6% | 2%  - | 9%  +++ | 6% | 11%  ++++ | 3%  ---- | 36%  ++++ | 3%  ---- | 100%  ++++ | 0%  ---- |
| Neither (3) | 7% | 5% | 7% | 7% | 7% | 8%  +++ | 4%  --- | 7% | 6% | 10% | 10% | 5% | 8% | 7% | 3%  ---- | 9% | 5%  ---- | 0%  --- | 0%  ---- |
| Agree (4-5) | 82% | 86%  +++ | 81%  --- | 82% | 81% | 82% | 83% | 82% | 83% | 77% | 81% | 82% | 83% | 77%  ---- | 91%  ++++ | 53%  ---- | 90%  ++++ | 0%  ---- | 100%  ++++ |
| Strongly disagree 1 | 4% | 3% | 4% | 4% | 2% | 3% | 6% | 1% | 3% | 4% | 0% | 6% | 3% | 7% | 1% | 27% | 1% | 60% | 0% |
| 2 | 3% | 3% | 2% | 3% | 3% | 2% | 2% | 4% | 3% | 2% | 2% | 3% | 2% | 4% | 2% | 9% | 2% | 40% | 0% |
| 3 | 7% | 5% | 7% | 7% | 7% | 8% | 4% | 7% | 6% | 10% | 10% | 5% | 8% | 7% | 3% | 9% | 5% | 0% | 0% |
| 4 | 15% | 13% | 15% | 15% | 10% | 16% | 10% | 13% | 14% | 20% | 24% | 13% | 14% | 14% | 15% | 9% | 15% | 0% | 18% |
| Strongly agree 5 | 68% | 73% | 66% | 67% | 71% | 66% | 73% | 69% | 69% | 57% | 56% | 69% | 69% | 62% | 76% | 44% | 75% | 0% | 82% |
| No response | 5% | 3% | 6% | 4% | 7% | 4% | 6% | 6% | 5% | 6% | 7% | 4% | 3% | 6% | 2% | 3% | 3% | 0% | 0% |
| Chi2: | - | - |  | - |  | 95 |  |  | 95 |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |
| Mean: | 4.47 | 4.54 | 4.44 | 4.45 | 4.57 | 4.45 | 4.52 | 4.53 | 4.50 | 4.33 | 4.45 | 4.41 | 4.48 | 4.28 | 4.67 | 3.35 | 4.65 | 1.40 | 4.82 |
| Standard Deviation: | 1.02 | 0.96 | 1.04 | 1.03 | 0.90 | 1.00 | 1.08 | 0.91 | 0.99 | 1.04 | 0.77 | 1.14 | 0.99 | 1.22 | 0.76 | 1.72 | 0.76 | 0.49 | 0.38 |
| Student's T: | \* | 95 | 95 | 90 | 90 | - | - | - | - | - | - | - | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| How often do you read the paper copy of a daily newspaper in a typical week? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Never | 47% | 44% | 50% | 46% | 45%  - | 50% | 50% | 47% | 47% | 60%  ++++ | 51%  +++ | 32%  ---- | 51%  ++ | 45% | 47% | 50%  ++ | 44%  -- | 53%  ++ |
| Once a week | 24% | 24% | 21% | 22% | 24% | 24% | 23% | 23% | 25% | 24% | 25% | 22% | 20%  - | 25% | 24% | 24% | 24% | 23% |
| 2-3 times a week | 11% | 14%  ++ | 11% | 8% | 12% | 8%  -- | 10% | 12% | 10% | 9%  - | 11% | 12% | 13% | 12% | 9%  -- | 11% | 12% | 8%  - |
| 4-5 times a week | 4% | 7%  ++ | 5% | 5% | 4% | 3%  - | 5% | 5%  + | 3% | 3% | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 4% |
| More than 5 times a week | 14% | 9%  -- | 13% | 18%  + | 15% | 14% | 11% | 13% | 14% | 3%  ---- | 8%  ---- | 28%  ++++ | 10%  -- | 13% | 16%  ++ | 10%  ---- | 15%  + | 12% |
| No response | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | 95 |  |  | 95 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| How often do you read the paper copy of a daily newspaper in a typical week? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Never | 47% | 54%  ++++ | 44%  ---- | 47% | 49% | 46% | 48% | 56%  ++ | 51%  ++++ | 49% | 63%  +++ | 30%  ---- | 55%  ++ | 48% | 44%  - | 48% | 48%  + | 44% | 47% |
| Once a week | 24% | 26% | 23% | 24% | 23% | 23% | 26% | 23% | 25% | 27% | 20% | 22% | 21% | 22% | 25% | 23% | 23% | 25% | 24% |
| 2-3 times a week | 11% | 10% | 11% | 11% | 9% | 12%  ++ | 9% | 8% | 11% | 8% | 11% | 12% | 8% | 9% | 12%  + | 10% | 11% | 7% | 11% |
| 4-5 times a week | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 2% | 4% | 5% | 4% | 4% | 4% | 5% | 4% | 6% | 4% | 6% | 4% |
| More than 5 times a week | 14% | 5%  ---- | 17%  ++++ | 14% | 15% | 14% | 14% | 10% | 9%  ---- | 7%  - | 3%  --- | 31%  ++++ | 10% | 15% | 14% | 12% | 13% | 18% | 13% |
| No response | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 4% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 1% |
| Chi2: | - | 99.9 |  | - |  | - |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| How often do you read the paper copy of a free "commuter" newspaper in a typical week? This refers to free newspapers such as Metro and 24 Hours. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Never | 65% | 60%  - | 62% | 64% | 70%  +++ | 63% | 65% | 67% | 64% | 69%  ++ | 67% | 60%  ---- | 60%  -- | 63% | 70%  ++++ | 63% | 67% | 71%  ++ |
| Once a week | 22% | 25% | 24% | 25% | 18%  --- | 25% | 22% | 21% | 23% | 19%  -- | 21% | 27%  ++++ | 23% | 25%  ++ | 20%  -- | 24% | 21% | 20% |
| 2-3 times a week | 8% | 10% | 10% | 8% | 7% | 7% | 7% | 8% | 7% | 8% | 8% | 7% | 10%  ++ | 7% | 7% | 8% | 8% | 5% |
| 4-5 times a week | 3% | 4% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 3% | 3% | 3% |
| No response | 2% | 1% | 1% | 0% | 1% | 2% | 3% | 1% | 2% | 1% | 1% | 2% | 3% | 2% | 1% | 2% | 1% | 0% |
| Chi2: | - | - |  |  |  |  |  | - |  | 95 |  |  | 95 |  |  | - |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| How often do you read the paper copy of a free "commuter" newspaper in a typical week? This refers to free newspapers such as Metro and 24 Hours. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Never | 65% | 67% | 65% | 66%  +++ | 59%  -- | 66% | 64% | 58%  - | 68%  ++++ | 64% | 67% | 58%  ---- | 64% | 67% | 62%  -- | 67% | 65% | 69% | 65% |
| Once a week | 22% | 21% | 23% | 22% | 25% | 21%  -- | 26%  ++ | 24% | 19%  ---- | 21% | 17% | 30%  ++++ | 26% | 20% | 24%  + | 24% | 23% | 21% | 22% |
| 2-3 times a week | 8% | 9% | 7% | 7%  -- | 11%  + | 8% | 6%  - | 11% | 7% | 7% | 12%  + | 8% | 6% | 8% | 9%  + | 6% | 8% | 8% | 8% |
| 4-5 times a week | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 5% | 4%  ++ | 1% | 3% | 2%  - | 3% | 5%  + | 3% | 2% | 3% | 2% | 3% |
| No response | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 6% | 0% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 1% |
| Chi2: | - | - |  | 90 |  | 90 |  |  | (99) |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| In an average day, how many hours do you spend on the Internet? This includes on work and home computers, laptops, tablets, and cell phones. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Less than 1 hour a day | 8% | 7% | 7% | 8% | 8% | 9% | 5%  - | 7% | 8% | 3%  ---- | 7% | 12%  ++++ | 8% | 9% | 7% | 9% | 8% | 5% |
| Between 1 and 2 hours a day | 24% | 22% | 21% | 26% | 22% | 29%  ++ | 27% | 23% | 25% | 12%  ---- | 25% | 32%  ++++ | 25% | 27%  ++ | 21%  -- | 23% | 26% | 22% |
| Between 2 and 4 hours a day | 33% | 36% | 35% | 35% | 32% | 30% | 33% | 33% | 32% | 30% | 32% | 35%  + | 30% | 34% | 33% | 32% | 34% | 28% |
| Between 4 and 8 hours a day | 25% | 30%  ++ | 27% | 25% | 25% | 22% | 22% | 25% | 25% | 36%  ++++ | 25% | 17%  ---- | 26% | 23% | 26% | 25% | 24% | 32%  ++ |
| More than 8 hours a day | 10% | 6%  --- | 10% | 7%  - | 13%  +++ | 10% | 12% | 11% | 9% | 18%  ++++ | 10% | 4%  ---- | 11% | 8%  --- | 12%  ++ | 11% | 9% | 12% |
| No response | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | 90 |  |  |  |  |  | - |  | 99.9 |  |  | 95 |  |  | - |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| In an average day, how many hours do you spend on the Internet? This includes on work and home computers, laptops, tablets, and cell phones. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Less than 1 hour a day | 8% | 6% | 8% | 8%  ++ | 5%  - | 7%  - | 11%  +++ | 3%  -- | 6%  ---- | 6% | 1%  -- | 14%  ++++ | 10% | 8% | 7% | 13%  +++ | 6%  --- | 11%  + | 7%  --- |
| Between 1 and 2 hours a day | 24% | 22% | 25% | 24% | 23% | 22%  --- | 30%  +++ | 24% | 22%  -- | 20% | 10%  --- | 34%  ++++ | 21% | 24% | 24% | 26% | 24% | 28% | 24% |
| Between 2 and 4 hours a day | 33% | 37%  +++ | 31%  -- | 32% | 36% | 34%  + | 28%  -- | 33% | 32% | 25% | 31% | 36% | 35% | 32% | 33% | 34% | 33% | 34% | 33% |
| Between 4 and 8 hours a day | 25% | 25% | 25% | 26% | 20%  - | 26%  ++ | 22%  - | 21% | 27%  ++ | 32% | 43%  ++++ | 14%  ---- | 24% | 24% | 26% | 21% | 26%  ++ | 24% | 26%  ++ |
| More than 8 hours a day | 10% | 9% | 10% | 9%  ---- | 16%  +++ | 10% | 9% | 17%  +++ | 13%  ++++ | 15%  + | 14% | 2%  ---- | 9% | 13%  ++ | 9% | 7% | 10% | 3%  --- | 10% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | 90 |  | 99 |  | 99.9 |  |  | 99.9 |  |  |  |  | - |  | 99 |  | 95 |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| What is the highest level of formal education that you have completed? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QD1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Grade 8 or less | 0% | 0% | 0% | 0% | 0% | 1%  +++ | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++++ | 0% | 0%  - | 0%  + | 0% | 0% |
| Some high school | 3% | 3% | 2% | 6%  ++ | 2% | 3% | 2% | 3% | 3% | 4% | 2% | 3% | 14%  ++++ | 0%  ---- | 0%  ---- | 4%  +++ | 2%  -- | 0%  -- |
| High school diploma or equivalent | 17% | 14%  - | 21%  + | 25%  +++ | 17% | 14%  - | 17% | 17% | 17% | 22%  ++++ | 12%  ---- | 18% | 85%  ++++ | 0%  ---- | 0%  ---- | 25%  ++++ | 12%  ---- | 10%  --- |
| Registered Apprenticeship or other trades certificate or dip | 7% | 6% | 11%  +++ | 5% | 4%  ---- | 11%  ++++ | 7% | 9%  ++++ | 5%  ---- | 6% | 7% | 8% | 0%  ---- | 18%  ++++ | 0%  ---- | 7% | 8% | 6% |
| College, CEGEP or other non-university certificate or diplom | 25% | 27% | 25% | 23% | 25% | 22% | 32%  ++ | 23%  -- | 27%  ++ | 23% | 27%  + | 24% | 0%  ---- | 64%  ++++ | 0%  ---- | 27%  + | 23% | 21% |
| University certificate or diploma below bachelor's level | 7% | 9% | 8% | 6% | 6% | 7% | 5% | 6%  - | 8%  + | 7% | 5%  -- | 9%  ++ | 0%  ---- | 18%  ++++ | 0%  ---- | 6% | 7% | 6% |
| Bachelor's degree | 26% | 26% | 21%  -- | 18%  --- | 28%  + | 27% | 26% | 27% | 26% | 25% | 31%  ++++ | 22%  --- | 0%  ---- | 0%  ---- | 65%  ++++ | 21%  ---- | 30%  ++++ | 31% |
| Postgraduate degree above bachelor's level | 14% | 15% | 12% | 16% | 16% | 13% | 10%  - | 15% | 13% | 13% | 15% | 15% | 0%  ---- | 0%  ---- | 35%  ++++ | 8%  ---- | 17%  +++ | 26%  ++++ |
| Prefer not to say | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  | (99) |  | (99.9) |  |  | (99.9) |  |  | (99.9) |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| What is the highest level of formal education that you have completed? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QD1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Grade 8 or less | 0% | 0% | 0% | 0% | 0% | 0%  -- | 0% | 1% | 0% | 1%  +++ | 0% | 0% | 1%  ++ | 0% | 0%  ++ | 0% | 0% | 0% | 0% |
| Some high school | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 4% | 1%  ---- | 9%  ++++ | 3% | 4% | 5%  + | 3% | 2% | 2% | 2%  -- | 3% | 2%  --- |
| High school diploma or equivalent | 17% | 15%  - | 18% | 18%  +++ | 10%  --- | 18%  ++ | 15% | 14% | 13%  ---- | 23% | 32%  ++++ | 18% | 28%  ++++ | 14%  - | 16% | 19% | 16%  -- | 22%  + | 17% |
| Registered Apprenticeship or other trades certificate or dip | 7% | 7% | 7% | 7% | 4% | 6%  --- | 10%  +++ | 4%  - | 7% | 10% | 3%  - | 7% | 9% | 8% | 8% | 8% | 6%  - | 11%  + | 7% |
| College, CEGEP or other non-university certificate or diplom | 25% | 25% | 25% | 26%  + | 19%  -- | 26% | 24% | 21% | 26% | 19% | 16%  - | 24% | 28% | 24% | 25% | 21% | 26% | 18%  -- | 25% |
| University certificate or diploma below bachelor's level | 7% | 5% | 8%  + | 7% | 8% | 7% | 8% | 6% | 6%  - | 1%  -- | 13%  ++ | 10%  ++++ | 4%  - | 8% | 7% | 10% | 6% | 7% | 7% |
| Bachelor's degree | 26% | 30%  ++ | 25%  -- | 25%  -- | 34%  +++ | 26% | 27% | 33%  + | 29%  ++++ | 29% | 23% | 21%  --- | 20%  -- | 26% | 27% | 23% | 28%  ++ | 24% | 27% |
| Postgraduate degree above bachelor's level | 14% | 15% | 14% | 13%  ---- | 23%  ++++ | 14% | 13% | 19% | 17%  ++++ | 8%  - | 9% | 15% | 5%  ---- | 17%  + | 14% | 14% | 15%  + | 13% | 15% |
| Prefer not to say | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% |
| Chi2: | - | - |  | (99.9) |  | (99) |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| Are there any children under the age of 18 currently living in your household? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QD2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Yes | 29% | 29% | 32% | 29% | 28% | 27% | 29% | 28% | 29% | 35%  ++++ | 47%  ++++ | 4%  ---- | 25%  - | 27% | 32%  +++ | 24%  ---- | 31% | 42%  ++++ |
| No | 71% | 71% | 68% | 70% | 71% | 72% | 71% | 72% | 70% | 64%  ---- | 53%  ---- | 96%  ++++ | 74% | 73% | 68%  -- | 76%  ++++ | 69% | 58%  ---- |
| Prefer not to say | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | 95 |  |  | 99.9 |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| Are there any children under the age of 18 currently living in your household? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QD2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Yes | 29% | 100%  ++++ | 0%  ---- | 29% | 27% | 29% | 27% | 32% | 38%  ++++ | 18%  -- | 20%  - | 3%  ---- | 41%  ++++ | 30% | 28% | 29% | 31%  +++ | 27% | 30%  +++ |
| No | 71% | 0%  ---- | 100%  ++++ | 71% | 72% | 71% | 73% | 66% | 61%  ---- | 82%  ++ | 77% | 97%  ++++ | 59%  ---- | 70% | 72% | 71% | 69%  --- | 73% | 70%  --- |
| Prefer not to say | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 3% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% |
| Chi2: | - | 99.9 |  | - |  | - |  |  | 99.9 |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| Where were you born? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QD3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| Born in Canada | 87% | 82%  --- | 92%  ++ | 92%  ++ | 84%  ---- | 91%  ++ | 94%  +++ | 87% | 88% | 86% | 88% | 88% | 92%  +++ | 90%  ++ | 83%  ---- | 88% | 88% | 85% |
| U.S.A | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 1%  -- | 2%  ++ | 2% | 1% | 2% |
| EAST ASIA (CHINA, HONG KONG, TAIWAN, NORTH/SOUTH KOREA...) | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 2%  ++++ | 0% | 0%  --- | 1% | 0% | 1% | 1%  + | 0% | 1% |
| GERMANY | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0%  -- | 1%  +++ | 0% | 1% | 1% | 0% | 1% | 0% |
| UNITED KINGDOM (ENGLAND, IRELAND, SCOTLAND, WALES) | 3% | 4% | 2% | 2% | 4%  ++ | 1%  -- | 1% | 3% | 2% | 1%  --- | 2% | 5%  ++++ | 1%  - | 3% | 3% | 1%  -- | 3% | 3% |
| SOUTH ASIA (INDIA, PAKISTAN, SRI LANKA, NEPAL, BANGLADESH, AFGHANISTAN) | 1% | 1% | 1% | 1% | 2%  +++ | 0%  - | 0% | 1%  + | 1%  - | 2%  ++++ | 1% | 0%  --- | 1% | 1% | 1% | 2%  ++ | 1%  - | 1% |
| RUSSIA | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 1%  + | 0%  - | 0% | 0% | 1%  + | 0% | 0%  -- | 1%  ++++ |
| OCEANIA (AUSTRALIA, NEW ZEALAND, FIJI) | 0% | 2%  ++++ | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1%  + | 0% | 0% |
| SOUTH EAST ASIA (VIETNAM, CAMBODIA, PHILLIPINES...) | 0% | 1%  +++ | 1%  + | 1%  + | 0%  - | 0% | 0% | 0% | 0% | 1%  +++ | 0% | 0%  -- | 0% | 0% | 0% | 0% | 0% | 0% |
| AFRICA/SOUTH AFRICA | 1% | 2%  + | 0% | 1% | 0% | 2%  + | 0% | 1% | 1% | 2%  ++ | 1% | 0%  - | 0%  -- | 1% | 2%  ++ | 1% | 1% | 1% |
| WESTERN ASIA (SAUDI ARABIA, IRAQ, LEBANON, TURKEY, YEMEN...) | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 1%  +++ | 0%  --- | 1% | 0% | 0% | 0% | 0%  -- | 1%  +++ | 0% | 1% | 1% |
| WESTERN EUROPE (GREECE, ITALY, FRANCE, PORTUGAL, BELGIUM...) | 1% | 1% | 0%  - | 0% | 1% | 1% | 1% | 1% | 1% | 0%  -- | 1% | 1% | 0%  -- | 1% | 1%  + | 1% | 2%  + | 0% |
| EASTERN/CENTRAL EUROPE | 1% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0%  - | 0% | 1%  ++ | 0% | 1% | 0% |
| NORTHERN EUROPE | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CARIBBEAN (JAMAICA, TRINIDAD...) | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0%  -- | 0% | 1% | 1% | 0% | 1% | 1% |
| SOUTH/LATIN AMERICA (CHILE, EL SAVADOR, MEXICO, BRAZIL...) | 0% | 1%  +++ | 0% | 1% | 0%  - | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0%  -- | 1% | 0% | 0% | 1%  +++ | 0% | 0% |
| Other | 0% | 0% | 0%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 1% | 1% | 0% | 2% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |
| Chi2: | - | (99.9) |  |  |  |  |  | - |  | (99.9) |  |  | (99) |  |  | (95) |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| Where were you born? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QD3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| Born in Canada | 87% | 87% | 87% | 100%  ++++ | 0%  ---- | 90%  ++++ | 95%  ++++ | 36%  ---- | 88% | 87% | 78%  --- | 87% | 92%  ++ | 88% | 86% | 90% | 86%  - | 91% | 88% |
| U.S.A | 2% | 1% | 2% | 0%  ---- | 14%  ++++ | 2%  ++ | 0%  -- | 1% | 2% | 1% | 1% | 1% | 1% | 1%  - | 2% | 2% | 2% | 0% | 2% |
| EAST ASIA (CHINA, HONG KONG, TAIWAN, NORTH/SOUTH KOREA...) | 1% | 1% | 1% | 0%  ---- | 6%  ++++ | 0%  --- | 0% | 7%  ++++ | 1% | 0% | 6%  ++++ | 0%  -- | 0% | 1% | 1% | 0% | 1% | 0% | 1% |
| GERMANY | 1% | 0%  -- | 1%  ++ | 0%  ---- | 5%  ++++ | 0%  ---- | 0%  - | 7%  ++++ | 0% | 0% | 0% | 1%  +++ | 0% | 1% | 1% | 0% | 1% | 1% | 1% |
| UNITED KINGDOM (ENGLAND, IRELAND, SCOTLAND, WALES) | 3% | 1%  --- | 3%  +++ | 0%  ---- | 22%  ++++ | 3%  ++++ | 0%  ---- | 1% | 1%  ---- | 1% | 1% | 7%  ++++ | 2% | 2% | 3% | 2% | 3% | 3% | 2% |
| SOUTH ASIA (INDIA, PAKISTAN, SRI LANKA, NEPAL, BANGLADESH, AFGHANISTAN) | 1% | 1% | 1% | 0%  ---- | 9%  ++++ | 1%  -- | 0%  -- | 10%  ++++ | 1% | 2% | 6%  ++++ | 0% | 1% | 1% | 1% | 0% | 1%  ++ | 0% | 1% |
| RUSSIA | 0% | 1% | 0% | 0%  ---- | 2%  ++++ | 0%  --- | 0% | 4%  ++++ | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| OCEANIA (AUSTRALIA, NEW ZEALAND, FIJI) | 0% | 0% | 1% | 0%  ---- | 3%  ++++ | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 1% | 0% | 1%  + | 0%  -- |
| SOUTH EAST ASIA (VIETNAM, CAMBODIA, PHILLIPINES...) | 0% | 0% | 0% | 0%  ---- | 3%  ++++ | 0%  -- | 0% | 3%  ++++ | 0% | 1%  + | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| AFRICA/SOUTH AFRICA | 1% | 2%  + | 1%  - | 0%  ---- | 8%  ++++ | 1% | 1% | 2%  + | 1% | 0% | 2% | 0%  -- | 1% | 1% | 1% | 1% | 1% | 0% | 1% |
| WESTERN ASIA (SAUDI ARABIA, IRAQ, LEBANON, TURKEY, YEMEN...) | 1% | 1% | 1% | 0%  ---- | 5%  ++++ | 0%  --- | 1% | 5%  ++++ | 1% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 1%  ++ | 1% | 1% |
| WESTERN EUROPE (GREECE, ITALY, FRANCE, PORTUGAL, BELGIUM...) | 1% | 1% | 1% | 0%  ---- | 9%  ++++ | 0%  ---- | 1% | 9%  ++++ | 1%  - | 3% | 0% | 2%  ++ | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| EASTERN/CENTRAL EUROPE | 1% | 1% | 1% | 0%  ---- | 5%  ++++ | 0%  ---- | 0%  - | 7%  ++++ | 1%  + | 0% | 0% | 0% | 0% | 1% | 1%  + | 0% | 1% | 0% | 1% |
| NORTHERN EUROPE | 0% | 0%  ++ | 0%  -- | 0%  ---- | 1%  ++++ | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 1%  ++++ | 0%  -- | 1%  ++ | 0% |
| CARIBBEAN (JAMAICA, TRINIDAD...) | 1% | 1%  + | 0%  - | 0%  ---- | 5%  ++++ | 1% | 0% | 1% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% |
| SOUTH/LATIN AMERICA (CHILE, EL SAVADOR, MEXICO, BRAZIL...) | 0% | 0% | 0% | 0%  ---- | 3%  ++++ | 0%  ---- | 0% | 2%  ++++ | 0% | 2%  ++ | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 0% | 0% | 0% | 0%  -- | 0%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 1% | 2% | 1% | 0% | 0% | 1% | 1% | 2% | 1% | 1% | 2% | 0% | 0% | 2% | 0% | 1% | 1% | 1% | 1% |
| Chi2: | - | (99) |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |  |  | - |  | (95) |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

| In what year did you first move to Canada? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| AQD4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 45 | 18 | 9 | 121 | 42 | 8 | 125 | 118 | 76 | 83 | 83 | 30 | 77 | 135 | 87 | 94 | 31 |
| Total: | 228 | 47 | 20 | 14 | 101 | 35 | 11 | 117 | 111 | 60 | 79 | 89 | 28 | 72 | 127 | 77 | 91 | 29 |
| <1970 | 31% | 28% | 22% | 15% | 35% | 30% | 33% | 37%  ++ | 25%  -- | 0%  ---- | 20%  --- | 71%  ++++ | 25% | 40%  + | 28% | 19%  --- | 40%  ++ | 18% |
| 1970 - 1989 | 25% | 26% | 18% | 37% | 23% | 27% | 34% | 25% | 25% | 5%  ---- | 43%  ++++ | 24% | 23% | 27% | 24% | 20% | 29% | 35% |
| 1990 - 1999 | 17% | 19% | 6% | 16% | 18% | 15% | 22% | 13% | 21% | 31%  ++++ | 18% | 2%  ---- | 22% | 12% | 18% | 20% | 14% | 19% |
| 2000+ | 26% | 27% | 48% | 31% | 23% | 27% | 11% | 25% | 28% | 63%  ++++ | 19%  - | 1%  ---- | 30% | 19%  - | 30% | 41%  ++++ | 16%  --- | 28% |
| Prefer not to say | 1% | 0% | 6% | 0% | 1% | 0% | 0% | 0% | 2% | 1% | 0% | 1% | 0% | 3% | 0% | 0% | 1% | 0% |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | - |  |  | 99 |  |  |
| Margin of Error,around 50% | 6.49 | 14.29 | 21.91 | 26.19 | 9.75 | 16.56 | 29.55 | 9.06 | 9.30 | 12.65 | 11.03 | 10.39 | 18.52 | 11.55 | 8.70 | 11.17 | 10.27 | 18.20 |

| In what year did you first move to Canada? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| AQD4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 243 | 68 | 174 | 0 | 240 | 141 | 18 | 102 | 132 | 10 | 23 | 62 | 14 | 48 | 113 | 14 | 171 | 11 | 196 |
| Total: | 228 | 60 | 167 | 0 | 225 | 135 | 16 | 91 | 120 | 8 | 19 | 65 | 14 | 46 | 104 | 15 | 159 | 12 | 183 |
| <1970 | 31% | 7%  ---- | 41%  ++++ | 0% | 32% | 34% | 27% | 24%  -- | 15%  ---- | 28% | 0% | 77%  ++++ | 32% | 31% | 33% | 36% | 31% | 57% | 31% |
| 1970 - 1989 | 25% | 29% | 23% | 0% | 25% | 31%  ++ | 27% | 16%  -- | 30%  ++ | 28% | 0% | 20% | 33% | 24% | 19%  - | 34% | 26% | 24% | 26% |
| 1990 - 1999 | 17% | 20% | 15% | 0% | 16% | 13%  - | 26% | 19% | 18% | 16% | 41% | 0%  ---- | 35% | 17% | 18% | 8% | 15% | 0% | 17% |
| 2000+ | 26% | 44%  ++++ | 19%  ---- | 0% | 27% | 22%  - | 20% | 40%  ++++ | 36%  ++++ | 28% | 54% | 1%  ---- | 0% | 27% | 27% | 22% | 26% | 18% | 25% |
| Prefer not to say | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 4% | 2% | 0% | 0% | 2% | 0% | 1% | 0% | 1% |
| Chi2: | - | 99.9 |  | - |  | (99) |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Margin of Error,around 50% | 6.49 | 12.65 | 7.58 | \* | 6.53 | 8.43 | 24.50 | 10.27 | 8.95 | 34.65 | 22.48 | 12.16 | 26.19 | 14.45 | 9.61 | 25.30 | 7.77 | 28.29 | 7.24 |

| What is the language you first learned at home as a child and still understand? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QD6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 276 | 220 | 134 | 780 | 488 | 145 | 998 | 1038 | 568 | 757 | 718 | 408 | 790 | 827 | 745 | 829 | 239 |
| Total: | 2044 | 294 | 265 | 215 | 649 | 411 | 210 | 971 | 1065 | 451 | 757 | 836 | 413 | 803 | 809 | 719 | 841 | 239 |
| English | 72% | 89%  ++++ | 93%  ++++ | 88%  ++++ | 88%  ++++ | 19%  ---- | 89%  ++++ | 73% | 72% | 74% | 72% | 71% | 76%  + | 72% | 71% | 70%  -- | 70%  -- | 81%  +++ |
| French | 22% | 2%  ---- | 4%  ---- | 3%  ---- | 5%  ---- | 79%  ++++ | 10%  ---- | 22% | 23% | 21% | 23% | 23% | 20% | 25%  + | 22% | 28%  ++++ | 24%  + | 9%  ---- |
| EAST ASIAN LANGUAGES | 1% | 1% | 2% | 0% | 1% | 1% | 0% | 1%  -- | 2%  ++ | 3%  ++++ | 1%  - | 0%  ---- | 2%  ++ | 0%  -- | 1% | 2%  +++ | 0%  -- | 1% |
| GERMAN | 1% | 1% | 1% | 4%  ++++ | 1% | 1% | 0% | 1% | 1% | 0%  -- | 1%  - | 2%  ++++ | 1% | 1% | 2% | 1% | 1% | 0% |
| SOUTH ASIAN LANGUAGES | 1% | 2%  ++ | 0% | 1% | 2%  + | 0%  -- | 0% | 1% | 1% | 2%  +++ | 1% | 1%  - | 2% | 1% | 1% | 1% | 0%  -- | 1% |
| RUSSIAN | 1% | 1% | 0% | 0% | 1%  + | 0% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 0% | 1%  + | 0% | 1% | 1%  + |
| SOUTH EAST ASIAN LANGUAGES | 0% | 1%  ++ | 0% | 1%  + | 0%  - | 0% | 0% | 0% | 0% | 1%  ++++ | 0% | 0%  -- | 0% | 0% | 0% | 0% | 0% | 0% |
| WESTERN ASIAN LANGUAGES | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  - | 0% | 0% | 0% | 1% |
| WESTERN EUROPEAN LANGUAGES | 2% | 1% | 1% | 0% | 3%  +++ | 1% | 1% | 2% | 1% | 1%  - | 2% | 2% | 1% | 1% | 2% | 1%  - | 2%  ++ | 2% |
| EASTERN/CENTRAL EUROPEAN LANGUAGES | 1% | 1% | 0% | 2% | 2%  +++ | 0%  - | 0% | 1% | 1% | 1% | 2%  + | 1% | 0%  -- | 1% | 2% | 1% | 1% | 1% |
| NORTHERN EUROPEAN LANGUAGES | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% |
| ARAB/ARABIC | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1%  + | 0% | 0%  -- | 0% | 0% | 0% | 0% | 0% | 1%  ++ |
| SPANISH | 0% | 1%  ++ | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CREOLE | 0% | 0% | 0% | 0% | 0% | 0%  +++ | 0% | 0% | 0% | 0% | 0%  ++ | 0% | 1%  +++ | 0% | 0% | 0% | 0% | 0%  + |
| Other | 0% | 0% | 0% | 1%  +++ | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% |
| Chi2: | - | (99.9) |  |  |  |  |  | - |  | (99.9) |  |  | (95) |  |  | (99.9) |  |  |
| Margin of Error,around 50% | 2.17 | 5.72 | 6.02 | 6.68 | 3.85 | 4.83 | 6.76 | 3.14 | 3.00 | 4.61 | 3.56 | 3.39 | 4.82 | 3.46 | 3.45 | 3.65 | 3.38 | 6.34 |

| What is the language you first learned at home as a child and still understand? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QD6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2044 | 584 | 1451 | 1784 | 240 | 1481 | 459 | 166 | 1173 | 86 | 111 | 468 | 192 | 471 | 840 | 161 | 1318 | 132 | 1679 |
| Total: | 2044 | 550 | 1486 | 1800 | 225 | 1537 | 402 | 156 | 1128 | 85 | 90 | 535 | 190 | 481 | 828 | 166 | 1316 | 140 | 1671 |
| English | 72% | 73% | 72% | 75%  ++++ | 58%  ---- | 100%  ++++ | 8%  ---- | 17%  ---- | 73% | 79% | 64%  - | 69%  -- | 77% | 77%  +++ | 68%  ---- | 71% | 74%  +++ | 67% | 72% |
| French | 22% | 21% | 23% | 25%  ++++ | 8%  ---- | 3%  ---- | 100%  ++++ | 3%  ---- | 22% | 24% | 21% | 25% | 22% | 17%  ---- | 27%  ++++ | 26% | 20%  --- | 27% | 23% |
| EAST ASIAN LANGUAGES | 1% | 1% | 1% | 0%  ---- | 6%  ++++ | 0%  ---- | 0%  -- | 13%  ++++ | 1% | 0% | 10%  ++++ | 0%  --- | 0% | 1% | 1% | 0% | 1% | 0% | 1% |
| GERMAN | 1% | 1% | 1% | 1%  ---- | 6%  ++++ | 0%  ---- | 0%  -- | 14%  ++++ | 1%  -- | 0% | 0% | 3%  ++++ | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| SOUTH ASIAN LANGUAGES | 1% | 1% | 1% | 0%  ---- | 7%  ++++ | 1%  --- | 0%  -- | 14%  ++++ | 1%  --- | 3%  + | 9%  ++++ | 0%  - | 0% | 0% | 2%  ++ | 1% | 2%  +++ | 1% | 1% |
| RUSSIAN | 1% | 1% | 0% | 0%  ---- | 4%  ++++ | 0%  ---- | 0%  - | 7%  ++++ | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1%  ++ | 0% | 1% |
| SOUTH EAST ASIAN LANGUAGES | 0% | 0% | 0% | 0%  ---- | 2%  ++++ | 0%  ---- | 0% | 4%  ++++ | 0% | 1% | 3%  ++++ | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| WESTERN ASIAN LANGUAGES | 0% | 1%  ++ | 0%  -- | 0%  ---- | 2%  ++++ | 0%  ---- | 0% | 3%  ++++ | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| WESTERN EUROPEAN LANGUAGES | 2% | 2% | 2% | 1%  ---- | 7%  ++++ | 0%  ---- | 0%  --- | 21%  ++++ | 2% | 1% | 0% | 2% | 1% | 1% | 2% | 1% | 2% | 4%  ++ | 1%  ---- |
| EASTERN/CENTRAL EUROPEAN LANGUAGES | 1% | 1% | 1% | 1%  ---- | 4%  ++++ | 0%  ---- | 0%  -- | 14%  ++++ | 2%  ++ | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1%  ++ |
| NORTHERN EUROPEAN LANGUAGES | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% |
| ARAB/ARABIC | 0% | 1%  +++ | 0%  --- | 0%  ---- | 2%  ++++ | 0%  ---- | 0% | 4%  ++++ | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% |
| SPANISH | 0% | 0% | 0% | 0%  ---- | 1%  ++++ | 0%  ---- | 0% | 3%  ++++ | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 1% | 0%  - | 0% | 0% |
| CREOLE | 0% | 0% | 0% | 0%  ---- | 0%  + | 0%  -- | 0% | 1%  ++++ | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0%  -- | 0% | 0% |
| Other | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0%  - | 0% | 0% |
| Prefer not to say | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (95) |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |  |  | (95) |  | - |  | - |  |
| Margin of Error,around 50% | 2.17 | 4.18 | 2.54 | 2.31 | 6.53 | 2.50 | 4.89 | 7.85 | 2.92 | 10.63 | 10.33 | 4.24 | 7.11 | 4.47 | 3.41 | 7.61 | 2.70 | 8.28 | 2.40 |

Post-Campaign data tables

| Gender | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QGENDR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Male | 49% | 48% | 50% | 48% | 50% | 48% | 50% | 100%  ++++ | 0%  ---- | 50% | 50% | 47% | 52% | 45%  -- | 50% | 39%  ---- | 53%  +++ | 64%  ++++ |
| Female | 51% | 51% | 49% | 52% | 50% | 52% | 50% | 0%  ---- | 100%  ++++ | 50% | 50% | 53% | 48% | 55%  +++ | 50% | 61%  ++++ | 47%  --- | 36%  ---- |
| Prefer not to say | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0%  -- | 0%  --- | 1% | 1% | 0%  -- | 0% | 0% | 0% | 1% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | 99.9 |  | - |  |  | - |  |  | (99.9) |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Gender | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QGENDR |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Male | 49% | 48% | 49% | 48% | 51% | 48% | 48% | 53% | 54%  ++++ | 53% | 50% | 44%  -- | 26%  ---- | 49% | 49% | 47% | 48% | 50% | 47%  --- |
| Female | 51% | 52% | 50% | 51% | 49% | 51% | 51% | 46% | 46%  ---- | 45% | 49% | 56%  ++ | 74%  ++++ | 50% | 51% | 53% | 51% | 50% | 52%  +++ |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | - |  | - |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Age | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| AGER |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| <35 | 28% | 27% | 30% | 25% | 29% | 27% | 27% | 28% | 27% | 100%  ++++ | 0%  ---- | 0%  ---- | 29% | 29% | 27% | 39%  ++++ | 27% | 16%  ---- |
| 35 to 44 | 17% | 17% | 17% | 17% | 17% | 17% | 16% | 17% | 17% | 0%  ---- | 46%  ++++ | 0%  ---- | 10%  ---- | 15%  - | 22%  ++++ | 14%  --- | 16% | 28%  ++++ |
| 45 to 54 | 20% | 21% | 19% | 22% | 20% | 20% | 20% | 20% | 20% | 0%  ---- | 54%  ++++ | 0%  ---- | 20% | 21% | 20% | 16%  --- | 19% | 30%  ++++ |
| 55 to 64 | 16% | 17% | 16% | 17% | 16% | 17% | 18% | 16% | 17% | 0%  ---- | 0%  ---- | 47%  ++++ | 18% | 18% | 15%  -- | 15% | 17% | 15% |
| 65 or older | 19% | 19% | 17% | 19% | 18% | 19% | 19% | 18% | 20% | 0%  ---- | 0%  ---- | 53%  ++++ | 24%  +++ | 17% | 17% | 17% | 21%  ++ | 10%  ---- |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | 99.9 |  |  | 99.9 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Age | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| AGER |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| <35 | 28% | 30% | 27% | 27%  - | 32% | 27% | 29% | 36%  ++ | 33%  ++++ | 31% | 90%  ++++ | 0%  ---- | 29% | 24%  -- | 29% | 25% | 28% | 20%  -- | 27%  - |
| 35 to 44 | 17% | 36%  ++++ | 9%  ---- | 17% | 18% | 17% | 17% | 21% | 24%  ++++ | 18% | 2%  ---- | 0%  ---- | 21% | 19% | 15%  - | 14% | 18% | 15% | 18%  ++ |
| 45 to 54 | 20% | 26%  ++++ | 17%  ---- | 21%  ++ | 17% | 21% | 19% | 14%  - | 25%  ++++ | 29%  + | 7%  --- | 4%  ---- | 30%  ++++ | 21% | 20% | 21% | 19% | 22% | 21% |
| 55 to 64 | 16% | 5%  ---- | 21%  ++++ | 17%  +++ | 9%  --- | 16% | 19%  + | 10%  -- | 13%  ---- | 21% | 1%  ---- | 28%  ++++ | 16% | 19% | 16% | 22%  ++ | 15%  -- | 18% | 16% |
| 65 or older | 19% | 2%  ---- | 25%  ++++ | 18%  -- | 25%  ++ | 19% | 16% | 18% | 5%  ---- | 2%  ---- | 0%  ---- | 67%  ++++ | 4%  ---- | 17% | 20% | 18% | 19% | 24%  ++ | 18% |
| Chi2: | - | 99.9 |  | 99 |  | 95 |  |  | 99.9 |  |  |  |  | 90 |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Are there any children under the age of 18 currently living in your household? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QD2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Yes | 29% | 28% | 31% | 33% | 32%  + | 25%  -- | 29% | 29% | 30% | 31% | 50%  ++++ | 6%  ---- | 25%  -- | 30% | 31%  + | 26%  -- | 27%  -- | 48%  ++++ |
| No | 70% | 72% | 69% | 67% | 68%  - | 75%  ++ | 71% | 71% | 70% | 68% | 50%  ---- | 94%  ++++ | 75%  ++ | 69% | 69% | 74%  ++ | 73%  ++ | 52%  ---- |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | 95 |  |  | 99.9 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Are there any children under the age of 18 currently living in your household? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QD2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Yes | 29% | 100%  ++++ | 0%  ---- | 29% | 28% | 30% | 26%  - | 33% | 38%  ++++ | 26% | 23% | 5%  ---- | 38%  +++ | 34%  ++ | 29% | 28% | 30% | 27% | 30%  ++ |
| No | 70% | 0%  ---- | 100%  ++++ | 70% | 72% | 70% | 74% | 67% | 61%  ---- | 74% | 77% | 95%  ++++ | 62%  --- | 66%  -- | 71% | 72% | 69% | 73% | 69%  -- |
| Prefer not to say | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | 99.9 |  | - |  | - |  |  | 99.9 |  |  |  |  | 90 |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Which of the following categories best describes your current employment status? Are you... | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QEMP |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| working full-time (35 or more hours per week) | 40% | 39% | 37% | 41% | 42% | 40% | 36% | 48%  ++++ | 33%  ---- | 51%  ++++ | 55%  ++++ | 16%  ---- | 28%  ---- | 36%  --- | 48%  ++++ | 15%  ---- | 53%  ++++ | 65%  ++++ |
| working part-time (less than 35 hours per week) | 9% | 9% | 11% | 8% | 10% | 7% | 10% | 6%  ---- | 12%  ++++ | 13%  ++++ | 10% | 5%  ---- | 8% | 11%  ++ | 8% | 18%  ++++ | 6%  ---- | 2%  ---- |
| self-employed | 10% | 11% | 12% | 11% | 10% | 9% | 8% | 11% | 9% | 6%  ---- | 14%  ++++ | 8%  - | 8% | 10% | 10% | 11% | 8%  --- | 13%  ++ |
| unemployed, but looking for work | 3% | 3% | 5% | 3% | 4% | 3% | 5% | 4% | 3% | 4% | 4%  + | 2%  -- | 4% | 4% | 3% | 7%  ++++ | 1%  ---- | 1%  -- |
| a student attending school full-time | 5% | 5% | 5% | 5% | 4% | 7%  +++ | 1%  --- | 5% | 5% | 16%  ++++ | 1%  ---- | 0%  ---- | 8%  ++++ | 6% | 3%  ---- | 11%  ++++ | 2%  ---- | 1%  ---- |
| retired | 23% | 22% | 19%  - | 22% | 23% | 25% | 26% | 21%  -- | 25%  ++ | 0%  ---- | 3%  ---- | 63%  ++++ | 29%  +++ | 23% | 21%  -- | 22% | 26%  +++ | 10%  ---- |
| not in the workforce (Full-time homemaker or unemployed but | 6% | 8% | 9%  + | 7% | 5%  - | 6% | 7% | 3%  ---- | 9%  ++++ | 7% | 8%  +++ | 3%  ---- | 10%  +++ | 7% | 4%  ---- | 12%  ++++ | 2%  ---- | 4%  - |
| other employment status | 3% | 3% | 2% | 4% | 2%  - | 3% | 7%  ++++ | 2%  --- | 4%  +++ | 3% | 4%  ++ | 2%  - | 4% | 2% | 2% | 4%  ++ | 2% | 2% |
| Prefer not to say | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  | 99.9 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Which of the following categories best describes your current employment status? Are you... | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QEMP |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| working full-time (35 or more hours per week) | 40% | 54%  ++++ | 34%  ---- | 40% | 43% | 40% | 40% | 38% | 68%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 41% | 41% | 43% | 41% | 37% | 41% |
| working part-time (less than 35 hours per week) | 9% | 10% | 9% | 9% | 10% | 9% | 8% | 13% | 15%  ++++ | 0%  --- | 0%  --- | 0%  ---- | 0%  ---- | 11% | 7%  -- | 8% | 9% | 9% | 9% |
| self-employed | 10% | 13%  +++ | 9%  --- | 10% | 9% | 10% | 9% | 12% | 17%  ++++ | 0%  --- | 0%  --- | 0%  ---- | 0%  ---- | 12%  ++ | 7%  --- | 12% | 10% | 14%  + | 9%  - |
| unemployed, but looking for work | 3% | 3% | 4% | 3% | 4% | 3% | 3% | 7%  +++ | 0%  ---- | 100%  ++++ | 0%  - | 0%  ---- | 0%  --- | 3% | 4% | 3% | 3% | 2% | 3% |
| a student attending school full-time | 5% | 4% | 5% | 4%  --- | 8%  + | 4%  ---- | 8%  ++++ | 8%  + | 0%  ---- | 0%  -- | 100%  ++++ | 0%  ---- | 0%  ---- | 3%  -- | 5% | 2%  - | 4%  - | 2% | 5%  - |
| retired | 23% | 4%  ---- | 31%  ++++ | 23% | 22% | 23% | 23% | 18% | 0%  ---- | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- | 22% | 26%  +++ | 22% | 24%  ++ | 27% | 23% |
| not in the workforce (Full-time homemaker or unemployed but | 6% | 10%  ++++ | 5%  ---- | 7% | 4% | 7% | 6% | 1%  --- | 0%  ---- | 0%  -- | 0%  -- | 0%  ---- | 70%  ++++ | 6% | 6% | 6% | 6%  - | 5% | 7%  ++ |
| other employment status | 3% | 2% | 3% | 3%  + | 1%  -- | 3% | 2% | 1% | 0%  ---- | 0% | 0% | 0%  ---- | 30%  ++++ | 2% | 3% | 3% | 3% | 3% | 3% |
| Prefer not to say | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | 99.9 |  | - |  | (99.9) |  |  | (99.9) |  |  |  |  | 99 |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Which of the following categories best describes your total annual personal income, before taxes are deducted? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QINC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Under $20,000 | 13% | 15% | 13% | 15% | 11%  -- | 15% | 19%  ++ | 10%  ---- | 16%  ++++ | 23%  ++++ | 12% | 8%  ---- | 20%  ++++ | 15%  + | 10%  ---- | 43%  ++++ | 0%  ---- | 0%  ---- |
| Between $20,000 and just under $40,000 | 18% | 18% | 14%  -- | 16% | 16%  -- | 22%  ++ | 26%  +++ | 14%  ---- | 21%  ++++ | 21%  ++ | 13%  ---- | 21%  ++ | 27%  ++++ | 23%  ++++ | 11%  ---- | 57%  ++++ | 0%  ---- | 0%  ---- |
| Between $40,000 and just under $60,000 | 17% | 18% | 13%  - | 17% | 15% | 19% | 20% | 17% | 17% | 17% | 14%  --- | 21%  ++++ | 16% | 19%  ++ | 16% | 0%  ---- | 40%  ++++ | 0%  ---- |
| Between $60,000 and just under $80,000 | 15% | 15% | 14% | 15% | 16% | 17% | 10%  -- | 16% | 14% | 17% | 14% | 15% | 11%  -- | 13%  -- | 19%  ++++ | 0%  ---- | 36%  ++++ | 0%  ---- |
| Between $80,000 and just under $100,000 | 10% | 10% | 10% | 11% | 11% | 9% | 8% | 13%  ++++ | 8%  ---- | 7%  --- | 13%  +++ | 10% | 6%  --- | 8%  -- | 14%  ++++ | 0%  ---- | 24%  ++++ | 0%  ---- |
| Between $100,000 and just under $150,000 | 10% | 9% | 13%  ++ | 11% | 12%  ++ | 7%  -- | 6%  -- | 13%  ++++ | 7%  ---- | 7%  --- | 14%  ++++ | 8%  --- | 6%  --- | 8%  -- | 13%  ++++ | 0%  ---- | 0%  ---- | 64%  ++++ |
| $150,000 and above | 6% | 7% | 9%  +++ | 5% | 7%  ++ | 2%  ---- | 3%  -- | 7%  +++ | 4%  ---- | 2%  ---- | 10%  ++++ | 3%  ---- | 3%  -- | 4%  -- | 8%  ++++ | 0%  ---- | 0%  ---- | 36%  ++++ |
| Prefer not to say | 11% | 8% | 15% | 11% | 12% | 9% | 8% | 9% | 12% | 7% | 10% | 15% | 11% | 9% | 10% | 0% | 0% | 0% |
| Chi2: | - | 99.9 |  |  |  |  |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  | 99.9 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Which of the following categories best describes your total annual personal income, before taxes are deducted? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QINC |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Under $20,000 | 13% | 13% | 14% | 13% | 15% | 13% | 16% | 14% | 7%  ---- | 35%  ++++ | 61%  ++++ | 6%  ---- | 40%  ++++ | 12% | 14% | 12% | 12%  -- | 12% | 13% |
| Between $20,000 and just under $40,000 | 18% | 15%  --- | 19%  +++ | 18% | 16% | 17%  --- | 23%  +++ | 21% | 16%  -- | 25% | 12% | 24%  ++++ | 16% | 16% | 20%  ++ | 15% | 19% | 12%  -- | 19%  ++ |
| Between $40,000 and just under $60,000 | 17% | 11%  ---- | 20%  ++++ | 17%  + | 14% | 16% | 20%  ++ | 14% | 18% | 7%  -- | 8%  -- | 22%  +++ | 10%  --- | 13%  -- | 17% | 16% | 17% | 19% | 17% |
| Between $60,000 and just under $80,000 | 15% | 14% | 16% | 15%  - | 20%  ++ | 16% | 15% | 15% | 17%  ++++ | 5%  -- | 3%  --- | 17% | 8%  --- | 17% | 16% | 18% | 16% | 14% | 16% |
| Between $80,000 and just under $100,000 | 10% | 14%  ++++ | 9%  --- | 10% | 8% | 10% | 10% | 10% | 13%  ++++ | 0%  --- | 3%  -- | 10% | 3%  ---- | 12% | 10% | 10% | 10% | 18%  +++ | 9%  -- |
| Between $100,000 and just under $150,000 | 10% | 15%  ++++ | 8%  ---- | 10% | 10% | 11%  +++ | 6%  --- | 7% | 13%  ++++ | 6% | 1%  --- | 6%  ---- | 7% | 11% | 10% | 9% | 10% | 5%  -- | 10% |
| $150,000 and above | 6% | 10%  ++++ | 4%  ---- | 5%  ---- | 10%  +++ | 6%  ++ | 3%  --- | 7% | 8%  ++++ | 0%  -- | 1%  - | 1%  ---- | 3% | 8%  +++ | 4%  -- | 7% | 6% | 10%  ++ | 6% |
| Prefer not to say | 11% | 8% | 12% | 11% | 7% | 11% | 8% | 12% | 8% | 22% | 11% | 14% | 12% | 11% | 9% | 14% | 9% | 10% | 10% |
| Chi2: | - | 99.9 |  | 99 |  | 99.9 |  |  | (99.9) |  |  |  |  | 99 |  | - |  | 99 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Are you an Aboriginal person, that is, First Nations, Métis or Inuk? First Nations includes Status and Non–Status Indians. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QINDIG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Yes | 5% | 4% | 6% | 10%  +++ | 7%  ++ | 2%  ---- | 7% | 6% | 5% | 5% | 4%  -- | 7%  ++ | 8%  ++ | 7%  ++ | 3%  ---- | 7%  + | 5% | 4% |
| No | 93% | 94% | 92% | 89%  -- | 92%  -- | 98%  ++++ | 91% | 93% | 94% | 93% | 95%  +++ | 92%  -- | 91%  -- | 92%  -- | 96%  ++++ | 92% | 94% | 95% |
| Prefer not to say | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% |
| Chi2: | - | 99.9 |  |  |  |  |  | - |  | 95 |  |  | 99.9 |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Are you an Aboriginal person, that is, First Nations, Métis or Inuk? First Nations includes Status and Non–Status Indians. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QINDIG |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Yes | 5% | 5% | 6% | 6%  +++ | 2%  -- | 6%  +++ | 3%  --- | 4% | 5% | 9% | 7% | 6% | 5% | 6% | 4%  -- | 6% | 5%  -- | 5% | 5%  -- |
| No | 93% | 94% | 93% | 93%  -- | 98%  +++ | 92%  --- | 96%  +++ | 95% | 94% | 90% | 91% | 93% | 93% | 92% | 95%  + | 92% | 95%  +++ | 94% | 94%  +++ |
| Prefer not to say | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% |
| Chi2: | - | - |  | 95 |  | 95 |  |  | - |  |  |  |  | 90 |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Group | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| CALCGROU |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Aboriginal person, that is, First Nations, Métis or Inuk | 5% | 4% | 6% | 10%  +++ | 7%  ++ | 2%  ---- | 7% | 6% | 5% | 5% | 4%  -- | 7%  ++ | 8%  ++ | 7%  ++ | 3%  ---- | 7%  + | 5% | 4% |
| children under the age of 18 currently living in your househ | 28% | 26% | 30% | 31% | 30% | 25%  - | 26% | 27% | 29% | 28% | 49%  ++++ | 6%  ---- | 23%  -- | 28% | 30%  ++ | 24%  --- | 26%  - | 46%  ++++ |
| under $40,000 | 22% | 23% | 16%  -- | 18% | 18%  --- | 29%  ++++ | 30%  +++ | 19%  --- | 25%  +++ | 28%  ++++ | 14%  ---- | 25%  +++ | 32%  ++++ | 26%  ++++ | 15%  ---- | 69%  ++++ | 0%  ---- | 0%  ---- |
| Other | 45% | 46% | 48% | 41% | 45% | 45% | 36%  --- | 48%  +++ | 42%  --- | 38%  ---- | 33%  ---- | 62%  ++++ | 37%  ---- | 39%  ---- | 52%  ++++ | 0%  ---- | 69%  ++++ | 50%  ++ |
| Chi2: | - | 99.9 |  |  |  |  |  | 99 |  | 99.9 |  |  | 99.9 |  |  | 99.9 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Group | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| CALCGROU |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Aboriginal person, that is, First Nations, Métis or Inuk | 5% | 5% | 6% | 6%  +++ | 2%  -- | 6%  +++ | 3%  --- | 4% | 5% | 9% | 7% | 6% | 5% | 6% | 4%  -- | 6% | 5%  -- | 5% | 5%  -- |
| children under the age of 18 currently living in your househ | 28% | 95%  ++++ | 0%  ---- | 28% | 28% | 28% | 25% | 32% | 37%  ++++ | 23% | 20%  - | 4%  ---- | 37%  +++ | 32%  ++ | 27% | 26% | 29% | 26% | 29%  ++ |
| under $40,000 | 22% | 0%  ---- | 31%  ++++ | 22% | 24% | 20%  ---- | 29%  ++++ | 26% | 15%  ---- | 41%  ++++ | 54%  ++++ | 27%  +++ | 32%  ++++ | 18%  -- | 25%  ++ | 20% | 22% | 19% | 22% |
| Other | 45% | 0%  ---- | 63%  ++++ | 45% | 45% | 46%  + | 43% | 38%  - | 43% | 28%  --- | 20%  ---- | 63%  ++++ | 26%  ---- | 43% | 45% | 48% | 45% | 50% | 44% |
| Chi2: | - | 99.9 |  | 90 |  | 99.9 |  |  | (99.9) |  |  |  |  | 99 |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| In which province or territory do you live? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QPROV |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Alberta | 11% | 0%  ---- | 98%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 11% | 10% | 12% | 11% | 10% | 12% | 11% | 9%  - | 9%  - | 9%  - | 15%  +++ |
| British Columbia | 13% | 99%  ++++ | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 13% | 14% | 13% | 14% | 13% | 12% | 15%  + | 12% | 14% | 14% | 13% |
| Manitoba | 3% | 0%  ---- | 0%  ---- | 54%  ++++ | 0%  ---- | 0%  ---- | 0%  --- | 4% | 3% | 3% | 4% | 4% | 6%  +++ | 4% | 3%  - | 4% | 3% | 3% |
| New Brunswick | 2% | 0%  --- | 0%  --- | 0%  -- | 0%  ---- | 0%  ---- | 32%  ++++ | 2% | 2% | 1% | 3% | 3% | 2% | 3% | 2% | 3%  ++ | 2% | 1% |
| Newfoundland and Labrador | 2% | 0%  -- | 0%  -- | 0%  - | 0%  ---- | 0%  --- | 22%  ++++ | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 1% |
| Northwest Territories | 0% | 0% | 2%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  ++ | 0% | 0% | 1%  + |
| Nova Scotia | 3% | 0%  --- | 0%  --- | 0%  -- | 0%  ---- | 0%  ---- | 40%  ++++ | 3% | 3% | 4% | 3% | 2% | 4% | 3% | 2% | 5%  ++++ | 2% | 1%  - |
| Nunavut | 0% | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0%  ++ |
| Ontario | 38% | 0%  ---- | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- | 0%  ---- | 39% | 38% | 39% | 38% | 37% | 39% | 35%  - | 40%  + | 33%  ---- | 38% | 46%  +++ |
| Prince Edward Island | 0% | 0% | 0% | 0% | 0%  -- | 0% | 6%  ++++ | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 0% |
| Quebec | 24% | 0%  ---- | 0%  ---- | 0%  ---- | 0%  ---- | 100%  ++++ | 0%  ---- | 23% | 25% | 23% | 24% | 25% | 20%  - | 24% | 26%  ++ | 28%  +++ | 25% | 14%  ---- |
| Saskatchewan | 3% | 0%  --- | 0%  --- | 46%  ++++ | 0%  ---- | 0%  ---- | 0%  --- | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 3% | 3% |
| Yukon | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  | - |  | - |  |  | - |  |  | (99.9) |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| In which province or territory do you live? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QPROV |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Alberta | 11% | 11% | 10% | 11% | 8% | 14%  ++++ | 1%  ---- | 8% | 11% | 15% | 11% | 9%  - | 13% | 12% | 8%  --- | 12% | 10% | 12% | 10% |
| British Columbia | 13% | 13% | 14% | 13% | 16% | 17%  ++++ | 2%  ---- | 20%  ++ | 14% | 11% | 13% | 12% | 16% | 17%  +++ | 12%  - | 15% | 13% | 16% | 13% |
| Manitoba | 3% | 4% | 3% | 4% | 2% | 4%  ++++ | 0%  ---- | 4% | 3% | 4% | 5% | 3% | 6%  + | 3% | 3% | 2% | 3% | 3% | 4% |
| New Brunswick | 2% | 3% | 2% | 3%  ++ | 1%  - | 2% | 3% | 0%  - | 2% | 4% | 0% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 2% |
| Newfoundland and Labrador | 2% | 1% | 2% | 2% | 1% | 2%  +++ | 0%  --- | 0% | 1% | 2% | 0% | 2% | 1% | 1% | 2% | 0% | 2% | 0% | 1% |
| Northwest Territories | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Nova Scotia | 3% | 3% | 3% | 3%  + | 1% | 4%  ++++ | 1%  --- | 0%  -- | 3% | 3% | 2% | 2% | 6%  +++ | 3% | 3% | 1% | 3% | 3% | 3% |
| Nunavut | 0% | 0% | 0% | 0%  -- | 0%  +++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Ontario | 38% | 41%  + | 37%  - | 36%  ---- | 49%  ++++ | 46%  ++++ | 9%  ---- | 51%  +++ | 40%  + | 41% | 32% | 38% | 30%  --- | 40% | 37% | 33% | 40%  ++ | 41% | 38% |
| Prince Edward Island | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0%  -- | 1% | 0% | 1% | 1%  + | 0% | 1% | 0% | 0% | 0% | 0% |
| Quebec | 24% | 21%  -- | 25%  ++ | 25%  + | 20% | 6%  ---- | 83%  ++++ | 16%  -- | 23% | 18% | 36%  +++ | 26% | 23% | 17%  ---- | 29%  ++++ | 28% | 22%  --- | 18%  - | 25%  +++ |
| Saskatchewan | 3% | 4% | 3% | 3%  ++ | 1%  -- | 4%  ++++ | 0%  ---- | 1% | 3% | 2% | 1% | 3% | 2% | 3% | 3% | 4% | 3% | 4% | 3% |
| Yukon | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 1%  +++ | 0% | 1%  ++++ | 0%  - |
| Chi2: | - | - |  | (99.9) |  | (99.9) |  |  | - |  |  |  |  | (99.9) |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Over the past month, have you seen, read or heard any advertising from the Government of Canada? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| Q1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Yes | 60% | 60% | 61% | 63% | 62% | 55%  --- | 62% | 62%  + | 59% | 61% | 62% | 57%  -- | 63% | 62% | 57%  --- | 60% | 60% | 63% |
| No | 40% | 40% | 39% | 37% | 38% | 45%  +++ | 38% | 38%  - | 41% | 39% | 38% | 43%  ++ | 37% | 38% | 43%  +++ | 40% | 40% | 37% |
| Chi2: | - | - |  |  |  |  |  | 90 |  | - |  |  | 95 |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Over the past month, have you seen, read or heard any advertising from the Government of Canada? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| Q1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Yes | 60% | 63%  + | 59%  -- | 60% | 63% | 61% | 57% | 61% | 62%  ++ | 53% | 67% | 57%  - | 55% | 63% | 60% | 65% | 61% | 69%  ++ | 60% |
| No | 40% | 37%  - | 41%  ++ | 40% | 37% | 39% | 43% | 39% | 38%  -- | 47% | 33% | 43%  + | 45% | 37% | 40% | 35% | 39% | 31%  -- | 40% |
| Chi2: | - | 95 |  | - |  | - |  |  | 95 |  |  |  |  | - |  | - |  | 95 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| Q2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1263 | 171 | 138 | 86 | 500 | 276 | 93 | 637 | 623 | 358 | 483 | 421 | 241 | 469 | 536 | 398 | 534 | 204 |
| Total: | 1263 | 179 | 167 | 130 | 417 | 233 | 137 | 630 | 631 | 279 | 488 | 496 | 248 | 472 | 526 | 386 | 535 | 206 |
| Cinema | 5% | 4% | 8%  + | 3% | 6% | 4% | 5% | 5% | 5% | 10%  ++++ | 4% | 1%  ---- | 4% | 5% | 5% | 7%  + | 5% | 3% |
| Facebook | 23% | 20% | 28% | 28% | 22% | 21% | 33%  +++ | 21%  -- | 26%  ++ | 37%  ++++ | 21% | 14%  ---- | 25% | 25% | 21%  - | 29%  +++ | 22% | 18%  -- |
| Internet website | 21% | 23% | 26% | 17% | 24%  ++ | 15%  --- | 20% | 24%  ++ | 19%  -- | 23% | 24%  + | 17%  --- | 21% | 18%  -- | 25%  ++ | 19% | 20% | 29%  +++ |
| Magazines | 4% | 6%  + | 4% | 1%  - | 4% | 3% | 2% | 4% | 3% | 5% | 2%  -- | 5% | 3% | 3% | 4% | 3% | 3% | 6%  + |
| Newspaper (daily) | 18% | 17% | 20% | 19% | 18% | 16% | 19% | 21%  ++ | 15%  -- | 9%  ---- | 13%  ---- | 31%  ++++ | 20% | 17% | 18% | 14%  -- | 17% | 25%  +++ |
| Newspaper (weekly or community) | 6% | 8% | 3%  -- | 7% | 8%  +++ | 3%  -- | 4% | 6% | 6% | 4%  - | 5% | 9%  +++ | 7% | 5% | 6% | 7% | 5% | 6% |
| Outdoor billboards | 6% | 6% | 3%  - | 7% | 8% | 6% | 4% | 6% | 6% | 8%  + | 6% | 5%  - | 4% | 5% | 8%  ++ | 5% | 8%  ++ | 5% |
| Pamphlet or brochure in the mail | 7% | 5% | 11%  ++ | 10% | 8% | 4%  - | 3%  - | 7% | 7% | 5%  - | 7% | 9%  ++ | 7% | 7% | 7% | 6% | 8% | 8% |
| Public transit (bus or subway) | 6% | 7% | 6% | 2%  - | 8%  ++ | 5% | 2%  - | 5%  -- | 7%  ++ | 10%  ++++ | 6% | 3%  ---- | 5% | 6% | 7% | 8%  + | 6% | 5% |
| Radio | 26% | 21% | 32%  + | 28% | 31%  +++ | 17%  ---- | 25% | 28% | 25% | 33%  +++ | 29%  + | 17%  ---- | 36%  ++++ | 24% | 23%  - | 24% | 29%  ++ | 24% |
| Television | 61% | 60% | 50%  --- | 66% | 58% | 71%  ++++ | 61% | 60% | 62% | 48%  ---- | 62% | 71%  ++++ | 64% | 65%  + | 57%  -- | 59% | 61% | 65% |
| Twitter | 5% | 7% | 8%  ++ | 3% | 5% | 3%  - | 7% | 6% | 4% | 6% | 6% | 3%  --- | 6% | 4%  - | 6% | 5% | 5% | 5% |
| YouTube | 7% | 5% | 7% | 4% | 10%  +++ | 4%  - | 7% | 10%  ++++ | 4%  ---- | 14%  ++++ | 7% | 2%  ---- | 9% | 5%  - | 8% | 10%  ++ | 5%  -- | 7% |
| Instagram | 2% | 2% | 1% | 0% | 2% | 1% | 2% | 2% | 1% | 4%  ++++ | 1% | 0%  ---- | 2% | 2% | 1% | 2% | 1% | 2% |
| LinkedIn | 1% | 1% | 0% | 1% | 1% | 0% | 2%  + | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% |
| Other | 2% | 2% | 3% | 1% | 2% | 0% | 1% | 1%  - | 2%  + | 2% | 2% | 1% | 0%  -- | 1% | 2% | 1% | 3%  +++ | 0%  -- |
| No response | 2% | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Chi2: | - | (99.9) |  |  |  |  |  | (99.9) |  | (99.9) |  |  | (95) |  |  | (99) |  |  |
| Std Error Around 50%: | 2.76 | 7.32 | 7.58 | 8.60 | 4.80 | 6.42 | 8.37 | 3.90 | 3.90 | 5.87 | 4.44 | 4.40 | 6.22 | 4.51 | 4.27 | 4.99 | 4.24 | 6.83 |

| Think about the most recent ad from the Government of Canada that comes to mind. Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| Q2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1263 | 392 | 869 | 1099 | 146 | 912 | 278 | 90 | 773 | 39 | 69 | 273 | 103 | 302 | 534 | 125 | 868 | 102 | 1036 |
| Total: | 1263 | 377 | 884 | 1111 | 136 | 951 | 244 | 82 | 742 | 40 | 53 | 316 | 107 | 301 | 530 | 123 | 869 | 104 | 1037 |
| Cinema | 5% | 6% | 4% | 4%  -- | 10%  +++ | 5% | 2%  -- | 13%  ++++ | 6%  ++ | 2% | 7% | 2%  -- | 4% | 4% | 6% | 3% | 5% | 6% | 5% |
| Facebook | 23% | 31%  ++++ | 20%  ---- | 23% | 24% | 24% | 21% | 32%  ++ | 24% | 27% | 35%  ++ | 14%  ---- | 33%  ++ | 21% | 22% | 21% | 23% | 19% | 23% |
| Internet website | 21% | 24% | 20% | 21%  -- | 29%  ++ | 22% | 18% | 29%  + | 25%  ++++ | 21% | 17% | 15%  --- | 20% | 24% | 21% | 23% | 21% | 28%  + | 20%  -- |
| Magazines | 4% | 3% | 4% | 4% | 4% | 4% | 3% | 7% | 3% | 9%  + | 4% | 5% | 2% | 4% | 4% | 3% | 4% | 2% | 4% |
| Newspaper (daily) | 18% | 13%  --- | 20%  +++ | 17% | 20% | 18% | 16% | 22% | 15%  ---- | 24% | 11% | 32%  ++++ | 7%  --- | 17% | 20% | 15% | 19% | 19% | 18% |
| Newspaper (weekly or community) | 6% | 5% | 6% | 5%  -- | 9%  + | 6% | 4%  - | 14%  ++++ | 4%  ---- | 9% | 2% | 11%  ++++ | 9% | 8% | 6% | 6% | 6% | 4% | 6% |
| Outdoor billboards | 6% | 7% | 6% | 5%  --- | 10%  ++ | 6% | 6% | 10% | 7% | 0%  - | 13%  ++ | 5% | 5% | 5% | 7% | 8% | 6% | 7% | 6% |
| Pamphlet or brochure in the mail | 7% | 6% | 7% | 7% | 10% | 8%  + | 3%  --- | 11% | 6%  - | 10% | 6% | 11%  +++ | 5% | 6% | 8% | 6% | 8% | 6% | 7% |
| Public transit (bus or subway) | 6% | 6% | 6% | 4%  ---- | 16%  ++++ | 5% | 3%  -- | 20%  ++++ | 7% | 5% | 13%  ++ | 2%  ---- | 6% | 3%  --- | 7%  + | 4% | 7%  + | 6% | 6% |
| Radio | 26% | 31%  +++ | 24%  --- | 26% | 26% | 29%  ++++ | 17%  ---- | 23% | 30%  ++++ | 18% | 18% | 17%  ---- | 28% | 23% | 23%  -- | 22% | 26% | 24% | 27% |
| Television | 61% | 58%  - | 63% | 63%  ++++ | 50%  --- | 61% | 70%  +++ | 42%  ---- | 58%  --- | 61% | 57% | 74%  ++++ | 55% | 62% | 62% | 62% | 61% | 56% | 63%  +++ |
| Twitter | 5% | 7%  + | 4%  - | 5% | 5% | 6% | 3%  - | 10%  + | 6% | 0% | 6% | 3%  -- | 7% | 4% | 5% | 5% | 5% | 6% | 5% |
| YouTube | 7% | 8% | 7% | 7% | 7% | 7% | 4%  -- | 11% | 8% | 9% | 21%  ++++ | 2%  ---- | 5% | 5% | 8% | 4% | 7% | 6% | 6%  -- |
| Instagram | 2% | 2% | 1% | 1% | 3% | 1%  - | 2% | 6%  ++++ | 2% | 0% | 4%  + | 0%  - | 1% | 1% | 2% | 0% | 2% | 4% | 1% |
| LinkedIn | 1% | 1% | 1% | 0%  --- | 2%  +++ | 1% | 0% | 2% | 1% | 0% | 2%  + | 0% | 0% | 1% | 1% | 0% | 1% | 0% | 0% |
| Other | 2% | 1% | 2% | 1%  -- | 4%  +++ | 2% | 1% | 3% | 2% | 0% | 2% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% |
| No response | 2% | 2% | 3% | 2% | 1% | 2% | 3% | 3% | 2% | 5% | 0% | 2% | 5% | 2% | 2% | 1% | 3% | 1% | 2% |
| Chi2: | - | (99.9) |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 2.76 | 5.05 | 3.30 | 2.94 | 8.40 | 3.18 | 6.27 | 10.82 | 3.60 | 15.49 | 13.46 | 5.51 | 9.47 | 5.65 | 4.26 | 8.84 | 3.32 | 9.61 | 3.04 |

| What do you remember about this ad? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| Q3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1263 | 171 | 138 | 86 | 500 | 276 | 93 | 637 | 623 | 358 | 483 | 421 | 241 | 469 | 536 | 398 | 534 | 204 |
| Total: | 1263 | 179 | 167 | 130 | 417 | 233 | 137 | 630 | 631 | 279 | 488 | 496 | 248 | 472 | 526 | 386 | 535 | 206 |
| CANADA'S BIRTHDAY/ANNIVERSARY, 150TH CELEBRATION FOR 2017 | 27% | 18%  --- | 28% | 34%  + | 27% | 26% | 31% | 22%  ---- | 31%  ++++ | 16%  ---- | 33%  ++++ | 29% | 16%  ---- | 25% | 33%  ++++ | 22%  --- | 28% | 31%  + |
| PARKS CANADA ACCESS/FREE PASS | 10% | 10% | 11% | 14%  + | 9% | 12% | 5%  - | 9% | 11% | 7%  -- | 13%  +++ | 9% | 8% | 9% | 11% | 8%  - | 10% | 13%  + |
| VOTING/ELECTIONS/DEMOCRATIC REFORM, JOIN THE DIALOGUE, INVITE TO GIVE OPINION | 1% | 2% | 0% | 0% | 0% | 2%  ++ | 0% | 0%  -- | 2%  ++ | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0%  - | 2% |
| CARBON TAX | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% |
| TRUDEAU/GOVERNMENT RESHUFFLING CABINET AND MINISTERS, CHANGES | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CRITICISMS; WASTE OF TAX DOLLARS, POORLY MADE AD, SELF PROMOTING, PROPAGANDA/EMPTY PROMISES | 3% | 3% | 5% | 3% | 4% | 1%  - | 2% | 5%  +++ | 2%  --- | 1%  -- | 3% | 4% | 5%  ++ | 2% | 3% | 2% | 3% | 3% |
| PIPELINE, OIL AND GAS, KINDER MORGAN | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 1%  ++ | 0% | 0% |
| JUSTIN TRUDEAU, GENERAL MENTION | 1% | 2% | 1% | 1% | 2% | 0% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| HEALTH CARE ANNOUNCEMENTS/PLANS | 1% | 0% | 1% | 1% | 1% | 3%  +++ | 0% | 1% | 1% | 3%  +++ | 0%  -- | 1% | 1% | 2% | 1% | 2% | 1% | 1% |
| DRIVING SAFETY, TEXTING/DRINKING AND DRIVING | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 0%  - | 1%  + | 0% | 0% | 1% | 1% | 0% |
| POSITIVES; ENGAGING, INFORMATIVE | 0% | 0% | 2%  ++++ | 0% | 0%  - | 1% | 0% | 0% | 0% | 1% | 1% | 0%  - | 0% | 0% | 0% | 0% | 1% | 1% |
| PARTICIPACTION, PHYSICAL FITNESS/ACTIVITY | 1% | 2%  ++ | 1% | 2% | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 1%  ++ | 1% | 1% | 0% | 1% | 0% | 0% |
| INFRASTRUCTURE, CONSTRUCTION PROJECTS, PUBLIC TRANSPORTATION | 1% | 2%  +++ | 0% | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 0%  - | 1% | 0% | 0% | 1% | 0% | 1% | 1% |
| ARMED FORCES, POLICE/RCMP, INCLUDES RECRUITMENT | 2% | 0%  - | 2% | 1% | 1% | 4%  ++++ | 1% | 1% | 2% | 4%  ++++ | 1%  - | 1%  - | 1% | 2% | 2% | 2% | 2% | 1% |
| EDUCATION ISSUES, OSAP, TUITION | 1% | 0% | 1% | 0% | 2%  +++ | 1% | 0% | 1% | 1% | 3%  ++++ | 0% | 0%  -- | 1% | 1% | 1% | 2%  ++ | 0%  - | 0% |
| ENVIRONMENT, CLIMATE CHANGE, CLEAN ENERGY INITIATIVES | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0%  - | 1%  + | 1% | 2% | 0% | 1% | 1% | 1% | 1% |
| IMMIGRATION/REFUGEES | 1% | 0% | 0% | 2%  + | 1% | 1% | 1% | 1%  + | 0%  - | 1% | 0% | 1% | 2%  ++ | 0% | 1% | 1% | 1% | 1% |
| TAX REMINDER, TAX REFORM, CREDITS, INCOME SPLITTING | 4% | 4% | 3% | 3% | 5%  + | 3% | 1%  - | 3%  - | 5%  + | 4% | 4% | 4% | 4% | 3% | 4% | 4% | 4% | 4% |
| GOVERNMENT/CANADA LOGO, BROUGHT TO YOU BY THE GOVERNMENT OF CANADA/CANADA JINGLE | 3% | 3% | 3% | 4% | 2% | 3% | 3% | 3% | 2% | 4% | 3% | 1%  - | 1% | 2% | 3% | 3% | 3% | 2% |
| PROMOTION OF CANADA/BEING CANADIAN, CANADIANS TALKING ABOUT THEIR LIVES AND WHAT IT MEANS TO THEM | 3% | 2% | 2% | 3% | 3% | 4% | 3% | 2%  -- | 4%  ++ | 3% | 3% | 3% | 2% | 3% | 4% | 3% | 2%  - | 4% |
| SOCIAL ASSISTANCE/PROGRAMS, VARIOUS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| LEGALIZATION/LEGISLATION OF MARIJUANA | 2% | 0% | 3%  + | 1% | 1% | 1% | 3% | 2% | 2% | 3%  ++ | 1%  - | 1% | 1% | 2%  + | 1% | 3%  ++ | 2% | 0% |
| DEBT/DEFICIT, FISCAL RESPONSIBLITY, SPENDING | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% |
| GOVERNMENT SERVICES/PROGRAMS BEING OFFERED, GENERAL MENTION | 1% | 2%  ++ | 0% | 0% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% |
| JOB CREATION/EMPLOYMENT OPPORTUNITIES | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 0%  - | 1% | 1%  + | 0% | 0% | 1% | 0% | 1% |
| ASKING FOR SUPPORT/DONATIONS TO POLITICAL PARTY | 0% | 0% | 1% | 1% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| ECONOMY/BUDGET | 2% | 0%  - | 1% | 2% | 1% | 3%  + | 3% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1%  - | 1% | 2%  + | 0% |
| CANADA/U.S RELATIONS, MEETING WITH TRUMP AND TRUDEAU | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% |
| SUPPORT FOR FAMILIES/CHILD(REN), CHILD CARE TAX | 1% | 1% | 1% | 1% | 2%  ++ | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2%  ++ |
| SPECIFIC TRUDEAU MENTIONS (TRAVELS, MEETINGS...) | 0% | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CRITICISMS ABOUT TRUDEAU/LIBERALS, INVESTIGATIONS | 1% | 2% | 1% | 3%  +++ | 0% | 0% | 1% | 1% | 1% | 0%  - | 2%  +++ | 0% | 1% | 1% | 0%  - | 0% | 1% | 1% |
| GOVERNMENT/LIBERALS TAKING CARE OF CANADIANS, INVESTING IN OUR FUTURE | 1% | 2%  + | 0% | 0% | 1% | 0% | 1% | 0%  --- | 1%  +++ | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 2%  +++ |
| FEDERAL/PROVINCIAL DEBATES AND DISCUSSIONS, POLITICAL FIGURES | 1% | 3%  +++ | 0% | 0% | 1% | 0% | 0% | 0%  --- | 1%  ++ | 3%  ++++ | 0%  -- | 0%  - | 1% | 2%  ++ | 0%  -- | 1% | 1% | 0% |
| AFFORDABLE HOUSING INITIATIVES | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| PRESCRIPTION DRUGS AND DANGERS OF, CURRENT CONCERNS | 0% | 0% | 1%  + | 0% | 0% | 0% | 1%  +++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| HYDRO/ELECTRICITY/ENERGY COSTS | 2% | 0%  - | 0%  - | 1% | 4%  ++++ | 0%  - | 0% | 1% | 2% | 3%  ++ | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 1% |
| VETERAN'S AFFAIRS, REMEMBRANCE DAY/MEMORIALS/VIMY RIDGE | 2% | 1% | 2% | 2% | 2% | 1% | 1% | 2% | 1% | 1%  - | 3%  + | 2% | 1% | 2% | 2% | 1% | 2% | 3% |
| HERITAGE CANADA | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 1%  ++ | 0% | 0% | 1%  ++ |
| COST OF LIVING RISING | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 4% | 4% | 3% | 5% | 2%  -- | 6%  ++ | 4% | 4% | 4% | 5% | 2%  --- | 5% | 8%  ++++ | 3% | 3% | 6%  +++ | 3% | 1%  -- |
| REMEMBER NOTHING/VERY LITTLE | 6% | 7% | 8% | 6% | 6% | 5% | 5% | 7% | 5% | 2%  --- | 7% | 9%  +++ | 7% | 5%  - | 7% | 6% | 4%  - | 9%  ++ |
| No response | 31% | 37% | 30% | 26% | 30% | 30% | 36% | 37% | 25% | 39% | 27% | 29% | 34% | 34% | 26% | 32% | 32% | 25% |
| Chi2: | - | (99.9) |  |  |  |  |  | (99) |  | (99.9) |  |  | (95) |  |  | (95) |  |  |
| Std Error Around 50%: | 2.76 | 7.32 | 7.58 | 8.60 | 4.80 | 6.42 | 8.37 | 3.90 | 3.90 | 5.87 | 4.44 | 4.40 | 6.22 | 4.51 | 4.27 | 4.99 | 4.24 | 6.83 |

| What do you remember about this ad? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| Q3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1263 | 392 | 869 | 1099 | 146 | 912 | 278 | 90 | 773 | 39 | 69 | 273 | 103 | 302 | 534 | 125 | 868 | 102 | 1036 |
| Total: | 1263 | 377 | 884 | 1111 | 136 | 951 | 244 | 82 | 742 | 40 | 53 | 316 | 107 | 301 | 530 | 123 | 869 | 104 | 1037 |
| CANADA'S BIRTHDAY/ANNIVERSARY, 150TH CELEBRATION FOR 2017 | 27% | 26% | 27% | 27% | 24% | 26% | 26% | 27% | 27% | 28% | 20% | 28% | 23% | 25% | 27% | 21% | 28%  ++ | 24% | 27% |
| PARKS CANADA ACCESS/FREE PASS | 10% | 13%  ++ | 9%  -- | 10% | 10% | 9% | 10% | 15% | 11% | 13% | 3%  - | 10% | 9% | 9% | 10% | 7% | 10% | 7% | 11% |
| VOTING/ELECTIONS/DEMOCRATIC REFORM, JOIN THE DIALOGUE, INVITE TO GIVE OPINION | 1% | 1% | 1% | 1% | 0% | 1%  - | 2%  +++ | 0% | 1% | 3% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 1% |
| CARBON TAX | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| TRUDEAU/GOVERNMENT RESHUFFLING CABINET AND MINISTERS, CHANGES | 0% | 0% | 0% | 0% | 0% | 0%  - | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CRITICISMS; WASTE OF TAX DOLLARS, POORLY MADE AD, SELF PROMOTING, PROPAGANDA/EMPTY PROMISES | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 6% | 3% | 6% | 0% | 3% | 2% | 6%  ++++ | 2%  -- | 8%  +++ | 2%  ---- | 5% | 2%  --- |
| PIPELINE, OIL AND GAS, KINDER MORGAN | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0%  -- | 0% | 0% | 1%  +++ | 0% | 0% | 0% | 1% | 0% | 2%  ++++ | 0%  -- |
| JUSTIN TRUDEAU, GENERAL MENTION | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| HEALTH CARE ANNOUNCEMENTS/PLANS | 1% | 1% | 1% | 1% | 0% | 1%  --- | 3%  ++++ | 0% | 1% | 0% | 7%  ++++ | 0% | 1% | 1% | 2%  + | 0% | 1% | 0% | 1% |
| DRIVING SAFETY, TEXTING/DRINKING AND DRIVING | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 0% | 1% | 0% | 2%  + | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0%  - |
| POSITIVES; ENGAGING, INFORMATIVE | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 2%  +++ | 1% | 0% | 0% | 0% | 0% | 1% |
| PARTICIPACTION, PHYSICAL FITNESS/ACTIVITY | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 2% | 0% | 1% | 2% | 0% | 0% | 0% | 1% | 0% | 1% |
| INFRASTRUCTURE, CONSTRUCTION PROJECTS, PUBLIC TRANSPORTATION | 1% | 0%  - | 1%  + | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 3%  ++++ | 0% |
| ARMED FORCES, POLICE/RCMP, INCLUDES RECRUITMENT | 2% | 2% | 1% | 1%  -- | 4%  ++ | 1%  --- | 4%  +++ | 2% | 2% | 2% | 4%  + | 1% | 1% | 3%  + | 1% | 2% | 2% | 5%  +++ | 1% |
| EDUCATION ISSUES, OSAP, TUITION | 1% | 0%  - | 1%  + | 0%  ---- | 3%  +++ | 1% | 1% | 2% | 1% | 4%  ++ | 4%  +++ | 0%  - | 2% | 1% | 1% | 0% | 1% | 1% | 1% |
| ENVIRONMENT, CLIMATE CHANGE, CLEAN ENERGY INITIATIVES | 1% | 1% | 1% | 1% | 0% | 1% | 2%  + | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% |
| IMMIGRATION/REFUGEES | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 0% | 1% | 0% | 2% | 1% | 0% | 1% | 1% | 1% | 1% | 2% | 1% |
| TAX REMINDER, TAX REFORM, CREDITS, INCOME SPLITTING | 4% | 3% | 4% | 4% | 3% | 4%  ++ | 2%  - | 4% | 4% | 0% | 2% | 5% | 1% | 5% | 3% | 4% | 4% | 5% | 4% |
| GOVERNMENT/CANADA LOGO, BROUGHT TO YOU BY THE GOVERNMENT OF CANADA/CANADA JINGLE | 3% | 3% | 2% | 3% | 2% | 3% | 2% | 0% | 4%  +++ | 3% | 2% | 1%  - | 0%  - | 2% | 3% | 4% | 3% | 5% | 2% |
| PROMOTION OF CANADA/BEING CANADIAN, CANADIANS TALKING ABOUT THEIR LIVES AND WHAT IT MEANS TO THEM | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 2% | 3% | 0% | 2% | 4% | 1% | 2% | 3% | 3% | 3% | 2% | 3% |
| SOCIAL ASSISTANCE/PROGRAMS, VARIOUS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| LEGALIZATION/LEGISLATION OF MARIJUANA | 2% | 1% | 2% | 1% | 3% | 1% | 2% | 2% | 2% | 0% | 4%  + | 2% | 0% | 1% | 1% | 1% | 1% | 2% | 2% |
| DEBT/DEFICIT, FISCAL RESPONSIBLITY, SPENDING | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% | 0%  -- | 0% | 0% |
| GOVERNMENT SERVICES/PROGRAMS BEING OFFERED, GENERAL MENTION | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| JOB CREATION/EMPLOYMENT OPPORTUNITIES | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% |
| ASKING FOR SUPPORT/DONATIONS TO POLITICAL PARTY | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 1% | 0% |
| ECONOMY/BUDGET | 2% | 2% | 1% | 2% | 0% | 1% | 3% | 1% | 2% | 3% | 2% | 1% | 0% | 2% | 1% | 4%  + | 1%  - | 3% | 1% |
| CANADA/U.S RELATIONS, MEETING WITH TRUMP AND TRUDEAU | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  -- | 0% | 0% |
| SUPPORT FOR FAMILIES/CHILD(REN), CHILD CARE TAX | 1% | 2% | 1% | 1%  --- | 4%  ++++ | 1% | 0% | 4%  ++ | 1% | 3% | 2% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 1% |
| SPECIFIC TRUDEAU MENTIONS (TRAVELS, MEETINGS...) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  - | 1%  ++ | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% |
| CRITICISMS ABOUT TRUDEAU/LIBERALS, INVESTIGATIONS | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 2% | 0% | 2% | 0% | 1% | 3%  +++ | 1% | 0%  -- | 0% | 0%  -- | 2%  + | 1% |
| GOVERNMENT/LIBERALS TAKING CARE OF CANADIANS, INVESTING IN OUR FUTURE | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 1% |
| FEDERAL/PROVINCIAL DEBATES AND DISCUSSIONS, POLITICAL FIGURES | 1% | 2%  ++ | 0%  -- | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 2%  + | 1% | 0% | 1% |
| AFFORDABLE HOUSING INITIATIVES | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| PRESCRIPTION DRUGS AND DANGERS OF, CURRENT CONCERNS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| HYDRO/ELECTRICITY/ENERGY COSTS | 2% | 1% | 2% | 1%  --- | 5%  +++ | 2% | 0%  - | 3% | 2% | 0% | 4% | 1% | 2% | 2% | 1% | 3% | 2% | 3% | 2% |
| VETERAN'S AFFAIRS, REMEMBRANCE DAY/MEMORIALS/VIMY RIDGE | 2% | 1%  - | 2%  ++ | 2% | 1% | 2%  + | 1% | 0% | 2% | 8%  +++ | 0% | 2% | 3% | 2% | 2% | 2% | 2% | 4%  ++ | 2% |
| HERITAGE CANADA | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0%  -- | 0% | 2%  + | 1%  ++ | 0% | 0% | 0% | 0% | 1% | 0% | 0% |
| COST OF LIVING RISING | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 4% | 2%  --- | 5%  +++ | 4% | 4% | 3% | 7%  +++ | 2% | 2%  ---- | 2% | 16%  ++++ | 4% | 8%  ++ | 3% | 5% | 6% | 3% | 5% | 4% |
| REMEMBER NOTHING/VERY LITTLE | 6% | 4%  -- | 7%  ++ | 6% | 6% | 6% | 5% | 6% | 6% | 3% | 0%  - | 8%  + | 6% | 6% | 6% | 6% | 6% | 3% | 6% |
| No response | 31% | 34% | 29% | 31% | 30% | 32% | 29% | 31% | 31% | 29% | 26% | 30% | 33% | 31% | 30% | 32% | 30% | 25% | 31% |
| Chi2: | - | (95) |  | (99) |  | (95) |  |  | (99.9) |  |  |  |  | - |  | - |  | (99) |  |
| Std Error Around 50%: | 2.76 | 5.05 | 3.30 | 2.94 | 8.40 | 3.18 | 6.27 | 10.82 | 3.60 | 15.49 | 13.46 | 5.51 | 9.47 | 5.65 | 4.26 | 8.84 | 3.32 | 9.61 | 3.04 |

| How did you know that it was an ad from the Government of Canada? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| Q4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1263 | 171 | 138 | 86 | 500 | 276 | 93 | 637 | 623 | 358 | 483 | 421 | 241 | 469 | 536 | 398 | 534 | 204 |
| Total: | 1263 | 179 | 167 | 130 | 417 | 233 | 137 | 630 | 631 | 279 | 488 | 496 | 248 | 472 | 526 | 386 | 535 | 206 |
| IT SAID SO/STATED IT IN THE AD, MENTIONED AT THE END | 36% | 33% | 39% | 32% | 41%  +++ | 29%  -- | 33% | 34% | 38% | 44%  ++++ | 35% | 30%  --- | 36% | 39% | 34% | 38% | 35% | 36% |
| LOGO, BRANDED AS SUCH, GOV'T OF CANADA/MAPLE LEAF LOGO | 22% | 20% | 21% | 17% | 20% | 30%  ++++ | 19% | 23% | 21% | 25% | 24% | 18%  --- | 15%  --- | 22% | 26%  +++ | 20% | 24% | 24% |
| JUSTIN TRUDEAU, PEOPLE/POLITICIANS/PARTIES FEATURED IN IT | 6% | 6% | 8% | 7% | 5% | 5% | 6% | 5% | 6% | 5% | 5% | 7% | 8%  ++ | 7% | 3%  --- | 6% | 5% | 5% |
| DEPARTMENT IS A FEDERAL DEPARTMENT, FEDERAL JURISDICTION | 6% | 4% | 6% | 6% | 5% | 8% | 6% | 6% | 6% | 4%  - | 8%  ++ | 6% | 6% | 5% | 7%  + | 4%  - | 6% | 9%  + |
| SUBJECT MATTER, CONTENT/MESSAGE | 10% | 13% | 7% | 16%  ++ | 9% | 9% | 12% | 10% | 11% | 8% | 8%  -- | 15%  ++++ | 10% | 8%  -- | 13%  +++ | 8%  -- | 12% | 13% |
| CLEARLY INDICATED/IDENTIFIED/SPECIFIED (GENERAL MENTION) | 1% | 0% | 1% | 1% | 2%  + | 1% | 1% | 1% | 1% | 0%  - | 1% | 2%  + | 1% | 0% | 1% | 1% | 0%  - | 1% |
| ASSUMPTION/IMPRESSION, WAS OBVIOUS/EVIDENT | 5% | 6% | 3% | 5% | 5% | 5% | 5% | 5% | 5% | 2%  --- | 5% | 7%  +++ | 5% | 6% | 4% | 5% | 6% | 5% |
| WRITTEN IN THE AD | 3% | 2% | 3% | 2% | 3% | 4% | 2% | 3% | 4% | 4% | 3% | 2% | 2% | 5%  ++ | 2% | 4% | 3% | 3% |
| MUSIC/THEME AT THE END | 2% | 3% | 2% | 2% | 1%  -- | 3% | 2% | 2% | 1% | 1% | 3%  ++ | 1%  -- | 1% | 1% | 3%  ++ | 2% | 2% | 2% |
| CAME FROM/DIRECTED TO GOVERNMENT WEBSITE/OFFICIAL SOCIAL MEDIA PLATFORMS (FACEBOOK, TWITTER, ETC.) | 2% | 2% | 3% | 3% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 1%  -- | 3%  +++ | 1% | 2% | 4%  + |
| Other | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0% | 1%  + | 0% | 0% |
| No response | 17% | 20% | 17% | 23% | 16% | 14% | 23% | 19% | 15% | 18% | 15% | 18% | 22% | 17% | 14% | 19% | 16% | 11% |
| Chi2: | - | - |  |  |  |  |  | - |  | (99.9) |  |  | (99.9) |  |  | - |  |  |
| Std Error Around 50%: | 2.76 | 7.32 | 7.58 | 8.60 | 4.80 | 6.42 | 8.37 | 3.90 | 3.90 | 5.87 | 4.44 | 4.40 | 6.22 | 4.51 | 4.27 | 4.99 | 4.24 | 6.83 |

| How did you know that it was an ad from the Government of Canada? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| Q4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1263 | 392 | 869 | 1099 | 146 | 912 | 278 | 90 | 773 | 39 | 69 | 273 | 103 | 302 | 534 | 125 | 868 | 102 | 1036 |
| Total: | 1263 | 377 | 884 | 1111 | 136 | 951 | 244 | 82 | 742 | 40 | 53 | 316 | 107 | 301 | 530 | 123 | 869 | 104 | 1037 |
| IT SAID SO/STATED IT IN THE AD, MENTIONED AT THE END | 36% | 40%  + | 34%  - | 37% | 30% | 38%  ++ | 29%  -- | 36% | 39%  ++ | 46% | 43% | 29%  --- | 27%  -- | 34% | 35% | 32% | 37% | 38% | 36% |
| LOGO, BRANDED AS SUCH, GOV'T OF CANADA/MAPLE LEAF LOGO | 22% | 23% | 21% | 22% | 23% | 20%  --- | 28%  +++ | 17% | 25%  +++ | 12% | 23% | 15%  ---- | 25% | 21% | 25%  ++ | 23% | 23%  + | 20% | 23%  ++ |
| JUSTIN TRUDEAU, PEOPLE/POLITICIANS/PARTIES FEATURED IN IT | 6% | 6% | 6% | 6% | 6% | 5% | 6% | 6% | 5% | 0% | 8% | 8%  + | 4% | 5% | 7% | 7% | 5%  -- | 4% | 5% |
| DEPARTMENT IS A FEDERAL DEPARTMENT, FEDERAL JURISDICTION | 6% | 7% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 11% | 4% | 6% | 8% | 5% | 6% | 6% | 6% | 11%  ++ | 6% |
| SUBJECT MATTER, CONTENT/MESSAGE | 10% | 8%  -- | 12%  ++ | 11% | 9% | 11% | 11% | 6% | 10% | 9% | 10% | 15%  +++ | 7% | 13% | 10% | 8% | 11% | 8% | 11% |
| CLEARLY INDICATED/IDENTIFIED/SPECIFIED (GENERAL MENTION) | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 2%  ++ | 0% | 0%  - | 1% | 1% | 1% | 1% | 1% |
| ASSUMPTION/IMPRESSION, WAS OBVIOUS/EVIDENT | 5% | 4% | 5% | 5% | 5% | 5% | 5% | 7% | 4% | 2% | 0%  - | 9%  +++ | 3% | 6% | 5% | 6% | 5% | 8% | 5% |
| WRITTEN IN THE AD | 3% | 3% | 3% | 3% | 4% | 2%  --- | 5%  + | 6% | 3% | 7% | 6% | 2% | 7%  ++ | 1%  --- | 4%  + | 2% | 3% | 0%  - | 3% |
| MUSIC/THEME AT THE END | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | 2%  + | 8%  +++ | 0% | 1%  - | 0% | 1% | 1% | 0% | 2% | 2% | 2% |
| CAME FROM/DIRECTED TO GOVERNMENT WEBSITE/OFFICIAL SOCIAL MEDIA PLATFORMS (FACEBOOK, TWITTER, ETC.) | 2% | 2% | 2% | 2% | 3% | 2% | 1% | 1% | 2% | 3% | 2% | 1% | 3% | 2% | 1% | 2% | 2% | 5%  ++ | 2% |
| Other | 1% | 0% | 1% | 1% | 2% | 0%  -- | 1% | 2% | 1% | 3%  + | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% |
| No response | 17% | 17% | 17% | 16% | 20% | 17% | 14% | 19% | 15% | 17% | 17% | 19% | 25% | 21% | 14% | 21% | 14% | 15% | 15% |
| Chi2: | - | - |  | - |  | (90) |  |  | (99.9) |  |  |  |  | (90) |  | - |  | (90) |  |
| Std Error Around 50%: | 2.76 | 5.05 | 3.30 | 2.94 | 8.40 | 3.18 | 6.27 | 10.82 | 3.60 | 15.49 | 13.46 | 5.51 | 9.47 | 5.65 | 4.26 | 8.84 | 3.32 | 9.61 | 3.04 |

| Over the past three weeks, have you seen, read or heard any Government of Canada advertising about benefits that you can get from the Government of Canada when you do your taxes or Government of Canada online services that you can use to do your taxes? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Yes | 23% | 26% | 22% | 22% | 23% | 20%  - | 27% | 23% | 22% | 23% | 21% | 24% | 24% | 23% | 23% | 24% | 24% | 20% |
| No | 75% | 72% | 75% | 76% | 75% | 78% | 72% | 75% | 76% | 75% | 77% | 74% | 74% | 75% | 76% | 73% | 75% | 79% |
| No response | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 1% | 3% | 1% | 1% |
| Chi2: | - | - |  |  |  |  |  | - |  | - |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Over the past three weeks, have you seen, read or heard any Government of Canada advertising about benefits that you can get from the Government of Canada when you do your taxes or Government of Canada online services that you can use to do your taxes? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1A |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Yes | 23% | 25%  + | 22%  - | 22% | 25% | 24% | 20%  - | 26% | 22% | 12%  -- | 23% | 26%  + | 24% | 21% | 28%  ++++ | 18% | 26%  ++++ | 23% | 24%  ++ |
| No | 75% | 73% | 76% | 75% | 74% | 74% | 78% | 72% | 76% | 85%  ++ | 75% | 71%  -- | 74% | 78%  + | 70%  ---- | 81%  ++ | 72%  ---- | 76% | 74%  -- |
| No response | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 1% | 2% | 1% | 2% | 1% | 2% |
| Chi2: | - | 90 |  | - |  | - |  |  | - |  |  |  |  | 99 |  | 95 |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 476 | 73 | 50 | 30 | 184 | 98 | 41 | 241 | 235 | 136 | 165 | 175 | 90 | 171 | 213 | 160 | 211 | 66 |
| Total: | 483 | 77 | 59 | 46 | 156 | 84 | 61 | 240 | 242 | 110 | 166 | 207 | 92 | 178 | 210 | 156 | 218 | 68 |
| Cinema | 1% | 1% | 0% | 5%  ++ | 1% | 2% | 2% | 1% | 2% | 3%  +++ | 1% | 0%  -- | 3% | 0% | 1% | 1% | 1% | 1% |
| Facebook | 14% | 17% | 16% | 14% | 15% | 11% | 12% | 14% | 15% | 25%  ++++ | 12% | 8%  --- | 14% | 11%  - | 18%  + | 14% | 18%  ++ | 5%  -- |
| Internet website | 19% | 21% | 28%  + | 16% | 17% | 18% | 21% | 21% | 17% | 21% | 19% | 19% | 16% | 17% | 23%  + | 19% | 19% | 19% |
| Magazines | 2% | 1% | 1% | 0% | 3% | 1% | 2% | 2% | 2% | 3% | 1% | 3% | 1% | 0%  - | 3%  + | 1% | 3%  + | 3% |
| Newspaper (daily) | 16% | 7%  -- | 17% | 12% | 18% | 17% | 18% | 17% | 14% | 6%  ---- | 10%  -- | 28%  ++++ | 21% | 11%  -- | 16% | 15% | 14% | 15% |
| Newspaper (weekly or community) | 4% | 5% | 4% | 4% | 4% | 4% | 2% | 6% | 3% | 5% | 0%  ---- | 8%  +++ | 6% | 4% | 4% | 4% | 5% | 0%  - |
| Outdoor billboards | 1% | 0% | 0% | 5%  ++ | 1% | 1% | 6%  +++ | 1% | 2% | 3%  + | 1% | 1% | 3% | 2% | 0%  - | 2% | 0% | 1% |
| Pamphlet or brochure in the mail | 3% | 3% | 2% | 5% | 2% | 5% | 6% | 2% | 4% | 3% | 2% | 4% | 2% | 2% | 4% | 5%  ++ | 2% | 3% |
| Public transit (bus or subway) | 3% | 3% | 0% | 0% | 5%  ++ | 3% | 2% | 3% | 3% | 8%  ++++ | 2% | 1%  --- | 1% | 3% | 5%  + | 6%  ++ | 2% | 2% |
| Radio | 29% | 24% | 41%  ++ | 33% | 27% | 32% | 19%  - | 28% | 29% | 36%  ++ | 33% | 19%  ---- | 31% | 33% | 24%  - | 29% | 30% | 21% |
| Television | 43% | 36% | 24%  --- | 43% | 44% | 57%  +++ | 40% | 42% | 44% | 27%  ---- | 46% | 52%  +++ | 48% | 44% | 40% | 43% | 38%  - | 57%  ++ |
| Twitter | 3% | 5% | 3% | 0% | 2% | 3% | 7% | 2% | 4% | 6%  + | 2% | 2% | 6%  ++ | 3% | 2% | 7%  +++ | 2%  - | 0% |
| YouTube | 2% | 3% | 0% | 6% | 3% | 0% | 7%  ++ | 5%  +++ | 0%  --- | 5%  ++ | 2% | 1%  -- | 1% | 1% | 4%  ++ | 4% | 2% | 1% |
| Instagram | 1% | 2% | 0% | 0% | 1% | 0% | 2% | 2%  + | 0%  - | 3%  +++ | 0% | 0% | 1% | 1% | 1% | 2%  +++ | 0%  - | 0% |
| LinkedIn | 1% | 0% | 0% | 0% | 1% | 0% | 2% | 1%  + | 0%  - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% |
| Other | 1% | 1% | 1% | 2% | 1% | 3% | 1% | 0%  - | 2%  + | 0% | 1% | 3%  ++ | 2% | 1% | 2% | 1% | 2% | 0% |
| No response | 3% | 5% | 1% | 2% | 3% | 1% | 5% | 4% | 2% | 4% | 2% | 2% | 2% | 2% | 4% | 1% | 2% | 6% |
| Chi2: | - | - |  |  |  |  |  | (95) |  | (99.9) |  |  | - |  |  | (95) |  |  |
| Std Error Around 50%: | 4.46 | 11.17 | 12.76 | 14.45 | 7.85 | 10.69 | 12.55 | 6.33 | 6.30 | 9.34 | 7.61 | 6.81 | 10.22 | 7.35 | 6.76 | 7.85 | 6.64 | 11.88 |

| Where have you seen, read or heard this ad? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1B |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 476 | 157 | 319 | 414 | 57 | 354 | 96 | 38 | 274 | 9 | 24 | 124 | 44 | 98 | 252 | 35 | 365 | 35 | 410 |
| Total: | 483 | 149 | 333 | 423 | 55 | 372 | 85 | 37 | 264 | 9 | 17 | 146 | 46 | 95 | 255 | 34 | 373 | 36 | 417 |
| Cinema | 1% | 3% | 1% | 1% | 1% | 1% | 2% | 0% | 2%  ++ | 0% | 0% | 0% | 0% | 2% | 1% | 4% | 1%  -- | 6%  +++ | 1%  ---- |
| Facebook | 14% | 16% | 13% | 13% | 20% | 15% | 13% | 22% | 17%  + | 9% | 5% | 11% | 15% | 10% | 15% | 10% | 14% | 18% | 14% |
| Internet website | 19% | 17% | 20% | 18%  -- | 31%  ++ | 20% | 17% | 29% | 18% | 34% | 18% | 20% | 24% | 19% | 21% | 26% | 20% | 25% | 19% |
| Magazines | 2% | 1% | 2% | 2% | 3% | 2% | 1% | 2% | 2% | 0% | 0% | 4%  + | 0% | 4%  + | 2% | 9%  +++ | 2% | 9%  +++ | 1%  ---- |
| Newspaper (daily) | 16% | 12% | 17% | 15% | 18% | 15% | 15% | 15% | 11%  --- | 0% | 13% | 31%  ++++ | 4%  -- | 13% | 17% | 10% | 16% | 9% | 16% |
| Newspaper (weekly or community) | 4% | 3% | 5% | 3%  --- | 11%  +++ | 4% | 2% | 8% | 2%  -- | 0% | 7% | 9%  +++ | 1% | 3% | 4% | 3% | 5% | 4% | 4% |
| Outdoor billboards | 1% | 3%  + | 1%  - | 1% | 3% | 1% | 2% | 2% | 2% | 9% | 0% | 0%  - | 2% | 2% | 1% | 4% | 1% | 0% | 1%  - |
| Pamphlet or brochure in the mail | 3% | 4% | 3% | 3% | 5% | 3% | 4% | 2% | 2% | 9% | 6% | 4% | 3% | 2% | 4% | 2% | 3% | 2% | 3% |
| Public transit (bus or subway) | 3% | 4% | 3% | 2%  ---- | 11%  ++++ | 3% | 3% | 4% | 4% | 0% | 19% | 0%  -- | 2% | 0%  -- | 5%  ++ | 0% | 4% | 4% | 3% |
| Radio | 29% | 37%  +++ | 24%  --- | 30%  ++ | 18%  - | 29% | 29% | 18% | 33%  +++ | 0% | 30% | 17%  ---- | 38% | 27% | 31% | 15%  - | 30% | 10%  --- | 31%  +++ |
| Television | 43% | 38% | 45% | 44%  + | 34% | 39%  -- | 56%  +++ | 33% | 40% | 35% | 57% | 48% | 40% | 38% | 44% | 26%  -- | 44% | 33% | 45%  ++ |
| Twitter | 3% | 4% | 2% | 3% | 6% | 3% | 1% | 4% | 2% | 0% | 5% | 2% | 11%  ++++ | 4% | 1%  -- | 7% | 2%  -- | 8%  + | 2%  -- |
| YouTube | 2% | 3% | 2% | 2% | 6%  + | 2% | 0% | 9%  +++ | 3% | 13% | 5% | 1% | 3% | 1% | 3% | 0% | 3% | 0% | 2% |
| Instagram | 1% | 1% | 1% | 0%  --- | 4%  +++ | 1% | 0% | 4%  ++ | 1% | 0% | 5% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0%  -- |
| LinkedIn | 1% | 1% | 1% | 0%  ---- | 5%  ++++ | 1% | 0% | 3%  ++ | 0% | 13% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% |
| Other | 1% | 1% | 2% | 1% | 2% | 1%  - | 2% | 4% | 1% | 0% | 0% | 3%  ++ | 1% | 1% | 1% | 0% | 2% | 0% | 2% |
| No response | 3% | 4% | 3% | 2% | 3% | 3% | 1% | 1% | 3% | 0% | 0% | 2% | 4% | 3% | 2% | 3% | 3% | 3% | 3% |
| Chi2: | - | - |  | (99.9) |  | - |  |  | (99.9) |  |  |  |  | - |  | (95) |  | (99) |  |
| Std Error Around 50%: | 4.46 | 8.03 | 5.37 | 4.76 | 13.21 | 5.08 | 10.63 | 16.11 | 6.03 | 32.67 | 23.77 | 8.11 | 14.45 | 10.05 | 6.14 | 16.81 | 5.07 | 16.33 | 4.80 |

| What do you remember about this ad? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 476 | 73 | 50 | 30 | 184 | 98 | 41 | 241 | 235 | 136 | 165 | 175 | 90 | 171 | 213 | 160 | 211 | 66 |
| Total: | 483 | 77 | 59 | 46 | 156 | 84 | 61 | 240 | 242 | 110 | 166 | 207 | 92 | 178 | 210 | 156 | 218 | 68 |
| ON LINE TAX SERVICES, HOW YOU CAN FILE, OPTIONS FOR FILING ARE EASIER/BETTER/SECURE | 17% | 16% | 27%  ++ | 18% | 13%  - | 13% | 29%  +++ | 15% | 18% | 10%  -- | 16% | 23%  +++ | 16% | 13% | 20% | 14% | 19% | 16% |
| CHILD TAX CREDIT, CHILD BENEFITS | 8% | 6% | 14%  + | 7% | 7% | 7% | 8% | 7% | 9% | 9% | 12%  ++ | 4%  --- | 3%  - | 8% | 10%  + | 7% | 9% | 9% |
| CHANGES TO TAX CREDITS FOR SPORTS/ACTIVITIES FOR KIDS, | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| FAMILY BENEFITS | 2% | 0% | 2% | 2% | 2% | 2% | 0% | 2% | 1% | 2% | 3% | 1% | 2% | 2% | 1% | 2% | 1% | 4% |
| DID NOT APPLY TO THEM/HELP THEM | 4% | 8% | 6% | 0% | 3% | 3% | 7% | 4% | 5% | 3% | 6% | 4% | 9%  ++ | 3% | 4% | 5% | 3% | 4% |
| TAX BENEFITS WEB SITE, WHERE TO GO FOR MORE INFORMATION/HELP WITH FILING, FIND OUT HOW IT CAN BENEFIT YOU/WHAT YOU QUALIFY FOR | 11% | 2%  -- | 14% | 9% | 11% | 14% | 11% | 6%  ---- | 16%  ++++ | 11% | 11% | 11% | 8% | 8% | 14%  ++ | 10% | 12% | 11% |
| INCOME SPLITTING | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 1% | 0% | 0% | 1% | 0% |
| BENEFITS TO THOSE WITH DISABILITIES | 2% | 2% | 3% | 4% | 2% | 0% | 3% | 2% | 2% | 2% | 2% | 2% | 7%  ++++ | 1% | 1%  - | 4%  ++ | 1% | 0% |
| HYDRO/ELECTRICITY REBATES FOR LOW INCOME | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 1% | 0% |
| CHANGES TO INCOME BRACKETS, CHANGES TO MIDDLE INCOME TAX BRACKETS | 0% | 0% | 2%  + | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 0% | 0% | 2% |
| TAX CREDITS/CHANGES TO CLAIMS ON INVESTMENTS (RRIF/TFSA/INDEX AMOUNTS) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| POSITIVE COMMENTS ABOUT AD | 1% | 0% | 4%  +++ | 2% | 1% | 0% | 0% | 0%  - | 1%  + | 1% | 0% | 1% | 1% | 1% | 0%  - | 1% | 1% | 0% |
| NEGATIVE COMMENTS ABOUT AD | 2% | 3% | 4% | 0% | 3% | 1% | 0% | 3% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | 1% | 2% | 5% |
| EDUCATION TAX CREDITS, CHANGES TO EDUCATION ACCESS | 0% | 0% | 0% | 0% | 0% | 0% | 2%  +++ | 0% | 0% | 1% | 0% | 0% | 1%  + | 0% | 0% | 1% | 0% | 0% |
| LOW INCOME HELP/SUPPORT | 1% | 1% | 0% | 0% | 2% | 1% | 1% | 1% | 1% | 0% | 1% | 2% | 1% | 1% | 1% | 3%  ++ | 0%  - | 0% |
| THE LOGO, IDENTIFIED AS A GOVERNMENT OF CANADA AD | 1% | 2% | 0% | 0% | 1% | 3%  + | 0% | 0%  - | 2%  + | 3%  ++ | 0%  - | 1% | 2% | 1% | 1% | 2% | 1% | 0% |
| GENERAL CHANGES TO TAX RETURNS/REBATES, DIFFERENCES ON HOW YOU CAN INCREASE YOUR CLAIM/RETURN | 2% | 3% | 0% | 4% | 3% | 2% | 2% | 1%  - | 3%  + | 1% | 3% | 2% | 3% | 1%  - | 3% | 3% | 2% | 3% |
| CHANGES TO LABOUR/BUSINESS CLAIMS (TEACHER'S, NEW BUSINESS OWNERS...) | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% |
| MIDDLE/HIGH INCOME EARNERS LOSING OUT ON SOME BENEFITS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CHANGES TO PENSIONS/SENIORS BENEFITS | 1% | 0% | 2% | 0% | 0% | 2%  ++ | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 0% |
| TAXES/TAX BENEFITS/INCOME TAX (GENERAL MENTION) | 4% | 8%  + | 2% | 5% | 4% | 2% | 5% | 3% | 5% | 6% | 3% | 3% | 3% | 6%  + | 3% | 5% | 3% | 7% |
| DO YOUR TAXES, REMINDER OF FILING END DATES | 5% | 7% | 5% | 4% | 7% | 2%  - | 7% | 5% | 6% | 5% | 7% | 4% | 9% | 4% | 5% | 5% | 6% | 8% |
| Other | 5% | 5% | 2% | 3% | 6% | 6% | 2% | 5% | 5% | 5% | 4% | 5% | 1%  - | 7% | 5% | 2%  -- | 7%  ++ | 5% |
| NOT MUCH, REMEMBER LITTLE OR NOTHING | 11% | 10% | 11% | 13% | 14% | 11% | 1%  -- | 11% | 11% | 5%  -- | 10% | 17%  +++ | 9% | 11% | 11% | 9% | 12% | 8% |
| No response | 32% | 32% | 21% | 38% | 32% | 34% | 32% | 40% | 23% | 44% | 31% | 22% | 32% | 34% | 30% | 36% | 29% | 29% |
| Chi2: | - | - |  |  |  |  |  | (90) |  | (95) |  |  | (95) |  |  | - |  |  |
| Std Error Around 50%: | 4.46 | 11.17 | 12.76 | 14.45 | 7.85 | 10.69 | 12.55 | 6.33 | 6.30 | 9.34 | 7.61 | 6.81 | 10.22 | 7.35 | 6.76 | 7.85 | 6.64 | 11.88 |

| What do you remember about this ad? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1C |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 476 | 157 | 319 | 414 | 57 | 354 | 96 | 38 | 274 | 9 | 24 | 124 | 44 | 98 | 252 | 35 | 365 | 35 | 410 |
| Total: | 483 | 149 | 333 | 423 | 55 | 372 | 85 | 37 | 264 | 9 | 17 | 146 | 46 | 95 | 255 | 34 | 373 | 36 | 417 |
| ON LINE TAX SERVICES, HOW YOU CAN FILE, OPTIONS FOR FILING ARE EASIER/BETTER/SECURE | 17% | 11%  -- | 19%  ++ | 16% | 19% | 18%  + | 10%  - | 20% | 15% | 9% | 10% | 24%  +++ | 11% | 14% | 18% | 4%  -- | 19%  +++ | 14% | 17% |
| CHILD TAX CREDIT, CHILD BENEFITS | 8% | 12%  ++ | 6%  -- | 8% | 4% | 7% | 12% | 5% | 10%  ++ | 0% | 10% | 3%  -- | 6% | 13%  ++ | 7% | 14% | 8% | 5% | 9% |
| CHANGES TO TAX CREDITS FOR SPORTS/ACTIVITIES FOR KIDS, | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| FAMILY BENEFITS | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 0% | 3%  ++ | 0% | 0% | 0%  - | 0% | 1% | 2% | 0% | 2% | 0% | 2% |
| DID NOT APPLY TO THEM/HELP THEM | 4% | 3% | 5% | 4% | 4% | 5% | 1%  - | 3% | 4% | 9% | 0% | 4% | 7% | 5% | 4% | 9% | 4% | 5% | 5% |
| TAX BENEFITS WEB SITE, WHERE TO GO FOR MORE INFORMATION/HELP WITH FILING, FIND OUT HOW IT CAN BENEFIT YOU/WHAT YOU QUALIFY FOR | 11% | 13% | 10% | 11% | 7% | 11% | 11% | 2%  - | 11% | 0% | 13% | 11% | 12% | 11% | 12% | 10% | 11% | 15% | 11% |
| INCOME SPLITTING | 0% | 0% | 1% | 0% | 2%  + | 1% | 0% | 0% | 0% | 0% | 0% | 2%  ++ | 0% | 1% | 0% | 0% | 0% | 0% | 0% |
| BENEFITS TO THOSE WITH DISABILITIES | 2% | 3% | 2% | 2% | 0% | 2% | 0% | 4% | 1%  -- | 0% | 7% | 3% | 4% | 1% | 2% | 2% | 2% | 4% | 2% |
| HYDRO/ELECTRICITY REBATES FOR LOW INCOME | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 13% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CHANGES TO INCOME BRACKETS, CHANGES TO MIDDLE INCOME TAX BRACKETS | 0% | 1%  ++ | 0%  -- | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 5%  ++++ | 1% | 0% | 0% | 1% | 0% | 0% |
| TAX CREDITS/CHANGES TO CLAIMS ON INVESTMENTS (RRIF/TFSA/INDEX AMOUNTS) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| POSITIVE COMMENTS ABOUT AD | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 3% | 0% | 0% | 0% | 1% | 2% | 1% | 1% | 0% | 1% | 0% | 1% |
| NEGATIVE COMMENTS ABOUT AD | 2% | 3% | 2% | 2% | 2% | 2% | 1% | 8%  +++ | 2% | 11% | 0% | 3% | 4% | 3% | 2% | 7%  + | 1%  -- | 6% | 2% |
| EDUCATION TAX CREDITS, CHANGES TO EDUCATION ACCESS | 0% | 1% | 0% | 0%  -- | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  -- |
| LOW INCOME HELP/SUPPORT | 1% | 0% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 0% | 0% | 3%  + | 0% | 0% | 1% | 0% | 1% | 0% | 1% |
| THE LOGO, IDENTIFIED AS A GOVERNMENT OF CANADA AD | 1% | 1% | 1% | 1% | 3% | 1% | 3%  + | 0% | 1% | 0% | 6% | 1% | 0% | 2% | 2% | 0% | 1% | 0% | 1% |
| GENERAL CHANGES TO TAX RETURNS/REBATES, DIFFERENCES ON HOW YOU CAN INCREASE YOUR CLAIM/RETURN | 2% | 4%  + | 1%  - | 2% | 2% | 2% | 3% | 0% | 1% | 0% | 6% | 3% | 5% | 1% | 3% | 3% | 2% | 0% | 3% |
| CHANGES TO LABOUR/BUSINESS CLAIMS (TEACHER'S, NEW BUSINESS OWNERS...) | 0% | 0% | 0% | 0%  --- | 2%  +++ | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 1%  ++ | 0% | 0% | 0%  - | 0% | 0% |
| MIDDLE/HIGH INCOME EARNERS LOSING OUT ON SOME BENEFITS | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| CHANGES TO PENSIONS/SENIORS BENEFITS | 1% | 0% | 1% | 1% | 0% | 0%  - | 2%  ++ | 0% | 0% | 0% | 0% | 1% | 2% | 0% | 1% | 0% | 0% | 2% | 1% |
| TAXES/TAX BENEFITS/INCOME TAX (GENERAL MENTION) | 4% | 4% | 4% | 4% | 2% | 4% | 3% | 2% | 3% | 0% | 6% | 4% | 9%  + | 5% | 4% | 11%  ++ | 4% | 7% | 4% |
| DO YOUR TAXES, REMINDER OF FILING END DATES | 5% | 6% | 5% | 6% | 3% | 7%  + | 3% | 0% | 7%  + | 0% | 7% | 3% | 3% | 4% | 6% | 3% | 6% | 3% | 6% |
| Other | 5% | 6% | 4% | 4% | 8% | 5% | 5% | 0% | 5% | 0% | 0% | 6% | 0% | 6% | 4% | 3% | 4% | 6% | 5% |
| NOT MUCH, REMEMBER LITTLE OR NOTHING | 11% | 6%  -- | 14%  ++ | 12% | 6% | 11% | 10% | 12% | 11% | 13% | 5% | 16%  ++ | 3%  - | 13% | 8%  -- | 6% | 11% | 10% | 11% |
| No response | 32% | 35% | 30% | 31% | 42% | 30% | 36% | 44% | 34% | 44% | 30% | 23% | 38% | 27% | 33% | 33% | 31% | 27% | 31% |
| Chi2: | - | (95) |  | - |  | - |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 4.46 | 8.03 | 5.37 | 4.76 | 13.21 | 5.08 | 10.63 | 16.11 | 6.03 | 32.67 | 23.77 | 8.11 | 14.45 | 10.05 | 6.14 | 16.81 | 5.07 | 16.33 | 4.80 |

| The Canada Revenue Agency provides help filing taxes for people who need help. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1DA  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 23% | 30%  +++ | 26% | 24% | 24% | 16%  ---- | 19% | 23% | 23% | 20%  -- | 25% | 23% | 22% | 23% | 23% | 20%  -- | 23% | 27%  ++ |
| Neither (3) | 23% | 22% | 28%  + | 25% | 24% | 21% | 25% | 24% | 23% | 25% | 25% | 20%  -- | 22% | 23% | 24% | 23% | 23% | 27% |
| Agree (4-5) | 43% | 38%  - | 34%  --- | 39% | 41% | 51%  ++++ | 49%  ++ | 43% | 43% | 44% | 41% | 44% | 42% | 43% | 43% | 47%  ++ | 43% | 38%  - |
| Strongly disagree 1 | 9% | 12% | 11% | 11% | 10% | 6% | 8% | 11% | 8% | 7% | 11% | 10% | 8% | 10% | 9% | 7% | 9% | 14% |
| 2 | 13% | 18% | 15% | 13% | 14% | 10% | 11% | 12% | 14% | 13% | 14% | 13% | 14% | 13% | 14% | 13% | 14% | 13% |
| 3 | 23% | 22% | 28% | 25% | 24% | 21% | 25% | 24% | 23% | 25% | 25% | 20% | 22% | 23% | 24% | 23% | 23% | 27% |
| 4 | 20% | 20% | 17% | 18% | 20% | 20% | 23% | 22% | 17% | 22% | 19% | 18% | 18% | 19% | 20% | 19% | 19% | 22% |
| Strongly agree 5 | 23% | 18% | 16% | 21% | 21% | 31% | 26% | 21% | 25% | 22% | 22% | 25% | 23% | 23% | 23% | 27% | 24% | 16% |
| No response | 11% | 11% | 12% | 12% | 12% | 12% | 7% | 11% | 12% | 12% | 10% | 13% | 14% | 11% | 10% | 10% | 11% | 8% |
| Chi2: | - | 99.9 |  |  |  |  |  | - |  | 90 |  |  | - |  |  | 95 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 3.38 | 3.16 | 3.14 | 3.29 | 3.33 | 3.68 | 3.52 | 3.34 | 3.42 | 3.45 | 3.30 | 3.41 | 3.42 | 3.37 | 3.39 | 3.53 | 3.40 | 3.14 |
| Standard Deviation: | 1.30 | 1.33 | 1.28 | 1.31 | 1.30 | 1.26 | 1.26 | 1.30 | 1.31 | 1.22 | 1.32 | 1.35 | 1.29 | 1.32 | 1.29 | 1.27 | 1.30 | 1.30 |
| Student's T: | \* | 99 | 99 | - | - | 99.9 | - | - | - | - | 95 | - | - | - | - | 99.9 | - | 99.9 |

| The Canada Revenue Agency provides help filing taxes for people who need help. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1DA  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 23% | 26%  ++ | 21%  -- | 23% | 20% | 24%  +++ | 16%  ---- | 24% | 25%  ++ | 19% | 14%  -- | 21% | 20% | 100%  ++++ | 0%  ---- | 70%  ++++ | 16%  ---- | 44%  ++++ | 21%  --- |
| Neither (3) | 23% | 24% | 23% | 23% | 22% | 25%  ++ | 20%  - | 17%  - | 24% | 20% | 27% | 17%  ---- | 30%  ++ | 0%  ---- | 0%  ---- | 13%  ---- | 22%  -- | 20% | 23% |
| Agree (4-5) | 43% | 41% | 43% | 42% | 46% | 40%  ---- | 52%  ++++ | 45% | 40%  --- | 50% | 44% | 49%  +++ | 41% | 0%  ---- | 100%  ++++ | 13%  ---- | 54%  ++++ | 25%  ---- | 46%  ++++ |
| Strongly disagree 1 | 9% | 11% | 9% | 10% | 7% | 11% | 5% | 9% | 10% | 7% | 1% | 9% | 12% | 42% | 0% | 38% | 6% | 25% | 8% |
| 2 | 13% | 15% | 13% | 13% | 13% | 14% | 11% | 15% | 15% | 12% | 12% | 12% | 8% | 58% | 0% | 32% | 10% | 19% | 13% |
| 3 | 23% | 24% | 23% | 23% | 22% | 25% | 20% | 17% | 24% | 20% | 27% | 17% | 30% | 0% | 0% | 13% | 22% | 20% | 23% |
| 4 | 20% | 19% | 20% | 19% | 23% | 20% | 20% | 17% | 20% | 18% | 24% | 18% | 22% | 0% | 46% | 9% | 23% | 14% | 21% |
| Strongly agree 5 | 23% | 22% | 24% | 23% | 24% | 20% | 31% | 28% | 21% | 32% | 20% | 31% | 19% | 0% | 54% | 4% | 31% | 11% | 26% |
| No response | 11% | 9% | 12% | 11% | 11% | 11% | 12% | 15% | 11% | 11% | 16% | 13% | 9% | 0% | 0% | 4% | 8% | 11% | 10% |
| Chi2: | - | - |  | - |  | 99.9 |  |  | 99 |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 3.38 | 3.29 | 3.42 | 3.37 | 3.48 | 3.29 | 3.70 | 3.47 | 3.30 | 3.61 | 3.58 | 3.56 | 3.31 | 1.58 | 4.54 | 2.05 | 3.69 | 2.63 | 3.47 |
| Standard Deviation: | 1.30 | 1.33 | 1.29 | 1.31 | 1.25 | 1.30 | 1.24 | 1.38 | 1.29 | 1.31 | 1.06 | 1.36 | 1.26 | 0.49 | 0.50 | 1.13 | 1.22 | 1.37 | 1.29 |
| Student's T: | \* | 90 | 90 | - | - | 99.9 | 99.9 | - | 99.9 | - | - | 99 | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| The Canada Revenue Agency has online services for Canadians who want to handle their tax affairs online. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1DB  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 9% | 11% | 10% | 9% | 8% | 11% | 5%  -- | 9% | 10% | 8% | 8% | 10% | 9% | 8% | 10% | 8% | 9% | 9% |
| Neither (3) | 15% | 15% | 17% | 14% | 15% | 14% | 15% | 16%  + | 13%  - | 15% | 17%  + | 13%  - | 17% | 17%  + | 12%  --- | 16% | 13%  - | 16% |
| Agree (4-5) | 68% | 65% | 67% | 69% | 71%  ++ | 63%  --- | 75%  ++ | 67% | 69% | 69% | 68% | 68% | 62%  --- | 67% | 72%  +++ | 67% | 70% | 70% |
| Strongly disagree 1 | 4% | 3% | 5% | 4% | 4% | 4% | 2% | 4% | 4% | 2% | 4% | 5% | 4% | 4% | 4% | 3% | 4% | 4% |
| 2 | 5% | 7% | 5% | 6% | 4% | 6% | 3% | 5% | 6% | 6% | 5% | 5% | 5% | 4% | 6% | 4% | 5% | 5% |
| 3 | 15% | 15% | 17% | 14% | 15% | 14% | 15% | 16% | 13% | 15% | 17% | 13% | 17% | 17% | 12% | 16% | 13% | 16% |
| 4 | 23% | 26% | 22% | 24% | 23% | 23% | 24% | 25% | 22% | 26% | 21% | 23% | 21% | 25% | 23% | 24% | 25% | 22% |
| Strongly agree 5 | 45% | 40% | 44% | 45% | 48% | 40% | 51% | 42% | 47% | 43% | 46% | 44% | 42% | 42% | 49% | 44% | 45% | 48% |
| No response | 8% | 8% | 6% | 7% | 7% | 12% | 5% | 8% | 8% | 8% | 7% | 9% | 12% | 9% | 6% | 9% | 8% | 5% |
| Chi2: | - | - |  |  |  |  |  | - |  | - |  |  | 95 |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 4.08 | 3.99 | 4.03 | 4.10 | 4.15 | 4.00 | 4.25 | 4.05 | 4.12 | 4.10 | 4.09 | 4.06 | 4.03 | 4.06 | 4.13 | 4.09 | 4.10 | 4.10 |
| Standard Deviation: | 1.12 | 1.13 | 1.16 | 1.11 | 1.10 | 1.16 | 0.99 | 1.10 | 1.13 | 1.05 | 1.12 | 1.17 | 1.14 | 1.10 | 1.12 | 1.08 | 1.12 | 1.12 |
| Student's T: | \* | - | - | - | 90 | - | 95 | - | - | - | - | - | - | - | 90 | - | - | - |

| The Canada Revenue Agency has online services for Canadians who want to handle their tax affairs online. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1DB  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 9% | 9% | 9% | 9% | 6% | 8%  - | 12%  ++ | 5%  - | 10% | 9% | 4% | 9% | 9% | 28%  ++++ | 3%  ---- | 100%  ++++ | 0%  ---- | 47%  ++++ | 6%  ---- |
| Neither (3) | 15% | 16% | 14% | 15% | 11%  - | 15% | 15% | 10% | 16% | 15% | 17% | 11%  --- | 18% | 20%  ++++ | 8%  ---- | 0%  ---- | 0%  ---- | 14% | 13%  ---- |
| Agree (4-5) | 68% | 70% | 67% | 67%  - | 74%  ++ | 70%  +++ | 61%  ---- | 74%  + | 68% | 67% | 60% | 72%  ++ | 63% | 48%  ---- | 86%  ++++ | 0%  ---- | 100%  ++++ | 30%  ---- | 75%  ++++ |
| Strongly disagree 1 | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 2% | 4% | 3% | 1% | 4% | 4% | 13% | 1% | 43% | 0% | 29% | 2% |
| 2 | 5% | 5% | 5% | 5% | 3% | 5% | 7% | 2% | 5% | 5% | 3% | 5% | 5% | 15% | 2% | 57% | 0% | 17% | 4% |
| 3 | 15% | 16% | 14% | 15% | 11% | 15% | 15% | 10% | 16% | 15% | 17% | 11% | 18% | 20% | 8% | 0% | 0% | 14% | 13% |
| 4 | 23% | 22% | 24% | 23% | 21% | 24% | 22% | 25% | 24% | 24% | 24% | 23% | 21% | 23% | 23% | 0% | 34% | 13% | 24% |
| Strongly agree 5 | 45% | 48% | 43% | 44% | 53% | 46% | 38% | 50% | 44% | 43% | 36% | 49% | 42% | 24% | 64% | 0% | 66% | 17% | 50% |
| No response | 8% | 5% | 9% | 8% | 9% | 7% | 13% | 11% | 7% | 10% | 19% | 8% | 10% | 4% | 4% | 0% | 0% | 10% | 6% |
| Chi2: | - | - |  | 95 |  | 99 |  |  | 90 |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 4.08 | 4.12 | 4.07 | 4.06 | 4.29 | 4.12 | 3.94 | 4.31 | 4.05 | 4.08 | 4.12 | 4.18 | 4.02 | 3.32 | 4.52 | 1.57 | 4.66 | 2.67 | 4.24 |
| Standard Deviation: | 1.12 | 1.11 | 1.12 | 1.12 | 1.03 | 1.09 | 1.21 | 0.97 | 1.13 | 1.11 | 0.96 | 1.11 | 1.13 | 1.37 | 0.79 | 0.50 | 0.47 | 1.51 | 0.99 |
| Student's T: | \* | - | - | 95 | 99 | 95 | 99 | 99 | - | - | - | 95 | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| In order to get Government benefits and credits, I need to complete and file a tax return. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QT1DC  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 7% | 9% | 8% | 7% | 8% | 5% | 5% | 7% | 7% | 5%  -- | 7% | 9%  ++ | 6% | 7% | 8% | 5%  -- | 9%  ++ | 7% |
| Neither (3) | 7% | 8% | 8% | 6% | 8%  + | 3%  --- | 9% | 9%  ++++ | 5%  ---- | 11%  ++++ | 5%  -- | 6% | 8% | 8% | 6%  -- | 8% | 6% | 8% |
| Agree (4-5) | 82% | 80% | 80% | 84% | 81% | 86%  ++ | 81% | 80%  --- | 84%  +++ | 80% | 85%  +++ | 81% | 82% | 82% | 83% | 83% | 82% | 84% |
| Strongly disagree 1 | 4% | 4% | 4% | 4% | 5% | 4% | 4% | 4% | 4% | 2% | 5% | 6% | 4% | 4% | 5% | 3% | 5% | 4% |
| 2 | 3% | 5% | 4% | 3% | 3% | 1% | 1% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 3% | 2% | 3% | 3% |
| 3 | 7% | 8% | 8% | 6% | 8% | 3% | 9% | 9% | 5% | 11% | 5% | 6% | 8% | 8% | 6% | 8% | 6% | 8% |
| 4 | 12% | 17% | 9% | 15% | 13% | 8% | 16% | 14% | 11% | 12% | 12% | 13% | 10% | 13% | 13% | 11% | 13% | 13% |
| Strongly agree 5 | 70% | 62% | 71% | 68% | 68% | 78% | 66% | 66% | 73% | 68% | 73% | 68% | 72% | 69% | 70% | 72% | 69% | 71% |
| No response | 4% | 3% | 3% | 4% | 3% | 5% | 4% | 4% | 4% | 4% | 3% | 5% | 4% | 4% | 3% | 4% | 3% | 1% |
| Chi2: | - | 95 |  |  |  |  |  | 99.9 |  | 99.9 |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 4.46 | 4.34 | 4.43 | 4.47 | 4.41 | 4.63 | 4.44 | 4.40 | 4.52 | 4.47 | 4.50 | 4.41 | 4.51 | 4.45 | 4.45 | 4.53 | 4.42 | 4.46 |
| Standard Deviation: | 1.05 | 1.09 | 1.09 | 1.02 | 1.09 | 0.94 | 1.02 | 1.07 | 1.03 | 0.97 | 1.04 | 1.13 | 1.00 | 1.05 | 1.07 | 0.97 | 1.11 | 1.04 |
| Student's T: | \* | 95 | - | - | 90 | 99.9 | - | 99 | 99 | - | - | - | - | - | - | 95 | - | - |

| In order to get Government benefits and credits, I need to complete and file a tax return. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QT1DC  To what extent do you agree or disagree with each of the following statements |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 7% | 7% | 7% | 7% | 7% | 7% | 7% | 7% | 7% | 4% | 4% | 8% | 7% | 14%  ++++ | 4%  ---- | 36%  ++++ | 3%  ---- | 100%  ++++ | 0%  ---- |
| Neither (3) | 7% | 7% | 7% | 6%  -- | 10%  + | 7% | 3%  ---- | 14%  +++ | 8%  ++ | 8% | 10% | 5%  -- | 2%  --- | 7% | 5%  --- | 5% | 5%  ---- | 0%  ---- | 0%  ---- |
| Agree (4-5) | 82% | 85%  ++ | 81%  -- | 82% | 82% | 82% | 85%  + | 78% | 82% | 81% | 75%  - | 83% | 86% | 77%  --- | 89%  ++++ | 57%  ---- | 90%  ++++ | 0%  ---- | 100%  ++++ |
| Strongly disagree 1 | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 4% | 4% | 1% | 1% | 5% | 5% | 9% | 2% | 26% | 1% | 61% | 0% |
| 2 | 3% | 2% | 3% | 3% | 4% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 2% | 5% | 2% | 10% | 2% | 39% | 0% |
| 3 | 7% | 7% | 7% | 6% | 10% | 7% | 3% | 14% | 8% | 8% | 10% | 5% | 2% | 7% | 5% | 5% | 5% | 0% | 0% |
| 4 | 12% | 10% | 13% | 12% | 12% | 14% | 9% | 8% | 12% | 12% | 12% | 13% | 11% | 13% | 13% | 10% | 14% | 0% | 15% |
| Strongly agree 5 | 70% | 75% | 67% | 70% | 70% | 68% | 76% | 70% | 70% | 69% | 63% | 70% | 75% | 64% | 76% | 47% | 77% | 0% | 85% |
| No response | 4% | 2% | 5% | 4% | 1% | 4% | 5% | 1% | 3% | 7% | 11% | 4% | 4% | 2% | 2% | 2% | 2% | 0% | 0% |
| Chi2: | - | - |  | - |  | 99.9 |  |  | (95) |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 4.46 | 4.52 | 4.43 | 4.47 | 4.44 | 4.44 | 4.59 | 4.40 | 4.44 | 4.55 | 4.49 | 4.45 | 4.57 | 4.20 | 4.62 | 3.42 | 4.66 | 1.39 | 4.85 |
| Standard Deviation: | 1.05 | 1.02 | 1.06 | 1.05 | 1.02 | 1.05 | 1.01 | 1.07 | 1.06 | 0.88 | 0.91 | 1.10 | 1.01 | 1.31 | 0.85 | 1.74 | 0.77 | 0.49 | 0.36 |
| Student's T: | \* | 90 | 90 | - | - | - | 99 | - | - | - | - | - | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| Over the past month, have you seen, read or heard any of these ads? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1H |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Yes | 19% | 18% | 22% | 17% | 21% | 17% | 21% | 19% | 20% | 19% | 22%  ++ | 18% | 22% | 19% | 19% | 19% | 20% | 19% |
| No | 79% | 79% | 76% | 82% | 78% | 82%  + | 79% | 80% | 79% | 81% | 77%  - | 80% | 77% | 79% | 80% | 80% | 79% | 80% |
| No response | 1% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% |
| Chi2: | - | - |  |  |  |  |  | - |  | - |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Over the past month, have you seen, read or heard any of these ads? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1H |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Yes | 19% | 29%  ++++ | 15%  ---- | 20% | 20% | 20% | 18% | 22% | 20% | 17% | 24% | 17%  - | 21% | 17% | 24%  ++++ | 10%  ---- | 22%  ++++ | 13%  - | 21%  +++ |
| No | 79% | 70%  ---- | 83%  ++++ | 79% | 78% | 78% | 82% | 77% | 79% | 82% | 75% | 81% | 78% | 82% | 75%  ---- | 90%  ++++ | 77%  ---- | 85%  + | 78%  --- |
| No response | 1% | 0% | 1% | 1% | 2% | 1% | 0% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Chi2: | - | 99.9 |  | - |  | - |  |  | - |  |  |  |  | 99 |  | 99.9 |  | 95 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Where have you seen, read or heard these ads? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1I |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 409 | 52 | 50 | 23 | 168 | 86 | 31 | 194 | 215 | 109 | 169 | 131 | 84 | 146 | 178 | 124 | 182 | 62 |
| Total: | 408 | 55 | 60 | 34 | 142 | 72 | 45 | 188 | 220 | 85 | 171 | 152 | 85 | 148 | 174 | 120 | 183 | 61 |
| cinema | 2% | 2% | 0% | 0% | 1% | 3% | 5%  + | 2% | 2% | 2% | 3% | 1% | 5%  ++ | 0%  -- | 2% | 3% | 0%  - | 4% |
| Facebook | 14% | 9% | 17% | 13% | 18%  ++ | 6%  -- | 15% | 13% | 14% | 28%  ++++ | 11% | 5%  ---- | 16% | 9%  -- | 17% | 14% | 16% | 8% |
| Internet website | 18% | 9%  - | 15% | 37%  +++ | 21% | 17% | 13% | 22%  ++ | 15%  -- | 26%  ++ | 14%  - | 17% | 19% | 10%  --- | 25%  +++ | 15% | 19% | 26% |
| magazines | 2% | 4% | 0% | 0% | 3% | 2% | 3% | 3% | 1% | 5%  ++ | 1%  - | 2% | 2% | 1% | 3% | 3% | 3% | 1% |
| newspaper (daily) | 16% | 12% | 12% | 14% | 15% | 22% | 22% | 17% | 15% | 7%  --- | 10%  --- | 32%  ++++ | 13% | 14% | 19%  + | 16% | 16% | 6%  -- |
| newspaper (weekly or community) | 4% | 7% | 3% | 2% | 1%  - | 5% | 8% | 2% | 5% | 2% | 3% | 5% | 3% | 3% | 4% | 5% | 3% | 3% |
| outdoor billboards | 1% | 2% | 0% | 0% | 2% | 0% | 5%  ++ | 0% | 2% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 0% |
| pamphlet or brochure in the mail | 3% | 5% | 4% | 4% | 2% | 3% | 3% | 1%  -- | 5%  ++ | 2% | 2% | 5%  + | 4% | 1% | 3% | 3% | 2% | 3% |
| public transit (bus or subway) | 5% | 2% | 5% | 0% | 7% | 5% | 6% | 5% | 5% | 11%  +++ | 4% | 2%  -- | 3% | 3% | 8%  ++ | 4% | 7% | 5% |
| radio | 42% | 44% | 45% | 36% | 40% | 40% | 57%  ++ | 37%  -- | 47%  ++ | 45% | 57%  ++++ | 20%  ---- | 39% | 45% | 41% | 41% | 43% | 44% |
| television | 46% | 59%  ++ | 34%  - | 42% | 48% | 40% | 54% | 42% | 50% | 32%  --- | 43% | 61%  ++++ | 54% | 45% | 43% | 52% | 41%  - | 42% |
| Twitter | 3% | 3% | 4% | 0% | 3% | 4% | 1% | 4% | 2% | 5% | 2% | 2% | 4% | 4% | 2% | 6%  ++ | 2% | 1% |
| YouTube | 4% | 7% | 2% | 7% | 4% | 2% | 6% | 6% | 3% | 9%  +++ | 3% | 1%  -- | 6% | 1%  -- | 6% | 7%  + | 5% | 0%  - |
| LinkedIn | 1% | 0% | 0% | 0% | 2%  ++ | 0% | 0% | 1%  + | 0%  - | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 0% |
| Instagram | 1% | 0% | 0% | 4% | 2% | 0% | 0% | 2% | 0% | 4%  ++++ | 0%  - | 0% | 0% | 2% | 1% | 1% | 1% | 0% |
| Other | 0% | 0% | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% |
| No response | 2% | 3% | 2% | 4% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 2% |
| Chi2: | - | - |  |  |  |  |  | (95) |  | (99.9) |  |  | (90) |  |  | - |  |  |
| Std Error Around 50%: | 4.85 | 13.21 | 12.65 | 16.81 | 8.22 | 11.55 | 14.61 | 7.15 | 6.61 | 10.63 | 7.49 | 7.95 | 10.63 | 8.06 | 7.43 | 8.95 | 7.24 | 12.55 |

| Where have you seen, read or heard these ads? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1I |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 409 | 182 | 227 | 360 | 47 | 303 | 86 | 32 | 251 | 12 | 25 | 80 | 40 | 81 | 211 | 19 | 310 | 20 | 358 |
| Total: | 408 | 171 | 236 | 360 | 46 | 314 | 75 | 29 | 241 | 12 | 19 | 94 | 41 | 83 | 207 | 20 | 308 | 22 | 357 |
| cinema | 2% | 3% | 1% | 2% | 2% | 1% | 4% | 0% | 3%  ++ | 0% | 0% | 0% | 0% | 1% | 3% | 4% | 2% | 6% | 2% |
| Facebook | 14% | 13% | 14% | 14% | 10% | 16%  + | 9% | 15% | 16% | 21% | 20% | 5%  --- | 14% | 12% | 16% | 10% | 14% | 9% | 14% |
| Internet website | 18% | 15%  - | 21%  + | 16%  --- | 37%  ++++ | 19% | 17% | 29% | 21%  + | 30% | 3% | 12%  - | 20% | 16% | 23%  ++ | 10% | 20% | 20% | 18% |
| magazines | 2% | 0%  -- | 4%  ++ | 2% | 5% | 3% | 0% | 5% | 2% | 0% | 0% | 4% | 0% | 1% | 3% | 0% | 3%  + | 0% | 2% |
| newspaper (daily) | 16% | 8%  ---- | 22%  ++++ | 15%  -- | 28%  ++ | 15% | 19% | 15% | 12%  -- | 5% | 11% | 35%  ++++ | 6%  - | 6%  --- | 19%  + | 2% | 17% | 7% | 17% |
| newspaper (weekly or community) | 4% | 2% | 5% | 3%  -- | 10%  ++ | 4% | 4% | 3% | 3% | 11% | 0% | 5% | 4% | 1% | 5% | 0% | 4%  + | 0% | 4% |
| outdoor billboards | 1% | 2% | 1% | 1% | 4% | 1% | 1% | 0% | 2% | 0% | 0% | 1% | 0% | 0% | 2% | 0% | 2% | 0% | 1% |
| pamphlet or brochure in the mail | 3% | 1%  -- | 4%  ++ | 3% | 4% | 3% | 3% | 0% | 2%  - | 5% | 0% | 5% | 7%  + | 0%  - | 4%  + | 0% | 4%  ++ | 0% | 3% |
| public transit (bus or subway) | 5% | 4% | 6% | 4%  ---- | 18%  ++++ | 5% | 4% | 13% | 7%  + | 0% | 6% | 1%  - | 4% | 2% | 7%  + | 0% | 6% | 4% | 5% |
| radio | 42% | 68%  ++++ | 21%  ---- | 42% | 38% | 42% | 40% | 41% | 51%  ++++ | 23% | 32% | 18%  ---- | 47% | 47% | 34%  ---- | 49% | 41% | 45% | 43% |
| television | 46% | 42% | 49% | 47% | 39% | 48% | 42% | 43% | 39%  ---- | 34% | 37% | 66%  ++++ | 58% | 35%  -- | 48% | 31% | 48% | 40% | 45% |
| Twitter | 3% | 1% | 4% | 2% | 7% | 2% | 1% | 14% | 2% | 0% | 15% | 0% | 7% | 4% | 3% | 6% | 3% | 0% | 3% |
| YouTube | 4% | 5% | 4% | 4% | 8% | 4% | 3% | 11% | 4% | 0% | 10% | 1% | 5% | 4% | 5% | 7% | 4% | 4% | 4% |
| LinkedIn | 1% | 0% | 1% | 0%  ---- | 6%  ++++ | 0% | 0% | 8% | 0%  -- | 10% | 6% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% |
| Instagram | 1% | 0%  - | 2%  + | 0%  ---- | 7%  ++++ | 0%  -- | 0% | 10% | 1% | 0% | 6% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% |
| Other | 0% | 1% | 0% | 0% | 0% | 0%  - | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0%  - | 0% | 0% |
| No response | 2% | 1% | 2% | 1% | 3% | 1% | 1% | 3% | 2% | 7% | 0% | 1% | 1% | 5% | 1% | 0% | 1% | 5% | 1% |
| Chi2: | - | (99.9) |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |  |  | (95) |  | - |  | - |  |
| Std Error Around 50%: | 4.85 | 7.49 | 6.38 | 5.16 | 14.45 | 5.53 | 11.32 | 18.20 | 6.31 | 28.29 | 22.48 | 10.11 | 15.30 | 10.76 | 6.81 | 21.91 | 5.58 | 20.89 | 5.19 |

| What do you think is the main point these ads are trying to get across? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1J |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| DO YOUR TAXES/ENCOURAGING PEOPLE TO FILE | 19% | 22% | 17% | 22% | 20% | 17% | 20% | 18% | 20% | 20% | 21%  + | 17%  -- | 19% | 20% | 19% | 21% | 19% | 20% |
| DO YOUR TAXES TO GET (APPLICABLE) BENEFITS, YOU COULD QUALIFY FOR VARIOUS CREDITS | 27% | 29% | 31% | 24% | 29%  + | 22%  --- | 27% | 24%  --- | 30%  +++ | 27% | 33%  ++++ | 22%  ---- | 20%  ---- | 23%  --- | 34%  ++++ | 25% | 28% | 29% |
| FILE ONLINE, DO IT YOURSELF, IT'S FAST/EASY/RELIABLE/INEXPENSIVE | 7% | 5% | 9% | 5% | 8%  ++ | 5% | 6% | 7% | 7% | 6% | 5%  -- | 10%  ++++ | 7% | 6% | 8% | 7% | 7% | 6% |
| CRA/GOVERNMENT IS OFFERING HELP WITH FILING, HELP IS AVAILABLE IF NEEDED | 23% | 19%  -- | 20% | 18%  - | 21% | 32%  ++++ | 21% | 22%  - | 25%  ++ | 23% | 20%  --- | 27%  ++++ | 19%  -- | 21%  - | 27%  ++++ | 21%  - | 26%  +++ | 23% |
| HELP FOR FAMILIES/PARENTS, CHILD BENEFITS/CREDITS | 11% | 11% | 11% | 10% | 12% | 10% | 7%  - | 10% | 12% | 12% | 15%  ++++ | 6%  ---- | 8%  -- | 12% | 11% | 10% | 11% | 14%  ++ |
| CRITICISMS; WASTE OF TAX DOLLARS, SELF PROMOTING, PROPAGANDA/EMPTY PROMISES, NO BENEFITS FOR MY SITUATION | 4% | 4% | 8%  ++++ | 5% | 5% | 1%  ---- | 4% | 6%  ++++ | 2%  ---- | 2%  --- | 5% | 5%  ++ | 5% | 4% | 4% | 2%  ---- | 4% | 6% |
| LOW INCOME HELP/SUPPORT | 4% | 5% | 6% | 4% | 4% | 5% | 5% | 3%  -- | 5%  ++ | 3% | 5% | 5% | 2%  -- | 5% | 5% | 4% | 4% | 6% |
| BUILD AWARENESS ABOUT THE ACCESSIBILITY & EASE OF THEIR SERVICES, INCLUDING WEBSITE & MOBILE APP | 5% | 6% | 2%  -- | 5% | 4% | 4% | 7% | 4% | 5% | 3%  - | 5% | 5% | 4% | 4% | 6%  ++ | 3%  -- | 6%  + | 6%  + |
| BUILD AWARENESS ABOUT TAX FILING PROCESS, CREDITS/BENEFIT PROGRAMS AVAILABLE | 5% | 8%  +++ | 2%  -- | 6% | 5% | 3%  -- | 4% | 4% | 5% | 5% | 4% | 5% | 5% | 5% | 4% | 4% | 5% | 4% |
| FILING TAXES CAN BE EASY/MAKING THE PROCESS MORE SIMPLE | 2% | 4%  ++ | 1% | 2% | 2% | 1% | 3% | 2% | 2% | 3% | 3% | 1%  -- | 2% | 2% | 2% | 3% | 2% | 2% |
| GOVERNMENT WANTS TO HELP/THERE FOR YOU (GENERAL MENTION) | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 2% |
| Other | 2% | 1% | 2% | 2% | 1% | 2% | 3%  ++ | 2%  ++ | 1%  -- | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 2% |
| No response | 16% | 17% | 16% | 20% | 14% | 18% | 19% | 19% | 14% | 19% | 12% | 19% | 24% | 18% | 12% | 19% | 14% | 12% |
| Chi2: | - | (99.9) |  |  |  |  |  | 99.9 |  | 99.9 |  |  | 99.9 |  |  | (90) |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| What do you think is the main point these ads are trying to get across? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1J |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| DO YOUR TAXES/ENCOURAGING PEOPLE TO FILE | 19% | 20% | 19% | 19% | 21% | 21%  +++ | 14%  --- | 20% | 20% | 19% | 19% | 17% | 21% | 23%  ++ | 18% | 15% | 21%  ++ | 15% | 21%  ++++ |
| DO YOUR TAXES TO GET (APPLICABLE) BENEFITS, YOU COULD QUALIFY FOR VARIOUS CREDITS | 27% | 36%  ++++ | 24%  ---- | 27% | 27% | 29%  +++ | 22%  --- | 27% | 30%  ++++ | 17%  -- | 27% | 21%  ---- | 27% | 26% | 29% | 28% | 30%  ++++ | 23% | 29%  ++++ |
| FILE ONLINE, DO IT YOURSELF, IT'S FAST/EASY/RELIABLE/INEXPENSIVE | 7% | 2%  ---- | 9%  ++++ | 7% | 9% | 7%  + | 5%  -- | 9% | 7% | 8% | 2% | 9%  ++ | 6% | 8% | 7% | 3%  -- | 8%  + | 5% | 7% |
| CRA/GOVERNMENT IS OFFERING HELP WITH FILING, HELP IS AVAILABLE IF NEEDED | 23% | 12%  ---- | 28%  ++++ | 23% | 27% | 21%  ---- | 32%  ++++ | 22% | 22% | 23% | 27% | 28%  +++ | 17%  -- | 16%  ---- | 27%  ++++ | 21% | 25%  ++ | 27% | 23% |
| HELP FOR FAMILIES/PARENTS, CHILD BENEFITS/CREDITS | 11% | 24%  ++++ | 5%  ---- | 11% | 8% | 11% | 11% | 8% | 13%  ++++ | 18%  ++ | 11% | 5%  ---- | 10% | 12% | 9%  --- | 9% | 11% | 10% | 11%  ++ |
| CRITICISMS; WASTE OF TAX DOLLARS, SELF PROMOTING, PROPAGANDA/EMPTY PROMISES, NO BENEFITS FOR MY SITUATION | 4% | 5% | 4% | 4% | 4% | 5%  ++++ | 1%  ---- | 4% | 4% | 6% | 0%  - | 5% | 3% | 8%  ++++ | 3%  --- | 9%  ++++ | 3%  ---- | 9%  +++ | 4%  --- |
| LOW INCOME HELP/SUPPORT | 4% | 4% | 5% | 4% | 4% | 4% | 5% | 3% | 5%  + | 5% | 1% | 4% | 2%  - | 4% | 5% | 4% | 5%  + | 3% | 5% |
| BUILD AWARENESS ABOUT THE ACCESSIBILITY & EASE OF THEIR SERVICES, INCLUDING WEBSITE & MOBILE APP | 5% | 3%  -- | 5%  ++ | 5% | 5% | 4% | 5% | 6% | 5% | 5% | 1% | 6% | 3% | 4% | 5% | 4% | 5% | 4% | 5%  + |
| BUILD AWARENESS ABOUT TAX FILING PROCESS, CREDITS/BENEFIT PROGRAMS AVAILABLE | 5% | 3%  - | 5% | 5%  + | 2%  - | 5% | 4% | 5% | 4% | 7% | 4% | 6% | 3% | 4% | 5% | 6% | 5% | 8%  + | 4% |
| FILING TAXES CAN BE EASY/MAKING THE PROCESS MORE SIMPLE | 2% | 1%  --- | 3%  +++ | 2% | 1% | 2% | 2% | 0% | 2% | 1% | 7%  +++ | 2% | 2% | 1% | 3% | 2% | 2% | 3% | 2% |
| GOVERNMENT WANTS TO HELP/THERE FOR YOU (GENERAL MENTION) | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 3% | 2% | 1% | 2% | 1% | 3%  + | 1% | 1% | 2% |
| Other | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 3% | 1% | 4%  ++ | 0% | 1% | 2% | 1% | 2% | 2% | 1%  - | 3% | 1%  - |
| No response | 16% | 12% | 19% | 17% | 15% | 16% | 18% | 15% | 14% | 13% | 18% | 19% | 24% | 15% | 14% | 16% | 13% | 17% | 14% |
| Chi2: | - | 99.9 |  | - |  | (99.9) |  |  | (99.9) |  |  |  |  | 99.9 |  | (99) |  | (90) |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| These ads catch my attention | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1KA  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 37% | 34% | 44%  +++ | 39% | 38% | 35% | 28%  --- | 41%  ++++ | 33%  ---- | 36% | 37% | 38% | 37% | 38% | 35% | 33%  -- | 39%  ++ | 37% |
| Neither (3) | 32% | 35% | 30% | 33% | 33% | 29% | 33% | 30% | 33%  + | 29% | 37%  ++++ | 29%  -- | 30% | 32% | 32% | 31% | 31% | 35% |
| Agree (4-5) | 27% | 26% | 23% | 24% | 25% | 31%  ++ | 32%  + | 24%  --- | 30%  +++ | 31%  +++ | 24%  -- | 26% | 25% | 25% | 29%  ++ | 31%  +++ | 26% | 26% |
| Strongly disagree 1 | 16% | 15% | 21% | 13% | 17% | 13% | 13% | 17% | 14% | 14% | 15% | 17% | 16% | 17% | 14% | 13% | 16% | 17% |
| 2 | 21% | 20% | 23% | 27% | 21% | 23% | 15% | 24% | 19% | 21% | 22% | 21% | 21% | 22% | 21% | 20% | 23% | 20% |
| 3 | 32% | 35% | 30% | 33% | 33% | 29% | 33% | 30% | 33% | 29% | 37% | 29% | 30% | 32% | 32% | 31% | 31% | 35% |
| 4 | 18% | 17% | 18% | 16% | 18% | 21% | 19% | 17% | 19% | 23% | 16% | 17% | 15% | 16% | 22% | 19% | 18% | 19% |
| Strongly agree 5 | 9% | 9% | 5% | 7% | 8% | 10% | 13% | 7% | 10% | 9% | 8% | 9% | 10% | 9% | 7% | 12% | 8% | 7% |
| No response | 5% | 5% | 3% | 5% | 4% | 5% | 6% | 5% | 4% | 4% | 2% | 8% | 8% | 4% | 3% | 5% | 4% | 2% |
| Chi2: | - | 90 |  |  |  |  |  | 99.9 |  | 99 |  |  | - |  |  | 95 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 2.82 | 2.85 | 2.61 | 2.78 | 2.77 | 2.92 | 3.05 | 2.71 | 2.93 | 2.90 | 2.80 | 2.78 | 2.79 | 2.79 | 2.88 | 2.97 | 2.77 | 2.78 |
| Standard Deviation: | 1.18 | 1.16 | 1.17 | 1.12 | 1.18 | 1.19 | 1.22 | 1.16 | 1.19 | 1.18 | 1.14 | 1.22 | 1.22 | 1.20 | 1.15 | 1.21 | 1.17 | 1.15 |
| Student's T: | \* | - | 99 | - | - | 95 | 99 | 99.9 | 99.9 | 90 | - | - | - | - | 90 | 99.9 | 90 | - |

| These ads catch my attention | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1KA  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 37% | 34% | 38% | 38%  +++ | 27%  ---- | 38% | 37% | 22%  ---- | 37% | 38% | 34% | 35% | 39% | 54%  ++++ | 28%  ---- | 52%  ++++ | 33%  ---- | 47%  +++ | 36% |
| Neither (3) | 32% | 32% | 32% | 32% | 34% | 32% | 29% | 39%  + | 33% | 31% | 27% | 29% | 37% | 25%  ---- | 33% | 28% | 33% | 34% | 32% |
| Agree (4-5) | 27% | 32%  ++++ | 25%  ---- | 26%  -- | 35%  +++ | 26% | 29% | 33%  + | 27% | 26% | 33% | 27% | 22% | 18%  ---- | 35%  ++++ | 16%  ---- | 30%  ++++ | 17%  --- | 28%  ++ |
| Strongly disagree 1 | 16% | 13% | 16% | 16% | 12% | 16% | 14% | 10% | 14% | 19% | 17% | 16% | 19% | 27% | 10% | 29% | 13% | 26% | 15% |
| 2 | 21% | 21% | 21% | 22% | 15% | 21% | 23% | 12% | 23% | 19% | 17% | 19% | 20% | 27% | 18% | 24% | 20% | 21% | 21% |
| 3 | 32% | 32% | 32% | 32% | 34% | 32% | 29% | 39% | 33% | 31% | 27% | 29% | 37% | 25% | 33% | 28% | 33% | 34% | 32% |
| 4 | 18% | 21% | 17% | 18% | 21% | 19% | 18% | 18% | 20% | 13% | 22% | 16% | 15% | 12% | 22% | 12% | 20% | 14% | 18% |
| Strongly agree 5 | 9% | 11% | 7% | 8% | 13% | 8% | 10% | 15% | 8% | 13% | 11% | 10% | 7% | 6% | 13% | 4% | 10% | 4% | 10% |
| No response | 5% | 2% | 6% | 4% | 5% | 4% | 5% | 5% | 3% | 5% | 6% | 9% | 2% | 3% | 4% | 4% | 4% | 2% | 4% |
| Chi2: | - | 99 |  | 99 |  | 99 |  |  | - |  |  |  |  | 99.9 |  | 99.9 |  | 99 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 2.82 | 2.96 | 2.77 | 2.79 | 3.09 | 2.79 | 2.87 | 3.16 | 2.83 | 2.80 | 2.93 | 2.84 | 2.71 | 2.40 | 3.12 | 2.37 | 2.93 | 2.48 | 2.85 |
| Standard Deviation: | 1.18 | 1.19 | 1.17 | 1.17 | 1.20 | 1.18 | 1.21 | 1.17 | 1.15 | 1.30 | 1.27 | 1.24 | 1.16 | 1.18 | 1.17 | 1.16 | 1.18 | 1.13 | 1.19 |
| Student's T: | \* | 99 | 99 | 99 | 99.9 | 90 | - | 99.9 | - | - | - | - | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99 |

| These ads are relevant to me | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1KB  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 40% | 42% | 46%  ++ | 44% | 41% | 37% | 31%  --- | 41% | 39% | 29%  ---- | 37%  -- | 52%  ++++ | 37% | 41% | 41% | 30%  ---- | 43%  ++ | 46%  ++ |
| Neither (3) | 21% | 21% | 21% | 20% | 19% | 21% | 27%  ++ | 20% | 21% | 20% | 25%  ++++ | 18%  --- | 18% | 21% | 22% | 20% | 21% | 24% |
| Agree (4-5) | 35% | 32% | 29%  - | 32% | 35% | 37% | 37% | 34% | 35% | 47%  ++++ | 36% | 23%  ---- | 37% | 34% | 35% | 45%  ++++ | 32%  - | 28%  -- |
| Strongly disagree 1 | 23% | 24% | 30% | 26% | 23% | 20% | 16% | 23% | 23% | 14% | 21% | 32% | 21% | 23% | 23% | 16% | 24% | 28% |
| 2 | 17% | 18% | 16% | 18% | 18% | 17% | 14% | 19% | 16% | 16% | 16% | 21% | 16% | 18% | 18% | 15% | 19% | 18% |
| 3 | 21% | 21% | 21% | 20% | 19% | 21% | 27% | 20% | 21% | 20% | 25% | 18% | 18% | 21% | 22% | 20% | 21% | 24% |
| 4 | 18% | 19% | 18% | 21% | 19% | 15% | 22% | 19% | 17% | 24% | 19% | 13% | 18% | 17% | 19% | 21% | 18% | 15% |
| Strongly agree 5 | 17% | 14% | 12% | 11% | 17% | 22% | 15% | 15% | 18% | 23% | 17% | 11% | 19% | 17% | 16% | 24% | 14% | 13% |
| No response | 4% | 4% | 3% | 4% | 4% | 5% | 5% | 4% | 4% | 4% | 3% | 7% | 8% | 5% | 2% | 5% | 3% | 2% |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | - |  |  | 99.9 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 2.88 | 2.79 | 2.65 | 2.72 | 2.88 | 3.02 | 3.06 | 2.85 | 2.90 | 3.28 | 2.96 | 2.47 | 2.98 | 2.86 | 2.86 | 3.23 | 2.78 | 2.67 |
| Standard Deviation: | 1.41 | 1.39 | 1.40 | 1.37 | 1.42 | 1.45 | 1.31 | 1.40 | 1.43 | 1.37 | 1.38 | 1.38 | 1.45 | 1.42 | 1.40 | 1.41 | 1.38 | 1.38 |
| Student's T: | \* | - | 99 | 90 | - | 95 | 95 | - | - | 99.9 | 95 | 99.9 | - | - | - | 99.9 | 95 | 99 |

| These ads are relevant to me | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1KB  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 40% | 27%  ---- | 46%  ++++ | 41%  + | 34%  - | 41% | 37% | 33%  - | 39%  - | 28%  -- | 25%  --- | 52%  ++++ | 35% | 56%  ++++ | 32%  ---- | 60%  ++++ | 37%  ---- | 55%  ++++ | 39%  -- |
| Neither (3) | 21% | 21% | 21% | 21% | 23% | 21% | 21% | 17% | 22% | 18% | 23% | 16%  --- | 26%  + | 17%  -- | 22% | 17% | 21% | 19% | 21% |
| Agree (4-5) | 35% | 51%  ++++ | 28%  ---- | 34%  -- | 41%  ++ | 33%  - | 37% | 48%  ++++ | 37%  ++ | 48%  ++ | 47%  ++ | 25%  ---- | 34% | 25%  ---- | 43%  ++++ | 21%  ---- | 39%  ++++ | 23%  --- | 37%  ++++ |
| Strongly disagree 1 | 23% | 14% | 26% | 23% | 21% | 23% | 19% | 19% | 21% | 14% | 11% | 31% | 22% | 34% | 16% | 40% | 20% | 35% | 22% |
| 2 | 17% | 13% | 19% | 18% | 13% | 18% | 17% | 14% | 18% | 13% | 14% | 20% | 13% | 22% | 15% | 21% | 17% | 21% | 17% |
| 3 | 21% | 21% | 21% | 21% | 23% | 21% | 21% | 17% | 22% | 18% | 23% | 16% | 26% | 17% | 22% | 17% | 21% | 19% | 21% |
| 4 | 18% | 23% | 16% | 18% | 20% | 19% | 15% | 23% | 20% | 23% | 23% | 14% | 13% | 14% | 20% | 12% | 19% | 15% | 18% |
| Strongly agree 5 | 17% | 28% | 12% | 16% | 21% | 15% | 22% | 25% | 17% | 25% | 24% | 11% | 21% | 11% | 23% | 9% | 20% | 8% | 18% |
| No response | 4% | 1% | 6% | 5% | 2% | 4% | 5% | 2% | 3% | 6% | 5% | 7% | 5% | 2% | 3% | 2% | 3% | 3% | 3% |
| Chi2: | - | 99.9 |  | 95 |  | 99 |  |  | 99.9 |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 2.88 | 3.38 | 2.66 | 2.85 | 3.07 | 2.83 | 3.03 | 3.22 | 2.94 | 3.33 | 3.36 | 2.49 | 2.98 | 2.45 | 3.19 | 2.29 | 3.02 | 2.39 | 2.94 |
| Standard Deviation: | 1.41 | 1.39 | 1.37 | 1.41 | 1.44 | 1.39 | 1.45 | 1.46 | 1.39 | 1.41 | 1.32 | 1.39 | 1.46 | 1.38 | 1.40 | 1.35 | 1.42 | 1.34 | 1.43 |
| Student's T: | \* | 99.9 | 99.9 | 90 | 95 | 95 | 95 | 99 | 95 | 99 | 99 | 99.9 | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| These ads are difficult to follow | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1KC  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 63% | 64% | 64% | 61% | 66%  + | 58%  -- | 61% | 62% | 64% | 65% | 68%  ++++ | 56%  ---- | 59%  -- | 63% | 66%  ++ | 63% | 63% | 65% |
| Neither (3) | 19% | 17% | 19% | 22% | 17% | 21% | 21% | 19% | 18% | 17% | 18% | 20% | 19% | 20% | 17%  - | 18% | 19% | 18% |
| Agree (4-5) | 13% | 13% | 13% | 13% | 11% | 16%  + | 12% | 14% | 12% | 14% | 10%  ---- | 16%  +++ | 14% | 12% | 13% | 12% | 13% | 13% |
| Strongly disagree 1 | 33% | 37% | 32% | 30% | 33% | 32% | 35% | 28% | 39% | 33% | 37% | 29% | 33% | 34% | 33% | 36% | 31% | 35% |
| 2 | 30% | 27% | 32% | 32% | 32% | 27% | 26% | 34% | 26% | 32% | 31% | 27% | 26% | 28% | 33% | 28% | 33% | 31% |
| 3 | 19% | 17% | 19% | 22% | 17% | 21% | 21% | 19% | 18% | 17% | 18% | 20% | 19% | 20% | 17% | 18% | 19% | 18% |
| 4 | 9% | 8% | 9% | 9% | 8% | 11% | 10% | 9% | 9% | 9% | 7% | 11% | 9% | 9% | 9% | 9% | 9% | 10% |
| Strongly agree 5 | 4% | 5% | 5% | 4% | 3% | 5% | 2% | 5% | 3% | 5% | 2% | 5% | 5% | 3% | 4% | 3% | 4% | 3% |
| No response | 5% | 6% | 4% | 4% | 6% | 5% | 6% | 5% | 6% | 4% | 4% | 8% | 9% | 5% | 4% | 7% | 5% | 3% |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 2.16 | 2.13 | 2.18 | 2.22 | 2.10 | 2.26 | 2.13 | 2.25 | 2.07 | 2.16 | 2.03 | 2.31 | 2.21 | 2.13 | 2.15 | 2.11 | 2.20 | 2.13 |
| Standard Deviation: | 1.13 | 1.19 | 1.14 | 1.11 | 1.09 | 1.18 | 1.10 | 1.12 | 1.14 | 1.15 | 1.06 | 1.19 | 1.19 | 1.11 | 1.12 | 1.13 | 1.13 | 1.12 |
| Student's T: | \* | - | - | - | 90 | 95 | - | 99.9 | 99.9 | - | 99.9 | 99.9 | - | - | - | - | - | - |

| These ads are difficult to follow | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1KC  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 63% | 74%  ++++ | 58%  ---- | 63% | 63% | 65%  ++ | 57%  --- | 63% | 65%  +++ | 58% | 59% | 57%  ---- | 68% | 51%  ---- | 71%  ++++ | 44%  ---- | 69%  ++++ | 52%  --- | 66%  ++++ |
| Neither (3) | 19% | 14%  ---- | 21%  ++++ | 18% | 21% | 17%  -- | 21% | 23% | 19% | 21% | 19% | 19% | 18% | 25%  ++++ | 15%  ---- | 23%  + | 16%  ---- | 19% | 18%  --- |
| Agree (4-5) | 13% | 10%  --- | 14%  +++ | 13% | 13% | 13% | 15%  + | 8%  - | 13% | 15% | 15% | 14% | 10% | 18%  ++++ | 10%  --- | 28%  ++++ | 11%  ---- | 23%  ++++ | 12%  ---- |
| Strongly disagree 1 | 33% | 42% | 29% | 33% | 34% | 35% | 29% | 33% | 33% | 30% | 36% | 31% | 41% | 26% | 39% | 25% | 37% | 26% | 35% |
| 2 | 30% | 32% | 29% | 30% | 29% | 30% | 28% | 31% | 32% | 28% | 23% | 26% | 27% | 25% | 32% | 18% | 33% | 26% | 31% |
| 3 | 19% | 14% | 21% | 18% | 21% | 17% | 21% | 23% | 19% | 21% | 19% | 19% | 18% | 25% | 15% | 23% | 16% | 19% | 18% |
| 4 | 9% | 6% | 10% | 9% | 8% | 9% | 11% | 3% | 9% | 9% | 8% | 10% | 5% | 10% | 8% | 15% | 8% | 10% | 8% |
| Strongly agree 5 | 4% | 3% | 4% | 4% | 5% | 4% | 5% | 5% | 3% | 6% | 7% | 4% | 5% | 8% | 2% | 12% | 3% | 13% | 3% |
| No response | 5% | 2% | 7% | 5% | 4% | 5% | 6% | 5% | 3% | 6% | 7% | 10% | 5% | 5% | 4% | 5% | 4% | 6% | 4% |
| Chi2: | - | 99.9 |  | - |  | 95 |  |  | - |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 2.16 | 1.95 | 2.26 | 2.16 | 2.18 | 2.13 | 2.30 | 2.13 | 2.15 | 2.29 | 2.22 | 2.23 | 2.01 | 2.46 | 1.99 | 2.69 | 2.04 | 2.55 | 2.10 |
| Standard Deviation: | 1.13 | 1.07 | 1.15 | 1.13 | 1.15 | 1.13 | 1.16 | 1.09 | 1.11 | 1.19 | 1.26 | 1.17 | 1.13 | 1.24 | 1.06 | 1.37 | 1.07 | 1.36 | 1.10 |
| Student's T: | \* | 99.9 | 99.9 | - | - | 95 | 99 | - | - | - | - | - | 90 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| The information in these ads is objective | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1KD  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 14% | 15% | 19%  +++ | 13% | 14% | 10%  --- | 15% | 15%  ++ | 12%  --- | 12% | 14% | 15% | 15% | 14% | 13% | 12% | 14% | 14% |
| Neither (3) | 26% | 24% | 27% | 33%  ++ | 27% | 24% | 24% | 25% | 27% | 26% | 26% | 25% | 26% | 29%  ++ | 24%  -- | 25% | 25% | 29% |
| Agree (4-5) | 53% | 54% | 44%  --- | 47%  - | 51% | 60%  ++++ | 52% | 52% | 54% | 54% | 54% | 50%  -- | 46%  --- | 50%  - | 58%  ++++ | 54% | 53% | 53% |
| Strongly disagree 1 | 6% | 6% | 10% | 6% | 7% | 3% | 8% | 7% | 5% | 5% | 6% | 7% | 8% | 7% | 5% | 6% | 7% | 6% |
| 2 | 7% | 8% | 9% | 7% | 7% | 7% | 7% | 8% | 6% | 7% | 7% | 7% | 7% | 7% | 7% | 7% | 7% | 8% |
| 3 | 26% | 24% | 27% | 33% | 27% | 24% | 24% | 25% | 27% | 26% | 26% | 25% | 26% | 29% | 24% | 25% | 25% | 29% |
| 4 | 30% | 32% | 32% | 29% | 30% | 30% | 26% | 32% | 29% | 28% | 33% | 29% | 25% | 27% | 35% | 28% | 32% | 31% |
| Strongly agree 5 | 23% | 22% | 13% | 18% | 21% | 30% | 27% | 20% | 25% | 26% | 21% | 21% | 21% | 23% | 24% | 26% | 21% | 22% |
| No response | 8% | 8% | 10% | 7% | 8% | 6% | 9% | 7% | 8% | 7% | 6% | 10% | 13% | 7% | 6% | 9% | 7% | 4% |
| Chi2: | - | 99 |  |  |  |  |  | 90 |  | - |  |  | 99 |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 3.60 | 3.59 | 3.30 | 3.50 | 3.55 | 3.83 | 3.60 | 3.54 | 3.67 | 3.68 | 3.59 | 3.54 | 3.51 | 3.56 | 3.67 | 3.68 | 3.57 | 3.57 |
| Standard Deviation: | 1.14 | 1.14 | 1.18 | 1.08 | 1.15 | 1.06 | 1.24 | 1.16 | 1.12 | 1.13 | 1.12 | 1.17 | 1.20 | 1.15 | 1.10 | 1.15 | 1.15 | 1.12 |
| Student's T: | \* | - | 99.9 | - | - | 99.9 | - | 95 | 99 | 90 | - | 90 | - | - | 99 | 95 | - | - |

| The information in these ads is objective | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1KD  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 14% | 15% | 13% | 14% | 12% | 15%  +++ | 10%  -- | 13% | 13% | 8% | 12% | 14% | 18%  + | 25%  ++++ | 10%  ---- | 28%  ++++ | 11%  ---- | 28%  ++++ | 12%  ---- |
| Neither (3) | 26% | 27% | 26% | 27%  ++ | 19%  -- | 27%  ++ | 23% | 20% | 27% | 34% | 18% | 24% | 27% | 27% | 20%  ---- | 29% | 23%  ---- | 28% | 25%  - |
| Agree (4-5) | 53% | 54% | 52% | 52%  -- | 62%  +++ | 50%  ---- | 60%  ++++ | 56% | 54% | 53% | 60% | 51% | 46%  - | 41%  ---- | 63%  ++++ | 37%  ---- | 58%  ++++ | 40%  --- | 55%  ++++ |
| Strongly disagree 1 | 6% | 8% | 6% | 6% | 8% | 7% | 3% | 7% | 5% | 3% | 7% | 8% | 10% | 13% | 6% | 16% | 5% | 18% | 6% |
| 2 | 7% | 7% | 7% | 8% | 5% | 8% | 7% | 6% | 8% | 5% | 6% | 7% | 8% | 13% | 5% | 12% | 6% | 9% | 7% |
| 3 | 26% | 27% | 26% | 27% | 19% | 27% | 23% | 20% | 27% | 34% | 18% | 24% | 27% | 27% | 20% | 29% | 23% | 28% | 25% |
| 4 | 30% | 30% | 30% | 29% | 37% | 30% | 29% | 29% | 32% | 26% | 28% | 29% | 25% | 26% | 33% | 21% | 33% | 22% | 31% |
| Strongly agree 5 | 23% | 24% | 22% | 22% | 25% | 20% | 31% | 27% | 22% | 27% | 32% | 22% | 21% | 15% | 30% | 15% | 26% | 18% | 24% |
| No response | 8% | 4% | 9% | 8% | 6% | 8% | 7% | 10% | 6% | 5% | 10% | 11% | 9% | 7% | 6% | 7% | 7% | 4% | 7% |
| Chi2: | - | - |  | 95 |  | 99 |  |  | 90 |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 3.60 | 3.57 | 3.61 | 3.59 | 3.72 | 3.51 | 3.84 | 3.69 | 3.61 | 3.72 | 3.80 | 3.57 | 3.43 | 3.20 | 3.82 | 3.10 | 3.72 | 3.13 | 3.66 |
| Standard Deviation: | 1.14 | 1.18 | 1.12 | 1.14 | 1.15 | 1.15 | 1.07 | 1.20 | 1.11 | 1.05 | 1.21 | 1.19 | 1.24 | 1.25 | 1.12 | 1.31 | 1.11 | 1.36 | 1.12 |
| Student's T: | \* | - | - | - | - | 99.9 | 99.9 | - | - | - | - | - | 90 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| These ads talk about an important topic | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1KE  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 10% | 13%  ++ | 13%  ++ | 8% | 11% | 6%  --- | 9% | 11%  + | 8%  -- | 9% | 10% | 10% | 9% | 10% | 10% | 8% | 9% | 13%  ++ |
| Neither (3) | 19% | 20% | 20% | 16% | 19% | 18% | 15% | 20%  ++ | 17%  - | 17% | 21%  ++ | 18% | 21% | 20% | 17%  -- | 17% | 19% | 22% |
| Agree (4-5) | 68% | 63%  - | 63% | 72% | 66% | 73%  +++ | 71% | 64%  ---- | 71%  +++ | 71%  ++ | 66% | 67% | 65% | 65%  -- | 72%  ++++ | 70%  + | 69% | 62%  -- |
| Strongly disagree 1 | 5% | 7% | 8% | 4% | 6% | 3% | 4% | 6% | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 5% | 5% | 7% |
| 2 | 4% | 6% | 5% | 4% | 4% | 3% | 5% | 5% | 4% | 3% | 5% | 4% | 3% | 4% | 5% | 3% | 4% | 6% |
| 3 | 19% | 20% | 20% | 16% | 19% | 18% | 15% | 20% | 17% | 17% | 21% | 18% | 21% | 20% | 17% | 17% | 19% | 22% |
| 4 | 32% | 30% | 31% | 38% | 33% | 31% | 29% | 34% | 30% | 33% | 34% | 29% | 33% | 28% | 35% | 31% | 33% | 32% |
| Strongly agree 5 | 36% | 33% | 32% | 34% | 33% | 43% | 42% | 30% | 41% | 38% | 32% | 38% | 32% | 37% | 37% | 40% | 35% | 31% |
| No response | 4% | 4% | 3% | 4% | 4% | 3% | 5% | 4% | 3% | 4% | 2% | 6% | 6% | 5% | 2% | 4% | 3% | 3% |
| Chi2: | - | 95 |  |  |  |  |  | 99 |  | - |  |  | 90 |  |  | 95 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 3.92 | 3.79 | 3.77 | 3.98 | 3.86 | 4.11 | 4.04 | 3.81 | 4.03 | 3.99 | 3.85 | 3.95 | 3.89 | 3.91 | 3.96 | 4.01 | 3.93 | 3.76 |
| Standard Deviation: | 1.11 | 1.19 | 1.20 | 1.03 | 1.13 | 0.99 | 1.10 | 1.12 | 1.09 | 1.09 | 1.10 | 1.14 | 1.09 | 1.15 | 1.09 | 1.09 | 1.09 | 1.17 |
| Student's T: | \* | 95 | 95 | - | 95 | 99.9 | - | 99.9 | 99.9 | - | 95 | - | - | - | - | 95 | - | 99 |

| These ads talk about an important topic | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1KE  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 10% | 9% | 10% | 10% | 7% | 11%  +++ | 7%  -- | 7% | 10% | 13% | 5% | 8%  - | 11% | 20%  ++++ | 5%  ---- | 32%  ++++ | 6%  ---- | 29%  ++++ | 8%  ---- |
| Neither (3) | 19% | 21%  + | 18%  - | 19%  ++ | 13%  -- | 20%  + | 16% | 16% | 20% | 14% | 19% | 16%  - | 21% | 24%  ++++ | 14%  ---- | 17% | 17%  -- | 15% | 18% |
| Agree (4-5) | 68% | 68% | 68% | 67%  -- | 76%  +++ | 65%  ---- | 74%  +++ | 74% | 67% | 68% | 70% | 70% | 65% | 52%  ---- | 79%  ++++ | 46%  ---- | 74%  ++++ | 52%  ---- | 71%  ++++ |
| Strongly disagree 1 | 5% | 4% | 6% | 6% | 3% | 6% | 3% | 4% | 5% | 10% | 3% | 5% | 8% | 11% | 3% | 20% | 3% | 20% | 4% |
| 2 | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 3% | 5% | 3% | 3% | 3% | 3% | 9% | 2% | 12% | 3% | 10% | 4% |
| 3 | 19% | 21% | 18% | 19% | 13% | 20% | 16% | 16% | 20% | 14% | 19% | 16% | 21% | 24% | 14% | 17% | 17% | 15% | 18% |
| 4 | 32% | 33% | 32% | 32% | 35% | 33% | 30% | 27% | 34% | 25% | 30% | 29% | 29% | 30% | 32% | 26% | 33% | 26% | 33% |
| Strongly agree 5 | 36% | 35% | 36% | 35% | 42% | 33% | 43% | 47% | 33% | 42% | 40% | 41% | 37% | 22% | 46% | 20% | 41% | 26% | 38% |
| No response | 4% | 2% | 5% | 4% | 4% | 4% | 3% | 3% | 3% | 5% | 5% | 6% | 3% | 4% | 3% | 4% | 3% | 4% | 3% |
| Chi2: | - | - |  | 99 |  | 99 |  |  | - |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 3.92 | 3.92 | 3.92 | 3.90 | 4.13 | 3.85 | 4.10 | 4.14 | 3.87 | 3.92 | 4.08 | 4.05 | 3.86 | 3.45 | 4.21 | 3.15 | 4.07 | 3.29 | 4.01 |
| Standard Deviation: | 1.11 | 1.07 | 1.13 | 1.12 | 1.00 | 1.14 | 1.03 | 1.06 | 1.10 | 1.29 | 1.00 | 1.10 | 1.20 | 1.26 | 0.95 | 1.44 | 1.01 | 1.48 | 1.05 |
| Student's T: | \* | - | - | 99 | 99 | 99.9 | 99.9 | 95 | 95 | - | - | 99 | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| These ads provide new information | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1KF  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 30% | 35%  ++ | 35%  ++ | 28% | 32%  ++ | 23%  ---- | 23%  -- | 30% | 29% | 26%  -- | 36%  ++++ | 26%  --- | 27% | 29% | 31% | 27%  -- | 29% | 37%  +++ |
| Neither (3) | 26% | 25% | 26% | 29% | 24%  -- | 31%  +++ | 23% | 27% | 26% | 26% | 26% | 27% | 28% | 26% | 26% | 25% | 27% | 25% |
| Agree (4-5) | 39% | 36% | 34% | 39% | 39% | 40% | 45%  ++ | 37% | 40% | 43%  ++ | 34%  --- | 40% | 35% | 40% | 40% | 42%  ++ | 39% | 36% |
| Strongly disagree 1 | 13% | 14% | 17% | 14% | 14% | 9% | 14% | 13% | 13% | 10% | 16% | 13% | 12% | 14% | 13% | 12% | 12% | 18% |
| 2 | 17% | 20% | 18% | 14% | 19% | 14% | 9% | 18% | 16% | 16% | 21% | 13% | 15% | 15% | 18% | 15% | 18% | 19% |
| 3 | 26% | 25% | 26% | 29% | 24% | 31% | 23% | 27% | 26% | 26% | 26% | 27% | 28% | 26% | 26% | 25% | 27% | 25% |
| 4 | 25% | 23% | 20% | 22% | 24% | 27% | 30% | 26% | 23% | 28% | 23% | 24% | 19% | 25% | 27% | 24% | 27% | 23% |
| Strongly agree 5 | 14% | 13% | 14% | 16% | 15% | 13% | 15% | 11% | 17% | 15% | 12% | 16% | 16% | 15% | 13% | 18% | 12% | 13% |
| No response | 5% | 4% | 4% | 4% | 5% | 6% | 9% | 6% | 5% | 5% | 3% | 8% | 9% | 5% | 3% | 6% | 4% | 2% |
| Chi2: | - | 99 |  |  |  |  |  | - |  | 99.9 |  |  | - |  |  | 95 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 3.10 | 3.00 | 2.96 | 3.13 | 3.08 | 3.22 | 3.26 | 3.06 | 3.15 | 3.24 | 2.94 | 3.18 | 3.13 | 3.12 | 3.09 | 3.23 | 3.11 | 2.95 |
| Standard Deviation: | 1.25 | 1.26 | 1.30 | 1.28 | 1.28 | 1.15 | 1.28 | 1.22 | 1.29 | 1.21 | 1.25 | 1.27 | 1.27 | 1.27 | 1.23 | 1.28 | 1.21 | 1.31 |
| Student's T: | \* | - | 90 | - | - | 95 | 90 | - | 90 | 99 | 99.9 | 95 | - | - | - | 99 | - | 95 |

| These ads provide new information | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1KF  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 30% | 40%  ++++ | 26%  ---- | 30% | 28% | 32%  ++++ | 24%  --- | 27% | 32%  +++ | 29% | 20%  - | 24%  --- | 32% | 44%  ++++ | 23%  ---- | 46%  ++++ | 28%  -- | 45%  ++++ | 29% |
| Neither (3) | 26% | 24% | 27% | 27% | 23% | 26% | 29% | 20%  - | 26% | 26% | 23% | 25% | 32%  + | 23%  - | 26% | 21% | 26% | 24% | 26% |
| Agree (4-5) | 39% | 34%  --- | 41%  +++ | 38% | 44%  + | 37%  - | 41% | 47%  ++ | 38% | 41% | 48%  + | 42%  + | 31%  -- | 29%  ---- | 47%  ++++ | 29%  --- | 41%  ++++ | 28%  --- | 41%  ++++ |
| Strongly disagree 1 | 13% | 18% | 11% | 13% | 12% | 14% | 10% | 12% | 13% | 16% | 7% | 13% | 18% | 22% | 10% | 25% | 12% | 22% | 13% |
| 2 | 17% | 21% | 15% | 17% | 16% | 18% | 14% | 15% | 20% | 13% | 13% | 12% | 14% | 22% | 13% | 21% | 16% | 24% | 16% |
| 3 | 26% | 24% | 27% | 27% | 23% | 26% | 29% | 20% | 26% | 26% | 23% | 25% | 32% | 23% | 26% | 21% | 26% | 24% | 26% |
| 4 | 25% | 21% | 26% | 24% | 28% | 23% | 27% | 27% | 25% | 20% | 26% | 25% | 20% | 20% | 28% | 18% | 26% | 15% | 26% |
| Strongly agree 5 | 14% | 13% | 15% | 14% | 16% | 14% | 14% | 20% | 13% | 20% | 22% | 17% | 11% | 9% | 19% | 11% | 15% | 13% | 15% |
| No response | 5% | 2% | 7% | 5% | 5% | 5% | 6% | 6% | 4% | 4% | 8% | 9% | 5% | 4% | 4% | 4% | 4% | 3% | 4% |
| Chi2: | - | 99.9 |  | - |  | 99 |  |  | 99 |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 3.10 | 2.89 | 3.20 | 3.09 | 3.22 | 3.05 | 3.21 | 3.28 | 3.06 | 3.16 | 3.46 | 3.23 | 2.91 | 2.71 | 3.34 | 2.68 | 3.16 | 2.74 | 3.14 |
| Standard Deviation: | 1.25 | 1.30 | 1.22 | 1.25 | 1.27 | 1.27 | 1.19 | 1.33 | 1.23 | 1.37 | 1.22 | 1.28 | 1.26 | 1.29 | 1.22 | 1.34 | 1.24 | 1.33 | 1.26 |
| Student's T: | \* | 99.9 | 99.9 | - | - | 99 | 95 | - | 95 | - | 95 | 95 | 95 | 99.9 | 99.9 | 99.9 | 99 | 99.9 | 99 |

| These ads clearly convey that there are benefits that you can get from the Government of Canada when you do your taxes | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1KG  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 9% | 8% | 13%  ++ | 9% | 9% | 9% | 10% | 11%  ++ | 8%  --- | 10% | 7%  --- | 11%  ++ | 10% | 10% | 8% | 8% | 10% | 9% |
| Neither (3) | 15% | 15% | 19%  ++ | 13% | 14% | 14% | 13% | 15% | 14% | 15% | 15% | 14% | 17%  + | 15% | 13%  - | 13% | 15% | 15% |
| Agree (4-5) | 72% | 73% | 65%  --- | 73% | 73% | 73% | 73% | 69%  --- | 75%  +++ | 72% | 76%  +++ | 69%  --- | 66%  --- | 71% | 76%  ++++ | 74% | 72% | 74% |
| Strongly disagree 1 | 4% | 5% | 6% | 4% | 4% | 3% | 3% | 4% | 3% | 4% | 3% | 5% | 5% | 4% | 3% | 3% | 4% | 4% |
| 2 | 6% | 3% | 7% | 5% | 5% | 6% | 7% | 7% | 4% | 6% | 5% | 6% | 5% | 6% | 5% | 5% | 6% | 5% |
| 3 | 15% | 15% | 19% | 13% | 14% | 14% | 13% | 15% | 14% | 15% | 15% | 14% | 17% | 15% | 13% | 13% | 15% | 15% |
| 4 | 30% | 35% | 31% | 30% | 32% | 26% | 27% | 32% | 29% | 31% | 33% | 27% | 25% | 30% | 33% | 29% | 31% | 34% |
| Strongly agree 5 | 42% | 38% | 34% | 43% | 41% | 47% | 46% | 37% | 46% | 41% | 42% | 42% | 41% | 41% | 43% | 44% | 41% | 40% |
| No response | 4% | 4% | 4% | 5% | 4% | 4% | 5% | 5% | 3% | 4% | 2% | 6% | 7% | 4% | 3% | 5% | 3% | 2% |
| Chi2: | - | - |  |  |  |  |  | 99 |  | 95 |  |  | 90 |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 4.05 | 4.01 | 3.83 | 4.08 | 4.06 | 4.11 | 4.12 | 3.95 | 4.13 | 4.03 | 4.11 | 4.00 | 3.99 | 4.02 | 4.10 | 4.12 | 4.03 | 4.02 |
| Standard Deviation: | 1.09 | 1.07 | 1.17 | 1.08 | 1.06 | 1.09 | 1.08 | 1.11 | 1.05 | 1.09 | 1.00 | 1.17 | 1.15 | 1.11 | 1.04 | 1.05 | 1.08 | 1.07 |
| Student's T: | \* | - | 99 | - | - | - | - | 99.9 | 99.9 | - | 95 | - | - | - | 95 | 95 | - | - |

| These ads clearly convey that there are benefits that you can get from the Government of Canada when you do your taxes | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1KG  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 9% | 7%  -- | 10%  ++ | 10% | 7% | 9% | 10% | 7% | 9% | 12% | 9% | 9% | 11% | 20%  ++++ | 5%  ---- | 31%  ++++ | 6%  ---- | 33%  ++++ | 7%  ---- |
| Neither (3) | 15% | 13% | 15% | 15% | 13% | 15% | 13% | 14% | 14% | 17% | 12% | 14% | 17% | 18%  ++ | 11%  ---- | 16% | 11%  ---- | 10% | 14%  --- |
| Agree (4-5) | 72% | 78%  ++++ | 70%  ---- | 72% | 78%  ++ | 72% | 72% | 76% | 74%  ++ | 66% | 73% | 71% | 68% | 59%  ---- | 81%  ++++ | 50%  ---- | 79%  ++++ | 53%  ---- | 76%  ++++ |
| Strongly disagree 1 | 4% | 3% | 4% | 4% | 3% | 4% | 3% | 4% | 3% | 5% | 4% | 5% | 5% | 10% | 2% | 18% | 2% | 21% | 3% |
| 2 | 6% | 4% | 6% | 6% | 3% | 5% | 7% | 3% | 6% | 7% | 4% | 4% | 6% | 10% | 3% | 13% | 4% | 12% | 5% |
| 3 | 15% | 13% | 15% | 15% | 13% | 15% | 13% | 14% | 14% | 17% | 12% | 14% | 17% | 18% | 11% | 16% | 11% | 10% | 14% |
| 4 | 30% | 29% | 31% | 30% | 31% | 32% | 26% | 30% | 32% | 31% | 33% | 25% | 27% | 29% | 29% | 23% | 31% | 19% | 31% |
| Strongly agree 5 | 42% | 49% | 39% | 41% | 47% | 40% | 47% | 46% | 41% | 34% | 40% | 45% | 41% | 30% | 52% | 27% | 48% | 34% | 45% |
| No response | 4% | 2% | 5% | 4% | 2% | 4% | 5% | 3% | 3% | 5% | 6% | 6% | 4% | 3% | 3% | 3% | 3% | 4% | 3% |
| Chi2: | - | 99 |  | - |  | - |  |  | - |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 4.05 | 4.20 | 3.99 | 4.04 | 4.18 | 4.03 | 4.10 | 4.15 | 4.05 | 3.87 | 4.07 | 4.09 | 3.97 | 3.61 | 4.31 | 3.28 | 4.23 | 3.35 | 4.14 |
| Standard Deviation: | 1.09 | 1.02 | 1.11 | 1.09 | 1.01 | 1.08 | 1.10 | 1.04 | 1.06 | 1.14 | 1.07 | 1.12 | 1.16 | 1.29 | 0.92 | 1.47 | 0.96 | 1.58 | 1.01 |
| Student's T: | \* | 99.9 | 99.9 | - | 95 | - | - | - | - | - | - | - | - | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| These ads clearly convey that there are Government of Canada online services that you can use to do your taxes | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1KH  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Disagree (1-2) | 12% | 13% | 16%  + | 17%  ++ | 11% | 11% | 12% | 13% | 12% | 12% | 14% | 11% | 12% | 11%  - | 13% | 12% | 12% | 14% |
| Neither (3) | 19% | 24%  ++ | 22% | 21% | 19% | 16%  - | 16% | 20% | 18% | 18% | 21% | 19% | 22% | 20% | 17%  - | 18% | 21%  + | 21% |
| Agree (4-5) | 64% | 59%  - | 59%  - | 57%  -- | 66% | 68%  + | 69% | 62%  - | 66%  + | 66% | 62% | 65% | 58%  --- | 65% | 67%  ++ | 65% | 64% | 63% |
| Strongly disagree 1 | 5% | 7% | 7% | 6% | 4% | 4% | 4% | 5% | 5% | 4% | 5% | 5% | 4% | 4% | 5% | 5% | 5% | 6% |
| 2 | 8% | 6% | 9% | 12% | 8% | 7% | 8% | 8% | 7% | 8% | 8% | 7% | 8% | 6% | 8% | 7% | 7% | 8% |
| 3 | 19% | 24% | 22% | 21% | 19% | 16% | 16% | 20% | 18% | 18% | 21% | 19% | 22% | 20% | 17% | 18% | 21% | 21% |
| 4 | 31% | 34% | 32% | 32% | 33% | 27% | 28% | 31% | 31% | 32% | 32% | 29% | 25% | 32% | 33% | 30% | 31% | 32% |
| Strongly agree 5 | 33% | 25% | 27% | 25% | 33% | 41% | 41% | 31% | 35% | 34% | 30% | 36% | 33% | 33% | 34% | 35% | 33% | 31% |
| No response | 4% | 4% | 3% | 4% | 4% | 5% | 3% | 4% | 4% | 4% | 3% | 5% | 8% | 4% | 2% | 5% | 3% | 2% |
| Chi2: | - | 95 |  |  |  |  |  | - |  | - |  |  | 95 |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |
| Mean: | 3.84 | 3.67 | 3.66 | 3.62 | 3.87 | 3.98 | 3.98 | 3.80 | 3.88 | 3.88 | 3.76 | 3.90 | 3.80 | 3.86 | 3.85 | 3.89 | 3.83 | 3.76 |
| Standard Deviation: | 1.13 | 1.15 | 1.19 | 1.17 | 1.09 | 1.14 | 1.13 | 1.14 | 1.13 | 1.11 | 1.15 | 1.14 | 1.16 | 1.10 | 1.14 | 1.13 | 1.12 | 1.15 |
| Student's T: | \* | 99 | 95 | 99 | - | 99 | 90 | 90 | 90 | - | 95 | 90 | - | - | - | - | - | - |

| These ads clearly convey that there are Government of Canada online services that you can use to do your taxes | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1KH  Please indicate your level of agreement with the following statements about these ads |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Disagree (1-2) | 12% | 14%  + | 11%  - | 12% | 15% | 13% | 11% | 14% | 13% | 14% | 18% | 9%  -- | 15% | 26%  ++++ | 7%  ---- | 36%  ++++ | 8%  ---- | 30%  ++++ | 11%  ---- |
| Neither (3) | 19% | 20% | 19% | 19% | 18% | 20%  ++ | 16%  - | 15% | 20% | 27%  + | 9%  -- | 17% | 23% | 26%  ++++ | 13%  ---- | 27%  +++ | 15%  ---- | 19% | 18%  -- |
| Agree (4-5) | 64% | 63% | 65% | 64% | 65% | 63%  - | 67% | 68% | 65% | 52%  -- | 66% | 67%  + | 58%  - | 45%  ---- | 76%  ++++ | 33%  ---- | 74%  ++++ | 47%  ---- | 68%  ++++ |
| Strongly disagree 1 | 5% | 6% | 4% | 4% | 8% | 5% | 4% | 9% | 5% | 4% | 4% | 4% | 6% | 12% | 2% | 20% | 3% | 20% | 4% |
| 2 | 8% | 9% | 7% | 8% | 7% | 8% | 7% | 5% | 8% | 10% | 14% | 5% | 9% | 14% | 5% | 16% | 5% | 9% | 7% |
| 3 | 19% | 20% | 19% | 19% | 18% | 20% | 16% | 15% | 20% | 27% | 9% | 17% | 23% | 26% | 13% | 27% | 15% | 19% | 18% |
| 4 | 31% | 35% | 30% | 32% | 24% | 33% | 25% | 26% | 33% | 20% | 26% | 29% | 34% | 28% | 31% | 17% | 35% | 15% | 33% |
| Strongly agree 5 | 33% | 28% | 35% | 32% | 41% | 30% | 42% | 42% | 32% | 32% | 39% | 39% | 24% | 17% | 46% | 15% | 39% | 31% | 35% |
| No response | 4% | 3% | 5% | 4% | 3% | 4% | 5% | 3% | 3% | 7% | 8% | 6% | 3% | 3% | 4% | 5% | 3% | 5% | 3% |
| Chi2: | - | - |  | - |  | - |  |  | 99 |  |  |  |  | 99.9 |  | 99.9 |  | 99.9 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |
| Mean: | 3.84 | 3.73 | 3.88 | 3.84 | 3.87 | 3.79 | 4.00 | 3.89 | 3.82 | 3.71 | 3.91 | 3.99 | 3.63 | 3.25 | 4.17 | 2.91 | 4.05 | 3.29 | 3.91 |
| Standard Deviation: | 1.13 | 1.15 | 1.13 | 1.11 | 1.26 | 1.12 | 1.13 | 1.28 | 1.13 | 1.17 | 1.22 | 1.10 | 1.14 | 1.25 | 1.00 | 1.36 | 1.01 | 1.54 | 1.08 |
| Student's T: | \* | 99 | 99 | - | - | 99 | 99 | - | - | - | - | 99.9 | 99 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 | 99.9 |

| Over the past month, have you seen, read or heard any of these ads? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| T1HB |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Yes | 7% | 5% | 7% | 7% | 7% | 8% | 8% | 8% | 6% | 6% | 6%  -- | 9%  +++ | 10%  ++ | 8% | 5%  --- | 7% | 8% | 6% |
| No | 90% | 90% | 90% | 91% | 90% | 89% | 89% | 88%  -- | 91%  ++ | 91% | 91% | 88%  -- | 88% | 90% | 91% | 90% | 90% | 91% |
| No response | 3% | 5% | 3% | 2% | 2% | 3% | 3% | 4% | 2% | 2% | 4% | 3% | 2% | 2% | 4% | 3% | 3% | 3% |
| Chi2: | - | - |  |  |  |  |  | - |  | 95 |  |  | 99 |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Over the past month, have you seen, read or heard any of these ads? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| T1HB |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Yes | 7% | 6% | 7% | 7% | 8% | 7% | 6% | 9% | 6%  -- | 8% | 10% | 10%  +++ | 6% | 5%  - | 10%  ++++ | 5% | 8% | 3%  -- | 7% |
| No | 90% | 91% | 89% | 90% | 89% | 90% | 90% | 89% | 91% | 91% | 90% | 87%  -- | 91% | 92%  + | 88%  --- | 93% | 89% | 93% | 90% |
| No response | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 2% | 3% | 1% | 0% | 3% | 3% | 3% | 2% | 2% | 3% | 4% | 3% |
| Chi2: | - | - |  | - |  | - |  |  | 90 |  |  |  |  | 99 |  | - |  | 95 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| How often do you read the paper copy of a daily newspaper in a typical week? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Never | 49% | 46% | 54% | 52% | 48% | 51% | 50% | 48% | 50% | 62%  ++++ | 54%  ++++ | 33%  ---- | 46% | 51% | 49% | 52%  ++ | 50% | 49% |
| Once a week | 22% | 25% | 23% | 21% | 21% | 22% | 20% | 22% | 22% | 23% | 22% | 21% | 24% | 22% | 21% | 25%  ++ | 20% | 18%  - |
| 2-3 times a week | 9% | 16%  ++++ | 6%  -- | 7% | 10% | 7%  -- | 10% | 9% | 10% | 6%  --- | 10% | 11%  ++ | 11% | 10% | 8% | 9% | 10% | 7% |
| 4-5 times a week | 5% | 3%  - | 4% | 5% | 5% | 4% | 7%  + | 5% | 5% | 4% | 5% | 5% | 6% | 4% | 5% | 4% | 4% | 6% |
| More than 5 times a week | 14% | 9%  --- | 12% | 15% | 16%  + | 15% | 12% | 15% | 13% | 3%  ---- | 9%  ---- | 28%  ++++ | 13% | 11%  --- | 16%  +++ | 8%  ---- | 14% | 19%  +++ |
| No response | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 3% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |
| Chi2: | - | 99 |  |  |  |  |  | - |  | 99.9 |  |  | 95 |  |  | 99.9 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| How often do you read the paper copy of a daily newspaper in a typical week? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Never | 49% | 56%  ++++ | 46%  ---- | 49% | 48% | 49% | 51% | 49% | 53%  ++++ | 49% | 64%  +++ | 32%  ---- | 57%  ++ | 46% | 48% | 45% | 50% | 53% | 49% |
| Once a week | 22% | 22% | 22% | 22% | 23% | 22% | 22% | 22% | 23% | 29% | 20% | 19%  - | 22% | 24% | 22% | 26% | 21% | 21% | 22% |
| 2-3 times a week | 9% | 8% | 10% | 9% | 9% | 10% | 7% | 10% | 10% | 12% | 6% | 11% | 4%  --- | 11% | 9% | 9% | 9% | 7% | 9% |
| 4-5 times a week | 5% | 5% | 5% | 5% | 5% | 5% | 4% | 4% | 5% | 5% | 4% | 5% | 5% | 4% | 5% | 5% | 5% | 4% | 5% |
| More than 5 times a week | 14% | 8%  ---- | 16%  ++++ | 14% | 13% | 14% | 13% | 14% | 9%  ---- | 5%  -- | 3%  --- | 33%  ++++ | 11% | 14% | 15% | 13% | 14% | 13% | 14% |
| No response | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 0% | 3% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% |
| Chi2: | - | 99.9 |  | - |  | - |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| How often do you read the paper copy of a free "commuter" newspaper in a typical week? This refers to free newspapers such as Metro and 24 Hours. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Never | 69% | 60%  ---- | 64%  -- | 64%  - | 72%  ++ | 72% | 76%  ++ | 68% | 70% | 69% | 72%  ++ | 66%  --- | 69% | 66%  -- | 72%  ++ | 66%  - | 70% | 74%  ++ |
| Once a week | 20% | 24%  + | 23% | 25%  ++ | 18% | 18% | 15% | 20% | 19% | 19% | 17%  -- | 23%  +++ | 19% | 21% | 19% | 21% | 19% | 16% |
| 2-3 times a week | 5% | 7%  + | 7% | 5% | 5% | 4% | 4% | 6% | 5% | 4% | 5% | 5% | 4% | 6%  + | 5% | 6% | 5% | 5% |
| 4-5 times a week | 4% | 6%  ++ | 3% | 3% | 3% | 4% | 3% | 4% | 4% | 5% | 3% | 4% | 5% | 4% | 3% | 4% | 4% | 3% |
| No response | 2% | 3% | 3% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 3% | 2% | 1% |
| Chi2: | - | 95 |  |  |  |  |  | - |  | 90 |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| How often do you read the paper copy of a free "commuter" newspaper in a typical week? This refers to free newspapers such as Metro and 24 Hours. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Never | 69% | 73%  +++ | 67%  --- | 72%  ++++ | 50%  ---- | 70%  + | 72% | 43%  ---- | 70% | 68% | 62% | 67% | 75%  + | 70% | 67%  - | 69% | 69% | 65% | 70% |
| Once a week | 20% | 17%  -- | 21%  ++ | 19%  -- | 26%  ++ | 19% | 19% | 30%  +++ | 18%  -- | 20% | 30%  ++ | 22% | 20% | 21% | 20% | 21% | 20% | 23% | 20% |
| 2-3 times a week | 5% | 4% | 6% | 5%  --- | 10%  ++++ | 5% | 4% | 12%  ++++ | 5% | 3% | 3% | 6% | 4% | 4%  - | 7%  +++ | 2%  - | 6%  ++ | 4% | 5% |
| 4-5 times a week | 4% | 4% | 4% | 3%  ---- | 10%  ++++ | 3%  - | 3% | 11%  ++++ | 4%  + | 6% | 2% | 3% | 0%  -- | 4% | 4% | 5% | 4% | 7%  ++ | 3% |
| No response | 2% | 2% | 2% | 2% | 4% | 2% | 2% | 3% | 2% | 3% | 3% | 3% | 1% | 2% | 2% | 2% | 2% | 0% | 2% |
| Chi2: | - | 95 |  | 99.9 |  | 99.9 |  |  | (95) |  |  |  |  | - |  | - |  | 90 |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| In an average day, how many hours do you spend on the Internet? This includes on work and home computers, laptops, tablets, and cell phones. | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Less than 1 hour a day | 9% | 7%  - | 9% | 8% | 8% | 13%  +++ | 10% | 10% | 9% | 5%  ---- | 8%  -- | 15%  ++++ | 11% | 12%  ++ | 7%  ---- | 11% | 10% | 3%  ---- |
| Between 1 and 2 hours a day | 23% | 21% | 21% | 29%  ++ | 21%  - | 27%  ++ | 23% | 22% | 24% | 13%  ---- | 23% | 32%  ++++ | 23% | 26%  ++ | 21%  - | 22% | 24% | 24% |
| Between 2 and 4 hours a day | 33% | 35% | 34% | 35% | 32% | 34% | 36% | 33% | 34% | 32% | 33% | 34% | 33% | 32% | 35% | 33% | 33% | 35% |
| Between 4 and 8 hours a day | 23% | 26% | 25% | 23% | 25% | 18%  --- | 22% | 23% | 23% | 30%  ++++ | 25%  + | 15%  ---- | 23% | 20%  -- | 25%  ++ | 23% | 22% | 28%  ++ |
| More than 8 hours a day | 11% | 11% | 10% | 6%  -- | 14%  ++++ | 8%  - | 8% | 12% | 10% | 19%  ++++ | 11% | 4%  ---- | 10% | 10% | 12% | 11% | 11% | 10% |
| No response | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | 99.9 |  |  |  |  |  | - |  | 99.9 |  |  | 99 |  |  | 99 |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| In an average day, how many hours do you spend on the Internet? This includes on work and home computers, laptops, tablets, and cell phones. | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Less than 1 hour a day | 9% | 8%  - | 10%  + | 10%  + | 6%  - | 8%  -- | 13%  +++ | 8% | 7%  ---- | 10% | 2%  -- | 17%  ++++ | 10% | 9% | 9% | 14%  ++ | 8%  --- | 13% | 8%  --- |
| Between 1 and 2 hours a day | 23% | 24% | 23% | 24% | 18%  -- | 22%  -- | 28%  ++ | 16%  -- | 21%  --- | 17% | 11%  --- | 33%  ++++ | 23% | 23% | 23% | 20% | 24% | 20% | 23% |
| Between 2 and 4 hours a day | 33% | 34% | 33% | 33% | 37% | 34% | 33% | 35% | 34% | 29% | 30% | 35% | 32% | 33% | 34% | 29% | 35% | 28% | 35%  ++++ |
| Between 4 and 8 hours a day | 23% | 24% | 22% | 23% | 23% | 25%  +++ | 17%  --- | 25% | 26%  ++++ | 28% | 36%  +++ | 12%  ---- | 23% | 23% | 23% | 27% | 22% | 24% | 22% |
| More than 8 hours a day | 11% | 11% | 11% | 10%  ---- | 16%  ++ | 11% | 9% | 16%  ++ | 13%  ++++ | 16% | 19%  ++ | 2%  ---- | 12% | 11% | 10% | 9% | 11% | 15% | 11% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% |
| Chi2: | - | - |  | 99 |  | 99.9 |  |  | 99.9 |  |  |  |  | - |  | 95 |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Which social media platforms do you access regularly, either at home or at work? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Twitter | 19% | 18% | 27%  ++++ | 21% | 22%  +++ | 11%  ---- | 19% | 20% | 19% | 23%  ++ | 24%  ++++ | 11%  ---- | 18% | 16%  --- | 23%  ++++ | 17%  - | 20% | 28%  ++++ |
| Facebook | 68% | 64%  - | 66% | 66% | 66% | 73%  ++ | 77%  +++ | 61%  ---- | 75%  ++++ | 80%  ++++ | 68% | 59%  ---- | 71% | 72%  +++ | 65%  --- | 75%  ++++ | 69% | 59%  ---- |
| Instagram | 19% | 19% | 21% | 20% | 22%  +++ | 12%  ---- | 19% | 16%  --- | 21%  +++ | 39%  ++++ | 15%  --- | 6%  ---- | 20% | 18% | 19% | 21%  ++ | 18% | 20% |
| LinkedIn | 18% | 18% | 23%  +++ | 16% | 19% | 14%  -- | 14% | 22%  ++++ | 14%  ---- | 16% | 23%  ++++ | 14%  ---- | 9%  ---- | 15%  --- | 24%  ++++ | 11%  ---- | 19% | 31%  ++++ |
| Snapchat | 10% | 9% | 11% | 13%  + | 9% | 8% | 14%  ++ | 9%  - | 11% | 29%  ++++ | 3%  ---- | 1%  ---- | 13%  ++ | 11% | 8%  --- | 13%  ++++ | 10% | 5%  --- |
| Pinterest | 14% | 13% | 15% | 16% | 14% | 13% | 17% | 5%  ---- | 23%  ++++ | 17%  ++ | 14% | 12%  --- | 12% | 16%  ++ | 13% | 17%  ++ | 14% | 11%  - |
| YOUTUBE | 1% | 2% | 2%  ++ | 1% | 1% | 1% | 0% | 2%  +++ | 0%  --- | 2% | 1% | 1%  - | 1% | 2%  + | 1% | 2%  + | 1%  - | 2% |
| REDDIT | 1% | 1% | 1% | 2% | 2%  ++ | 1% | 1% | 2%  +++ | 1%  --- | 3%  ++++ | 1% | 0%  ---- | 1% | 1%  -- | 2%  +++ | 2% | 2% | 1% |
| TUMBLR | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 0%  --- | 1%  +++ | 1%  ++ | 1% | 0%  --- | 1%  + | 0% | 0% | 1%  + | 0% | 0% |
| Other | 1% | 1% | 1% | 3%  ++ | 1% | 1% | 1% | 2%  +++ | 0%  --- | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1%  - | 3%  +++ |
| None | 21% | 25%  + | 21% | 24% | 19% | 20% | 19% | 26%  ++++ | 16%  ---- | 7%  ---- | 20% | 33%  ++++ | 21% | 19%  - | 22% | 17%  --- | 20% | 23% |
| No response | 1% | 2% | 2% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% |
| Chi2: | - | (99.9) |  |  |  |  |  | 99.9 |  | (99.9) |  |  | (99.9) |  |  | (99.9) |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Which social media platforms do you access regularly, either at home or at work? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Twitter | 19% | 20% | 19% | 20% | 16% | 23%  ++++ | 11%  ---- | 16% | 23%  ++++ | 16% | 20% | 10%  ---- | 23% | 20% | 19% | 20% | 19% | 22% | 19% |
| Facebook | 68% | 70% | 67% | 69% | 66% | 67%  -- | 73%  ++ | 68% | 71%  +++ | 70% | 86%  ++++ | 58%  ---- | 70% | 65%  -- | 69% | 65% | 69% | 64% | 69% |
| Instagram | 19% | 21%  + | 18%  - | 18% | 23% | 21%  ++++ | 13%  ---- | 24%  + | 22%  ++++ | 17% | 42%  ++++ | 5%  ---- | 18% | 19% | 17%  -- | 15% | 19% | 17% | 18% |
| LinkedIn | 18% | 22%  +++ | 16%  --- | 17%  -- | 25%  +++ | 18% | 16% | 27%  +++ | 22%  ++++ | 30%  +++ | 15% | 10%  ---- | 6%  ---- | 21%  ++ | 17% | 18% | 18% | 20% | 17% |
| Snapchat | 10% | 10% | 10% | 10% | 9% | 10% | 10% | 10% | 11%  +++ | 7% | 40%  ++++ | 1%  ---- | 6%  - | 9% | 9% | 7% | 9% | 5%  -- | 10% |
| Pinterest | 14% | 18%  +++ | 13%  --- | 15%  ++ | 10%  - | 15%  ++ | 13% | 7%  -- | 14% | 20% | 11% | 11%  -- | 21%  +++ | 15% | 14% | 20%  ++ | 14% | 14% | 15% |
| YOUTUBE | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 5%  ++++ | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| REDDIT | 1% | 1% | 1% | 1%  -- | 3%  ++ | 2% | 0%  -- | 4%  ++ | 2%  +++ | 1% | 0% | 0%  --- | 2% | 1%  - | 2% | 0%  - | 2% | 0% | 1% |
| TUMBLR | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0%  - | 2%  ++++ | 0% | 0% | 0% | 0% | 1% | 0% |
| Other | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 2%  + | 1% | 3%  + | 1% | 0% | 1% |
| None | 21% | 16%  ---- | 23%  ++++ | 21% | 16%  - | 21% | 20% | 17% | 17%  ---- | 17% | 3%  ---- | 35%  ++++ | 19% | 23% | 20% | 23% | 20% | 24% | 20% |
| No response | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 2% | 1% | 1% | 2% | 0% | 1% | 1% | 1% | 1% | 1% |
| Chi2: | - | (99.9) |  | (95) |  | (99.9) |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Twitter | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM4BA  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 407 | 52 | 62 | 28 | 179 | 56 | 29 | 204 | 199 | 135 | 188 | 83 | 70 | 120 | 212 | 113 | 177 | 91 |
| Total: | 399 | 52 | 74 | 42 | 145 | 46 | 40 | 194 | 202 | 105 | 195 | 99 | 67 | 122 | 205 | 111 | 170 | 92 |
| Less than once a week | 9% | 8% | 9% | 24%  ++++ | 5%  -- | 15% | 9% | 6%  -- | 12%  ++ | 8% | 9% | 9% | 9% | 10% | 8% | 8% | 10% | 8% |
| 1-3 times a week | 20% | 13% | 19% | 31%  + | 19% | 31%  ++ | 16% | 19% | 22% | 21% | 19% | 22% | 24% | 17% | 21% | 24% | 15%  -- | 25% |
| 4-6 times a week | 9% | 9% | 8% | 11% | 10% | 10% | 5% | 8% | 10% | 5%  -- | 11% | 13% | 11% | 7% | 10% | 10% | 7% | 11% |
| Once a day | 17% | 13% | 23% | 11% | 17% | 17% | 18% | 18% | 17% | 16% | 16% | 21% | 17% | 12% | 20% | 12% | 21%  ++ | 16% |
| Several times a day | 44% | 56%  + | 41% | 23%  --- | 50%  + | 28%  -- | 53% | 49%  ++ | 39%  -- | 50% | 44% | 35%  -- | 39% | 53%  ++ | 42% | 46% | 46% | 40% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (95) |  |  |  |  |  | 90 |  | - |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 4.91 | 13.59 | 11.39 | 15.12 | 8.14 | 14.45 | 15.49 | 7.04 | 6.90 | 9.56 | 7.02 | 9.85 | 11.97 | 8.87 | 6.84 | 9.30 | 7.52 | 10.22 |

| Twitter | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM4BA  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 407 | 125 | 281 | 365 | 37 | 341 | 54 | 23 | 284 | 11 | 20 | 46 | 44 | 94 | 169 | 38 | 278 | 33 | 332 |
| Total: | 399 | 124 | 274 | 360 | 35 | 342 | 47 | 21 | 272 | 12 | 16 | 52 | 45 | 98 | 161 | 40 | 270 | 32 | 327 |
| Less than once a week | 9% | 10% | 8% | 9% | 6% | 8% | 16%  ++ | 10% | 9% | 19% | 4% | 7% | 10% | 10% | 10% | 9% | 9% | 12% | 8% |
| 1-3 times a week | 20% | 19% | 21% | 21% | 22% | 21% | 20% | 16% | 19% | 29% | 21% | 27% | 19% | 20% | 20% | 23% | 20% | 19% | 20% |
| 4-6 times a week | 9% | 8% | 10% | 9% | 9% | 9% | 12% | 9% | 8% | 7% | 18% | 10% | 11% | 11% | 11% | 14% | 9% | 10% | 9% |
| Once a day | 17% | 19% | 16% | 18% | 10% | 16% | 18% | 25% | 18% | 0% | 19% | 20% | 10% | 20% | 17% | 26% | 15%  - | 21% | 17% |
| Several times a day | 44% | 44% | 45% | 43% | 54% | 47%  + | 33% | 41% | 46% | 45% | 37% | 35% | 50% | 39% | 43% | 29%  -- | 47%  + | 38% | 46% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | - |  | - |  |  | - |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 4.91 | 8.80 | 5.92 | 5.16 | 16.56 | 5.30 | 14.29 | 21.38 | 5.94 | 28.29 | 24.50 | 13.59 | 14.61 | 9.90 | 7.72 | 15.49 | 5.96 | 17.32 | 5.42 |

| Facebook | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM4BB  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1431 | 182 | 148 | 90 | 531 | 366 | 114 | 626 | 799 | 466 | 530 | 435 | 270 | 542 | 610 | 499 | 616 | 193 |
| Total: | 1407 | 186 | 176 | 136 | 442 | 304 | 163 | 603 | 798 | 365 | 535 | 507 | 274 | 534 | 589 | 480 | 605 | 193 |
| Less than once a week | 3% | 4% | 3% | 1% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 4%  ++ | 3% | 3% | 3% | 3% | 3% | 3% |
| 1-3 times a week | 11% | 11% | 10% | 10% | 10% | 13% | 11% | 12% | 10% | 6%  ---- | 12% | 15%  +++ | 9% | 10% | 13%  ++ | 10% | 10% | 14% |
| 4-6 times a week | 7% | 10% | 8% | 6% | 8% | 6% | 7% | 10%  +++ | 6%  --- | 5%  -- | 8% | 10%  ++ | 9% | 7% | 8% | 7% | 7% | 7% |
| Once a day | 18% | 19% | 17% | 23% | 18% | 18% | 15% | 19% | 17% | 14%  --- | 16% | 25%  ++++ | 14%  -- | 18% | 19% | 15%  -- | 19% | 21% |
| Several times a day | 61% | 55% | 61% | 61% | 61% | 61% | 64% | 56%  --- | 64%  +++ | 73%  ++++ | 62% | 46%  ---- | 64% | 62% | 57%  -- | 64%  ++ | 61% | 56% |
| No response | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | 99 |  | 99.9 |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 2.61 | 7.19 | 7.39 | 8.40 | 4.66 | 5.62 | 7.68 | 3.99 | 3.47 | 5.13 | 4.24 | 4.35 | 5.92 | 4.24 | 4.04 | 4.47 | 3.98 | 7.05 |

| Facebook | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM4BB  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 1431 | 434 | 995 | 1264 | 153 | 1001 | 353 | 101 | 875 | 51 | 88 | 279 | 132 | 307 | 620 | 123 | 981 | 95 | 1188 |
| Total: | 1407 | 413 | 992 | 1257 | 138 | 1034 | 303 | 90 | 826 | 50 | 68 | 322 | 136 | 310 | 609 | 122 | 971 | 97 | 1168 |
| Less than once a week | 3% | 3% | 3% | 3% | 2% | 3% | 1%  - | 5% | 3% | 3% | 1% | 4% | 2% | 2% | 4%  ++ | 3% | 3% | 3% | 3% |
| 1-3 times a week | 11% | 10% | 11% | 11% | 11% | 11% | 12% | 10% | 10% | 5% | 6% | 17%  ++++ | 10% | 8% | 11% | 10% | 11% | 10% | 11% |
| 4-6 times a week | 7% | 7% | 8% | 7% | 9% | 8% | 7% | 8% | 8% | 7% | 6% | 9% | 4% | 8% | 8% | 8% | 8% | 10% | 7% |
| Once a day | 18% | 15%  - | 19%  + | 18% | 19% | 19% | 17% | 12% | 18% | 13% | 11% | 24%  +++ | 10%  -- | 20% | 18% | 21% | 18% | 21% | 18% |
| Several times a day | 61% | 65%  ++ | 59%  -- | 61% | 60% | 60% | 62% | 65% | 61% | 73%  + | 75%  ++ | 46%  ---- | 75%  ++++ | 62% | 59% | 59% | 60% | 56% | 61% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | - |  | - |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 2.61 | 4.82 | 3.11 | 2.76 | 8.34 | 3.05 | 5.63 | 10.33 | 3.41 | 13.86 | 11.88 | 5.46 | 8.40 | 5.57 | 3.97 | 8.87 | 3.14 | 9.95 | 2.87 |

| Instagram | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM4BC  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 393 | 54 | 48 | 28 | 176 | 59 | 29 | 166 | 224 | 228 | 118 | 47 | 74 | 136 | 181 | 141 | 164 | 64 |
| Total: | 356 | 49 | 55 | 39 | 133 | 44 | 36 | 145 | 208 | 178 | 122 | 56 | 70 | 124 | 159 | 127 | 144 | 60 |
| Less than once a week | 4% | 2% | 5% | 2% | 6%  + | 0% | 3% | 2% | 5% | 2%  -- | 7%  + | 6% | 5% | 2% | 5% | 6%  + | 3% | 2% |
| 1-3 times a week | 15% | 14% | 13% | 11% | 18% | 14% | 6% | 17% | 13% | 7%  ---- | 24%  +++ | 29%  +++ | 13% | 11% | 18% | 6%  ---- | 16% | 31%  ++++ |
| 4-6 times a week | 10% | 12% | 7% | 15% | 9% | 8% | 12% | 9% | 10% | 7%  - | 12% | 15% | 10% | 9% | 9% | 10% | 9% | 5% |
| Once a day | 24% | 18% | 21% | 33% | 20% | 32% | 33% | 28% | 21% | 24% | 22% | 27% | 26% | 18%  - | 27% | 24% | 23% | 27% |
| Several times a day | 48% | 54% | 52% | 39% | 47% | 47% | 45% | 43% | 51% | 59%  ++++ | 35%  --- | 24%  ---- | 44% | 59%  +++ | 41%  -- | 54%  + | 48% | 36%  -- |
| No response | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% |
| Chi2: | - | - |  |  |  |  |  | - |  | (99.9) |  |  | - |  |  | (99.9) |  |  |
| Std Error Around 50%: | 5.19 | 14.00 | 13.21 | 15.69 | 8.50 | 14.77 | 16.33 | 8.14 | 6.79 | 7.35 | 8.87 | 13.10 | 11.71 | 8.80 | 7.77 | 8.70 | 8.17 | 12.65 |

| Instagram | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM4BC  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 393 | 130 | 263 | 338 | 53 | 310 | 64 | 36 | 278 | 13 | 43 | 26 | 33 | 90 | 149 | 29 | 265 | 25 | 313 |
| Total: | 356 | 121 | 235 | 312 | 42 | 289 | 51 | 29 | 247 | 13 | 33 | 30 | 32 | 85 | 131 | 26 | 241 | 22 | 286 |
| Less than once a week | 4% | 5% | 3% | 5% | 0% | 5% | 2% | 3% | 3% | 9% | 3% | 8% | 6% | 7% | 4% | 8% | 3%  - | 3% | 4% |
| 1-3 times a week | 15% | 17% | 14% | 15% | 16% | 17%  ++ | 11% | 8% | 17%  ++ | 0% | 6% | 24% | 5% | 11% | 15% | 7% | 15% | 18% | 14% |
| 4-6 times a week | 10% | 9% | 10% | 9% | 13% | 9% | 10% | 17% | 6%  --- | 23% | 19%  + | 12% | 18%  + | 8% | 14%  ++ | 2% | 11% | 0% | 9% |
| Once a day | 24% | 18% | 26% | 23% | 31% | 23% | 27% | 22% | 26% | 14% | 20% | 24% | 13% | 20% | 23% | 26% | 25% | 23% | 26%  + |
| Several times a day | 48% | 50% | 47% | 48% | 40% | 47% | 51% | 50% | 47% | 54% | 50% | 32%  - | 58% | 55% | 45% | 57% | 46% | 55% | 47% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | - |  | - |  |  | (95) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 5.19 | 8.91 | 6.39 | 5.55 | 15.12 | 5.76 | 13.72 | 18.20 | 6.24 | 27.18 | 17.06 | 17.89 | 17.32 | 10.63 | 8.56 | 19.22 | 6.31 | 20.89 | 5.79 |

| LinkedIn | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM4BD  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 368 | 50 | 53 | 21 | 151 | 72 | 21 | 222 | 144 | 94 | 176 | 98 | 34 | 109 | 220 | 75 | 167 | 101 |
| Total: | 363 | 51 | 65 | 32 | 125 | 62 | 28 | 221 | 140 | 75 | 175 | 113 | 38 | 112 | 208 | 74 | 164 | 99 |
| Less than once a week | 30% | 31% | 35% | 24% | 28% | 33% | 23% | 26%  - | 36%  ++ | 27% | 28% | 36% | 40% | 28% | 29% | 28% | 27% | 31% |
| 1-3 times a week | 34% | 44% | 29% | 34% | 35% | 31% | 31% | 39%  ++ | 28%  -- | 34% | 33% | 38% | 38% | 38% | 33% | 32% | 36% | 34% |
| 4-6 times a week | 14% | 8% | 15% | 24% | 16% | 13% | 7% | 12% | 17% | 13% | 16% | 12% | 9% | 17% | 12% | 14% | 16% | 13% |
| Once a day | 11% | 8% | 11% | 11% | 12% | 6% | 24% | 11% | 10% | 12% | 11% | 9% | 11% | 7% | 12% | 10% | 9% | 15% |
| Several times a day | 11% | 9% | 9% | 6% | 10% | 17% | 15% | 12% | 10% | 14% | 13% | 5%  -- | 2%  - | 10% | 13% | 16% | 13% | 7% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  |  |  |  |  | - |  | - |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 5.14 | 13.72 | 12.16 | 17.32 | 8.77 | 12.45 | 18.52 | 6.59 | 8.28 | 11.32 | 7.41 | 9.22 | 15.90 | 9.26 | 6.79 | 11.39 | 7.65 | 9.85 |

| LinkedIn | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM4BD  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 368 | 133 | 235 | 309 | 56 | 269 | 77 | 40 | 272 | 22 | 15 | 46 | 11 | 98 | 155 | 35 | 262 | 30 | 300 |
| Total: | 363 | 130 | 233 | 309 | 51 | 275 | 67 | 37 | 263 | 23 | 12 | 51 | 12 | 96 | 151 | 36 | 255 | 30 | 295 |
| Less than once a week | 30% | 25% | 32% | 32%  ++ | 16%  -- | 27%  - | 41%  ++ | 17%  - | 27%  - | 27% | 16% | 45%  +++ | 45% | 27% | 32% | 33% | 30% | 19% | 32%  ++ |
| 1-3 times a week | 34% | 36% | 34% | 34% | 37% | 36% | 22%  -- | 42% | 35% | 25% | 64% | 36% | 15% | 43%  ++ | 31% | 31% | 36% | 20%  - | 36% |
| 4-6 times a week | 14% | 17% | 13% | 14% | 14% | 15% | 10% | 20% | 14% | 11% | 13% | 13% | 27% | 10% | 14% | 26%  ++ | 13% | 30%  +++ | 11%  --- |
| Once a day | 11% | 11% | 11% | 10% | 18%  + | 13%  ++ | 6% | 13% | 13%  ++ | 7% | 0% | 6% | 7% | 10% | 13% | 5% | 11% | 16% | 10% |
| Several times a day | 11% | 11% | 11% | 10% | 16% | 9% | 21%  +++ | 9% | 12% | 30% | 7% | 0%  --- | 5% | 10% | 10% | 5% | 10% | 16% | 10% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | 90 |  | (99) |  |  | (95) |  |  |  |  | - |  | - |  | (95) |  |
| Std Error Around 50%: | 5.14 | 8.60 | 6.42 | 5.57 | 13.72 | 5.91 | 11.97 | 16.11 | 6.04 | 20.43 | 28.29 | 13.72 | 28.29 | 10.00 | 7.97 | 16.33 | 6.14 | 17.89 | 5.71 |

| Snapchat | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM4BE  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 205 | 27 | 25 | 18 | 72 | 42 | 21 | 89 | 115 | 172 | 25 | 8 | 50 | 81 | 73 | 87 | 86 | 17 |
| Total: | 176 | 23 | 26 | 24 | 49 | 29 | 25 | 71 | 104 | 138 | 29 | 9 | 44 | 70 | 61 | 75 | 74 | 15 |
| Less than once a week | 5% | 3% | 3% | 5% | 6% | 6% | 4% | 4% | 5% | 3%  --- | 13% | 24% | 7% | 3% | 5% | 4% | 3% | 16% |
| 1-3 times a week | 10% | 5% | 14% | 11% | 6% | 19% | 4% | 15%  ++ | 6%  -- | 8%  -- | 13% | 41% | 7% | 9% | 12% | 8% | 9% | 17% |
| 4-6 times a week | 12% | 9% | 16% | 7% | 13% | 11% | 11% | 7% | 15% | 11% | 14% | 26% | 6% | 12% | 15% | 8% | 12% | 34% |
| Once a day | 21% | 31% | 19% | 30% | 18% | 14% | 21% | 20% | 21% | 20% | 25% | 9% | 17% | 17% | 28%  + | 21% | 20% | 20% |
| Several times a day | 53% | 52% | 44% | 48% | 56% | 50% | 61% | 52% | 53% | 57%  +++ | 36% | 0% | 61% | 58% | 41%  -- | 60%  + | 55% | 14% |
| No response | 1% | 0% | 4% | 0% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 0% | 1% | 0% |
| Chi2: | - | - |  |  |  |  |  | - |  | (99.9) |  |  | - |  |  | (99) |  |  |
| Std Error Around 50%: | 7.39 | 20.43 | 19.22 | 20.00 | 14.00 | 18.20 | 19.60 | 11.63 | 9.61 | 8.34 | 18.20 | 32.67 | 14.77 | 11.71 | 12.55 | 11.32 | 11.39 | 25.30 |

| Snapchat | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM4BE  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 205 | 59 | 144 | 183 | 21 | 150 | 49 | 15 | 141 | 5 | 41 | 4 | 12 | 44 | 78 | 12 | 135 | 7 | 164 |
| Total: | 176 | 56 | 119 | 160 | 15 | 137 | 36 | 11 | 123 | 5 | 31 | 5 | 11 | 39 | 66 | 11 | 117 | 7 | 142 |
| Less than once a week | 5% | 9%  + | 3%  - | 5% | 0% | 6% | 5% | 0% | 4% | 0% | 4% | 23% | 14% | 8% | 5% | 7% | 4% | 12% | 5% |
| 1-3 times a week | 10% | 9% | 10% | 10% | 8% | 9% | 17% | 0% | 9% | 0% | 13% | 35% | 0% | 11% | 9% | 0% | 10% | 8% | 10% |
| 4-6 times a week | 12% | 12% | 12% | 13% | 0% | 11% | 14% | 0% | 12% | 46% | 7% | 0% | 13% | 14% | 14% | 17% | 14% | 20% | 13% |
| Once a day | 21% | 21% | 21% | 21% | 17% | 22% | 15% | 23% | 24%  + | 17% | 11% | 15% | 0% | 16% | 26% | 35% | 18% | 32% | 19% |
| Several times a day | 53% | 49% | 54% | 50% | 75% | 51% | 50% | 77% | 50% | 37% | 63% | 27% | 73% | 50% | 47% | 41% | 54% | 29% | 53% |
| No response | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 3% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | - |  | - |  |  | (90) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 7.39 | 13.10 | 8.98 | 7.75 | 25.30 | 8.37 | 16.33 | 29.55 | 8.84 | 43.83 | 17.60 | 43.83 | 29.55 | 15.69 | 12.06 | 29.55 | 9.06 | 37.04 | 8.22 |

| Pinterest | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM4BF  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 297 | 38 | 35 | 21 | 112 | 65 | 26 | 47 | 248 | 100 | 112 | 85 | 46 | 122 | 127 | 110 | 121 | 35 |
| Total: | 295 | 39 | 42 | 31 | 93 | 55 | 35 | 47 | 246 | 82 | 113 | 100 | 49 | 122 | 121 | 112 | 116 | 35 |
| Less than once a week | 18% | 17% | 24% | 26% | 18% | 15% | 8% | 18% | 18% | 15% | 20% | 18% | 19% | 16% | 20% | 17% | 19% | 22% |
| 1-3 times a week | 28% | 32% | 36% | 38% | 27% | 26% | 14%  - | 24% | 29% | 26% | 31% | 27% | 27% | 26% | 31% | 26% | 27% | 35% |
| 4-6 times a week | 15% | 15% | 14% | 12% | 12% | 21% | 16% | 19% | 14% | 15% | 16% | 13% | 14% | 17% | 14% | 21%  ++ | 11% | 16% |
| Once a day | 25% | 16% | 17% | 11%  - | 36%  +++ | 19% | 26% | 17% | 26% | 29% | 20% | 27% | 23% | 27% | 24% | 22% | 26% | 19% |
| Several times a day | 14% | 20% | 10% | 13% | 7%  --- | 18% | 32%  +++ | 19% | 13% | 14% | 13% | 16% | 16% | 15% | 12% | 14% | 16% | 9% |
| No response | 0% | 0% | 0% | 0% | 0% | 0% | 3% | 2% | 0% | 1% | 0% | 0% | 2% | 0% | 0% | 1% | 0% | 0% |
| Chi2: | - | (90) |  |  |  |  |  | - |  | - |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 5.71 | 15.69 | 15.12 | 17.60 | 10.16 | 13.21 | 16.56 | 14.29 | 6.25 | 10.82 | 9.22 | 9.80 | 14.00 | 8.87 | 8.91 | 9.26 | 9.10 | 16.56 |

| Pinterest | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM4BF  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 297 | 110 | 186 | 272 | 24 | 230 | 64 | 11 | 179 | 15 | 11 | 52 | 39 | 72 | 123 | 38 | 201 | 20 | 252 |
| Total: | 295 | 106 | 188 | 271 | 23 | 237 | 56 | 10 | 172 | 16 | 8 | 60 | 38 | 75 | 122 | 37 | 199 | 19 | 250 |
| Less than once a week | 18% | 15% | 20% | 17% | 27% | 18% | 18% | 23% | 16% | 12% | 35% | 22% | 20% | 15% | 21% | 13% | 19% | 9% | 18% |
| 1-3 times a week | 28% | 32% | 26% | 28% | 26% | 29% | 24% | 29% | 29% | 21% | 38% | 25% | 28% | 31% | 28% | 32% | 30% | 20% | 28% |
| 4-6 times a week | 15% | 17% | 14% | 15% | 11% | 13% | 23%  + | 8% | 17% | 20% | 14% | 12% | 6% | 13% | 12% | 18% | 14% | 20% | 16% |
| Once a day | 25% | 24% | 26% | 25% | 28% | 26% | 21% | 20% | 26% | 27% | 14% | 22% | 24% | 24% | 26% | 24% | 22% | 28% | 24% |
| Several times a day | 14% | 12% | 15% | 15% | 5% | 14% | 14% | 20% | 11% | 20% | 0% | 19% | 21% | 17% | 12% | 12% | 15% | 23% | 14% |
| No response | 0% | 1% | 0% | 0% | 4% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% |
| Chi2: | - | - |  | - |  | - |  |  | - |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 5.71 | 9.52 | 7.15 | 5.95 | 20.43 | 6.37 | 13.10 | 30.99 | 7.47 | 24.50 | 34.65 | 12.65 | 15.90 | 11.32 | 8.87 | 16.11 | 6.95 | 22.48 | 6.20 |

| Other: AQM4 | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QM4BG  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 127 | 13 | 17 | 9 | 56 | 26 | 5 | 73 | 53 | 41 | 48 | 38 | 24 | 50 | 52 | 44 | 49 | 19 |
| Total: | 124 | 13 | 20 | 14 | 47 | 22 | 8 | 70 | 53 | 33 | 46 | 45 | 25 | 49 | 49 | 43 | 48 | 18 |
| Less than once a week | 2% | 6% | 0% | 6% | 0% | 0% | 16% | 2% | 2% | 2% | 0% | 4% | 6% | 0% | 2% | 3% | 2% | 0% |
| 1-3 times a week | 10% | 7% | 13% | 12% | 4%  - | 23% | 0% | 11% | 8% | 4% | 11% | 15% | 15% | 9% | 9% | 15% | 9% | 3% |
| 4-6 times a week | 6% | 15% | 8% | 0% | 6% | 5% | 0% | 7% | 5% | 0%  - | 14%  +++ | 4% | 0% | 5% | 10% | 0%  -- | 6% | 10% |
| Once a day | 15% | 26% | 17% | 19% | 14% | 13% | 0% | 15% | 15% | 11% | 17% | 16% | 18% | 12% | 16% | 15% | 23%  ++ | 0% |
| Several times a day | 64% | 46% | 56% | 62% | 72%  + | 55% | 84% | 60% | 68% | 80%  ++ | 53%  - | 59% | 61% | 71% | 57% | 67% | 58% | 82% |
| No response | 4% | 0% | 6% | 0% | 4% | 5% | 0% | 5% | 2% | 3% | 5% | 3% | 0% | 2% | 6% | 0% | 2% | 6% |
| Chi2: | - | - |  |  |  |  |  | - |  | (90) |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 8.80 | 27.18 | 21.91 | 26.19 | 14.29 | 20.89 | 34.65 | 11.71 | 13.46 | 17.06 | 14.45 | 14.61 | 19.60 | 14.00 | 14.00 | 14.94 | 14.14 | 23.10 |

| Other: AQM4 | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QM4BG  How often do you access this in a typical week |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 127 | 35 | 92 | 111 | 15 | 92 | 27 | 14 | 74 | 5 | 8 | 27 | 13 | 31 | 58 | 9 | 83 | 9 | 106 |
| Total: | 124 | 31 | 93 | 110 | 13 | 93 | 24 | 12 | 68 | 5 | 6 | 32 | 12 | 30 | 58 | 9 | 81 | 9 | 103 |
| Less than once a week | 2% | 2% | 1% | 2% | 0% | 2% | 0% | 0% | 1% | 0% | 0% | 2% | 6% | 5%  + | 1% | 0% | 2% | 0% | 2% |
| 1-3 times a week | 10% | 2%  - | 13%  + | 10% | 11% | 6%  -- | 22% | 9% | 7% | 41% | 0% | 16% | 9% | 10% | 11% | 0% | 9% | 0% | 11% |
| 4-6 times a week | 6% | 12%  + | 4%  - | 6% | 11% | 7% | 0% | 12% | 8% | 0% | 0% | 5% | 7% | 4% | 9% | 0% | 8% | 0% | 7% |
| Once a day | 15% | 12% | 16% | 15% | 15% | 15% | 17% | 25% | 17% | 0% | 30% | 15% | 0% | 18% | 11% | 39% | 13% | 11% | 17% |
| Several times a day | 64% | 72% | 61% | 63% | 64% | 68% | 53% | 54% | 63% | 59% | 70% | 58% | 77% | 60% | 62% | 61% | 65% | 77% | 60% |
| No response | 4% | 0% | 5% | 4% | 0% | 2% | 9% | 0% | 5% | 0% | 0% | 4% | 0% | 3% | 6% | 0% | 3% | 12% | 3% |
| Chi2: | - | - |  | - |  | - |  |  | - |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 8.80 | 17.60 | 10.16 | 9.34 | 27.18 | 10.16 | 20.00 | 28.29 | 11.88 | 43.83 | 40.01 | 17.32 | 28.29 | 17.89 | 12.87 | 32.67 | 10.89 | 32.67 | 9.66 |

| What is the highest level of formal education that you have completed? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QD1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Grade 8 or less | 0% | 0% | 0% | 0% | 0%  - | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 1%  ++++ | 0%  - | 0%  -- | 0% | 0% | 0% |
| Some high school | 2% | 2% | 3% | 3% | 2% | 3% | 1% | 3% | 2% | 3% | 2% | 2% | 12%  ++++ | 0%  ---- | 0%  ---- | 4%  +++ | 1%  -- | 1%  - |
| High school diploma or equivalent | 16% | 14% | 16% | 23%  +++ | 17% | 12%  -- | 18% | 16% | 15% | 16% | 12%  --- | 19%  +++ | 86%  ++++ | 0%  ---- | 0%  ---- | 23%  ++++ | 12%  ---- | 9%  ---- |
| Registered Apprenticeship or other trades certificate or dip | 6% | 7% | 5% | 7% | 4%  ---- | 9%  +++ | 11%  +++ | 8%  ++++ | 4%  ---- | 8%  ++ | 5%  -- | 6% | 0%  ---- | 18%  ++++ | 0%  ---- | 7% | 6% | 5% |
| College, CEGEP or other non-university certificate or diplom | 23% | 22% | 24% | 21% | 25%  ++ | 18%  -- | 25% | 18%  ---- | 27%  ++++ | 23% | 24% | 21% | 0%  ---- | 63%  ++++ | 0%  ---- | 29%  ++++ | 20%  -- | 18%  -- |
| University certificate or diploma below bachelor's level | 7% | 12%  ++++ | 8% | 7% | 4%  ---- | 8% | 5% | 7% | 7% | 5% | 7% | 8%  ++ | 0%  ---- | 19%  ++++ | 0%  ---- | 7% | 8%  + | 6% |
| Bachelor's degree | 28% | 26% | 29% | 26% | 31%  + | 28% | 23%  - | 28% | 29% | 29% | 31%  + | 25%  -- | 0%  ---- | 0%  ---- | 63%  ++++ | 20%  ---- | 34%  ++++ | 32%  + |
| Postgraduate degree above bachelor's level | 17% | 16% | 11%  -- | 12%  - | 16% | 21%  +++ | 16% | 18%  ++ | 15%  -- | 14% | 19%  +++ | 15% | 0%  ---- | 0%  ---- | 37%  ++++ | 9%  ---- | 18% | 29%  ++++ |
| Prefer not to say | 1% | 1% | 3% | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 2% | 0% | 0% | 0% | 0% | 0% | 0% |
| Chi2: | - | (99.9) |  |  |  |  |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  | (99.9) |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| What is the highest level of formal education that you have completed? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QD1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Grade 8 or less | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% |
| Some high school | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 3% | 1%  --- | 9%  ++++ | 3% | 3% | 3% | 2% | 3% | 2% | 2% | 3% | 2% |
| High school diploma or equivalent | 16% | 13%  -- | 17%  ++ | 17%  ++++ | 8%  ---- | 18%  ++++ | 12%  -- | 8%  --- | 12%  ---- | 11% | 29%  ++++ | 19%  ++ | 24%  ++++ | 15% | 15% | 15% | 14%  -- | 12% | 16% |
| Registered Apprenticeship or other trades certificate or dip | 6% | 7% | 6% | 7%  +++ | 2%  --- | 5%  --- | 11%  ++++ | 2%  -- | 6% | 8% | 6% | 6% | 9% | 6% | 6% | 6% | 6%  - | 6% | 6% |
| College, CEGEP or other non-university certificate or diplom | 23% | 23% | 22% | 23%  ++ | 16%  --- | 23% | 21% | 25% | 23% | 27% | 23% | 20% | 25% | 22% | 23% | 19% | 23% | 20% | 23% |
| University certificate or diploma below bachelor's level | 7% | 7% | 7% | 7% | 9% | 6% | 8% | 9% | 6%  -- | 4% | 13%  ++ | 10%  +++ | 4% | 8% | 6% | 6% | 7% | 8% | 6%  -- |
| Bachelor's degree | 28% | 29% | 28% | 28% | 32% | 29% | 26% | 24% | 31%  ++++ | 20% | 17%  -- | 28% | 22%  -- | 29% | 29% | 30% | 30%  +++ | 30% | 29%  ++ |
| Postgraduate degree above bachelor's level | 17% | 19%  + | 16% | 15%  ---- | 31%  ++++ | 14%  ---- | 19%  + | 28%  ++++ | 19%  ++++ | 18% | 10% | 13%  -- | 11%  -- | 16% | 16% | 19% | 17% | 21% | 16% |
| Prefer not to say | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 1% |
| Chi2: | - | - |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| Where were you born? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QD3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| Born in Canada | 88% | 85% | 90% | 94%  +++ | 84%  ---- | 90%  + | 96%  ++++ | 87% | 89% | 86%  - | 89% | 88% | 94%  ++++ | 91%  +++ | 83%  ---- | 88% | 88% | 85%  - |
| U.S.A | 1% | 3%  ++++ | 1% | 0% | 1% | 0%  - | 1% | 1% | 1% | 0%  - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| EAST ASIA (CHINA, HONG KONG, TAIWAN, NORTH/SOUTH KOREA...) | 1% | 2%  ++ | 1% | 0% | 0% | 1% | 0% | 1% | 0% | 1%  +++ | 1% | 0%  --- | 1% | 1% | 0% | 1% | 1% | 1% |
| GERMANY | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  -- | 1%  ++++ | 1% | 0% | 0% | 0% | 0% | 1% |
| UNITED KINGDOM (ENGLAND, IRELAND, SCOTLAND, WALES) | 2% | 2% | 1% | 2% | 4%  +++ | 1%  -- | 2% | 2% | 2% | 1%  --- | 2% | 4%  ++++ | 1%  - | 2% | 3%  + | 2% | 3% | 2% |
| SOUTH ASIA (INDIA, PAKISTAN, SRI LANKA, NEPAL, BANGLADESH, AFGHANISTAN) | 1% | 0% | 1% | 0% | 2%  ++++ | 0% | 1% | 1%  + | 1%  - | 2%  ++++ | 1% | 0%  -- | 1% | 1% | 1% | 1% | 1% | 2% |
| RUSSIA | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| OCEANIA (AUSTRALIA, NEW ZEALAND, FIJI) | 0% | 1%  + | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  - | 1%  + | 0% |
| SOUTH EAST ASIA (VIETNAM, CAMBODIA, PHILLIPINES...) | 0% | 0% | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1%  + | 1% | 0% | 1% |
| CARIBBEAN (JAMAICA, TRINIDAD...) | 1% | 0% | 0% | 1% | 1%  +++ | 0% | 0% | 0%  - | 1%  + | 2%  +++ | 0% | 0% | 0%  - | 1% | 1%  ++ | 1%  ++ | 0%  - | 1% |
| SOUTH/LATIN AMERICA (CHILE, EL SAVADOR, MEXICO, BRAZIL...) | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% |
| AFRICA/SOUTH AFRICA | 1% | 1% | 1% | 0% | 1% | 2%  + | 1% | 1% | 1% | 2% | 1% | 0%  -- | 0%  - | 0%  --- | 2%  ++++ | 1% | 1% | 2% |
| WESTERN ASIA (SAUDI ARABIA, IRAQ, LEBANON, TURKEY, YEMEN...) | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0%  + | 0%  - | 0% | 0% | 0% | 0% | 0% | 0% |
| WESTERN EUROPE (GREECE, ITALY, FRANCE, PORTUGAL, BELGIUM...) | 1% | 1% | 0% | 0% | 1% | 3%  ++++ | 0% | 1% | 1% | 1% | 1% | 1% | 0%  -- | 1%  -- | 2%  ++++ | 1%  - | 1% | 3%  +++ |
| EASTERN/CENTRAL EUROPE | 1% | 1% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 2%  +++ | 0%  -- | 1% | 0% | 1% | 1% | 1% | 1% | 0% |
| NORTHERN EUROPE | 0% | 0% | 0% | 0% | 0%  ++ | 0% | 0% | 0%  - | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  ++ | 0% |
| Other | 0% | 1% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 1%  + | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% |
| Prefer not to say | 1% | 1% | 1% | 0% | 2% | 0% | 0% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Chi2: | - | (99.9) |  |  |  |  |  | - |  | (99.9) |  |  | (99.9) |  |  | - |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| Where were you born? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QD3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| Born in Canada | 88% | 88% | 88% | 100%  ++++ | 0%  ---- | 90%  ++++ | 95%  ++++ | 36%  ---- | 88% | 83% | 79%  -- | 88% | 93%  ++ | 88% | 87% | 90% | 87%  - | 88% | 88% |
| U.S.A | 1% | 1% | 1% | 0%  ---- | 8%  ++++ | 1%  +++ | 0%  -- | 0% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 1%  + | 1% | 1% |
| EAST ASIA (CHINA, HONG KONG, TAIWAN, NORTH/SOUTH KOREA...) | 1% | 1% | 1% | 0%  ---- | 5%  ++++ | 0%  ---- | 0%  - | 7%  ++++ | 1% | 0% | 4%  ++++ | 0%  -- | 0% | 1% | 1% | 0% | 1% | 0% | 1% |
| GERMANY | 0% | 0% | 0%  + | 0%  ---- | 3%  ++++ | 0%  ---- | 0% | 4%  ++++ | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| UNITED KINGDOM (ENGLAND, IRELAND, SCOTLAND, WALES) | 2% | 1%  - | 3%  + | 0%  ---- | 21%  ++++ | 3%  ++++ | 0%  ---- | 1% | 2%  -- | 0% | 0% | 5%  ++++ | 2% | 3% | 3% | 1% | 3%  + | 2% | 2% |
| SOUTH ASIA (INDIA, PAKISTAN, SRI LANKA, NEPAL, BANGLADESH, AFGHANISTAN) | 1% | 1% | 1% | 0%  ---- | 9%  ++++ | 1% | 0%  -- | 7%  ++++ | 1%  ++ | 2% | 0% | 0%  -- | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| RUSSIA | 0% | 0%  ++ | 0%  -- | 0%  ---- | 1%  ++++ | 0%  -- | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% |
| OCEANIA (AUSTRALIA, NEW ZEALAND, FIJI) | 0% | 0% | 0% | 0%  ---- | 3%  ++++ | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% |
| SOUTH EAST ASIA (VIETNAM, CAMBODIA, PHILLIPINES...) | 0% | 0% | 0% | 0%  ---- | 4%  ++++ | 0%  -- | 0% | 5%  ++++ | 1% | 0% | 0% | 0% | 0% | 0%  - | 0% | 0% | 1% | 0% | 0% |
| CARIBBEAN (JAMAICA, TRINIDAD...) | 1% | 1% | 1% | 0%  ---- | 7%  ++++ | 1% | 1% | 1% | 1% | 4%  ++++ | 4%  +++ | 0%  - | 0% | 0% | 1% | 2% | 1% | 0% | 1% |
| SOUTH/LATIN AMERICA (CHILE, EL SAVADOR, MEXICO, BRAZIL...) | 1% | 1% | 0% | 0%  ---- | 5%  ++++ | 0%  ---- | 0%  - | 8%  ++++ | 0% | 3%  +++ | 1% | 0% | 0% | 0% | 1%  + | 0% | 1% | 1% | 1% |
| AFRICA/SOUTH AFRICA | 1% | 1% | 1% | 0%  ---- | 10%  ++++ | 1%  - | 1% | 6%  ++++ | 2%  ++ | 0% | 2% | 0%  -- | 1% | 0%  -- | 1% | 0% | 1% | 1% | 1% |
| WESTERN ASIA (SAUDI ARABIA, IRAQ, LEBANON, TURKEY, YEMEN...) | 0% | 0% | 0% | 0%  ---- | 2%  ++++ | 0% | 0% | 3%  ++++ | 0% | 2%  ++ | 1%  + | 0% | 0% | 0% | 1%  ++ | 0% | 0% | 0% | 0% |
| WESTERN EUROPE (GREECE, ITALY, FRANCE, PORTUGAL, BELGIUM...) | 1% | 1% | 1% | 0%  ---- | 10%  ++++ | 0%  ---- | 3%  +++ | 6%  ++++ | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 3%  ++ | 1% |
| EASTERN/CENTRAL EUROPE | 1% | 1% | 1% | 0%  ---- | 7%  ++++ | 0%  ---- | 0%  -- | 10%  ++++ | 1%  + | 2% | 0% | 0%  - | 1% | 1%  + | 1% | 1% | 1% | 1% | 1% |
| NORTHERN EUROPE | 0% | 0% | 0% | 0%  ---- | 1%  ++++ | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other | 0% | 0% | 0% | 0%  ---- | 3%  ++++ | 0% | 0% | 1% | 0%  - | 0% | 3%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Prefer not to say | 1% | 2% | 1% | 0% | 0% | 1% | 0% | 2% | 1% | 4% | 4% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% |
| Chi2: | - | - |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |  |  | - |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |

| In what year did you first move to Canada? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| AQD4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 233 | 39 | 19 | 8 | 114 | 47 | 6 | 119 | 114 | 75 | 79 | 79 | 21 | 63 | 147 | 73 | 98 | 45 |
| Total: | 218 | 41 | 23 | 11 | 95 | 38 | 10 | 111 | 107 | 55 | 75 | 88 | 20 | 59 | 137 | 66 | 91 | 43 |
| <1970 | 24% | 26% | 22% | 15% | 27% | 15% | 22% | 22% | 26% | 0%  ---- | 10%  ---- | 60%  ++++ | 36% | 30% | 20%  - | 19% | 22% | 30% |
| 1970 - 1989 | 24% | 32% | 24% | 55% | 20% | 24% | 30% | 26% | 23% | 3%  ---- | 38%  ++++ | 31% | 24% | 26% | 23% | 21% | 25% | 30% |
| 1990 - 1999 | 13% | 13% | 23% | 11% | 12% | 12% | 19% | 12% | 14% | 21%  ++ | 14% | 4%  --- | 16% | 13% | 13% | 15% | 13% | 9% |
| 2000+ | 37% | 30% | 31% | 19% | 38% | 46% | 19% | 37% | 36% | 74%  ++++ | 34% | 4%  ---- | 17% | 32% | 42%  ++ | 45%  + | 39% | 28% |
| Prefer not to say | 2% | 0% | 0% | 0% | 3% | 3% | 10% | 4% | 1% | 2% | 4% | 1% | 7% | 0% | 2% | 0% | 2% | 3% |
| Chi2: | - | - |  |  |  |  |  | - |  | 99.9 |  |  | - |  |  | - |  |  |
| Std Error Around 50%: | 6.64 | 15.30 | 20.43 | 29.55 | 10.05 | 15.90 | 30.99 | 9.30 | 9.47 | 13.21 | 11.32 | 10.45 | 21.91 | 12.76 | 8.37 | 12.06 | 10.27 | 14.94 |

| In what year did you first move to Canada? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| AQD4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 233 | 66 | 167 | 0 | 232 | 133 | 20 | 91 | 143 | 9 | 18 | 52 | 11 | 48 | 107 | 16 | 171 | 16 | 191 |
| Total: | 218 | 61 | 157 | 0 | 217 | 130 | 16 | 81 | 128 | 8 | 13 | 58 | 11 | 47 | 98 | 17 | 158 | 17 | 179 |
| <1970 | 24% | 12%  --- | 28%  +++ | 0% | 23% | 29%  ++ | 5% | 18% | 11%  ---- | 0% | 0% | 70%  ++++ | 27% | 29% | 19% | 40% | 22% | 23% | 26% |
| 1970 - 1989 | 24% | 26% | 24% | 0% | 24% | 27% | 5% | 21% | 27% | 36% | 0% | 21% | 33% | 31% | 20% | 21% | 25% | 42% | 23% |
| 1990 - 1999 | 13% | 15% | 12% | 0% | 13% | 10% | 19% | 16% | 13% | 0% | 31% | 5%  - | 31% | 19% | 11% | 2% | 14% | 13% | 14% |
| 2000+ | 37% | 44% | 34% | 0% | 37% | 31%  - | 70% | 44%  + | 45%  ++++ | 64% | 69% | 3%  ---- | 10% | 14%  ---- | 47%  +++ | 29% | 37% | 14% | 36% |
| Prefer not to say | 2% | 4% | 2% | 0% | 2% | 3% | 0% | 1% | 4% | 0% | 0% | 1% | 0% | 7% | 2% | 8% | 2% | 8% | 2% |
| Chi2: | - | 90 |  | - |  | (99) |  |  | (99.9) |  |  |  |  | 99 |  | - |  | - |  |
| Std Error Around 50%: | 6.64 | 12.55 | 7.82 | \* | 6.65 | 8.60 | 24.50 | 10.89 | 8.66 | 34.65 | 27.18 | 12.87 | 29.55 | 14.29 | 9.90 | 23.77 | 7.80 | 23.77 | 7.32 |

| What is the language you first learned at home as a child and still understand? | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Region | | | | | | Gender | | Age | | | Level of Education | | | Personal Income | | |
|  | Total | BC | AB | MB/SK | ON | QC | ATL | Male | Female | 18-34 | 35-54 | 55+ | ES HS | Coll | Univ | <40K | 40-100K | 100K+ |
| QD6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 285 | 226 | 136 | 800 | 502 | 149 | 1025 | 1065 | 585 | 777 | 734 | 379 | 753 | 942 | 661 | 889 | 325 |
| Total: | 2097 | 298 | 275 | 207 | 673 | 425 | 219 | 1008 | 1082 | 457 | 780 | 860 | 390 | 760 | 923 | 652 | 888 | 325 |
| English | 72% | 89%  ++++ | 93%  ++++ | 93%  ++++ | 87%  ++++ | 17%  ---- | 89%  ++++ | 71% | 72% | 70% | 73% | 72% | 79%  ++++ | 70% | 70% | 67%  ---- | 71% | 81%  ++++ |
| French | 23% | 3%  ---- | 3%  ---- | 2%  ---- | 6%  ---- | 80%  ++++ | 11%  ---- | 23% | 23% | 24% | 23% | 23% | 19%  -- | 25%  + | 23% | 28%  ++++ | 24% | 13%  ---- |
| EAST ASIAN LANGUAGES | 1% | 3%  +++ | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 2%  ++++ | 1% | 0%  ---- | 1% | 1% | 1% | 1% | 1% | 1% |
| GERMAN | 1% | 1% | 1% | 3%  ++++ | 1% | 0% | 0% | 1% | 1% | 0%  - | 1% | 1%  ++ | 0% | 1% | 1% | 1% | 1% | 0% |
| SOUTH ASIAN LANGUAGES | 1% | 1% | 0% | 1% | 1%  ++ | 0% | 0% | 1% | 1% | 2%  +++ | 1% | 0%  --- | 1% | 1% | 1% | 1% | 1% | 1% |
| RUSSIAN | 0% | 1%  ++ | 0% | 0% | 0% | 0% | 0% | 0%  -- | 0%  ++ | 0% | 0% | 0%  - | 0% | 0% | 0% | 0% | 0% | 0% |
| SOUTH EAST ASIAN LANGUAGES | 0% | 0% | 0% | 0% | 0%  ++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| WESTERN ASIAN LANGUAGES | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| WESTERN EUROPEAN LANGUAGES | 1% | 1% | 0% | 0% | 2%  ++ | 1% | 0% | 2%  ++ | 1%  -- | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2%  ++ |
| EASTERN/CENTRAL EUROPEAN LANGUAGES | 1% | 3%  +++ | 1% | 1% | 2% | 0%  -- | 0%  - | 1% | 1% | 1% | 1% | 1% | 0%  -- | 1% | 2% | 2% | 1% | 1% |
| NORTHERN EUROPEAN LANGUAGES | 0% | 0% | 0% | 0% | 0%  ++ | 0% | 0% | 0%  - | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  ++ | 0% |
| ARAB/ARABIC | 0% | 0% | 0% | 0% | 0% | 1%  + | 0% | 0% | 0% | 0% | 1%  ++ | 0%  -- | 0% | 0%  -- | 1%  +++ | 1% | 0% | 0% |
| SPANISH | 1% | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 0%  - | 0% | 1% | 1% | 1% | 1% | 1% |
| CREOLE | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0%  ++ | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% |
| Other language, specify : | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% |
| Prefer not to say | 1% | 0%  - | 2% | 0% | 1%  ++ | 0% | 0% | 1%  + | 0%  - | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 0%  - | 1% |
| Chi2: | - | (99.9) |  |  |  |  |  | - |  | (99.9) |  |  | - |  |  | (99) |  |  |
| Std Error Around 50%: | 2.14 | 5.68 | 5.91 | 6.81 | 3.78 | 4.75 | 6.62 | 3.09 | 2.98 | 4.58 | 3.51 | 3.34 | 4.96 | 3.55 | 3.23 | 3.84 | 3.29 | 5.44 |

| What is the language you first learned at home as a child and still understand? | | | | | | | | | | | | | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Children <18 in household | | Born in Canada | | Mother tongue | | | Employment status | | | | | CRA, Help with taxes | | CRA, online services | | Must file return for benenfits | |
|  | Total | Yes | No | Yes | No | English | French | Other | Working | Unempl. | Student | Retired | Other | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) | Disag. (1-2) | Agree (4-5) |
| QD6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Weighted Total: | 2097 | 617 | 1478 | 1839 | 232 | 1500 | 485 | 148 | 1241 | 73 | 103 | 482 | 188 | 476 | 896 | 191 | 1426 | 148 | 1723 |
| Total: | 2097 | 590 | 1505 | 1856 | 217 | 1567 | 424 | 136 | 1183 | 73 | 80 | 557 | 194 | 486 | 888 | 192 | 1428 | 153 | 1724 |
| English | 72% | 72% | 71% | 74%  ++++ | 58%  ---- | 100%  ++++ | 7%  ---- | 12%  ---- | 72% | 71% | 53%  ---- | 72% | 76% | 77%  +++ | 67%  ---- | 65%  -- | 74%  +++ | 73% | 71% |
| French | 23% | 21%  - | 24%  + | 25%  ++++ | 9%  ---- | 2%  ---- | 100%  ++++ | 1%  ---- | 22% | 20% | 39%  ++++ | 24% | 22% | 16%  ---- | 28%  ++++ | 31%  ++ | 21%  ---- | 21% | 24%  + |
| EAST ASIAN LANGUAGES | 1% | 1% | 1% | 1%  ---- | 5%  ++++ | 0%  ---- | 0%  -- | 15%  ++++ | 1% | 2% | 5%  ++++ | 0%  --- | 0% | 1% | 1% | 0% | 1% | 0% | 1% |
| GERMAN | 1% | 1% | 1% | 1%  ---- | 3%  ++++ | 0%  ---- | 0%  -- | 11%  ++++ | 1% | 1% | 0% | 1% | 0% | 1% | 0%  -- | 0% | 1% | 1% | 1% |
| SOUTH ASIAN LANGUAGES | 1% | 1%  + | 1%  - | 0%  ---- | 5%  ++++ | 0%  ---- | 0%  -- | 11%  ++++ | 1% | 2% | 1% | 0%  - | 0% | 1% | 1% | 0% | 1%  + | 1% | 1% |
| RUSSIAN | 0% | 1%  ++ | 0%  -- | 0%  ---- | 1%  ++++ | 0%  -- | 0% | 3%  ++++ | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 2%  ++++ | 0%  - |
| SOUTH EAST ASIAN LANGUAGES | 0% | 0% | 0% | 0%  ---- | 2%  ++++ | 0%  - | 0% | 3%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| WESTERN ASIAN LANGUAGES | 0% | 0% | 0% | 0%  ---- | 1%  ++++ | 0% | 0% | 2%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% |
| WESTERN EUROPEAN LANGUAGES | 1% | 1% | 1% | 1%  ---- | 6%  ++++ | 0%  ---- | 0%  -- | 16%  ++++ | 1% | 1% | 0% | 2% | 0% | 1% | 1% | 1% | 1% | 2% | 1% |
| EASTERN/CENTRAL EUROPEAN LANGUAGES | 1% | 1% | 1% | 1%  ---- | 6%  ++++ | 0%  ---- | 0%  -- | 18%  ++++ | 1% | 3% | 1% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 1% |
| NORTHERN EUROPEAN LANGUAGES | 0% | 0% | 0% | 0%  --- | 1%  +++ | 0%  --- | 0% | 2%  ++++ | 0% | 0% | 0% | 0%  + | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| ARAB/ARABIC | 0% | 1% | 0% | 0%  ---- | 3%  ++++ | 0%  ---- | 0% | 5%  ++++ | 0% | 2%  + | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| SPANISH | 1% | 1% | 1% | 0%  ---- | 4%  ++++ | 0%  ---- | 0%  - | 9%  ++++ | 1% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 1% | 1% |
| CREOLE | 0% | 0% | 0% | 0%  --- | 1%  ++++ | 0% | 0% | 1%  ++++ | 0% | 0% | 1%  ++++ | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Other language, specify : | 0% | 0% | 0% | 0%  --- | 2%  +++ | 0%  ---- | 0% | 6%  ++++ | 0% | 2%  ++ | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0%  --- |
| Prefer not to say | 1% | 1% | 1% | 0%  ---- | 0% | 0%  ---- | 0%  -- | 0% | 1% | 3%  ++ | 2%  + | 0%  -- | 1% | 1% | 1% | 1% | 1% | 1% | 1%  -- |
| Chi2: | - | - |  | (99.9) |  | (99.9) |  |  | (99.9) |  |  |  |  | (99) |  | - |  | - |  |
| Std Error Around 50%: | 2.14 | 4.03 | 2.53 | 2.27 | 6.65 | 2.48 | 4.76 | 8.40 | 2.85 | 11.47 | 10.96 | 4.15 | 7.04 | 4.45 | 3.29 | 7.07 | 2.59 | 7.92 | 2.36 |