

Opinions of Canadians on consumer issues

Consumer Choice Center Survey Summary

submitted by Nanos to Consumer Choice Center, July 2017
(Submission 2017-1041)





Canadians oppose banning ridesharing and homesharing services; Ontarians support allowing privately owned stores to sell alcohol

More than half of Canadians disagree or somewhat disagree that selling tobacco products in packaging without branding will reduce the number of Canadians that smoke, but nearly seven in ten Canadians also agree or somewhat agree that the government should regulate vaping products like tobacco products. A majority of Ontario residents say that allowing more privately owned stores to sell alcohol is more important than having the LCBO continue to control the sale of alcohol in the province. Ontario residents are more likely to support or somewhat support allowing people to consume marijuana in licensed and regulated lounges and having marijuana sold by licensed and regulated private retailers instead of the LCBO when marijuana is legalized.

- **Over three in five Canadians oppose or somewhat oppose banning ridesharing services such as Uber** – When asked their level of support for banning ridesharing services such as Uber, slightly more than three in five Canadians say they oppose (41%) or somewhat oppose (21%) this, while nearly three in ten Canadians say they support (11%) or somewhat support (18%) banning ridesharing services. Nine per cent of Canadians are unsure.
- **Three in five Canadians oppose or somewhat oppose banning homesharing services such as AirBnB** – When asked their level of support for banning homesharing services such as AirBnB a majority of Canadians say they oppose (37%) or somewhat oppose (23%) this, while just over one in four Canadians say they support (eight per cent) or somewhat support (18%) this. Thirteen per cent are unsure.
- **More than nine in ten Canadians support or somewhat support allowing Canadians to purchase alcohol from other provinces and transport it across provincial boundaries** – When asked their level of support for allowing Canadians to purchase alcohol from other provinces and transport it across provincial boundaries a large majority of Canadians say they support (81%) or somewhat support (12%) this, while less than one in ten say they oppose or somewhat oppose this (three per cent respectively). Two per cent are unsure.
- **Nearly half of Canadians say having the lowest price possible for milk for the benefit of consumers is the most important to them** – When asked what is more important to them, given that the supply and price of many food items such as milk are managed by marketing boards created by the Government of Canada, slightly under half of Canadians say that having the lowest price possible for milk for the benefit of consumers is (46%), compared to 34 per cent who say having the government manage the price and supply of milk to the benefit of milk producers. Nineteen per cent are unsure.

- **Three in five Canadians disagree or somewhat disagree that selling tobacco products in packaging without branding will reduce the number of Canadians that smoke** – When asked whether they agree or disagree with the statement that selling tobacco products in packaging without branding (e.g. company colours and logos) will reduce the number of Canadians that smoke, three in five Canadians say they disagree (44%) or somewhat disagree (16%), while three in ten say they agree (11%) or somewhat agree (20%). Ten per cent are unsure.
- **Nearly seven in ten Canadians agree or somewhat agree that the government should regulate vaping products like tobacco products even though vaping is considered 95% safer than cigarettes** – When asked whether they agree or disagree with the statement that the government should regulate vaping products even though vaping is considered 95% safer than cigarettes slightly under seven in ten Canadians say they agree (43%) or somewhat agree (26%) with the statement, while 14 per cent disagree and 12 per cent somewhat disagree. Six per cent are unsure.
- **Slightly under half of Canadians disagree or somewhat disagree that the price of housing would be more affordable for Canadians if the government allowed more homes to be built** – When asked if the government allowed more homes to be built the price of housing would be more affordable for Canadians, just under half of Canadians say they disagree (25%) or somewhat disagree (23%), while over one in three Canadians say they agree (12%) or somewhat agree (25%). Fifteen per cent of Canadians are unsure.
- **Over half of Ontarians support or somewhat support allowing for the sale of liquor and spirits at private retailers during a potential LCBO strike** – When asked whether they support or oppose allowing for the sale of liquor and spirits at private retailers during a potential strike given that the Union representing employees at the LCBO may go on strike just before the Canada Day long weekend and therefore be closed, nearly three in five Ontarians say they support (41%) or somewhat support (17%) this, while slightly under two in five Ontarians say they are opposed (27%) or somewhat opposed (11%). Four per cent are unsure.
- **A majority of Ontarians say it is more important to allow more privately owned stores to sell alcohol** – When asked what is more important, given that the LCBO is an Ontario Crown Corporation that controls alcohol sales in the province and contributes profits to the Government of Ontario, just over half of Ontario residents say that allowing more privately owned stores to sell alcohol is more important (54%) compared to two in five Ontario residents who say having the LCBO continue to control the sale of alcohol in the province (41%). Five per cent are unsure.

- **Ontario residents are mixed on support for allowing people to consume marijuana in licensed and regulated lounges when marijuana is legalized** – When asked whether their level of support for allowing people to consume marijuana in licensed and regulated lounges when marijuana is legalized, just under half of Ontario residents say they support (27%) or somewhat support (21%) this, while slightly fewer say they oppose (37%) or somewhat oppose (nine per cent) this. Six per cent are unsure.
- **More than half of Ontario residents support or somewhat support having marijuana sold by licensed and regulated private retailers instead of the LCBO when marijuana is legalized** – When asked whether their level of support for having marijuana sold by licensed and regulated private retailers instead of the LCBO when marijuana is legalized, a majority of Ontarians say they support (32%) or somewhat support (23%) this while two in five Ontarians oppose (31%) or somewhat oppose (nine per cent) this. Six per cent are unsure.

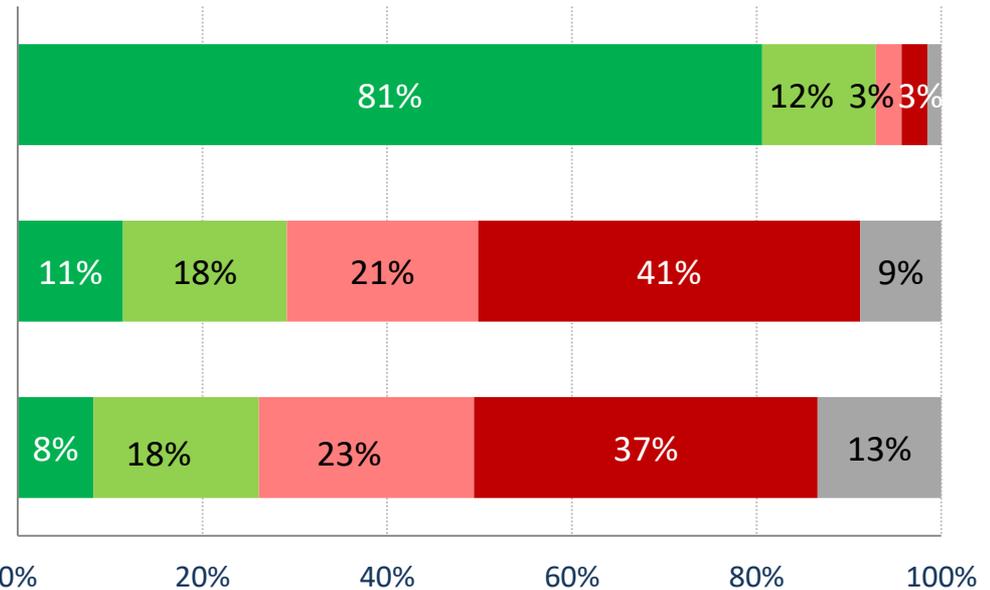
These observations are based on a hybrid survey conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between June 25th and 28th, 2017. Participants were randomly recruited by telephone and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20. The margin of error for a random survey of 300 residents of Ontario is ± 5.7 percentage points, 19 times out of 20.

This study was commissioned by the Consumer Choice Center.

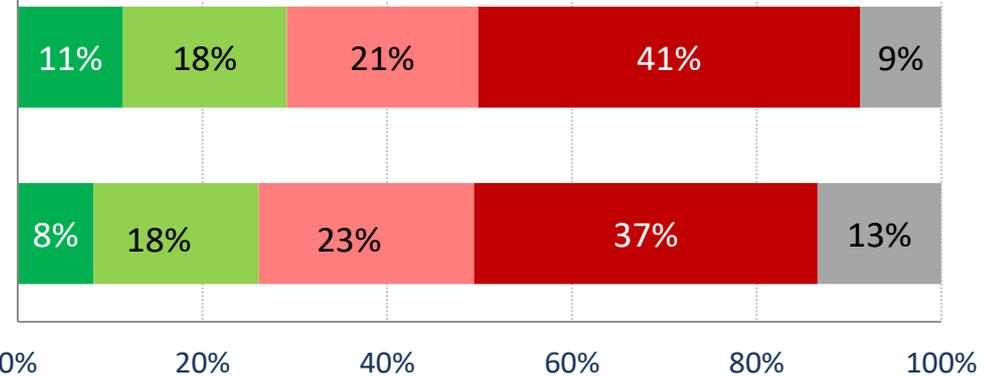
Support for banning services and transportation of alcohol

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

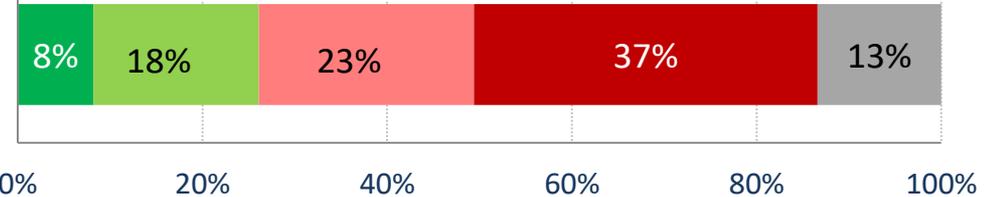
Allowing Canadians to purchase alcohol from other provinces and transport it across provincial boundaries



Banning ridesharing services such as Uber



Banning homesharing services such as AirBnB



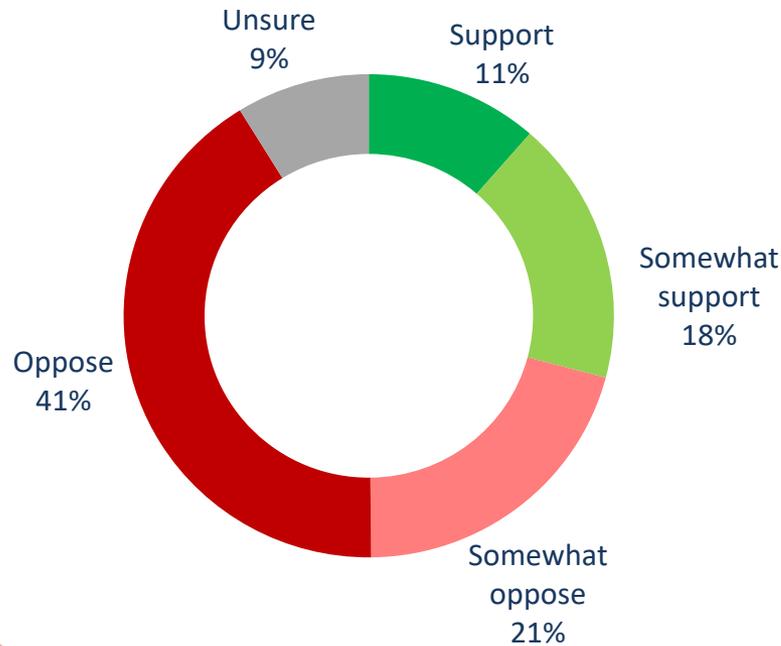
■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

Banning ridesharing services

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Oppose/ Somewhat oppose
Atlantic (n=100)	64.2%
Quebec (n=250)	59.6%
Ontario (n=300)	64.0%
Prairies (n=200)	64.8%
British Columbia (n=150)	56.8%
Male (n=500)	64.0%
Female (n=500)	60.1%
18 to 39 (n=309)	69.3%
40 to 59 (n=400)	60.9%
60 plus (n=291)	54.0%
\$0 to \$59,999 (n=244)	52.7%
\$60,000 to \$99,999 (n=281)	63.7%
\$100,000 or more (n=278)	71.4%
Refuse/No answer (n=197)	57.7%

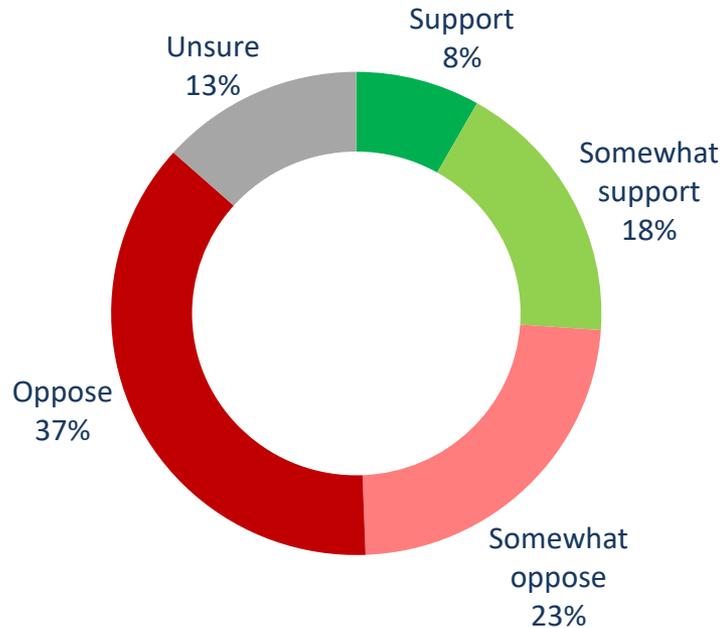
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

Banning ridesharing services such as Uber

Banning homesharing services

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Oppose/ Somewhat oppose
Atlantic (n=100)	60.7%
Quebec (n=250)	58.5%
Ontario (n=300)	62.6%
Prairies (n=200)	62.4%
British Columbia (n=150)	57.1%
Male (n=500)	63.3%
Female (n=500)	57.9%
18 to 39 (n=309)	67.4%
40 to 59 (n=400)	60.3%
60 plus (n=291)	51.5%
\$0 to \$59,999 (n=244)	46.3%
\$60,000 to \$99,999 (n=281)	65.8%
\$100,000 or more (n=278)	68.5%
Refuse/No answer (n=197)	59.1%

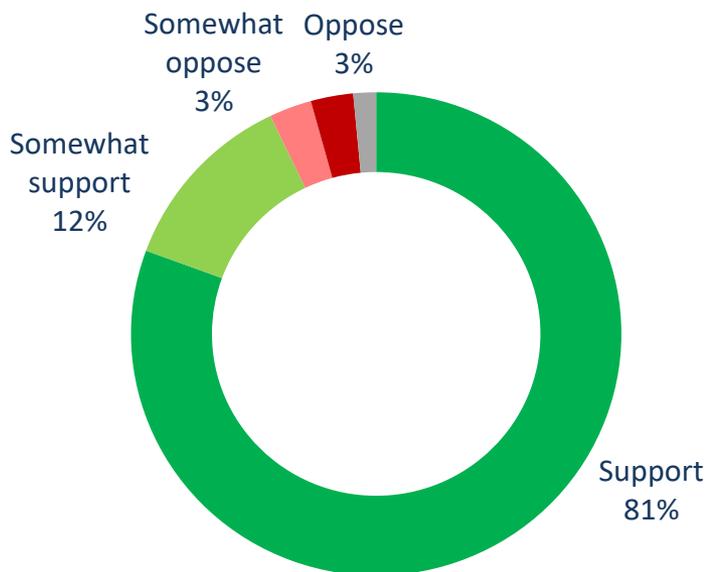
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

Banning homesharing services such as AirBnB

Allowing personal alcohol transport across province

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

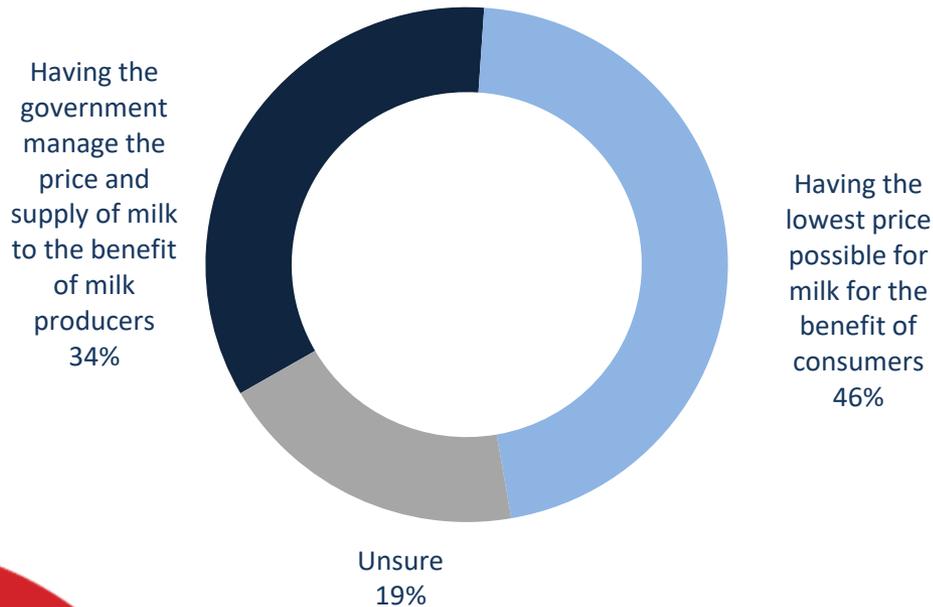
Subgroups	Support/ Somewhat support
Atlantic (n=100)	95.4%
Quebec (n=250)	92.2%
Ontario (n=300)	94.3%
Prairies (n=200)	90.8%
British Columbia (n=150)	92.3%
Male (n=500)	94.5%
Female (n=500)	91.4%
18 to 39 (n=309)	93.4%
40 to 59 (n=400)	91.3%
60 plus (n=291)	94.5%
\$0 to \$59,999 (n=244)	91.0%
\$60,000 to \$99,999 (n=281)	91.8%
\$100,000 or more (n=278)	95.0%
Refuse/No answer (n=197)	93.5%

QUESTION – Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

Allowing Canadians to purchase alcohol from other provinces and transport it across provincial boundaries

Management of milk prices

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Having the lowest possible price
Atlantic (n=100)	46.1%
Quebec (n=250)	44.7%
Ontario (n=300)	46.9%
Prairies (n=200)	48.7%
British Columbia (n=150)	44.2%
Male (n=500)	51.9%
Female (n=500)	40.9%
18 to 39 (n=309)	49.5%
40 to 59 (n=400)	45.7%
60 plus (n=291)	42.5%
\$0 to \$59,999 (n=244)	46.7%
\$60,000 to \$99,999 (n=281)	45.4%
\$100,000 or more (n=278)	45.8%
Refuse/No answer (n=197)	47.5%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – The supply and price of many food items such as milk are managed by marketing boards created by the Government of Canada. What is more important to you? [ROTATE]

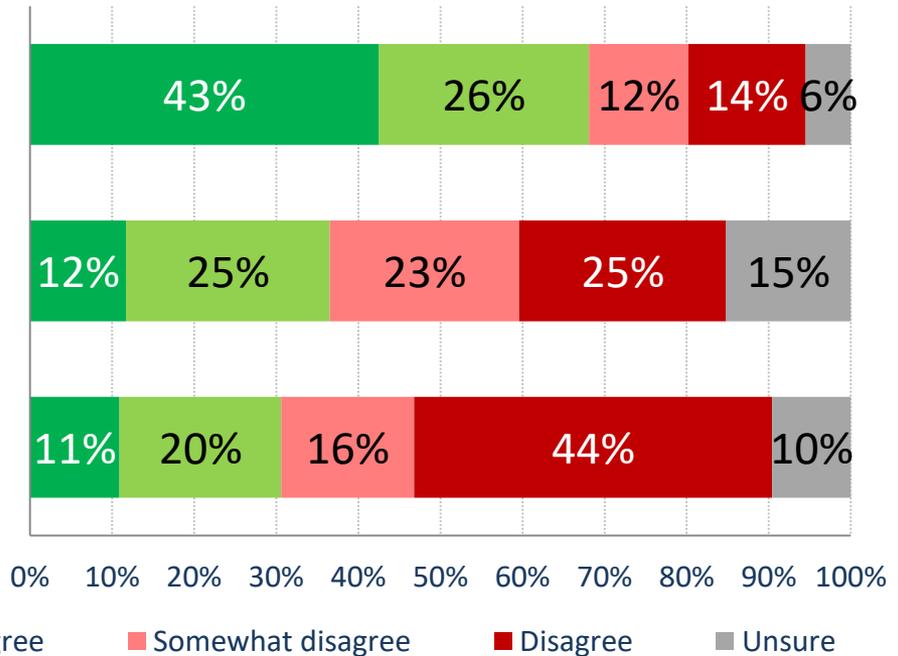
Level of agreement for increasing homes, selling tobacco products and regulate vaping products

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

The government should regulate vaping products like tobacco products even though vaping is considered 95% safer than cigarettes.

If the government allowed more homes to be built the price of housing would be more affordable for Canadians

Selling tobacco products in packaging without branding (e.g. company colours and logos) will reduce the number of Canadians that smoke.

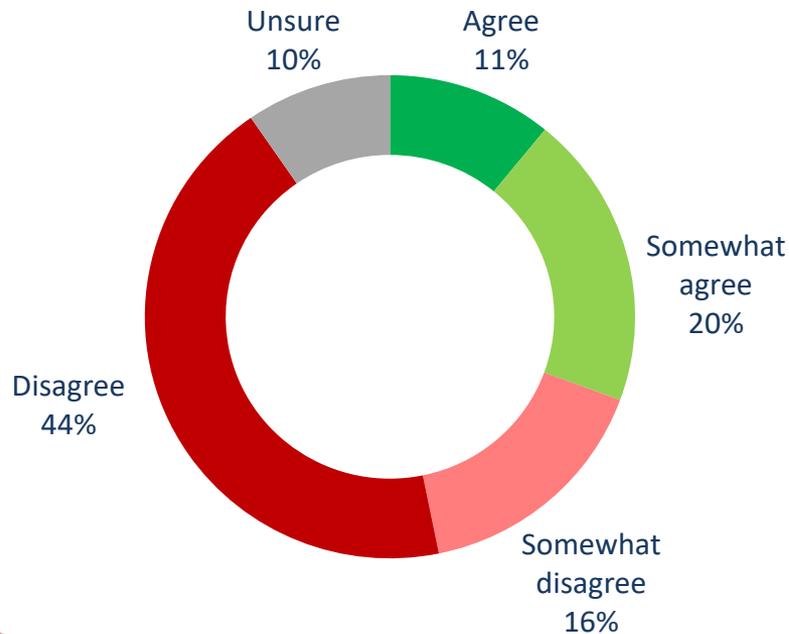


*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

Selling tobacco products without branding

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

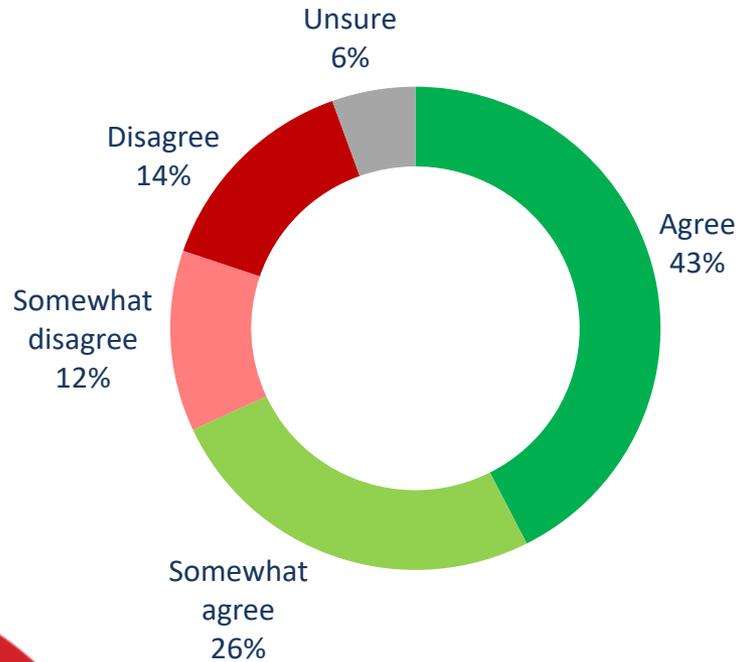
Subgroups	Disagree/ Somewhat disagree
Atlantic (n=100)	53.1%
Quebec (n=250)	58.7%
Ontario (n=300)	63.4%
Prairies (n=200)	63.8%
British Columbia (n=150)	53.7%
Male (n=500)	56.4%
Female (n=500)	63.0%
18 to 39 (n=309)	64.3%
40 to 59 (n=400)	57.7%
60 plus (n=291)	56.7%
\$0 to \$59,999 (n=244)	68.0%
\$60,000 to \$99,999 (n=281)	59.3%
\$100,000 or more (n=278)	54.2%
Refuse/No answer (n=197)	58.5%

QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

Selling tobacco products in packaging without branding (e.g. company colours and logos) will reduce the number of Canadians that smoke.

Regulating vaping products

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

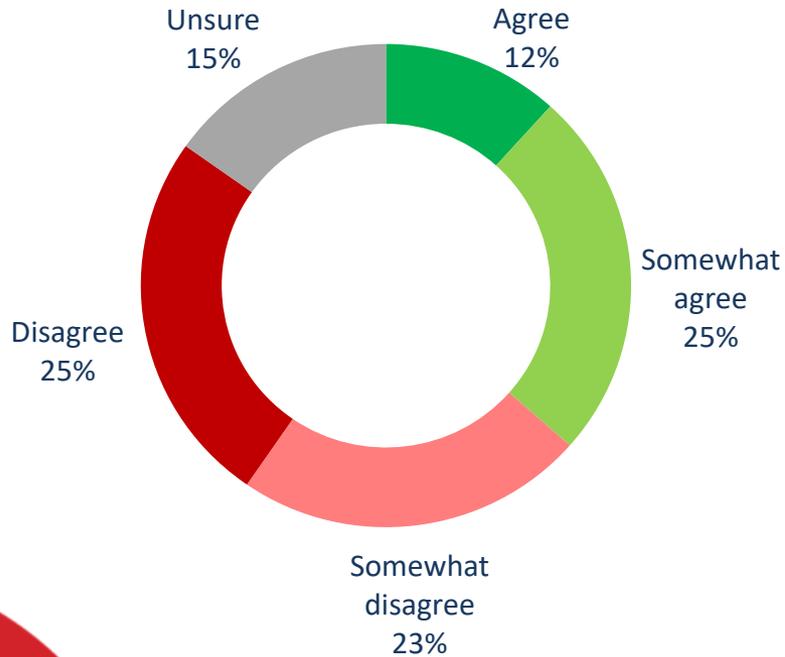
Subgroups	Agree/ Somewhat agree
Atlantic (n=100)	75.0%
Quebec (n=250)	69.7%
Ontario (n=300)	62.2%
Prairies (n=200)	66.5%
British Columbia (n=150)	74.6%
Male (n=500)	63.7%
Female (n=500)	72.2%
18 to 39 (n=309)	70.1%
40 to 59 (n=400)	65.0%
60 plus (n=291)	69.6%
\$0 to \$59,999 (n=244)	71.2%
\$60,000 to \$99,999 (n=281)	68.8%
\$100,000 or more (n=278)	66.9%
Refuse/No answer (n=197)	64.9%

QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

The government should regulate vaping products like tobacco products even though vaping is considered 95% safer than cigarettes.

Housing affordability

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



*Note: Charts may not add up to 100 due to rounding

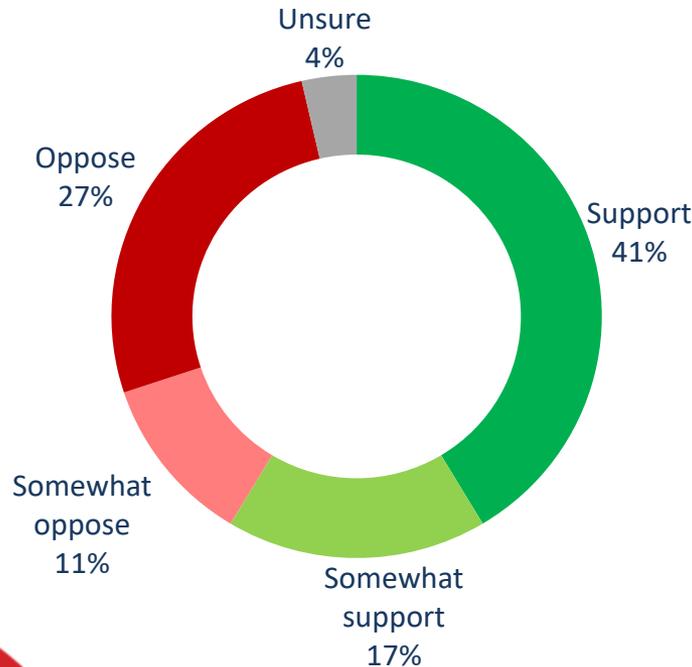
Subgroups	Disagree/ Somewhat disagree
Atlantic (n=100)	48.8%
Quebec (n=250)	44.5%
Ontario (n=300)	49.5%
Prairies (n=200)	53.8%
British Columbia (n=150)	44.4%
Male (n=500)	45.9%
Female (n=500)	50.6%
18 to 39 (n=309)	51.1%
40 to 59 (n=400)	48.6%
60 plus (n=291)	44.0%
\$0 to \$59,999 (n=244)	47.3%
\$60,000 to \$99,999 (n=281)	45.1%
\$100,000 or more (n=278)	51.6%
Refuse/No answer (n=197)	49.4%

QUESTION – Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

If the government allowed more homes to be built the price of housing would be more affordable for Canadians

Support for private retailers selling alcohol

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=300, accurate 5.7 percentage points plus or minus, 19 times out of 20. [Ontario only]



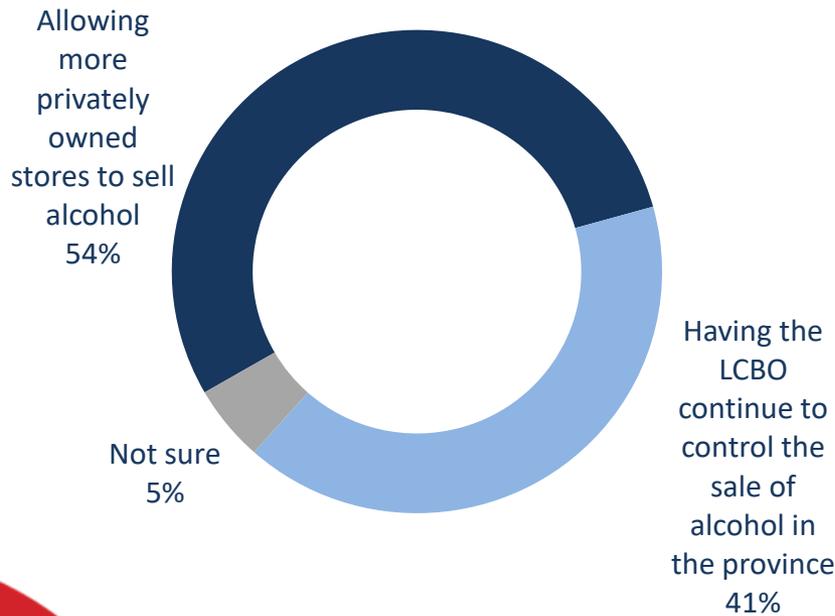
Subgroups	Support/ Somewhat support
Male (n=143)	63.1%
Female (n=157)	54.3%
18 to 39 (n=80)	59.9%
40 to 59 (n=120)	60.3%
60 plus (n=100)	54.2%
\$0 to \$59,999 (n=66)	60.8%
\$60,000 to \$99,999 (n=82)	58.8%
\$100,000 or more (n=95)	58.9%
Refuse/No answer (n=57)	55.5%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – The Union representing employees at the Liquor Control Board, also known as the LCBO may go on strike just before the Canada Day long weekend. If the LCBO will be closed because of the strike, would you support, somewhat support, somewhat oppose or oppose allowing for the sale of liquor and spirits at private retailers during the strike? [ONTARIO ONLY]

Control of alcohol in Ontario

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=300, accurate 5.7 percentage points plus or minus, 19 times out of 20. [Ontario only]



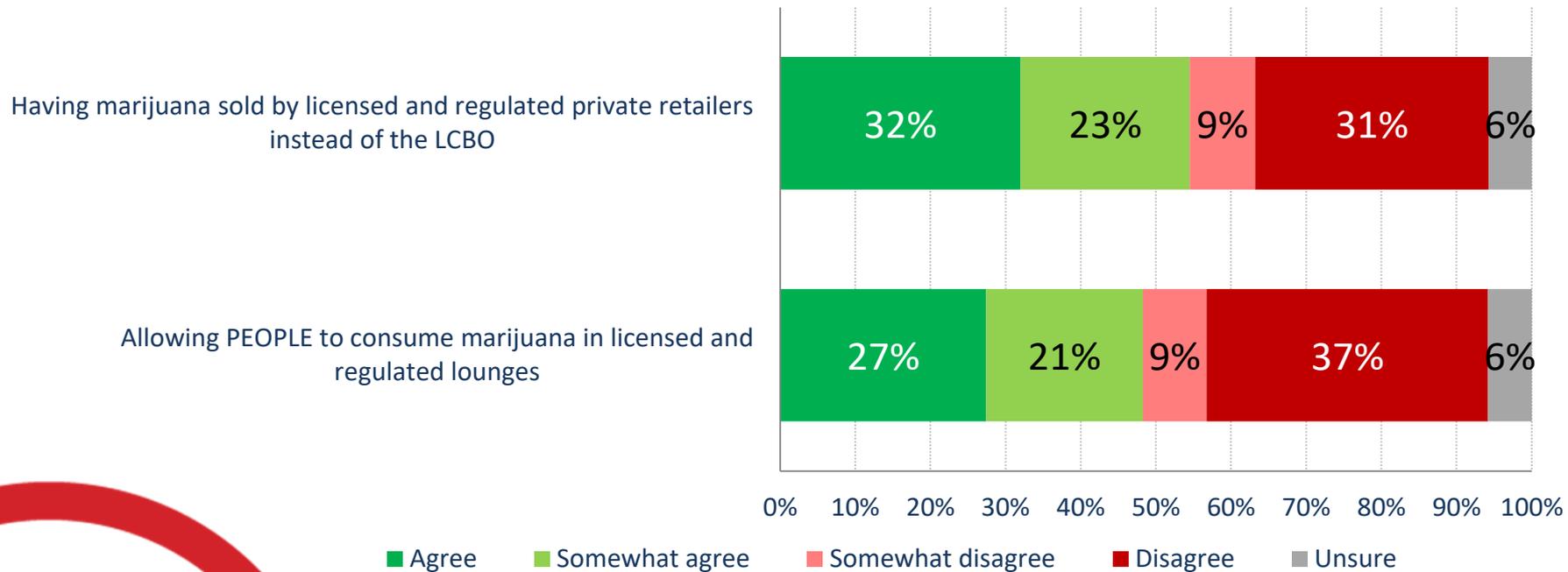
Subgroups	Allowing more privately owned stores	Having LCBO continue to control
Male (n=143)	59.2%	38.0%
Female (n=157)	49.2%	43.6%
18 to 39 (n=80)	58.9%	37.4%
40 to 59 (n=120)	55.7%	38.1%
60 plus (n=100)	44.9%	49.9%
\$0 to \$59,999 (n=66)	50.8%	44.4%
\$60,000 to \$99,999 (n=82)	56.2%	35.7%
\$100,000 or more (n=95)	54.8%	41.1%
Refuse/No answer (n=57)	53.3%	44.0%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – As you may know the LCBO is an Ontario Crown Corporation that control alcohol sales in the province and contributes profits to the Government of Ontario. What is more important to you [ONTARIO ONLY]

Support for marijuana regulations in Ontario

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=300, accurate 5.7 percentage points plus or minus, 19 times out of 20. [Ontario only]

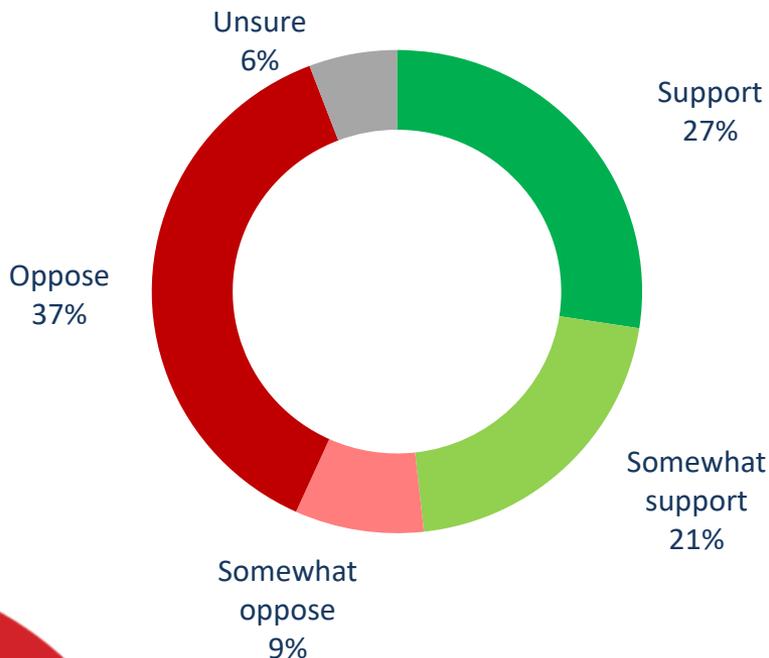


*Note: Charts may not add up to 100 due to rounding

QUESTION – When marijuana is legalized, do you support, somewhat support, somewhat oppose or oppose the following [ROTATE][ONTARIO ONLY]

Support for marijuana consumption in lounges

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=300, accurate 5.7 percentage points plus or minus, 19 times out of 20. [Ontario only]



Subgroups	Support/ Somewhat support
Male (n=143)	50.8%
Female (n=157)	45.9%
18 to 39 (n=80)	58.4%
40 to 59 (n=120)	44.9%
60 plus (n=100)	39.1%
\$0 to \$59,999 (n=66)	38.8%
\$60,000 to \$99,999 (n=82)	51.5%
\$100,000 or more (n=95)	49.1%
Refuse/No answer (n=57)	52.5%

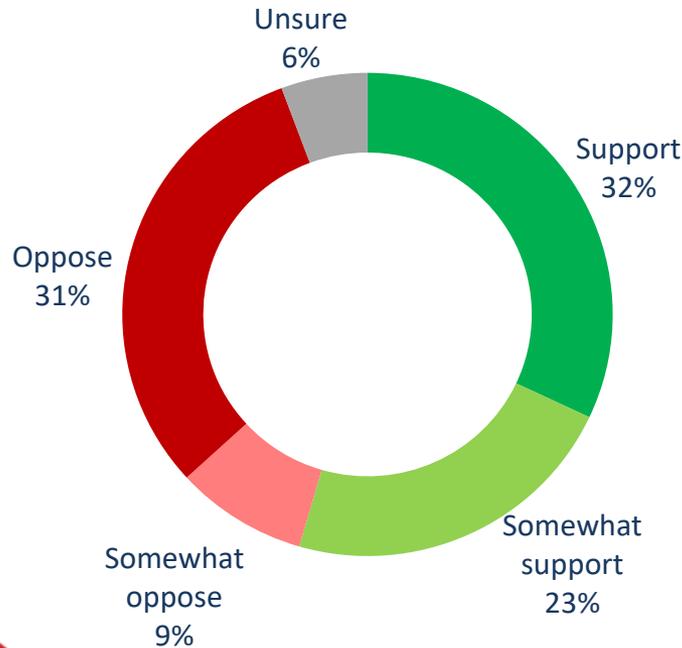
***Note: Charts may not add up to 100 due to rounding**

QUESTION – When marijuana is legalized, do you support, somewhat support, somewhat oppose or oppose the following [ROTATE][ONTARIO ONLY]

Allowing PEOPLE to consume marijuana in licensed and regulated lounges

Marijuana sold by private retailers

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 25th to 28th, 2017, n=300, accurate 5.7 percentage points plus or minus, 19 times out of 20. [Ontario only]



Subgroups	Support/ Somewhat support
Male (n=143)	51.8%
Female (n=157)	57.0%
18 to 39 (n=80)	61.4%
40 to 59 (n=120)	56.2%
60 plus (n=100)	42.5%
\$0 to \$59,999 (n=66)	47.7%
\$60,000 to \$99,999 (n=82)	57.8%
\$100,000 or more (n=95)	51.9%
Refuse/No answer (n=57)	61.8%

***Note: Charts may not add up to 100 due to rounding**

QUESTION – When marijuana is legalized, do you support, somewhat support, somewhat oppose or oppose the following [ROTATE][ONTARIO ONLY]

Having marijuana sold by licensed and regulated private retailers instead of the LCBO



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between June 25th and 28th, 2017. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20. The margin of error for a random survey of 300 residents of Ontario is ± 5.7 percentage points, 19 times out of 20.

The research was commissioned by Consumer Choice Center.

Note: Charts may not add up to 100 due to rounding.



About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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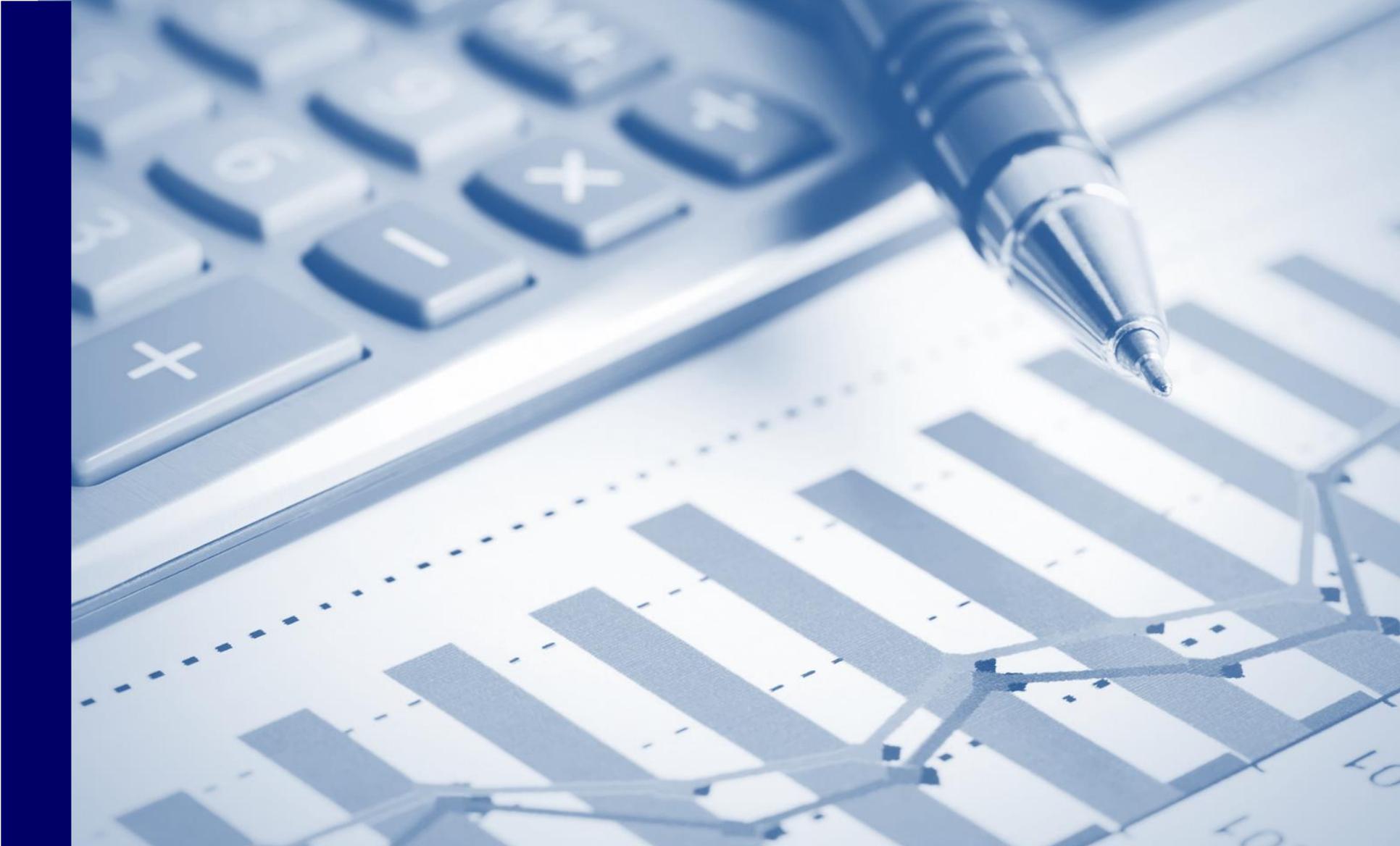
North America Toll-free

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Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Consumer Choice Center	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Twelve percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	All questions asked are contained in this report.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	June 25 th to 28 th , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		



Tabulations



2017-1041 – Consumer Choice Center – National Survey STAT SHEET

Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

			Region		Income		
			Canada 2017-06	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - Banning ridesharing services such as Uber	Total	Unwgt N	1000	244	281	278	197
		Wgt N	1000	241	278	284	197
	Support	%	11.4	15.8	10.6	9.1	10.6
	Somewhat support	%	17.7	20.5	17.8	13.5	20.3
	Somewhat oppose	%	20.7	18.9	20.9	24.0	18.1
	Oppose	%	41.3	33.8	42.8	47.4	39.6
	Unsure	%	8.8	11.0	7.9	6.1	11.4

Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

			Region		Income		
			Canada 2017-06	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - Banning homesharing services such as AirBnB	Total	Unwgt N	1000	244	281	278	197
		Wgt N	1000	241	278	284	197
	Support	%	8.2	10.7	9.0	7.9	4.7
	Somewhat support	%	17.9	24.3	11.3	15.7	22.5
	Somewhat oppose	%	23.3	17.4	27.4	22.7	25.9
	Oppose	%	37.2	28.9	38.4	45.8	33.2
	Unsure	%	13.4	18.8	14.0	7.9	13.8

Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

			Region		Income		
			Canada 2017-06	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - Allowing Canadians to purchase alcohol from other provinces and transport it across provincial boundaries	Total	Unwgt N	1000	244	281	278	197
		Wgt N	1000	241	278	284	197
	Support	%	80.6	73.7	82.5	86.0	78.3
	Somewhat support	%	12.3	17.3	9.3	9.0	15.2
	Somewhat oppose	%	2.8	4.2	3.5	.9	2.6
	Oppose	%	2.8	4.1	2.6	3.1	1.4
	Unsure	%	1.5	.7	2.1	1.0	2.5

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		Region		Income			
				\$60,000 to			
			Canada 2017-06	\$0 to \$59,999	\$99,999	\$100,000 or more	Refuse/No Answer
Question - The supply and price of many food items such as milk are managed by marketing boards created by the Government of Canada. What is more important to you? [ROTATE]	Total	Unwgt N	1000	244	281	278	197
		Wgt N	1000	241	278	284	197
	Having the government manage the price and supply of milk to the benefit of milk producers	%	34.4	33.1	37.0	36.0	30.0
	Having the lowest price possible for milk for the benefit of consumers	%	46.2	46.7	45.4	45.8	47.5
	Unsure	%	19.4	20.2	17.6	18.2	22.5

Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

		Region		Income			
			Canada 2017-06	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - Selling tobacco products in packaging without branding (e.g. company colours and logos) will reduce the number of Canadians that smoke.	Total	Unwgt N	1000	244	281	278	197
		Wgt N	1000	241	278	284	197
	Agree	%	10.9	10.9	9.5	13.3	9.5
	Somewhat agree	%	19.7	13.9	20.8	25.4	16.9
	Somewhat disagree	%	16.2	18.1	16.7	15.3	14.5
	Disagree	%	43.6	49.9	42.6	38.9	44.0
	Unsure	%	9.6	7.3	10.4	7.1	14.9

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Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

			Region		Income		
			Canada 2017-06	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - The government	Total	Unwgt N	1000	244	281	278	197
should regulate vaping products		Wgt N	1000	241	278	284	197
like tobacco products even	Agree	%	42.5	42.3	42.3	42.8	42.4
though vaping is considered 95%	Somewhat agree	%	25.6	28.9	26.5	24.1	22.5
safer than cigarettes.	Somewhat disagree	%	12.1	11.9	11.0	12.7	13.2
	Disagree	%	14.3	12.6	13.4	16.8	14.0
	Unsure	%	5.5	4.3	6.8	3.6	7.9

Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

			Region		Income		
			Canada 2017-06	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - If the government	Total	Unwgt N	1000	244	281	278	197
allowed more homes to be built		Wgt N	1000	241	278	284	197
the price of housing would be	Agree	%	11.7	9.5	16.3	11.0	8.9
more affordable for Canadians	Somewhat agree	%	24.8	26.1	25.1	23.8	24.2
	Somewhat disagree	%	23.1	22.2	23.5	22.5	24.7
	Disagree	%	25.2	25.1	21.6	29.1	24.7
	Unsure	%	15.2	17.1	13.5	13.7	17.5

			Region		Income		
			Ontario	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - The Union representing	Total	Unwgt N	300	66	82	95	57
employees at the Liquor Control		Wgt N	300	63	80	99	58
Board, also known as the LCBO may	Support	%	41.4	37.5	48.2	42.3	34.5
go on strike just before the Canada	Somewhat support	%	17.2	23.3	10.6	16.6	21.0
Day long weekend. If the LCBO will	Somewhat oppose	%	11.3	10.2	14.5	9.5	11.1
be closed because of the strike,	Oppose	%	26.5	25.1	22.6	27.5	31.6
would you support, somewhat	Unsure	%	3.6	3.8	4.0	4.1	1.9
support, somewhat oppose or							
oppose allowing for the sale of							
liquor and spirits at private retailers							
during the strike?							

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			Region		Income		
			Ontario	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - As you may know the LCBO is an Ontario Crown Corporation that controls alcohol sales in the province and contributes profits to the Government of Ontario. What is more important to you? [ROTATE]	Total	Unwgt N	300	66	82	95	57
		Wgt N	300	63	80	99	58
	Allowing more privately owned stores to sell alcohol	%	54.0	50.8	56.2	54.8	53.3
	Having the LCBO continue to control the sale of alcohol in the province	%	40.9	44.4	35.7	41.1	44.0
	Not sure	%	5.1	4.7	8.1	4.2	2.7

When marijuana is legalized, do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

			Region		Income		
			Ontario	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - Allowing PEOPLE to consume marijuana in licensed and regulated lounges	Total	Unwgt N	300	66	82	95	57
		Wgt N	300	63	80	99	58
	Support	%	27.4	18.9	32.6	30.5	24.2
	Somewhat support	%	20.8	19.9	18.9	18.6	28.3
	Somewhat oppose	%	8.5	11.0	10.0	5.5	9.0
	Oppose	%	37.4	43.7	31.3	41.3	32.5
	Unsure	%	5.8	6.5	7.1	4.1	6.0

When marijuana is legalized, do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

			Region		Income		
			Ontario	\$0 to \$59,999	\$60,000 to \$99,999	\$100,000 or more	Refuse/No Answer
Question - Having marijuana sold by licensed and regulated private retailers instead of the LCBO	Total	Unwgt N	300	66	82	95	57
		Wgt N	300	63	80	99	58
	Support	%	32.0	24.2	34.2	38.8	25.9
	Somewhat support	%	22.5	23.5	23.6	13.1	35.9
	Somewhat oppose	%	8.7	10.9	11.5	7.9	3.8
	Oppose	%	31.1	35.0	24.3	38.2	24.2
	Unsure	%	5.7	6.4	6.5	2.0	10.2

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Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 39	40 to 59	60 plus
Question - Banning ridesharing services such as Uber	Total	Unwgt N	1000	100	250	300	200	150	500	500	309	400	291
		Wgt N	1000	100	250	300	200	150	487	513	359	376	265
	Support	%	11.4	3.8	14.3	12.8	7.5	14.0	13.2	9.7	7.5	12.3	15.4
	Somewhat support	%	17.7	22.4	19.0	16.9	14.4	18.7	15.8	19.6	16.4	18.5	18.4
	Somewhat oppose	%	20.7	26.3	23.8	22.3	11.8	20.7	19.7	21.7	17.8	20.2	25.6
	Oppose	%	41.3	37.9	35.8	41.7	53.0	36.1	44.3	38.4	51.5	40.7	28.4
	Unsure	%	8.8	9.5	7.0	6.3	13.4	10.5	7.0	10.6	6.9	8.3	12.2

Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 39	40 to 59	60 plus
Question - Banning homesharing services such as AirBnB	Total	Unwgt N	1000	100	250	300	200	150	500	500	309	400	291
		Wgt N	1000	100	250	300	200	150	487	513	359	376	265
	Support	%	8.2	4.1	8.5	8.0	7.7	11.7	8.3	8.2	6.1	9.8	9.0
	Somewhat support	%	17.9	18.3	20.0	18.5	9.4	24.2	17.0	18.7	15.0	17.4	22.3
	Somewhat oppose	%	23.3	25.5	26.3	26.7	16.3	19.7	21.1	25.5	22.8	22.8	24.7
	Oppose	%	37.2	35.2	32.2	35.9	46.1	37.4	42.2	32.4	44.6	37.5	26.8
	Unsure	%	13.4	16.9	13.0	10.9	20.6	7.0	11.5	15.2	11.5	12.5	17.2

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Do you support, somewhat support, somewhat oppose or oppose each of the following? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 39	40 to 59	60 plus
Question - Allowing Canadians to purchase alcohol from other provinces and transport it across provincial boundaries	Total	Unwgt N	1000	100	250	300	200	150	500	500	309	400	291
		Wgt N	1000	100	250	300	200	150	487	513	359	376	265
	Support	%	80.6	81.9	75.4	84.9	80.6	79.5	86.3	75.2	82.3	80.2	78.8
	Somewhat support	%	12.3	13.5	16.8	9.4	10.2	12.8	8.2	16.2	11.1	11.1	15.7
	Somewhat oppose	%	2.8	1.3	3.7	1.0	4.9	2.8	1.7	3.8	2.1	3.4	2.6
	Oppose	%	2.8	2.5	3.0	2.9	2.1	3.7	2.3	3.4	2.4	4.0	1.6
	Unsure	%	1.5	.7	1.1	1.8	2.2	1.3	1.5	1.5	2.0	1.2	1.2

			Region						Gender		Age		
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 39	40 to 59	60 plus
Question - The supply and price of many food items such as milk are managed by marketing boards created by the Government of Canada. What is more important to you? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	309	400	291
		Wgt N	1000	100	250	300	200	150	487	513	359	376	265
	Having the government manage the price and supply of milk to the benefit of milk producers	%	34.4	41.9	39.6	31.5	31.5	30.5	30.2	38.4	29.0	34.6	41.4
	Having the lowest price possible for milk for the benefit of consumers	%	46.2	46.1	44.7	46.9	48.7	44.2	51.9	40.9	49.5	45.7	42.5
	Unsure	%	19.4	12.0	15.7	21.6	19.8	25.3	18.0	20.7	21.4	19.7	16.1

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Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

			Region						Gender		Age			
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 39	40 to 59	60 plus	
Question - Selling tobacco products in packaging without branding (e.g. company colours and logos) will reduce the number of Canadians that smoke.	Total	Unwgt N	1000	100	250	300	200	150	500	500	309	400	291	
		Wgt N	1000	100	250	300	200	150	487	513	359	376	265	
		Agree	%	10.9	14.2	10.4	9.2	11.2	12.7	12.7	9.2	8.6	11.7	12.9
		Somewhat agree	%	19.7	22.6	18.9	20.5	17.0	20.8	22.4	17.1	17.6	21.4	20.0
		Somewhat disagree	%	16.2	14.2	18.0	14.7	18.5	14.4	17.0	15.4	16.5	16.9	14.8
		Disagree	%	43.6	38.9	40.7	48.7	45.3	39.3	39.4	47.6	47.8	40.8	41.9
	Unsure	%	9.6	10.1	12.0	6.8	8.0	12.8	8.5	10.7	9.5	9.1	10.3	

Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

			Region						Gender		Age			
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 39	40 to 59	60 plus	
Question - The government should regulate vaping products like tobacco products even though vaping is considered 95% safer than cigarettes.	Total	Unwgt N	1000	100	250	300	200	150	500	500	309	400	291	
		Wgt N	1000	100	250	300	200	150	487	513	359	376	265	
		Agree	%	42.5	45.4	43.4	39.1	43.0	44.9	39.9	44.9	42.6	41.9	43.1
		Somewhat agree	%	25.6	29.6	26.3	23.1	23.5	29.7	23.8	27.3	27.5	23.1	26.5
		Somewhat disagree	%	12.1	12.0	10.5	15.6	11.6	8.7	12.2	12.0	11.7	13.5	10.7
		Disagree	%	14.3	6.2	15.6	17.1	15.6	10.0	17.3	11.4	13.5	16.0	12.9
	Unsure	%	5.5	6.8	4.2	5.1	6.2	6.7	6.7	4.4	4.6	5.5	6.8	

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Do you agree, somewhat agree, somewhat disagree, or disagree with each of the following statements? [RANDOMIZE]

			Region						Gender		Age		
			Canada 2017-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 39	40 to 59	60 plus
Question - If the government	Total	Unwgt N	1000	100	250	300	200	150	500	500	309	400	291
allowed more homes to be built		Wgt N	1000	100	250	300	200	150	487	513	359	376	265
the price of housing would be	Agree	%	11.7	9.4	11.6	11.7	12.8	12.1	15.3	8.3	9.9	11.6	14.5
more affordable for Canadians	Somewhat agree	%	24.8	23.3	28.7	25.3	17.1	28.6	25.2	24.4	22.3	24.8	28.2
	Somewhat disagree	%	23.1	23.9	23.5	20.9	23.6	25.7	20.6	25.5	25.4	21.8	21.9
	Disagree	%	25.2	24.9	21.0	28.6	30.2	18.7	25.3	25.1	25.7	26.8	22.1
	Unsure	%	15.2	18.5	15.2	13.5	16.4	14.9	13.6	16.7	16.7	15.1	13.2

			Region		Gender		Age		
			Ontario	Total	Male	Female	18 to 39	40 to 59	60 plus
Question - The Union representing employees	Total	Unwgt N	300	300	143	157	80	120	100
at the Liquor Control Board, also known as the		Wgt N	300	300	144	156	108	114	78
LCBO may go on strike just before the Canada	Support	%	41.4	41.4	45.8	37.2	47.7	39.0	35.9
Day long weekend. If the LCBO will be closed	Somewhat support	%	17.2	17.2	17.3	17.1	12.2	21.3	18.3
because of the strike, would you support,	Somewhat oppose	%	11.3	11.3	9.2	13.3	14.8	9.4	9.3
somewhat support, somewhat oppose or	Oppose	%	26.5	26.5	26.0	27.0	21.5	27.2	32.3
oppose allowing for the sale of liquor and	Unsure	%	3.6	3.6	1.7	5.4	3.8	3.1	4.1
spirits at private retailers during the strike?									

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			Region		Gender		Age		
			Ontario	Total	Male	Female	18 to 39	40 to 59	60 plus
Question - As you may know the LCBO is an Ontario Crown Corporation that controls alcohol sales in the province and contributes profits to the Government of Ontario. What is more important to you? [ROTATE]	Total	Unwgt N	300	300	143	157	80	120	100
		Wgt N	300	300	144	156	108	114	78
	Allowing more privately owned stores to sell alcohol	%	54.0	54.0	59.2	49.2	58.9	55.7	44.9
	Having the LCBO continue to control the sale of alcohol in the province	%	40.9	40.9	38.0	43.6	37.4	38.1	49.9
	Not sure	%	5.1	5.1	2.8	7.1	3.8	6.2	5.2

When marijuana is legalized, do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

			Region		Gender		Age		
			Ontario	Total	Male	Female	18 to 39	40 to 59	60 plus
Question - Allowing PEOPLE to consume marijuana in licensed and regulated lounges	Total	Unwgt N	300	300	143	157	80	120	100
		Wgt N	300	300	144	156	108	114	78
	Support	%	27.4	27.4	29.9	25.2	37.0	25.5	17.0
	Somewhat support	%	20.8	20.8	20.9	20.7	21.4	19.4	22.1
	Somewhat oppose	%	8.5	8.5	9.0	8.1	7.3	6.4	13.3
	Oppose	%	37.4	37.4	35.5	39.2	29.2	41.7	42.6
	Unsure	%	5.8	5.8	4.7	6.8	5.2	7.0	4.9

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When marijuana is legalized, do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

			Region		Gender		Age		
			Ontario	Total	Male	Female	18 to 39	40 to 59	60 plus
			Question - Having marijuana sold by licensed and regulated private retailers instead of the LCBO	Total	Unwgt N	300	300	143	157
		Wgt N	300	300	144	156	108	114	78
	Support	%	32.0	32.0	29.6	34.3	38.4	30.8	25.0
	Somewhat support	%	22.5	22.5	22.2	22.7	23.0	25.4	17.5
	Somewhat oppose	%	8.7	8.7	9.2	8.2	7.1	5.8	15.2
	Oppose	%	31.1	31.1	34.9	27.6	21.8	36.4	36.3
	Unsure	%	5.7	5.7	4.1	7.2	9.8	1.6	6.0

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