

Table QS1

QS1 - Would you prefer to complete the survey in English or French?

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
English	81%	99%	22%	99%	100%	100%	100%	80%	82%	83%	80%	82%	80%	
French	19%	1%	78%	1%				20%	18%	17%	20%	18%	20%	

Table QS2

QS2 - What province or territory do you live in?

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Newfoundland and Labrador	2%	22%						1%	2%	1%	1%	2%	2%	
Prince Edward Island	0%	6%						0%	0%	0%	0%	0%	0%	
Nova Scotia	3%	40%						3%	2%	2%	2%	3%	4%	
New Brunswick	2%	32%						2%	2%	2%	2%	3%	3%	
Quebec	24%		100%					25%	22%	21%	24%	24%	25%	
Ontario	38%			100%				37%	40%	45%	38%	36%	35%	
Manitoba	3%				54%			4%	3%	3%	4%	3%	3%	
Saskatchewan	3%				46%			3%	2%	2%	3%	4%	4%	
Alberta	11%					100%		11%	12%	12%	12%	11%	9%	
British Columbia	14%						100%	13%	14%	12%	14%	14%	14%	
NET: Atlantic	7%	100%						7%	7%	4%	6%	9%	9%	
NET: Prairies	6%				100%			7%	6%	5%	6%	7%	7%	

Table QS3

QS3 - Please enter your gender:

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
		Total	2500	177	593	956	159	276	338	1263	1231	573	629	674
Unweighted Total		2500	357	516	696	272	331	328	1259	1236	550	631	690	629
Male		49%	47%	46%	51%	44%	52%	51%		100%	42%	48%	51%	54%
Female		51%	53%	54%	49%	56%	48%	49%	100%		57%	51%	49%	46%
Other		0%	0%	0%	0%		0%			1%	0%	0%		

Table QS3

QS4 - Age

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
		Total	2500	177	593	956	159	276	338	1263	1231	573	629	674
Unweighted Total		2500	357	516	696	272	331	328	1259	1236	550	631	690	629
18-34		23%	14%	21%	27%	17%	25%	21%	26%	20%	100%			
35-49		25%	20%	26%	25%	24%	28%	25%	26%	25%		100%		
50-64		27%	33%	27%	25%	30%	27%	28%	26%	28%			100%	
65+		25%	32%	27%	23%	29%	21%	26%	23%	28%				100%
NET: <50		48%	35%	46%	52%	42%	52%	47%	51%	44%	100%	100%		
NET: 50+		52%	65%	54%	48%	58%	48%	53%	49%	56%			100%	100%

Table QR1\_2

QR1 - What emotion best describes how you feel when you think about each of the following? - 'Total angry' SUMMARY TABLE

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
The federal government	52%	43%	45%	56%	53%	58%	50%	49%	54%	58%	57%	52%	40%	
The provincial government	60%	45%	71%	61%	46%	66%	50%	61%	59%	63%	63%	60%	55%	
The Canadian economy	59%	55%	53%	65%	57%	63%	56%	61%	57%	65%	62%	60%	50%	
Your own personal financial situation	46%	49%	34%	51%	44%	48%	47%	50%	41%	57%	51%	46%	30%	
The types of changes happening in Canada	56%	51%	47%	61%	57%	63%	55%	57%	55%	56%	58%	60%	50%	
The latest stories in the news	64%	64%	52%	69%	66%	71%	66%	65%	63%	59%	62%	65%	70%	

Table QR1\_3

QR1 - What emotion best describes how you feel when you think about each of the following? - 'Total happy' SUMMARY TABLE

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
The federal government	17%	24%	15%	17%	16%	17%	18%	16%	18%	7%	10%	20%	30%	
The provincial government	12%	18%	4%	12%	23%	15%	14%	10%	14%	7%	11%	12%	18%	
The Canadian economy	6%	9%	6%	5%	3%	6%	10%	5%	7%	5%	6%	5%	8%	
Your own personal financial situation	24%	24%	35%	19%	21%	21%	21%	20%	28%	16%	20%	23%	35%	
The types of changes happening in Canada	10%	14%	7%	10%	10%	7%	13%	7%	12%	7%	7%	10%	14%	
The latest stories in the news	4%	4%	6%	3%	3%	4%	4%	3%	5%	5%	4%	3%	4%	

**Table QR1\_1**

QR1\_1 - What emotion best describes how you feel when you think about each of the following? - The federal government

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Very angry	20%	15%	15%	21%	23%	26%	19%	18%	21%	18%	23%	22%	16%	
Annoyed or moderately angry	32%	27%	30%	34%	31%	33%	30%	31%	33%	40%	34%	30%	24%	
Neutral or no emotion	31%	33%	40%	27%	30%	25%	33%	35%	28%	35%	33%	28%	30%	
Pleased or moderately happy	15%	20%	13%	16%	14%	14%	16%	14%	17%	6%	9%	18%	27%	
Very happy	2%	3%	2%	1%	2%	2%	2%	2%	2%	0%	1%	2%	4%	
NET: Total angry	52%	43%	45%	56%	53%	58%	50%	49%	54%	58%	57%	52%	40%	
NET: Total happy	17%	24%	15%	17%	16%	17%	18%	16%	18%	7%	10%	20%	30%	

**Table QR1\_2**

QR1\_2 - What emotion best describes how you feel when you think about each of the following? - The provincial government

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Very angry	25%	14%	31%	24%	16%	38%	19%	25%	26%	23%	30%	25%	23%	
Annoyed or moderately angry	35%	31%	40%	37%	30%	28%	31%	36%	34%	39%	33%	35%	33%	
Neutral or no emotion	28%	37%	25%	27%	31%	19%	36%	28%	27%	31%	26%	28%	27%	
Pleased or moderately happy	10%	15%	4%	11%	18%	13%	13%	9%	12%	5%	9%	11%	16%	
Very happy	1%	3%	0%	1%	4%	2%	1%	1%	2%	2%	2%	1%	1%	
NET: Total angry	60%	45%	71%	61%	46%	66%	50%	61%	59%	63%	63%	60%	55%	
NET: Total happy	12%	18%	4%	12%	23%	15%	14%	10%	14%	7%	11%	12%	18%	

**Table QR1\_3**

QR1\_3 - What emotion best describes how you feel when you think about each of the following? - The Canadian economy

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Very angry	20%	15%	17%	22%	23%	24%	21%	22%	19%	24%	26%	20%	12%	
Annoyed or moderately angry	39%	40%	37%	42%	34%	40%	34%	39%	38%	41%	36%	40%	38%	
Neutral or no emotion	35%	37%	41%	30%	41%	31%	34%	34%	35%	30%	32%	35%	42%	
Pleased or moderately happy	6%	8%	6%	5%	2%	6%	10%	5%	7%	5%	6%	5%	8%	
Very happy	0%	0%	0%	0%	1%	0%		0%	0%	1%	0%		0%	
NET: Total angry	59%	55%	53%	65%	57%	63%	56%	61%	57%	65%	62%	60%	50%	
NET: Total happy	6%	9%	6%	5%	3%	6%	10%	5%	7%	5%	6%	5%	8%	

**Table QR1\_4**

QR1\_4 - What emotion best describes how you feel when you think about each of the following? - Your own personal financial situation

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Very angry	17%	18%	8%	21%	17%	21%	16%	19%	14%	23%	20%	17%	7%	
Annoyed or moderately angry	29%	31%	27%	30%	27%	27%	32%	31%	27%	34%	31%	29%	23%	
Neutral or no emotion	30%	27%	30%	30%	36%	30%	31%	30%	31%	27%	29%	31%	35%	
Pleased or moderately happy	19%	18%	29%	15%	17%	18%	16%	16%	22%	14%	17%	18%	28%	
Very happy	5%	5%	6%	4%	3%	3%	5%	3%	6%	2%	4%	5%	7%	
NET: Total angry	46%	49%	34%	51%	44%	48%	47%	50%	41%	57%	51%	46%	30%	
NET: Total happy	24%	24%	35%	19%	21%	21%	21%	20%	28%	16%	20%	23%	35%	

**Table QR1\_5**

QR1\_5 - What emotion best describes how you feel when you think about each of the following? - The types of changes happening in Canada

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Very angry	22%	17%	12%	26%	21%	26%	24%	21%	23%	20%	25%	23%	18%	
Annoyed or moderately angry	34%	33%	35%	34%	36%	37%	31%	36%	32%	36%	33%	36%	33%	
Neutral or no emotion	35%	35%	46%	30%	33%	29%	32%	36%	33%	38%	35%	30%	35%	
Pleased or moderately happy	9%	12%	6%	9%	10%	6%	12%	7%	11%	6%	7%	9%	13%	
Very happy	1%	2%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	
NET: Total angry	56%	51%	47%	61%	57%	63%	55%	57%	55%	56%	58%	60%	50%	
NET: Total happy	10%	14%	7%	10%	10%	7%	13%	7%	12%	7%	7%	10%	14%	

**Table QR1\_6**

QR1\_6 - What emotion best describes how you feel when you think about each of the following? - The latest stories in the news

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Very angry	19%	18%	14%	22%	18%	21%	19%	21%	17%	18%	21%	18%	19%	
Annoyed or moderately angry	45%	46%	38%	47%	48%	50%	47%	44%	46%	41%	41%	46%	52%	
Neutral or no emotion	32%	31%	42%	28%	31%	25%	31%	32%	32%	36%	34%	32%	26%	
Pleased or moderately happy	4%	4%	5%	3%	3%	4%	4%	3%	5%	4%	4%	3%	4%	
Very happy	0%	1%	1%	0%	0%			0%	0%	1%	0%	0%	0%	
NET: Total angry	64%	64%	52%	69%	66%	71%	66%	65%	63%	59%	62%	65%	70%	
NET: Total happy	4%	4%	6%	3%	3%	4%	4%	3%	5%	5%	4%	3%	4%	

Table QR1\_7

QR1\_7 - What emotion best describes how you feel when you think about each of the following? - The last year (2025) as a whole

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Very angry	20%	19%	14%	24%	17%	19%	22%	22%	18%	23%	23%	19%	15%	
Annoyed or moderately angry	43%	46%	41%	43%	46%	48%	41%	43%	43%	39%	42%	45%	46%	
Neutral or no emotion	28%	24%	34%	26%	28%	25%	29%	27%	29%	26%	27%	30%	28%	
Pleased or moderately happy	8%	10%	9%	7%	9%	7%	7%	7%	8%	9%	8%	5%	10%	
Very happy	1%	2%	2%	1%	0%	0%	0%	1%	1%	2%	1%	1%	1%	
NET: Total angry	63%	64%	55%	66%	63%	68%	63%	64%	61%	62%	64%	64%	61%	
NET: Total happy	9%	12%	11%	8%	9%	7%	8%	8%	10%	11%	8%	5%	11%	

Table QR2\_1

QR2 - How much attention did you pay to each of the following news stories as they were happening in 2025? - 'Actively searched for news on this' SUMMARY TABLE

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
The Edmonton Oilers making the Stanley Cup finals	13%	15%	12%	10%	14%	21%	14%	8%	17%	11%	16%	13%	11%	
The Toronto Blue Jays making the World Series	33%	36%	21%	42%	36%	26%	30%	29%	37%	30%	33%	32%	36%	
Canada's women's rugby team making the World Cup final	4%	4%	3%	5%	6%	4%	5%	4%	5%	3%	5%	3%	6%	

Canada winning the 4 Nations hockey tournament	13%	12%	14%	13%	16%	14%	13%	8%	19%	13%	15%	13%	12%
Mark Carney becoming Prime Minister	36%	34%	33%	39%	31%	32%	39%	33%	39%	38%	34%	36%	36%
The Ford government running an ad about Ronald Reagan that upset Donald Trump	20%	22%	18%	23%	16%	14%	21%	15%	25%	14%	19%	22%	26%
Donald Trump placing tariffs on Canada	43%	39%	46%	44%	46%	38%	42%	39%	47%	38%	45%	43%	46%
The Canada Post strike	25%	27%	27%	24%	28%	25%	23%	25%	26%	27%	26%	21%	27%
Wildfires across Canada this summer	24%	37%	22%	20%	35%	19%	30%	25%	22%	22%	21%	22%	29%
A cease fire in the Israel-Hamas war	18%	17%	19%	20%	15%	11%	18%	15%	22%	17%	19%	18%	19%
Taylor Swift and Travis Kelce getting engaged	6%	5%	5%	7%	5%	6%	5%	6%	5%	12%	5%	4%	3%
Leo XIV becoming the new pope	9%	10%	9%	10%	8%	8%	7%	9%	10%	11%	7%	8%	10%
The '6-7' fad	4%	3%	3%	5%	4%	5%	3%	4%	4%	8%	6%	2%	1%
K-Pop Demon Hunters movie on Netflix	5%	3%	2%	6%	4%	5%	6%	5%	5%	13%	5%	2%	1%
The CEO of a tech company being busted on the Coldplay 'kiss cam'	11%	8%	9%	14%	11%	9%	8%	11%	11%	20%	11%	9%	5%
Charlie Kirk's assassination	21%	17%	15%	25%	21%	24%	23%	18%	25%	32%	24%	19%	11%

Table QR2\_2

QR2 - How much attention did you pay to each of the following news stories as they were happening in 2025? - 'Total attention' SUMMARY TABLE

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
The Edmonton Oilers making the Stanley Cup finals	45%	43%	37%	43%	51%	65%	50%	36%	55%	39%	48%	48%	47%	

The Toronto Blue Jays making the World Series	70%	75%	51%	81%	75%	67%	71%	65%	75%	64%	66%	73%	77%
Canada's women's rugby team making the World Cup final	21%	23%	17%	23%	23%	20%	24%	17%	26%	17%	20%	19%	29%
Canada winning the 4 Nations hockey tournament	36%	33%	37%	35%	40%	37%	36%	27%	46%	33%	38%	37%	36%
Mark Carney becoming Prime Minister	89%	90%	89%	89%	91%	90%	90%	87%	91%	80%	87%	93%	96%
The Ford government running an ad about Ronald Reagan that upset Donald Trump	62%	67%	60%	66%	63%	57%	59%	53%	72%	37%	55%	74%	80%
Donald Trump placing tariffs on Canada	92%	90%	92%	92%	94%	94%	92%	92%	93%	85%	92%	95%	96%
The Canada Post strike	83%	85%	85%	80%	89%	84%	85%	84%	82%	74%	83%	84%	90%
Wildfires across Canada this summer	74%	86%	74%	71%	90%	72%	76%	76%	73%	63%	68%	79%	87%
A cease fire in the Israel-Hamas war	63%	55%	65%	66%	62%	56%	62%	58%	69%	52%	56%	67%	77%
Taylor Swift and Travis Kelce getting engaged	24%	22%	20%	28%	25%	22%	23%	27%	20%	34%	23%	22%	18%
Leo XIV becoming the new pope	43%	43%	44%	45%	42%	36%	40%	42%	43%	32%	33%	49%	56%
The '6-7' fad	16%	13%	11%	20%	14%	18%	13%	18%	14%	26%	22%	10%	7%
K-Pop Demon Hunters movie on Netflix	16%	11%	12%	20%	16%	14%	17%	17%	15%	34%	22%	7%	4%
The CEO of a tech company being busted on the Coldplay 'kiss cam'	44%	40%	41%	50%	47%	45%	36%	47%	42%	58%	47%	41%	32%
Charlie Kirk's assassination	63%	59%	57%	67%	62%	69%	62%	58%	68%	71%	64%	61%	57%

Table QR2\_A1

QR2\_A1 - How much attention did you pay to each of the following news stories as they were happening in 2025? - The Edmonton Oilers making the Stanley Cup finals

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
		Total	2500	177	593	956	159	276	338	1263	1231	573	629	674

Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629
I actively searched for news on this	13%	15%	12%	10%	14%	21%	14%	8%	17%	11%	16%	13%	11%
I paid attention to this	33%	29%	25%	33%	37%	44%	36%	28%	38%	28%	32%	35%	36%
I heard about this in passing	28%	29%	32%	28%	25%	22%	30%	30%	27%	24%	24%	29%	36%
I didn't hear about this	26%	28%	32%	30%	24%	13%	20%	35%	18%	38%	28%	24%	18%
NET: Total attention	45%	43%	37%	43%	51%	65%	50%	36%	55%	39%	48%	48%	47%

Table QR2\_A2

QR2\_A2 - How much attention did you pay to each of the following news stories as they were happening in 2025? - The Toronto Blue Jays making the World Series

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	33%	36%	21%	42%	36%	26%	30%	29%	37%	30%	33%	32%	36%	
I paid attention to this	38%	39%	31%	39%	39%	41%	41%	36%	39%	34%	33%	41%	41%	
I heard about this in passing	21%	19%	28%	16%	18%	25%	22%	22%	20%	21%	22%	20%	19%	
I didn't hear about this	9%	7%	21%	3%	7%	8%	7%	13%	5%	14%	11%	7%	4%	
NET: Total attention	70%	75%	51%	81%	75%	67%	71%	65%	75%	64%	66%	73%	77%	

Table QR2\_A3

QR2\_A3 - How much attention did you pay to each of the following news stories as they were happening in 2025? - Canada's women's rugby team making the World Cup final

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	

I actively searched for news on this	4%	4%	3%	5%	6%	4%	5%	4%	5%	3%	5%	3%	6%
I paid attention to this	17%	19%	15%	18%	17%	16%	19%	13%	21%	14%	15%	16%	23%
I heard about this in passing	32%	33%	29%	31%	32%	30%	37%	30%	33%	25%	28%	36%	37%
I didn't hear about this	47%	44%	54%	46%	45%	50%	39%	53%	41%	58%	52%	45%	34%
NET: Total attention	21%	23%	17%	23%	23%	20%	24%	17%	26%	17%	20%	19%	29%

Table QR2\_A4

QR2\_A4 - How much attention did you pay to each of the following news stories as they were happening in 2025? - Canada winning the 4 Nations hockey tournament

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
		Total	2500	177	593	956	159	276	338	1263	1231	573	629	674
Unweighted Total		2500	357	516	696	272	331	328	1259	1236	550	631	690	629
I actively searched for news on this		13%	12%	14%	13%	16%	14%	13%	8%	19%	13%	15%	13%	12%
I paid attention to this		23%	21%	23%	22%	24%	24%	23%	19%	27%	20%	23%	23%	24%
I heard about this in passing		27%	28%	24%	27%	24%	25%	30%	27%	26%	25%	26%	26%	29%
I didn't hear about this		37%	40%	39%	37%	36%	37%	34%	46%	28%	42%	35%	38%	34%
NET: Total attention		36%	33%	37%	35%	40%	37%	36%	27%	46%	33%	38%	37%	36%

Table QR2\_A5

QR2\_A5 - How much attention did you pay to each of the following news stories as they were happening in 2025? - Mark Carney becoming Prime Minister

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
		Total	2500	177	593	956	159	276	338	1263	1231	573	629	674
Unweighted Total		2500	357	516	696	272	331	328	1259	1236	550	631	690	629
I actively searched for news on this		36%	34%	33%	39%	31%	32%	39%	33%	39%	38%	34%	36%	36%

I paid attention to this	53%	57%	55%	50%	60%	58%	51%	54%	52%	42%	53%	57%	60%
I heard about this in passing	9%	9%	9%	10%	8%	8%	8%	11%	8%	17%	11%	6%	3%
I didn't hear about this	2%	1%	2%	1%	1%	2%	2%	2%	1%	3%	2%	1%	1%
NET: Total attention	89%	90%	89%	89%	91%	90%	90%	87%	91%	80%	87%	93%	96%

Table QR2\_A6

QR2\_A6 - How much attention did you pay to each of the following news stories as they were happening in 2025? - The Ford government running an ad about Ronald Reagan that upset Donald Trump

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
		Total	2500	177	593	956	159	276	338	1263	1231	573	629	674
Unweighted Total	2500		357	516	696	272	331	328	1259	1236	550	631	690	629
I actively searched for news on this	20%		22%	18%	23%	16%	14%	21%	15%	25%	14%	19%	22%	26%
I paid attention to this	42%		45%	41%	43%	46%	43%	37%	38%	46%	23%	37%	52%	54%
I heard about this in passing	21%		16%	23%	20%	21%	22%	24%	24%	19%	27%	24%	17%	17%
I didn't hear about this	17%		17%	17%	15%	16%	21%	17%	23%	10%	35%	21%	9%	3%
NET: Total attention	62%		67%	60%	66%	63%	57%	59%	53%	72%	37%	55%	74%	80%

Table QR2\_A7

QR2\_A7 - How much attention did you pay to each of the following news stories as they were happening in 2025? - Donald Trump placing tariffs on Canada

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
		Total	2500	177	593	956	159	276	338	1263	1231	573	629	674
Unweighted Total	2500		357	516	696	272	331	328	1259	1236	550	631	690	629
I actively searched for news on this	43%		39%	46%	44%	46%	38%	42%	39%	47%	38%	45%	43%	46%
I paid attention to this	49%		51%	47%	48%	49%	56%	50%	52%	45%	46%	47%	52%	50%
I heard about this in passing	7%		10%	7%	7%	4%	6%	8%	8%	6%	13%	7%	5%	4%

I didn't hear about this	1%	0%	1%	1%	2%	0%	0%	1%	2%	1%	0%	0%
NET: Total attention	92%	90%	92%	92%	94%	94%	92%	92%	85%	92%	95%	96%

Table QR2\_A8

QR2\_A8 - How much attention did you pay to each of the following news stories as they were happening in 2025? - The Canada Post strike

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	25%	27%	27%	24%	28%	25%	23%	25%	26%	27%	26%	21%	27%	
I paid attention to this	58%	59%	58%	55%	61%	60%	61%	59%	57%	47%	57%	62%	63%	
I heard about this in passing	16%	13%	14%	19%	10%	14%	15%	16%	16%	24%	15%	16%	9%	
I didn't hear about this	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	1%	1%	0%	
NET: Total attention	83%	85%	85%	80%	89%	84%	85%	84%	82%	74%	83%	84%	90%	

Table QR2\_A9

QR2\_A9 - How much attention did you pay to each of the following news stories as they were happening in 2025? - Wildfires across Canada this summer

		Region						Gender		Age				
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	24%	37%	22%	20%	35%	19%	30%	25%	22%	22%	21%	22%	29%	
I paid attention to this	51%	49%	52%	51%	55%	52%	47%	51%	50%	41%	47%	57%	58%	
I heard about this in passing	21%	10%	22%	25%	7%	24%	21%	20%	23%	30%	26%	19%	12%	
I didn't hear about this	4%	4%	5%	4%	3%	5%	3%	4%	5%	8%	6%	2%	1%	
NET: Total attention	74%	86%	74%	71%	90%	72%	76%	76%	73%	63%	68%	79%	87%	

Table QR2\_A10

QR2\_A10 - How much attention did you pay to each of the following news stories as they were happening in 2025? - A cease fire in the Israel-Hamas war

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	18%	17%	19%	20%	15%	11%	18%	15%	22%	17%	19%	18%	19%	
I paid attention to this	45%	38%	46%	45%	47%	45%	43%	43%	47%	34%	37%	49%	58%	
I heard about this in passing	26%	29%	26%	23%	25%	33%	28%	28%	24%	29%	30%	25%	22%	
I didn't hear about this	11%	15%	9%	11%	13%	11%	10%	15%	7%	19%	14%	9%	2%	
NET: Total attention	63%	55%	65%	66%	62%	56%	62%	58%	69%	52%	56%	67%	77%	

Table QR2\_A11

QR2\_A11 - How much attention did you pay to each of the following news stories as they were happening in 2025? - Taylor Swift and Travis Kelce getting engaged

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	6%	5%	5%	7%	5%	6%	5%	6%	5%	12%	5%	4%	3%	
I paid attention to this	18%	17%	14%	21%	20%	17%	17%	21%	15%	22%	18%	18%	15%	
I heard about this in passing	57%	60%	51%	59%	58%	60%	61%	55%	60%	49%	55%	59%	65%	
I didn't hear about this	19%	17%	29%	14%	17%	18%	16%	17%	20%	17%	21%	19%	17%	
NET: Total attention	24%	22%	20%	28%	25%	22%	23%	27%	20%	34%	23%	22%	18%	

Table QR2\_A12

QR2\_A12 - How much attention did you pay to each of the following news stories as they were happening in 2025? - Leo XIV becoming the new pope

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	9%	10%	9%	10%	8%	8%	7%	9%	10%	11%	7%	8%	10%	
I paid attention to this	34%	34%	35%	34%	34%	28%	33%	33%	34%	20%	25%	40%	47%	
I heard about this in passing	42%	39%	41%	41%	41%	47%	45%	39%	44%	43%	45%	40%	39%	
I didn't hear about this	16%	18%	15%	15%	17%	17%	16%	19%	13%	25%	22%	11%	5%	
NET: Total attention	43%	43%	44%	45%	42%	36%	40%	42%	43%	32%	33%	49%	56%	

Table QR2\_A13

QR2\_A13 - How much attention did you pay to each of the following news stories as they were happening in 2025? - The '6-7' fad

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	4%	3%	3%	5%	4%	5%	3%	4%	4%	8%	6%	2%	1%	
I paid attention to this	12%	10%	7%	16%	10%	12%	10%	13%	10%	18%	16%	7%	6%	
I heard about this in passing	39%	43%	25%	41%	47%	45%	44%	39%	38%	45%	43%	38%	29%	
I didn't hear about this	46%	43%	64%	39%	40%	38%	43%	43%	48%	29%	35%	52%	64%	
NET: Total attention	16%	13%	11%	20%	14%	18%	13%	18%	14%	26%	22%	10%	7%	

Table QR2\_A14

QR2\_A14 - How much attention did you pay to each of the following news stories as they were happening in 2025? - K-Pop Demon Hunters movie on Netflix

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	5%	3%	2%	6%	4%	5%	6%	5%	5%	13%	5%	2%	1%	
I paid attention to this	12%	8%	10%	14%	12%	9%	12%	13%	10%	21%	17%	6%	3%	
I heard about this in passing	26%	24%	21%	28%	28%	30%	26%	28%	24%	35%	32%	25%	13%	
I didn't hear about this	58%	64%	66%	52%	56%	56%	57%	55%	61%	31%	46%	67%	83%	
NET: Total attention	16%	11%	12%	20%	16%	14%	17%	17%	15%	34%	22%	7%	4%	

Table QR2\_A15

QR2\_A15 - How much attention did you pay to each of the following news stories as they were happening in 2025? - The CEO of a tech company being busted on the Coldplay 'kiss cam'

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	11%	8%	9%	14%	11%	9%	8%	11%	11%	20%	11%	9%	5%	
I paid attention to this	33%	32%	32%	36%	36%	36%	28%	35%	31%	38%	37%	31%	28%	
I heard about this in passing	37%	40%	36%	34%	34%	37%	46%	37%	37%	31%	37%	41%	38%	
I didn't hear about this	19%	20%	23%	16%	19%	18%	18%	17%	21%	11%	15%	18%	30%	
NET: Total attention	44%	40%	41%	50%	47%	45%	36%	47%	42%	58%	47%	41%	32%	

Table QR2\_A16

QR2\_A16 - How much attention did you pay to each of the following news stories as they were happening in 2025? - Charlie Kirk's assassination

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
I actively searched for news on this	21%	17%	15%	25%	21%	24%	23%	18%	25%	32%	24%	19%	11%	
I paid attention to this	42%	41%	42%	42%	42%	45%	39%	40%	43%	39%	41%	42%	46%	
I heard about this in passing	29%	36%	29%	28%	31%	24%	32%	32%	26%	23%	25%	32%	36%	
I didn't hear about this	8%	6%	14%	5%	6%	7%	6%	10%	6%	6%	10%	8%	7%	
NET: Total attention	63%	59%	57%	67%	62%	69%	62%	58%	68%	71%	64%	61%	57%	

Table QR3\_1

QR3\_1 - In 2025, which news story... Did you pay closest attention to?

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
The Edmonton Oilers making the Stanley Cup finals	3%	3%	4%	2%	4%	10%	3%	2%	4%	4%	4%	5%	1%	
The Toronto Blue Jays making the World Series	20%	19%	11%	28%	18%	12%	18%	16%	23%	18%	18%	20%	22%	
Canada's women's rugby team making the World Cup final	1%		0%	1%		1%	1%	1%	1%	1%	1%	1%	0%	
Canada winning the 4 Nations hockey tournament	2%	1%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	
Mark Carney becoming Prime Minister	24%	22%	24%	23%	19%	24%	28%	26%	22%	18%	21%	27%	29%	

The Ford government running an ad about Ronald Reagan that upset Donald Trump	1%		1%	1%	1%	0%	1%	1%	1%	1%	1%	2%	0%	0%
Donald Trump placing tariffs on Canada	22%	20%	26%	21%	22%	18%	21%	20%	24%	13%	21%	25%	27%	
The Canada Post strike	8%	9%	12%	6%	7%	7%	7%	10%	5%	10%	9%	5%	6%	
Wildfires across Canada this summer	6%	14%	5%	3%	12%	6%	5%	7%	4%	5%	6%	5%	6%	
A cease fire in the Israel-Hamas war	4%	2%	4%	4%	4%	4%	3%	4%	3%	6%	3%	3%	3%	
Taylor Swift and Travis Kelce getting engaged	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	0%			
Leo XIV becoming the new pope	1%	1%	1%	1%	0%	1%		1%	1%	0%	1%	1%	0%	
The '6-7' fad	1%	0%	0%	1%	0%	1%	0%	1%	1%	2%	1%	0%		
K-Pop Demon Hunters movie on Netflix	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%			
The CEO of a tech company being busted on the Coldplay 'kiss cam'	1%	0%	0%	1%		1%	1%	1%	0%	1%	1%	0%		
Charlie Kirk's assassination	6%	6%	5%	6%	9%	9%	7%	7%	6%	12%	8%	5%	2%	
Another news story	2%	1%	3%	1%	1%	2%	1%	2%	2%	2%	2%	2%	1%	

Table QR3\_2

QR3\_2 - In 2025, which news story... Made you happiest?

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
The Edmonton Oilers making the Stanley Cup finals	6%	3%	5%	3%	5%	23%	5%	5%	7%	6%	7%	7%	4%	
The Toronto Blue Jays making the World Series	35%	38%	19%	49%	36%	27%	31%	33%	37%	30%	32%	39%	41%	
Canada's women's rugby team making the World Cup final	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	

Canada winning the 4 Nations hockey tournament	9%	7%	15%	5%	14%	8%	10%	5%	13%	8%	11%	9%	8%
Mark Carney becoming Prime Minister	13%	22%	16%	10%	12%	9%	14%	15%	11%	9%	7%	16%	20%
The Ford government running an ad about Ronald Reagan that upset Donald Trump	4%	4%	4%	4%	3%	3%	4%	3%	5%	2%	4%	4%	6%
Donald Trump placing tariffs on Canada	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
The Canada Post strike	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%
Wildfires across Canada this summer	0%	0%	1%	0%				0%	0%	1%	0%		0%
A cease fire in the Israel-Hamas war	8%	5%	12%	6%	6%	5%	9%	8%	8%	5%	9%	7%	8%
Taylor Swift and Travis Kelce getting engaged	3%	4%	3%	3%	3%	2%	4%	5%	1%	8%	3%	2%	1%
Leo XIV becoming the new pope	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	1%	3%	3%
The '6-7' fad	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	0%	
K-Pop Demon Hunters movie on Netflix	4%	2%	3%	5%	5%	3%	6%	6%	3%	11%	5%	1%	1%
The CEO of a tech company being busted on the Coldplay 'kiss cam'	2%	1%	2%	1%	2%	3%	2%	2%	1%	3%	3%	1%	0%
Charlie Kirk's assassination	1%	0%	1%	1%	2%	1%	0%	1%	2%	3%	1%	0%	0%
Another news story	7%	6%	12%	4%	7%	9%	8%	9%	5%	7%	11%	8%	4%

Table QR3\_3

QR3\_3 - In 2025, which news story... Made you angriest?

			Region						Gender		Age				
			Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
			(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500		177	593	956	159	276	338		1263	1231	573	629	674	624
Unweighted Total	2500		357	516	696	272	331	328		1259	1236	550	631	690	629
The Edmonton Oilers making the Stanley Cup finals	0%		1%		0%		2%	0%		0%	0%	0%	1%	0%	0%

The Toronto Blue Jays making the World Series	0%		0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%
Canada's women's rugby team making the World Cup final	0%		0%	0%						0%	0%			
Canada winning the 4 Nations hockey tournament	0%	0%		0%					0%	0%		0%		0%
Mark Carney becoming Prime Minister	13%	9%	10%	14%	13%	16%	15%	11%	15%	11%	14%	16%	13%	
The Ford government running an ad about Ronald Reagan that upset Donald Trump	2%	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%	3%	2%	
Donald Trump placing tariffs on Canada	57%	56%	63%	56%	58%	50%	55%	60%	53%	46%	54%	60%	67%	
The Canada Post strike	7%	8%	8%	7%	8%	7%	8%	6%	8%	9%	8%	6%	7%	
Wildfires across Canada this summer	5%	9%	6%	4%	5%	4%	3%	6%	4%	6%	5%	5%	4%	
A cease fire in the Israel-Hamas war	2%	1%	2%	2%	0%	1%	1%	2%	2%	4%	1%	1%	1%	
Taylor Swift and Travis Kelce getting engaged	0%			0%			0%	0%	0%	1%				
Leo XIV becoming the new pope	0%	1%		0%				0%	0%	0%	0%	0%	0%	
The '6-7' fad	0%	0%	0%	0%	1%	1%		0%	1%	1%	1%	1%		
K-Pop Demon Hunters movie on Netflix	0%		0%	0%			0%	0%	0%	0%	0%	0%		
The CEO of a tech company being busted on the Coldplay 'kiss cam'	1%		0%	1%	0%	1%	1%	1%	1%	2%	0%	0%	0%	
Charlie Kirk's assassination	7%	10%	5%	7%	10%	11%	6%	6%	8%	11%	10%	5%	2%	
Another news story	5%	3%	4%	5%	2%	5%	7%	5%	4%	5%	4%	4%	4%	

### Table QX4

QX4 - What is the highest level of education you have completed?

Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629
High school or less	20%	26%	17%	17%	32%	23%	22%	21%	19%	21%	15%	18%	27%
College or CEGEP diploma	23%	25%	26%	23%	19%	20%	18%	25%	20%	19%	21%	28%	22%
Trade school or apprenticeship	10%	14%	11%	8%	11%	14%	10%	8%	13%	6%	10%	12%	13%
Undergraduate degree	29%	20%	30%	30%	23%	23%	33%	27%	30%	35%	32%	26%	22%
Graduate or professional degree	18%	14%	16%	21%	14%	19%	15%	18%	17%	18%	20%	16%	16%
Prefer not to say	1%	1%	1%	0%			0%	2%	1%	1%	1%	0%	1%
NET: College or CEGEP / Trade school or apprenticeship	33%	38%	36%	31%	30%	34%	28%	33%	33%	25%	32%	39%	35%
NET: Undergraduate degree / Graduate or professional degree	46%	35%	45%	51%	37%	42%	48%	45%	47%	53%	52%	43%	38%

Table QX5

QX5 - What is your annual household income before taxes? Is it...

		Region							Gender		Age			
		Total	Atlantic	Quebec	Ontario	Prairies	Alberta	BC	Female	Male	18-34	35-49	50-64	65+
		(A)	(C)	(D)	(E)	(F)	(G)	(H)	(K)	(L)	(M)	(N)	(O)	(P)
Total	2500	177	593	956	159	276	338	1263	1231	573	629	674	624	
Unweighted Total	2500	357	516	696	272	331	328	1259	1236	550	631	690	629	
Under \$20,000	4%	5%	4%	4%	5%	4%	4%	5%	4%	6%	4%	6%	1%	
\$20,000 to under \$50,000	19%	27%	19%	18%	19%	17%	19%	21%	17%	17%	11%	17%	30%	
\$50,000 to under \$75,000	21%	17%	18%	24%	24%	21%	21%	21%	21%	23%	18%	23%	22%	
\$75,000 to under \$100,000	17%	19%	17%	17%	14%	18%	17%	16%	19%	20%	16%	15%	17%	
\$100,000 to under \$150,000	20%	17%	20%	19%	19%	20%	21%	19%	20%	18%	25%	20%	15%	
\$150,000 or over	13%	8%	14%	13%	13%	15%	14%	11%	16%	12%	20%	14%	7%	
Prefer not to say	6%	8%	7%	5%	6%	3%	4%	8%	3%	4%	5%	6%	7%	
NET: Under \$50,000	23%	32%	23%	22%	24%	21%	23%	25%	20%	23%	15%	22%	32%	
NET: \$50,000 to \$100,000	38%	36%	35%	41%	38%	40%	38%	37%	40%	43%	35%	37%	39%	
NET: \$100,000 or over	33%	24%	34%	32%	32%	35%	35%	30%	36%	30%	45%	34%	22%	