GTA residents say the plans federal parties present for the future is most important for influencing their vote in the upcoming election; affordable housing is seen as biggest issue facing GTA.

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Key Findings

1

ISSUES OF CONCERN

GTA residents most often mention affordable housing as the biggest issue facing the GTA right now, with four in ten mentioning this unprompted (41%). This was followed by transit (18%) and COVID-19 related issues (14%). Residents of the 416 area code were more likely to mention affordable housing (47%) than residents of the 905 area code (35%).

2

INFLUENCE OF FACTORS ON VOTE

GTA residents give the highest intensity of importance to the plans for the future presented by the federal political parties in terms of influencing how they will vote in the upcoming federal election (mean of 8.1 out of 10), followed by the track record of the Liberals during the pandemic (mean of 7.6). The performance of party leaders during the campaign received a lower intensity of importance than other factors (mean of 6.4 out of 10).

3

YOUNGER VERSUS OLDER RESIDENTS

Older residents (55 plus) give a higher importance score to the performance of party leaders during the campaign (6.9) than those 18 to 34 (mean of 6.0), while younger residents (18-34) give a higher importance score to the best platform for housing affordability (mean of 7.4) than those 35 to 54 (mean of 6.4) and 55 plus (mean of 6.8).

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Opinions on the most important issue facing the GTA

"GTA residents are most likely to say, unprompted, that affordable housing is the most important issue facing the Greater Toronto Area today, followed by transit and COVID-19 related issues. Residents of the 416 area code are more likely to mention affordable housing (47%) than residents of the 905 area code (35%)."

Frequency (n=508)

TOP RESPONSES

Affordable housing	40.8%
Transit (improving public transit/rapid transit/transit infrastructure/traffic gridlocks)	17.5%
COVID-19 related issues (vaccinations/fourth wave/public safety/recovery)	13.8%
Affordability/cost of living	5.5%
Economic recovery/reopening the economy	5.2%
Pollution/climate	5.0%
Gun violence/crime	4.9%
Population growth/densification/sprawl	4.2%

*Based on multiple mentions

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Importance of factors influencing vote in the upcoming federal election

Q On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

Mean

> GTA residents give the highest intensity of importance to the plans for the future presented by the federal political parties in terms of influencing how they will vote in the upcoming federal election, followed by the track record of the Liberals during the pandemic. Although still seen as important, the performance of party leaders during the campaign received a lower intensity of importance than other factors.

Factor	Important (7-10)	Neutral (4-6)	Not important (0-3)	Mean
The plans for the future presented by the political parties	83%	12%	4%	8.1
The track record of the Liberals during the pandemic	75%	17%	8%	7.6
The party that has the best platform for housing affordability	62%	24%	12%	6.8
The performance of the party leaders during the campaign	56%	26%	17%	6.4

■ Important (7-10)   ■ Neutral (4-6)   ■ Not important (0-3)   ■ Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=518 residents of the GTA, accurate 4.3 percentage points plus or minus, 19 times out of 20.
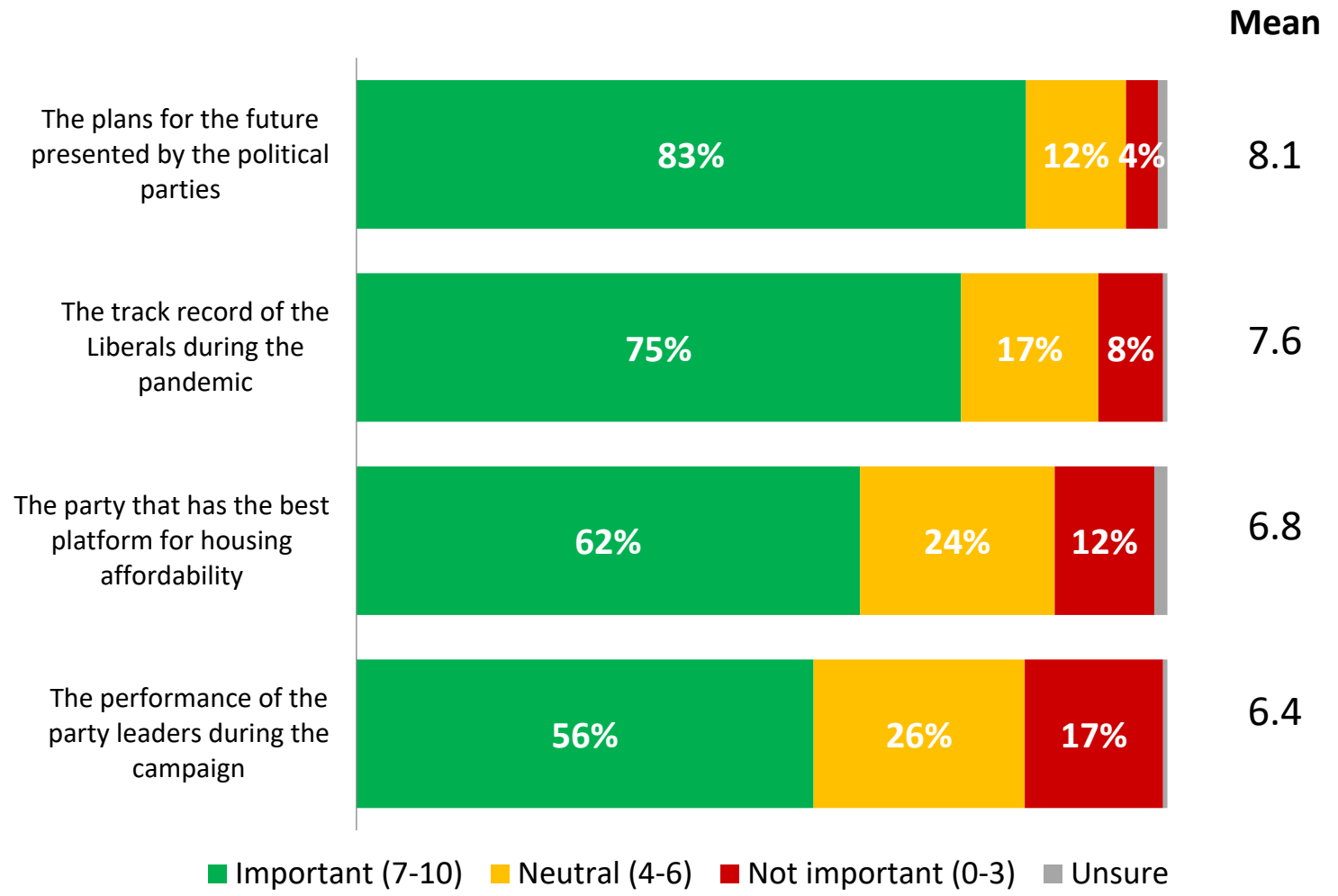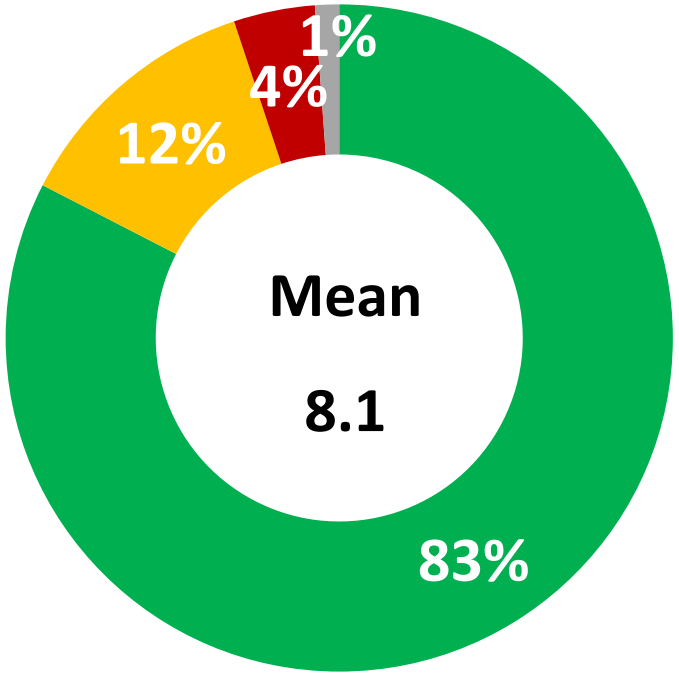
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Importance of a party's plan for the future

The plans for the future presented by the political parties

Mean
8.1

83%
12%
4%
1%

■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure

"A majority of GTA residents say the plans for the future presented by the political parties will be important in influencing how they vote in the upcoming federal election, consistent across area code, age and gender."
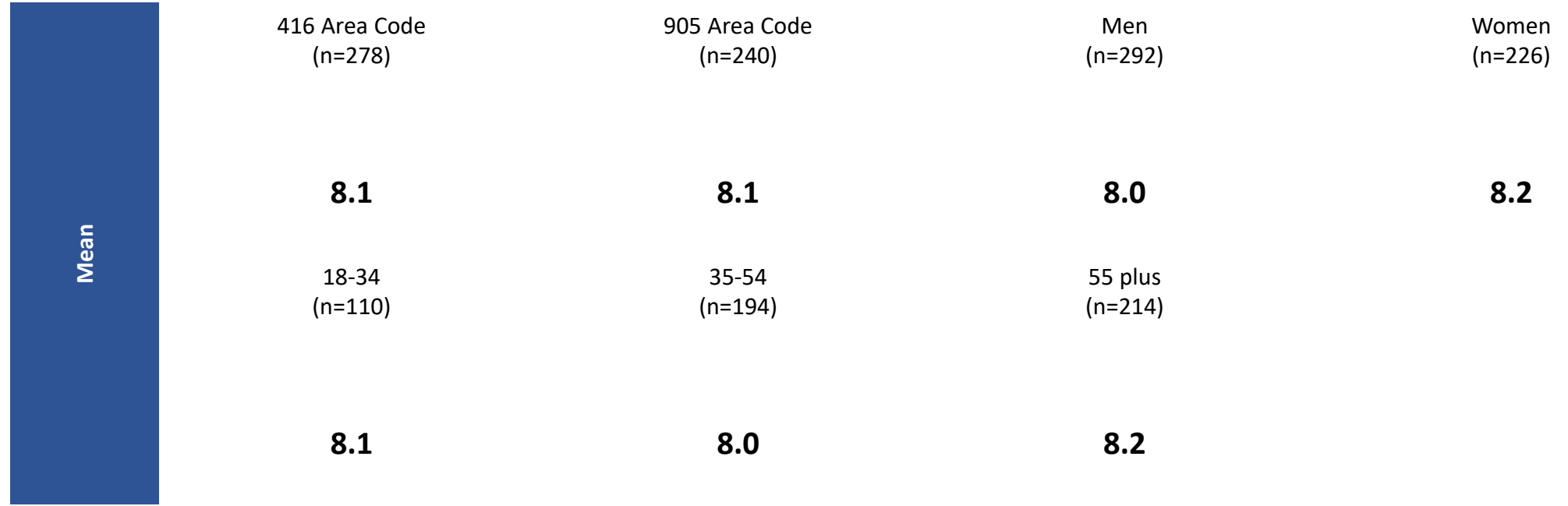
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Importance of a party's plan for the future by demographics

The plans for the future presented by the political parties

	416 Area Code (n=278)	905 Area Code (n=240)	Men (n=292)	Women (n=226)
Mean	**8.1**	**8.1**	**8.0**	**8.2**
	18-34 (n=110)	35-54 (n=194)	55 plus (n=214)	
	8.1	**8.0**	**8.2**	

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=518 residents of the GTA, accurate 4.3 percentage points plus or minus, 19 times out of 20.

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Importance of the performance of the party leaders

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The performance of the party leaders during the campaign

Mean 6.4

1%
17%
26%
56%

■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure

" Close to six in ten GTA residents say the performance of party leaders during the campaign will be important in influencing how they vote in the upcoming federal election, while more than one in four are neutral. Older residents (55 plus) give this a higher importance score (6.9) than those 18 to 34 (mean of 6.0). "

*Weighted to the true population proportion.
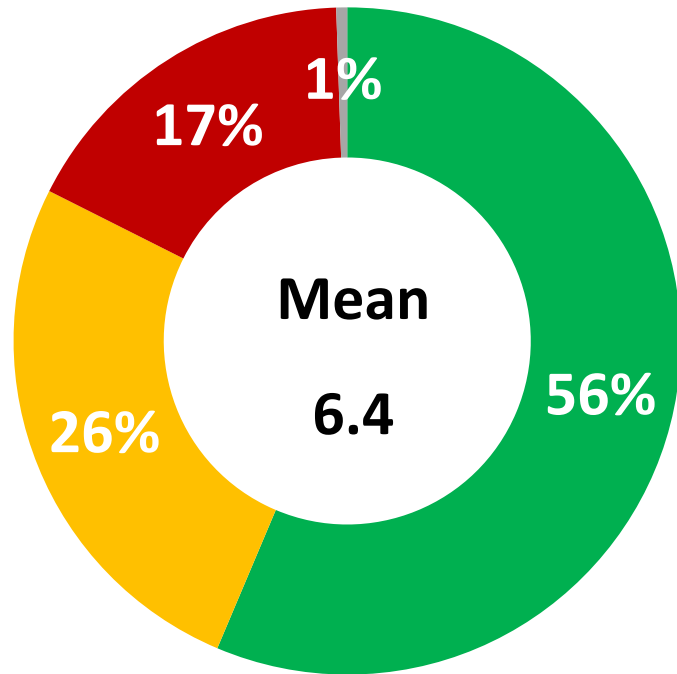*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=518 residents of the GTA, accurate 4.3 percentage points plus or minus, 19 times out of 20.

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Importance of the performance of the party leaders by demographics

Q On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The performance of the party leaders during the campaign

	416 Area Code (n=278)	905 Area Code (n=240)	Men (n=292)	Women (n=226)
Mean	6.3	6.6	6.5	6.4
	18-34 (n=110)	35-54 (n=194)	55 plus (n=214)	
	6.0	6.2	6.9	

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=518 residents of the GTA, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Importance of the Liberal track record during COVID-19

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The track record of the Liberals during the pandemic

Mean 7.6

1%

8%

17%

75%

■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure

" Three in four GTA residents say the track record of the Liberals during the pandemic will be important in influencing how they vote in the upcoming federal election, consistent across area code, age and gender. "
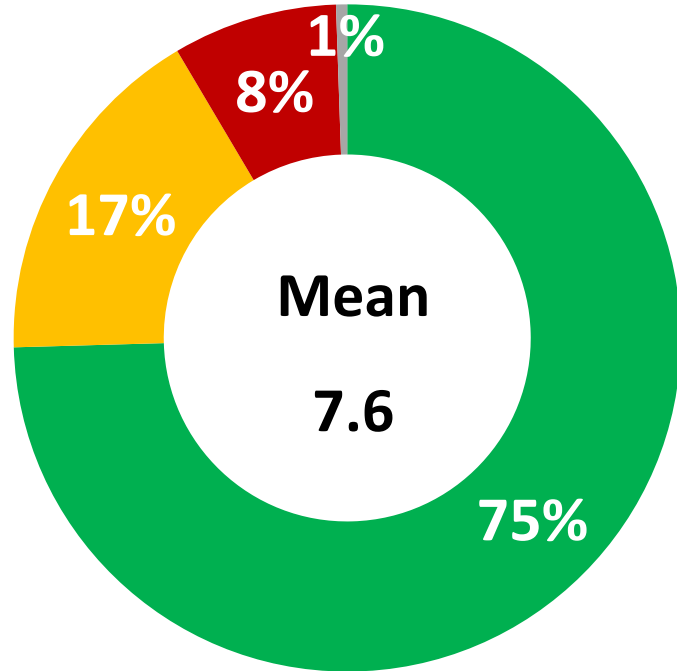
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=518 residents of the GTA, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Importance of the Liberal track record during COVID-19 by demographics

The track record of the Liberals during the pandemic

Mean	416 Area Code (n=278)	905 Area Code (n=240)	Men (n=292)	Women (n=226)
	7.6	**7.6**	**7.6**	**7.7**
	18-34 (n=110)	35-54 (n=194)	55 plus (n=214)	
	7.5	**7.5**	**7.9**	

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=518 residents of the GTA, accurate 4.3 percentage points plus or minus, 19 times out of 20.

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Importance of the party with the best affordable housing platform

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The party that has the best platform for housing affordability

Mean 6.8

- 62%
- 24%
- 12%
- 2%

■ Important (7-10) ■ Neutral (4-6) ■ Not important (0-3) ■ Unsure

" Just over six in ten GTA residents say the party that has the best platform for housing affordability will be important in influencing how they vote in the upcoming federal election. Younger residents (18 to 34) give this a higher average importance score (mean of 7.4) than those 35 to 54 (mean of 6.4) and 55 plus (mean of 6.8). "
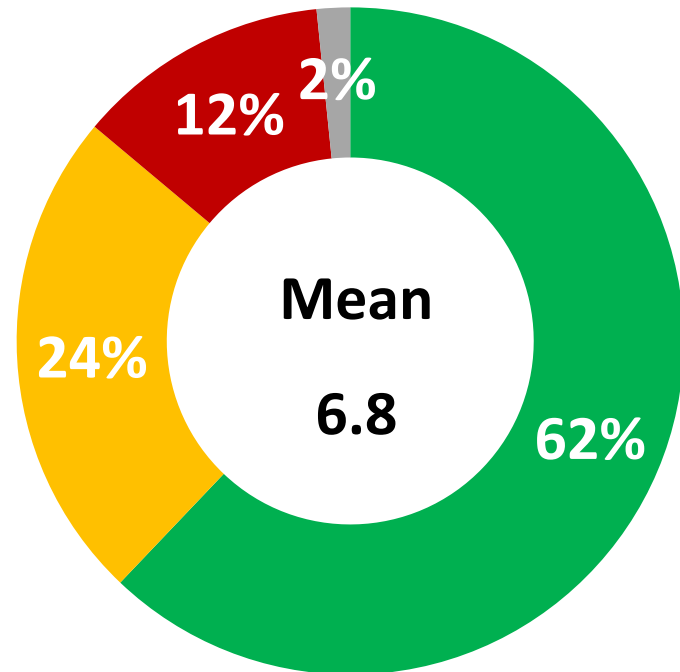
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=518 residents of the GTA, accurate 4.3 percentage points plus or minus, 19 times out of 20.

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Importance of the party with the best affordable housing platform by demographics

Q On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

The party that has the best platform for housing affordability

Mean	416 Area Code (n=278)	905 Area Code (n=240)	Men (n=292)	Women (n=226)
	6.9	**6.8**	**6.6**	**7.0**
	18-34 (n=110)	35-54 (n=194)	55 plus (n=214)	
	7.4	**6.4**	**6.8**	

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 28th to 30th, 2021, n=518 residents of the GTA, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 518 residents of the Greater Toronto Area, 18 years of age or older, between August 28th and 30th, 2021 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across the GTA. 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 GTA.

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

The margin of error for this survey is ±4.3 percentage points, 19 times out of 20.

This study was commissioned by CTV News and CP24 and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	CTV News/CP24
Population and Final Sample Size	518 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
Margin of Error	±4.3 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across the GTA.
Demographics (Captured)	Greater Toronto Area; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	August 28th to 30th, 2021.
Language of Survey	The survey was conducted in English.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of the Greater Toronto Area. See tables for full weighting disclosure
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of the Greater Toronto Area.
Estimated Response Rate	14 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This is one report of two. The other report contains questions related to federal political party leaders.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

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ABOUT NANOS

2021-1970 – CTV/CP24 Nanos Survey – Issue - STAT SHEET

			Region			Gender		Age		
			GTA 2021-08	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - What is the most important issue facing the Greater Toronto Area today? [OPEN]	Total*	Unwgt N	508	274	234	287	221	107	192	209
		Wgt N	489	226	263	231	258	134	171	185
	Affordable housing	%	40.8	47.4	35.0	43.6	38.2	45.0	35.0	43.0
	Affordability/cost of living	%	5.5	5.4	5.6	6.7	4.5	10.0	5.5	2.4
	Transit (improving public transit/rapid transit/transit infrastructure/traffic gridlocks)	%	17.5	16.9	17.9	21.3	14.0	14.7	18.8	18.2
	COVID-19 related issues (vaccinations/fourth wave/public safety/recovery)	%	13.8	10.1	17.0	9.9	17.3	13.6	15.6	12.3
	Economic recovery/reopening the economy	%	5.2	4.1	6.2	5.6	4.9	3.5	8.2	3.8
	Gun violence/crime	%	4.9	5.8	4.1	4.2	5.5	4.8	5.2	4.6
	Homelessness/violence towards the homeless	%	3.0	1.7	4.1	1.3	4.5	6.3	1.3	2.2
	Poverty	%	1.7	2.6	1.0	1.0	2.3	3.7	0.5	1.4
	Pollution/climate	%	5.0	4.3	5.7	4.0	5.9	4.5	4.9	5.4
	Health care	%	2.6	3.5	1.8	2.5	2.7	1.9	3.0	2.7
	Population growth/densification/sprawl	%	4.2	5.0	3.5	1.8	6.3	3.0	5.8	3.5
	Jobs/employment	%	2.2	1.1	3.1	1.7	2.7	0.0	3.7	2.4
	Infrastructure/aging infrastructure	%	2.3	2.2	2.4	1.6	3.0	0.9	2.3	3.3
	Current government (municipal/provincial/federal)	%	1.0	0.9	1.0	1.5	0.5	0.0	0.4	2.2
	Government debt/deficit	%	0.6	0.6	0.6	1.3	0.0	0.0	0.5	1.2
	Taxes/tax reform	%	0.6	0.3	0.9	1.3	0.0	0.0	1.4	0.4
	Other	%	3.6	2.2	4.9	2.1	5.0	4.7	2.1	4.2
	Unsure	%	0.5	0.3	0.7	0.3	0.7	1.3	0.4	0.0

*Based on up to two mentions

**Grouped by number of respondents (columns exceed 100 per cent)

2021-1970 – CTV/CP24 Nanos Survey – Issue - STAT SHEET

			Region			Gender		Age		
			GTA 2021-08	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - What is the most important issue facing the Greater Toronto Area today? [OPEN]	Total*	Unwgt N	580	311	269	321	259	126	217	237
		Wgt N	563	259	304	259	304	158	195	209
	Affordable housing	%	35.4	41.4	30.3	39.0	32.4	38.1	30.5	38.0
	Affordability/cost of living	%	4.8	4.8	4.9	6.0	3.8	8.5	4.8	2.1
	Transit (improving public transit/rapid transit/transit infrastructure/traffic gridlocks)	%	15.2	14.8	15.5	19.1	11.9	12.5	16.4	16.1
	COVID-19 related issues (vaccinations/fourth wave/public safety/recovery)	%	12.0	8.8	14.7	8.8	14.7	11.5	13.6	10.9
	Economic recovery/reopening the economy	%	4.5	3.6	5.4	5.0	4.1	3.0	7.1	3.3
	Gun violence/crime	%	4.2	5.0	3.5	3.7	4.6	4.0	4.6	4.1
	Homelessness/violence towards the homeless	%	2.6	1.5	3.5	1.2	3.8	5.3	1.1	1.9
	Poverty	%	1.5	2.3	0.8	0.9	2.0	3.1	0.4	1.3
	Pollution/climate	%	4.4	3.7	4.9	3.6	5.0	3.8	4.3	4.8
	Health care	%	2.3	3.1	1.6	2.3	2.3	1.6	2.6	2.4
	Population growth/densification/sprawl	%	3.6	4.3	3.0	1.6	5.3	2.6	5.1	3.1
	Jobs/employment	%	1.9	1.0	2.7	1.5	2.3	0.0	3.2	2.1
	Infrastructure/aging infrastructure	%	2.0	1.9	2.1	1.4	2.5	0.7	2.0	2.9
	Current government (municipal/provincial/federal)	%	0.9	0.8	0.9	1.4	0.4	0.0	0.3	2.0
	Government debt/deficit	%	0.5	0.5	0.5	1.2	0.0	0.0	0.4	1.0
	Taxes/tax reform	%	0.5	0.3	0.8	1.2	0.0	0.0	1.2	0.3
	Other	%	3.2	1.9	4.2	1.9	4.2	4.0	1.9	3.7
	Unsure	%	0.4	0.3	0.6	0.3	0.6	1.1	0.3	0.0

*Based on up to two mentions

**Grouped by number of responses (columns add up to 100 per cent)

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 518 residents of the Greater Toronto Area (GTA), 18 years of age or older, between August 28th and August 30th, 2021. The margin of error for this survey is ±4.3 percentage points, 19 times out of 20.

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On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

			Region			Gender		Age		
			GTA 2021-08	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The plans for the future presented by the political parties	Total	Unwgt N	518	278	240	292	226	110	194	214
		Wgt N	500	230	270	236	264	137	172	190
		Mean	8.1	8.1	8.1	8.0	8.2	8.1	8.0	8.2
		Median	8.0	8.0	8.0	8.0	8.0	8.0	8.0	9.0
	Not at all important (0)	%	1.9	1.8	2.0	2.5	1.4	1.3	2.2	2.2
	1	%	0.2	0.0	0.3	0.4	0.0	0.0	0.5	0.0
	2	%	0.3	0.3	0.3	0.6	0.0	0.0	0.0	0.8
	3	%	1.6	1.4	1.7	2.2	0.9	1.7	2.6	0.5
	4	%	0.5	1.1	0.0	0.4	0.6	0.6	0.9	0.0
	5	%	5.2	5.2	5.1	5.1	5.2	4.0	5.8	5.4
	6	%	6.7	7.0	6.4	6.9	6.4	11.6	3.9	5.6
	7	%	14.3	16.3	12.7	12.2	16.3	10.6	16.7	14.9
	8	%	21.1	18.1	23.6	21.7	20.6	24.9	21.5	18.0
	9	%	13.7	14.6	12.9	14.2	13.2	14.7	10.8	15.5
	Extremely important (10)	%	33.5	32.8	34.0	32.2	34.6	30.5	33.9	35.2
	Unsure	%	1.2	1.3	1.1	1.5	0.8	0.0	1.2	1.9

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

			Region			Gender		Age		
			GTA 2021-08	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The performance of the party leaders during the campaign	Total	Unwgt N	518	278	240	292	226	110	194	214
		Wgt N	500	230	270	236	264	137	172	190
		Mean	6.4	6.3	6.6	6.5	6.4	6.0	6.2	6.9
		Median	7.0	7.0	7.0	7.0	7.0	6.0	7.0	8.0
	Not at all important (0)	%	6.6	5.9	7.1	5.4	7.7	4.4	9.7	5.3
	1	%	1.5	2.6	0.5	1.6	1.4	1.7	0.5	2.3
	2	%	4.6	4.9	4.4	2.6	6.4	7.0	3.1	4.3
	3	%	4.4	3.2	5.3	4.9	3.9	7.6	4.8	1.6
	4	%	3.8	6.0	2.0	5.6	2.3	4.0	6.0	1.8
	5	%	10.7	12.8	8.9	11.8	9.7	10.9	11.0	10.3
	6	%	11.5	11.5	11.5	10.2	12.7	15.0	11.3	9.3
	7	%	14.5	15.6	13.5	16.9	12.3	17.8	13.5	13.0
	8	%	17.1	13.2	20.5	15.3	18.8	17.9	16.7	17.0
	9	%	8.0	8.7	7.3	8.7	7.3	5.4	5.7	11.8
	Extremely important (10)	%	16.8	14.9	18.4	16.4	17.1	8.3	17.3	22.4
	Unsure	%	0.5	0.6	0.5	0.6	0.5	0.0	0.4	1.0

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On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

			Region			Gender		Age		
			GTA 2021-08	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The track record of the Liberals during the pandemic	Total	Unwgt N	518	278	240	292	226	110	194	214
		Wgt N	500	230	270	236	264	137	172	190
		Mean	7.6	7.6	7.6	7.6	7.7	7.5	7.5	7.9
		Median	8.0	8.0	8.0	8.0	8.0	8.0	8.0	9.0
	Not at all important (0)	%	2.8	3.0	2.6	3.2	2.4	2.5	3.1	2.7
	1	%	0.8	0.4	1.1	1.3	0.4	0.0	0.5	1.6
	2	%	2.0	1.2	2.7	1.6	2.4	1.9	2.6	1.6
	3	%	2.4	2.2	2.6	1.9	2.9	3.8	3.1	0.8
	4	%	1.5	2.1	1.1	1.6	1.4	0.6	1.9	1.8
	5	%	9.2	9.4	8.9	10.3	8.1	9.7	9.4	8.5
	6	%	6.3	6.6	6.0	5.0	7.4	8.9	4.3	6.2
	7	%	13.6	14.1	13.1	14.5	12.7	15.4	14.5	11.4
	8	%	19.2	21.2	17.5	18.6	19.8	19.7	23.9	14.7
	9	%	9.9	8.9	10.7	9.4	10.3	10.8	7.3	11.6
	Extremely important (10)	%	31.9	29.6	33.7	32.2	31.6	25.8	29.0	38.8
	Unsure	%	0.5	1.2	0.0	0.3	0.8	0.9	0.5	0.4

On a scale of 0 to 10 where 0 is not at all important and 10 is extremely important, please rate the importance of the following in influencing how you will vote in the upcoming federal election? [RANDOMIZE]

			Region			Gender		Age		
			GTA 2021-08	Region - 416	Region - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The party that has the best platform for housing affordability	Total	Unwgt N	518	278	240	292	226	110	194	214
		Wgt N	500	230	270	236	264	137	172	190
		Mean	6.8	6.9	6.8	6.6	7.0	7.4	6.4	6.8
		Median	7.0	7.0	7.0	7.0	7.0	8.0	7.0	7.0
	Not at all important (0)	%	5.7	5.7	5.7	7.6	4.0	5.1	5.3	6.6
	1	%	1.5	1.3	1.7	1.5	1.4	0.0	3.0	1.2
	2	%	3.1	2.4	3.6	4.1	2.1	1.5	4.8	2.6
	3	%	2.0	1.6	2.4	2.4	1.7	0.0	3.1	2.6
	4	%	3.6	2.5	4.5	2.6	4.5	2.9	2.8	4.8
	5	%	11.7	13.4	10.3	11.3	12.2	12.1	13.7	9.7
	6	%	8.6	9.1	8.3	8.7	8.6	6.5	12.3	6.9
	7	%	15.5	15.2	15.7	14.6	16.2	15.0	16.4	15.0
	8	%	17.2	18.5	16.0	17.1	17.2	19.4	15.1	17.3
	9	%	9.0	8.0	9.9	10.6	7.6	10.0	5.5	11.6
	Extremely important (10)	%	20.5	20.9	20.1	17.8	22.8	26.5	16.9	19.4
	Unsure	%	1.6	1.4	1.8	1.5	1.7	1.1	1.2	2.4