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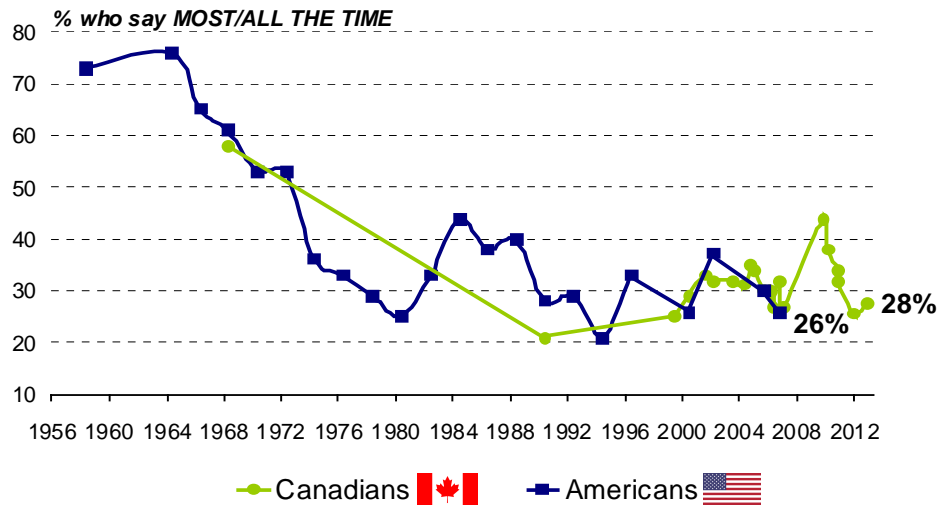
## THE TRUST DEFICIT: WHAT DOES IT MEAN?

By FRANK GRAVES

[Ottawa – May 14, 2013] – Trust has become a scarce societal resource. This isn't a recent problem and the decline of trust has been a steady downward march for the past 40 years in upper North America<sup>1</sup>. Only about one four citizens believe they can trust their federal governments (it either Ottawa or Washington) to do the right thing. Contrary to views that this precipitous decline in trust is caused by specific events (e.g., Watergate, Sponsorship), the evidence shows that there are much bigger cultural forces at play.

### Tracking trust in government

Q. How much do you trust the government in Ottawa/Washington to do what is right?



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BASE: Canadians; most recent data point November 20-28, 2012 (n=1,500)

One of the most significant changes over the past fifty years has been the movement towards a much less trustful, more individualistic citizenry. Our recent work on value shifts shows that this movement to a post-materialistic culture continues. Whereas the blind trust which accompanied the age of conformism in the fifties wasn't particularly healthy, neither is the conspicuous paucity of basic trust in today's world. The old elite accommodation model may have been fuelled by blind trust but the lacuna of basic trust today is a threat to both social cohesion and even economic performance. Scepticism and wariness are useful up to a point, but it's hard to make much progress when so many people mistrust so many others so little of the time.

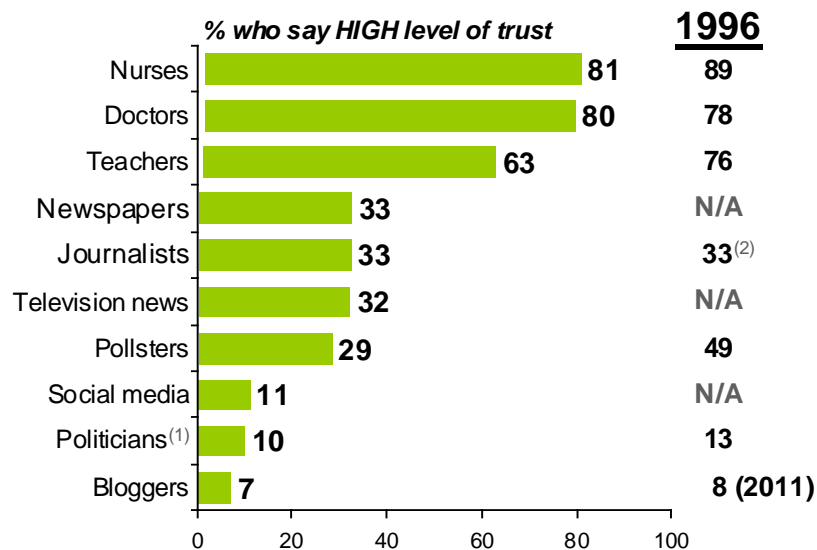
<sup>1</sup> See "Looking Forward, Looking Backward: Part 5" by EKOS Research Associates, January 5, 2013. Available at: <http://goo.gl/B0TO1>

We have been talking about trust in government but the new post-materialist outlook also provides scant trust to business and professions (notably mistrustful of bigger, not smaller businesses). The mistrust in government is much more focused on politicians and political parties, not officials. We have other indicators showing trust in democracy plummeting to new lows in Canada. The paucity of trust in politicians is almost cartoonishly low. Canadians dutifully note that they trust individuals like themselves, but only a small fraction trust politicians. Clearly, politicians cannot be drawn from the mainstream of the general public who accord themselves solid trust ratings.

In our most recent survey, we asked Canadians to rate their trust in some occupations and institutions. As this work was linked to some remarks I was making to newspapers and journalists, I asked some questions about those subjects. We also asked about some other groups that we have been tracking for some time.

## Trust in institutions/occupations

Q. How much trust do you have in each of the following?



(1) Data from March 2011

(2) 1996 question worded "Journalists and Reporters"

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BASE: Canadians; April 30-May 2, 2013 (n=1,309)

A few observations are in order. First of all, it is possible to achieve trust in cynical 21<sup>st</sup> century Canada. Nurses and Doctors have terrific levels of trust. We know that when asked, this trusted list extends to a few other professions such as judges, but not lawyers or lobbyists. It is also notable that those occupations which show changes in trust levels since 1996 are all down, not up.

There is another interesting profession on the highly rated list – teachers. It is ironic to note that the recent advertisements pillorying Justin Trudeau for being a teacher ("he is in way over his head") may have miscalculated just how damaging being a teacher is in the minds of Canadians.

With 63% positive trust, teachers dramatically eclipse the almost non-existent trust levels accorded to politicians. The response to the ad has been pretty unhelpful to the Conservative Party. A large random sample of Canadians viewing the ad saw it as ineffectual and objectionable<sup>2</sup>. In our polling, the Conservatives have gone down in the polls since this ad started airing<sup>3</sup>. Indeed, perhaps they should have attacked Justin Trudeau as a 'politician' rather than as a teacher if they really wanted to shatter trust in him. It may well be that the frequency of tactics such as the ad itself explain the abysmal trust levels Canadians accord to politicians.

It appears that the 'winners' in the trust hierarchy are those which are seen focused on the public interest or welfare. Middling levels of trust are accorded to the mainstream media, journalists, and yes pollsters. Somewhat distressingly for the polling community, our trust scores have declined sharply since the mid-nineties. My speculation is that this reflects an increasingly broken relationship between polling and the media.

Finally, while the mainstream media and pollsters might be chagrined by their middling trust scores. They will be heartened to know that they are still doing much better than the new media which many see replacing the old mainstream media. Both social media and 'bloggers' receive very low trust levels. The future of news may be digital, but some of the public are looking at social media and blogging with very sceptical eyes.

One final ironic note is the relationship between party preference and trust. By a very significant margin, supporters of the Conservative Party are much less trusting than other party supporters. This is particularly true when it comes to newspapers. Despite the fact that almost all of Canada's newspapers have endorsed the Conservative Party in the last three elections, this love is not shared. Conservative supporters are far less likely to trust newspapers and news than all other party supporters.

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<sup>2</sup> See "*Conservative Ads on Trudeau Backfiring?*" by EKOS Research Associates. April 20, 2013. Available at: <http://goo.gl/qWVUi>

<sup>3</sup> See "*Tectonic Realignment or Ephemeral Bounce?*" by EKOS Research Associates. May 8, 2013. Available at: <http://goo.gl/Ys2aU>



## Detailed Tables:

<b>Trust in Nurses</b>						
<i>Q. How much trust do you have in each of the following? Nurses</i>						
	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>4.9%</b>	<b>13.3%</b>	<b>81.2%</b>	<b>0.5%</b>	<b>1309</b>	<b>2.7</b>
<b>REGION</b>						
British Columbia	5.0%	17.4%	76.8%	0.8%	228	6.5
Alberta	8.5%	14.5%	77.0%	0.0%	117	9.1
Saskatchewan	7.4%	9.1%	83.5%	0.0%	40	15.5
Manitoba	7.5%	31.3%	61.2%	0.0%	45	14.6
Ontario	5.0%	12.1%	82.1%	0.8%	547	4.2
Quebec	2.8%	11.9%	84.8%	0.5%	216	6.7
Atlantic Canada	3.6%	9.1%	87.4%	0.0%	109	9.4
<b>GENDER</b>						
Male	5.8%	11.3%	82.3%	0.6%	703	3.7
Female	4.2%	15.4%	80.0%	0.4%	600	4.0
<b>AGE</b>						
<25	6.8%	15.6%	77.6%	0.0%	34	16.8
25-44	4.1%	12.3%	82.9%	0.6%	339	5.3
45-64	3.9%	14.8%	80.9%	0.5%	503	4.4
65+	5.3%	10.2%	84.5%	0.0%	358	5.2
<b>EDUCATION</b>						
High school or less	2.9%	14.8%	81.9%	0.5%	287	5.8
College or CEGEP	6.1%	16.0%	77.5%	0.4%	362	5.2
University or higher	5.2%	11.3%	83.0%	0.5%	626	3.9
<b>COUNTRY OF BIRTH</b>						
Canada	4.6%	13.0%	81.8%	0.5%	1114	2.9
Other	6.5%	14.1%	79.4%	0.0%	180	7.3
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	1.9%	12.0%	85.7%	0.3%	458	4.6
Conservative Party	10.2%	16.0%	73.2%	0.6%	337	5.3
NDP	3.7%	11.4%	84.3%	0.5%	270	6.0
Green Party	2.2%	23.6%	73.1%	1.1%	70	11.7
Bloc Quebecois	0.0%	9.0%	91.0%	0.0%	34	16.8
Other	52.3%	6.8%	41.0%	0.0%	10	31.0



### **Trust in Doctors**

*Q. How much trust do you have in each of the following? Doctors*

	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>6.5%</b>	<b>13.4%</b>	<b>79.9%</b>	<b>0.3%</b>	<b>1309</b>	<b>2.7</b>
<b>REGION</b>						
British Columbia	6.9%	15.9%	76.4%	0.8%	228	6.5
Alberta	9.9%	11.8%	78.3%	0.0%	117	9.1
Saskatchewan	5.1%	15.4%	79.6%	0.0%	40	15.5
Manitoba	2.6%	19.0%	78.4%	0.0%	45	14.6
Ontario	7.4%	11.8%	80.5%	0.4%	547	4.2
Quebec	3.9%	13.2%	83.0%	0.0%	216	6.7
Atlantic Canada	6.7%	16.4%	76.9%	0.0%	109	9.4
<b>GENDER</b>						
Male	6.0%	12.3%	81.5%	0.3%	703	3.7
Female	6.9%	14.5%	78.3%	0.3%	600	4.0
<b>AGE</b>						
<25	10.0%	8.2%	81.9%	0.0%	34	16.8
25-44	5.6%	15.5%	78.9%	0.0%	339	5.3
45-64	6.3%	13.1%	80.3%	0.3%	503	4.4
65+	5.4%	11.1%	83.5%	0.0%	358	5.2
<b>EDUCATION</b>						
High school or less	4.8%	14.6%	80.4%	0.2%	287	5.8
College or CEGEP	10.1%	13.0%	76.9%	0.0%	362	5.2
University or higher	5.1%	12.2%	82.4%	0.3%	626	3.9
<b>COUNTRY OF BIRTH</b>						
Canada	6.7%	13.3%	79.8%	0.2%	1114	2.9
Other	5.1%	12.9%	82.1%	0.0%	180	7.3
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	3.4%	13.1%	83.4%	0.0%	458	4.6
Conservative Party	8.9%	11.9%	78.9%	0.3%	337	5.3
NDP	6.2%	14.3%	79.6%	0.0%	270	6.0
Green Party	7.2%	18.3%	73.3%	1.1%	70	11.7
Bloc Quebecois	2.0%	14.8%	83.2%	0.0%	34	16.8
Other	61.1%	8.9%	30.0%	0.0%	10	31.0



### **Trust in Teachers**

*Q. How much trust do you have in each of the following? Teachers*

	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>14.6%</b>	<b>21.5%</b>	<b>63.4%</b>	<b>0.5%</b>	<b>1309</b>	<b>2.7</b>
<b>REGION</b>						
British Columbia	19.6%	25.7%	53.5%	1.2%	228	6.5
Alberta	12.4%	26.0%	61.6%	0.0%	117	9.1
Saskatchewan	12.7%	15.2%	69.8%	2.3%	40	15.5
Manitoba	14.6%	27.4%	58.0%	0.0%	45	14.6
Ontario	18.1%	23.6%	57.5%	0.8%	547	4.2
Quebec	7.8%	13.9%	78.3%	0.0%	216	6.7
Atlantic Canada	12.1%	19.9%	68.0%	0.0%	109	9.4
<b>GENDER</b>						
Male	17.8%	22.2%	59.6%	0.4%	703	3.7
Female	11.4%	20.8%	67.1%	0.7%	600	4.0
<b>AGE</b>						
<25	24.0%	20.5%	55.5%	0.0%	34	16.8
25-44	7.8%	24.2%	67.9%	0.0%	339	5.3
45-64	15.1%	21.5%	62.9%	0.5%	503	4.4
65+	15.4%	18.5%	64.9%	1.1%	358	5.2
<b>EDUCATION</b>						
High school or less	16.3%	22.5%	60.8%	0.4%	287	5.8
College or CEGEP	18.5%	23.0%	58.1%	0.4%	362	5.2
University or higher	11.8%	19.7%	68.1%	0.4%	626	3.9
<b>COUNTRY OF BIRTH</b>						
Canada	14.3%	21.6%	63.7%	0.4%	1114	2.9
Other	15.4%	21.5%	61.8%	1.3%	180	7.3
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	9.5%	18.0%	72.4%	0.1%	458	4.6
Conservative Party	29.3%	25.9%	44.0%	0.8%	337	5.3
NDP	8.8%	20.0%	71.0%	0.2%	270	6.0
Green Party	15.5%	28.0%	55.4%	1.1%	70	11.7
Bloc Quebecois	2.0%	7.1%	90.8%	0.0%	34	16.8
Other	41.6%	36.3%	22.1%	0.0%	10	31.0



### **Trust in Newspapers**

*Q. How much trust do you have in each of the following? Newspapers*

	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>34.7%</b>	<b>31.9%</b>	<b>32.9%</b>	<b>0.4%</b>	<b>1309</b>	<b>2.7</b>
<b>REGION</b>						
British Columbia	38.3%	32.2%	28.6%	0.9%	228	6.5
Alberta	43.2%	32.9%	22.5%	1.4%	117	9.1
Saskatchewan	35.2%	31.1%	33.7%	0.0%	40	15.5
Manitoba	44.7%	37.6%	17.7%	0.0%	45	14.6
Ontario	37.8%	28.2%	33.6%	0.4%	547	4.2
Quebec	25.0%	35.4%	39.6%	0.0%	216	6.7
Atlantic Canada	26.3%	34.4%	39.2%	0.0%	109	9.4
<b>GENDER</b>						
Male	37.4%	31.9%	30.5%	0.2%	703	3.7
Female	32.0%	32.1%	35.2%	0.7%	600	4.0
<b>AGE</b>						
<25	50.2%	18.1%	31.7%	0.0%	34	16.8
25-44	31.3%	37.1%	31.6%	0.0%	339	5.3
45-64	32.8%	31.8%	35.0%	0.4%	503	4.4
65+	29.0%	32.7%	37.9%	0.4%	358	5.2
<b>EDUCATION</b>						
High school or less	34.3%	35.4%	30.3%	0.0%	287	5.8
College or CEGEP	37.4%	32.3%	30.3%	0.0%	362	5.2
University or higher	32.2%	30.4%	36.6%	0.7%	626	3.9
<b>COUNTRY OF BIRTH</b>						
Canada	35.7%	31.5%	32.5%	0.3%	1114	2.9
Other	27.8%	35.4%	36.8%	0.0%	180	7.3
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	27.0%	31.8%	40.8%	0.4%	458	4.6
Conservative Party	45.6%	28.7%	25.4%	0.3%	337	5.3
NDP	33.1%	33.3%	33.2%	0.3%	270	6.0
Green Party	35.7%	38.1%	25.1%	1.1%	70	11.7
Bloc Quebecois	36.2%	31.9%	31.9%	0.0%	34	16.8
Other	72.6%	27.4%	0.0%	0.0%	10	31.0



### **Trust in Journalists**

*Q. How much trust do you have in each of the following? Journalists*

	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>37.2%</b>	<b>29.5%</b>	<b>32.6%</b>	<b>0.7%</b>	<b>1309</b>	<b>2.7</b>
<b>REGION</b>						
British Columbia	37.0%	30.7%	31.9%	0.5%	228	6.5
Alberta	51.4%	26.8%	21.1%	0.7%	117	9.1
Saskatchewan	39.0%	27.9%	33.1%	0.0%	40	15.5
Manitoba	38.2%	32.6%	29.2%	0.0%	45	14.6
Ontario	41.8%	25.8%	31.5%	0.9%	547	4.2
Quebec	23.3%	37.5%	39.2%	0.0%	216	6.7
Atlantic Canada	35.0%	24.5%	37.6%	2.9%	109	9.4
<b>GENDER</b>						
Male	41.1%	25.6%	32.8%	0.4%	703	3.7
Female	33.3%	33.2%	32.5%	1.0%	600	4.0
<b>AGE</b>						
<25	50.0%	21.8%	28.2%	0.0%	34	16.8
25-44	32.2%	34.6%	32.7%	0.5%	339	5.3
45-64	36.0%	28.7%	34.5%	0.8%	503	4.4
65+	35.1%	29.2%	35.1%	0.6%	358	5.2
<b>EDUCATION</b>						
High school or less	38.3%	31.7%	29.1%	0.9%	287	5.8
College or CEGEP	37.9%	32.0%	29.2%	0.8%	362	5.2
University or higher	36.2%	27.6%	35.9%	0.4%	626	3.9
<b>COUNTRY OF BIRTH</b>						
Canada	37.1%	29.9%	32.3%	0.7%	1114	2.9
Other	36.0%	28.0%	36.0%	0.0%	180	7.3
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	30.2%	28.0%	41.2%	0.6%	458	4.6
Conservative Party	51.6%	25.2%	22.9%	0.3%	337	5.3
NDP	34.6%	31.0%	34.2%	0.2%	270	6.0
Green Party	29.9%	32.7%	36.3%	1.1%	70	11.7
Bloc Quebecois	28.5%	40.2%	31.3%	0.0%	34	16.8
Other	65.3%	34.7%	0.0%	0.0%	10	31.0





### **Trust in Television News**

*Q. How much trust do you have in each of the following? Television News*

	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>36.7%</b>	<b>30.4%</b>	<b>32.4%</b>	<b>0.5%</b>	<b>1309</b>	<b>2.7</b>
<b>REGION</b>						
British Columbia	41.1%	33.9%	23.7%	1.3%	228	6.5
Alberta	45.0%	32.6%	22.4%	0.0%	117	9.1
Saskatchewan	48.0%	19.4%	32.6%	0.0%	40	15.5
Manitoba	58.2%	24.5%	17.3%	0.0%	45	14.6
Ontario	40.9%	30.3%	28.1%	0.6%	547	4.2
Quebec	18.3%	31.6%	49.6%	0.5%	216	6.7
Atlantic Canada	35.0%	25.3%	39.7%	0.0%	109	9.4
<b>GENDER</b>						
Male	43.9%	28.0%	27.5%	0.6%	703	3.7
Female	29.6%	32.7%	37.3%	0.4%	600	4.0
<b>AGE</b>						
<25	60.0%	17.9%	22.1%	0.0%	34	16.8
25-44	38.0%	31.7%	29.8%	0.6%	339	5.3
45-64	30.3%	30.6%	38.6%	0.5%	503	4.4
65+	28.6%	33.3%	38.1%	0.0%	358	5.2
<b>EDUCATION</b>						
High school or less	33.2%	31.6%	35.1%	0.0%	287	5.8
College or CEGEP	35.1%	29.5%	34.8%	0.6%	362	5.2
University or higher	38.2%	30.4%	30.8%	0.5%	626	3.9
<b>COUNTRY OF BIRTH</b>						
Canada	37.6%	30.0%	31.9%	0.5%	1114	2.9
Other	30.8%	32.7%	36.5%	0.0%	180	7.3
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	29.5%	30.6%	39.6%	0.2%	458	4.6
Conservative Party	45.5%	31.8%	22.4%	0.3%	337	5.3
NDP	36.1%	30.0%	32.9%	1.0%	270	6.0
Green Party	57.5%	16.8%	24.6%	1.1%	70	11.7
Bloc Quebecois	26.4%	33.9%	39.7%	0.0%	34	16.8
Other	74.7%	25.3%	0.0%	0.0%	10	31.0



### **Trust in Pollsters**

*Q. How much trust do you have in each of the following? Pollsters*

	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>33.8%</b>	<b>33.5%</b>	<b>28.6%</b>	<b>4.1%</b>	<b>1309</b>	<b>2.7</b>
<b>REGION</b>						
British Columbia	36.9%	29.4%	28.7%	5.1%	228	6.5
Alberta	39.0%	29.6%	23.0%	8.4%	117	9.1
Saskatchewan	27.9%	29.7%	34.1%	8.3%	40	15.5
Manitoba	54.9%	22.3%	14.1%	8.7%	45	14.6
Ontario	37.6%	36.6%	22.3%	3.6%	547	4.2
Quebec	19.3%	35.7%	43.8%	1.2%	216	6.7
Atlantic Canada	37.6%	30.6%	26.9%	4.8%	109	9.4
<b>GENDER</b>						
Male	34.0%	35.3%	28.7%	2.0%	703	3.7
Female	33.6%	31.6%	28.6%	6.2%	600	4.0
<b>AGE</b>						
<25	34.6%	20.3%	39.6%	5.5%	34	16.8
25-44	34.2%	33.0%	27.6%	5.1%	339	5.3
45-64	32.3%	37.7%	26.4%	3.6%	503	4.4
65+	33.7%	33.0%	31.8%	1.4%	358	5.2
<b>EDUCATION</b>						
High school or less	33.0%	34.1%	26.8%	6.1%	287	5.8
College or CEGEP	33.4%	34.3%	25.8%	6.5%	362	5.2
University or higher	33.1%	33.9%	31.3%	1.7%	626	3.9
<b>COUNTRY OF BIRTH</b>						
Canada	33.9%	33.1%	28.7%	4.3%	1114	2.9
Other	32.4%	37.4%	28.1%	2.2%	180	7.3
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	28.3%	36.2%	32.0%	3.5%	458	4.6
Conservative Party	38.5%	33.2%	24.0%	4.3%	337	5.3
NDP	33.7%	29.7%	32.4%	4.3%	270	6.0
Green Party	34.6%	32.2%	24.9%	8.3%	70	11.7
Bloc Quebecois	27.5%	22.0%	50.5%	0.0%	34	16.8
Other	90.6%	9.4%	0.0%	0.0%	10	31.0



## **Trust in Social Media**

*Q. How much trust do you have in each of the following? Social Media*

	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>62.9%</b>	<b>23.7%</b>	<b>11.1%</b>	<b>2.3%</b>	<b>2.3%</b>	<b>1309</b>
<b>REGION</b>						
British Columbia	67.8%	21.0%	9.4%	1.7%	1.7%	228
Alberta	67.3%	19.7%	10.2%	2.8%	2.8%	117
Saskatchewan	72.7%	17.2%	8.3%	1.8%	1.8%	40
Manitoba	72.2%	21.6%	3.3%	2.8%	2.8%	45
Ontario	65.2%	21.1%	11.3%	2.3%	2.3%	547
Quebec	51.5%	34.3%	13.1%	1.1%	1.1%	216
Atlantic Canada	63.6%	18.7%	12.4%	5.3%	5.3%	109
<b>GENDER</b>						
Male	66.8%	22.0%	8.8%	2.4%	2.4%	703
Female	59.2%	25.2%	13.3%	2.2%	2.2%	600
<b>AGE</b>						
<25	56.7%	27.3%	16.0%	0.0%	0.0%	34
25-44	59.7%	28.9%	10.8%	0.5%	0.5%	339
45-64	61.5%	21.9%	13.9%	2.6%	2.6%	503
65+	71.9%	17.8%	5.1%	5.2%	5.2%	358
<b>EDUCATION</b>						
High school or less	55.5%	26.4%	14.4%	3.7%	3.7%	287
College or CEGEP	60.8%	26.5%	11.5%	1.2%	1.2%	362
University or higher	67.6%	20.7%	9.5%	2.2%	2.2%	626
<b>COUNTRY OF BIRTH</b>						
Canada	62.1%	24.6%	11.4%	1.9%	1.9%	1114
Other	70.5%	16.6%	8.3%	4.5%	4.5%	180
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	60.6%	27.0%	10.5%	1.9%	1.9%	458
Conservative Party	73.1%	14.8%	8.4%	3.7%	3.7%	337
NDP	65.0%	21.4%	12.9%	0.6%	0.6%	270
Green Party	56.9%	31.5%	7.5%	4.0%	4.0%	70
Bloc Quebecois	46.8%	32.7%	20.5%	0.0%	0.0%	34
Other	63.7%	36.3%	0.0%	0.0%	0.0%	10



### **Trust in Bloggers**

*Q. How much trust do you have in each of the following? Bloggers*

	Low (1-3)	Moderate (4)	High (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
<b>NATIONALLY</b>	<b>64.9%</b>	<b>20.7%</b>	<b>7.2%</b>	<b>7.2%</b>	<b>1309</b>	<b>2.7</b>
<b>REGION</b>						
British Columbia	68.0%	21.5%	4.0%	6.5%	228	6.5
Alberta	72.1%	16.3%	3.5%	8.1%	117	9.1
Saskatchewan	69.1%	9.5%	14.3%	7.0%	40	15.5
Manitoba	66.0%	23.7%	0.0%	10.3%	45	14.6
Ontario	64.6%	19.0%	8.8%	7.6%	547	4.2
Quebec	59.4%	28.5%	8.3%	3.9%	216	6.7
Atlantic Canada	64.6%	14.0%	8.1%	13.2%	109	9.4
<b>GENDER</b>						
Male	69.7%	18.0%	7.3%	5.0%	703	3.7
Female	60.8%	22.8%	7.3%	9.2%	600	4.0
<b>AGE</b>						
<25	60.7%	27.1%	12.2%	0.0%	34	16.8
25-44	64.8%	24.4%	7.8%	3.0%	339	5.3
45-64	64.5%	18.5%	8.1%	8.9%	503	4.4
65+	70.7%	13.5%	3.3%	12.5%	358	5.2
<b>EDUCATION</b>						
High school or less	59.9%	20.5%	9.3%	10.4%	287	5.8
College or CEGEP	64.4%	21.3%	5.8%	8.5%	362	5.2
University or higher	67.9%	19.7%	7.4%	5.0%	626	3.9
<b>COUNTRY OF BIRTH</b>						
Canada	64.7%	20.8%	7.4%	7.1%	1114	2.9
Other	67.1%	18.3%	6.8%	7.7%	180	7.3
<b>CURRENT VOTE INTENTION</b>						
Liberal Party	63.2%	21.4%	9.0%	6.4%	458	4.6
Conservative Party	69.8%	15.9%	4.9%	9.5%	337	5.3
NDP	64.3%	23.7%	8.1%	3.9%	270	6.0
Green Party	62.3%	19.5%	6.3%	11.9%	70	11.7
Bloc Quebecois	77.5%	14.6%	7.9%	0.0%	34	16.8
Other	81.8%	9.4%	8.9%	0.0%	10	31.0

## Methodology:

This survey conducted exclusively online using EKOS' unique, hybrid online/telephone research panel, *Probit*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Probit* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for the this survey are April 30-May 2, 2013. In total, 1,309 Canadians aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-2.7 percentage points, 19 times out of 20. This survey was conducted online.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.