




 **Angus Reid Public Opinion**
A VISIONCRITICAL[®] Practice



CUPE – Saving the Economy Poll

December 13th, 2011

 www.visioncritical.com/arpo

Methodology

Overview: From December 7th to December 9th, 2011, Angus Reid Public Opinion conducted the survey on behalf of the CUPE. Participants were recruited through the Angus Reid Forum. The median completion time for completing the survey was 12 minutes and 4 seconds.

Sample Size: A sample of 2,000 Ontarians. The data was weighted on age, gender, education, region and past provincial vote in order to create a representative sample of Ontario. The margin of error is +/- 2.2%, 19 times out of 20.

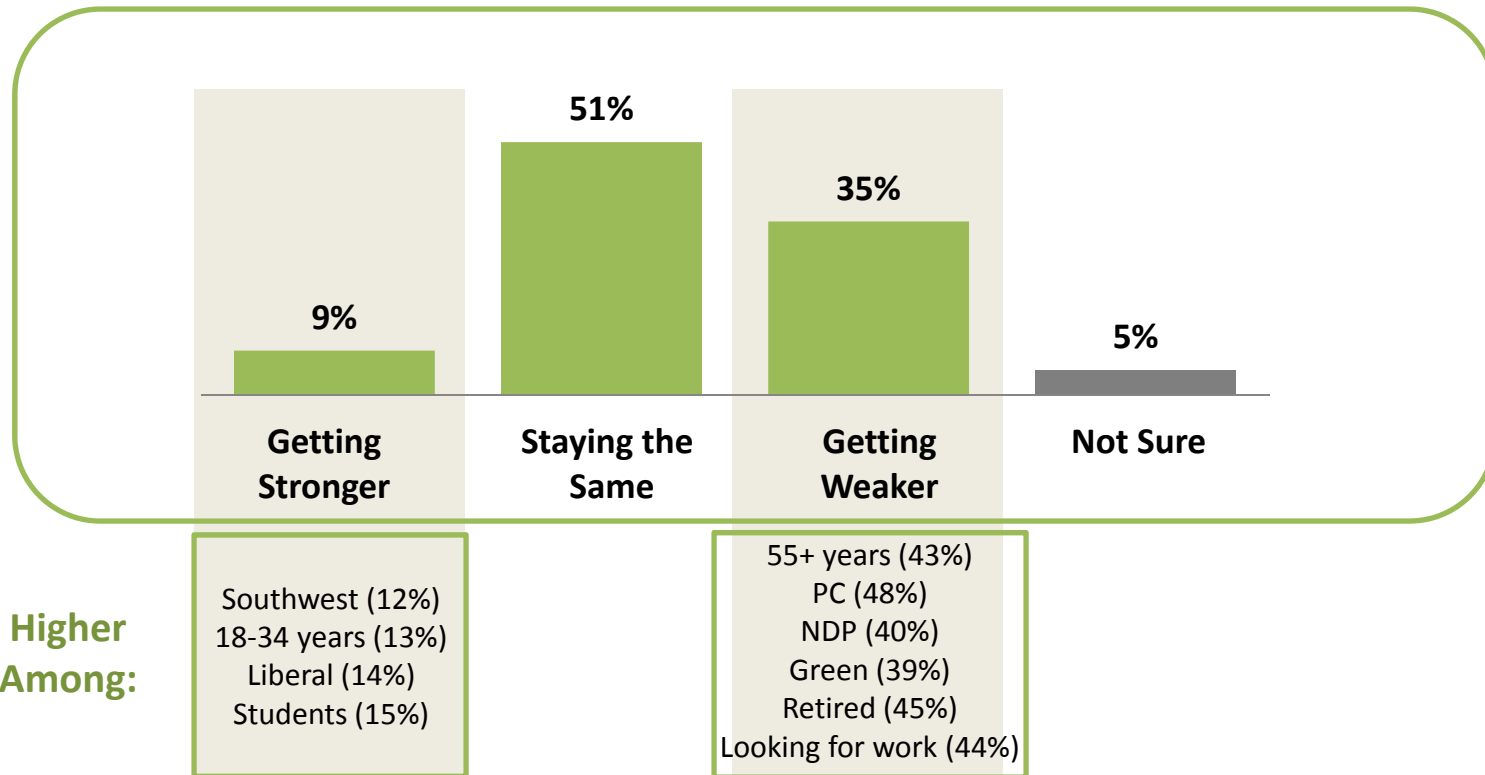
Qualifying Criteria: All respondents were over the age of 18 and living in Ontario.

Fieldwork: Fieldwork took place from December 7th to December 9th, 2011.

About Angus Reid Public Opinion: Angus Reid Public Opinion is a North American full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995. Located in Vancouver, Calgary, Toronto and Ottawa, and with satellite offices in San Francisco, Chicago, New York, London, Paris and Sydney, our team of specialists provide solutions across every type and sector of research.

Condition of Ontario Economy

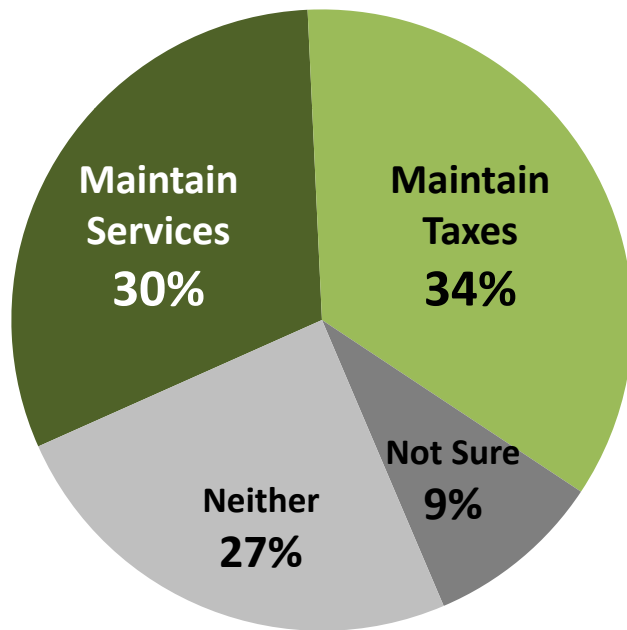
- While half of Ontarians' think the economy is staying the same, another third believe it is getting weaker.
- The younger demographic tends to have a slightly more positive outlook.



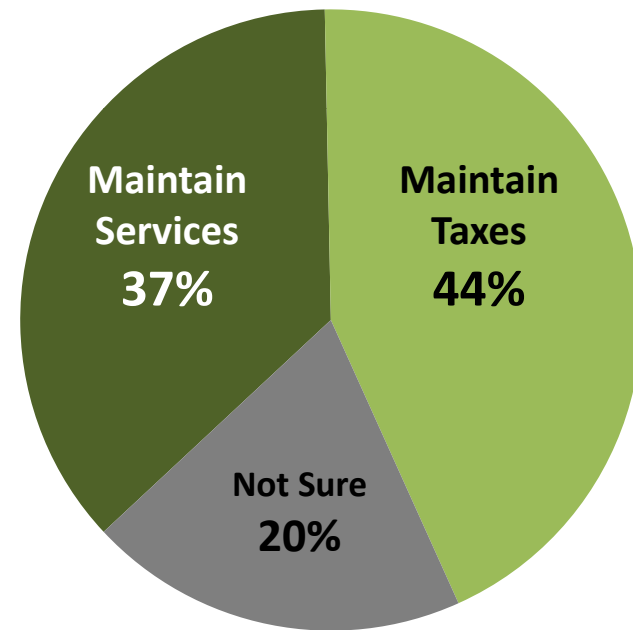
Views on Provincial Services and Taxes

- Ontarians' views are relatively split in the trade-off between maintaining services or maintaining taxes but more would be willing to see cuts in services in order to hold the line of taxes.

First Response



If you had to choose...



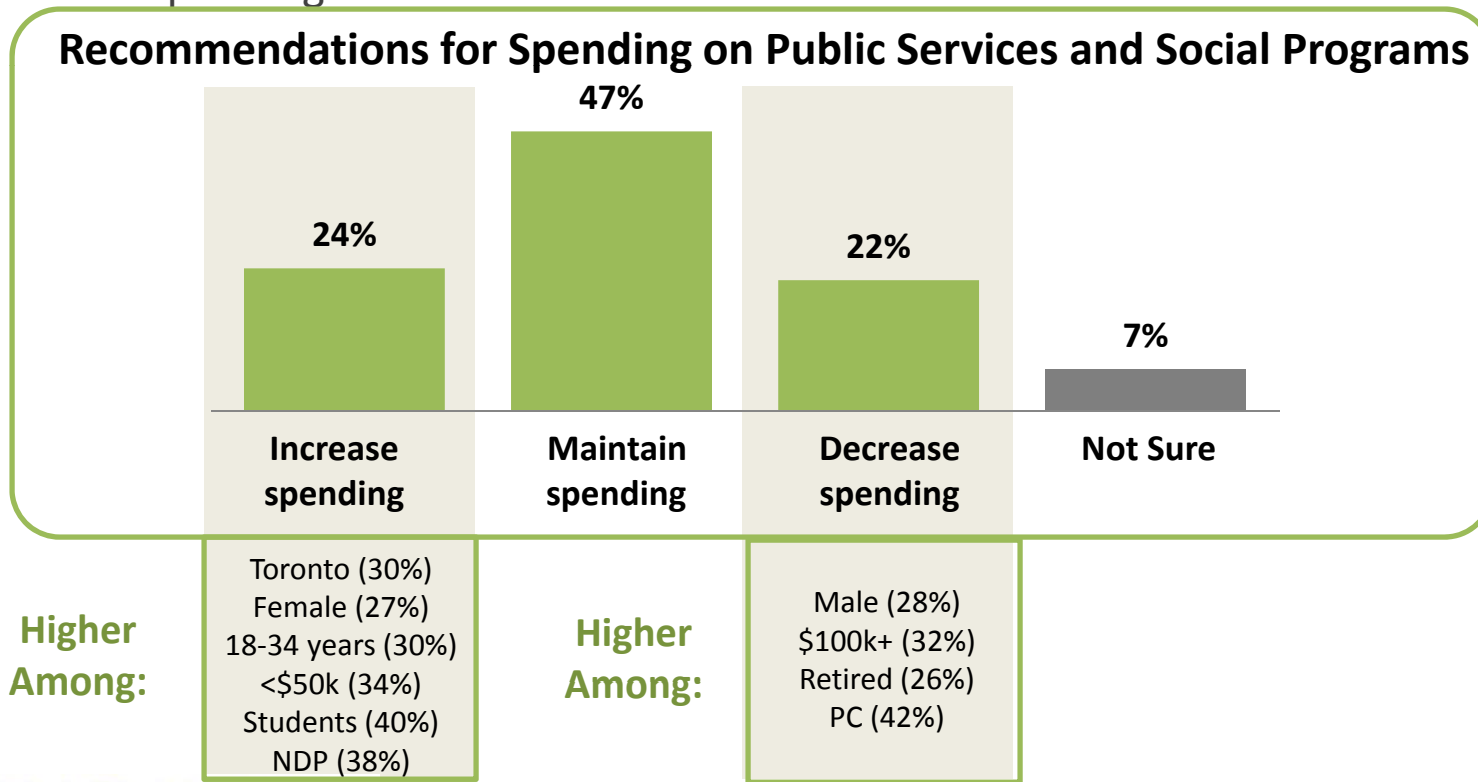
The province must maintain its current level of services, even if that means some increases in taxes



I would be willing to see cuts in services in order to hold the line on taxes

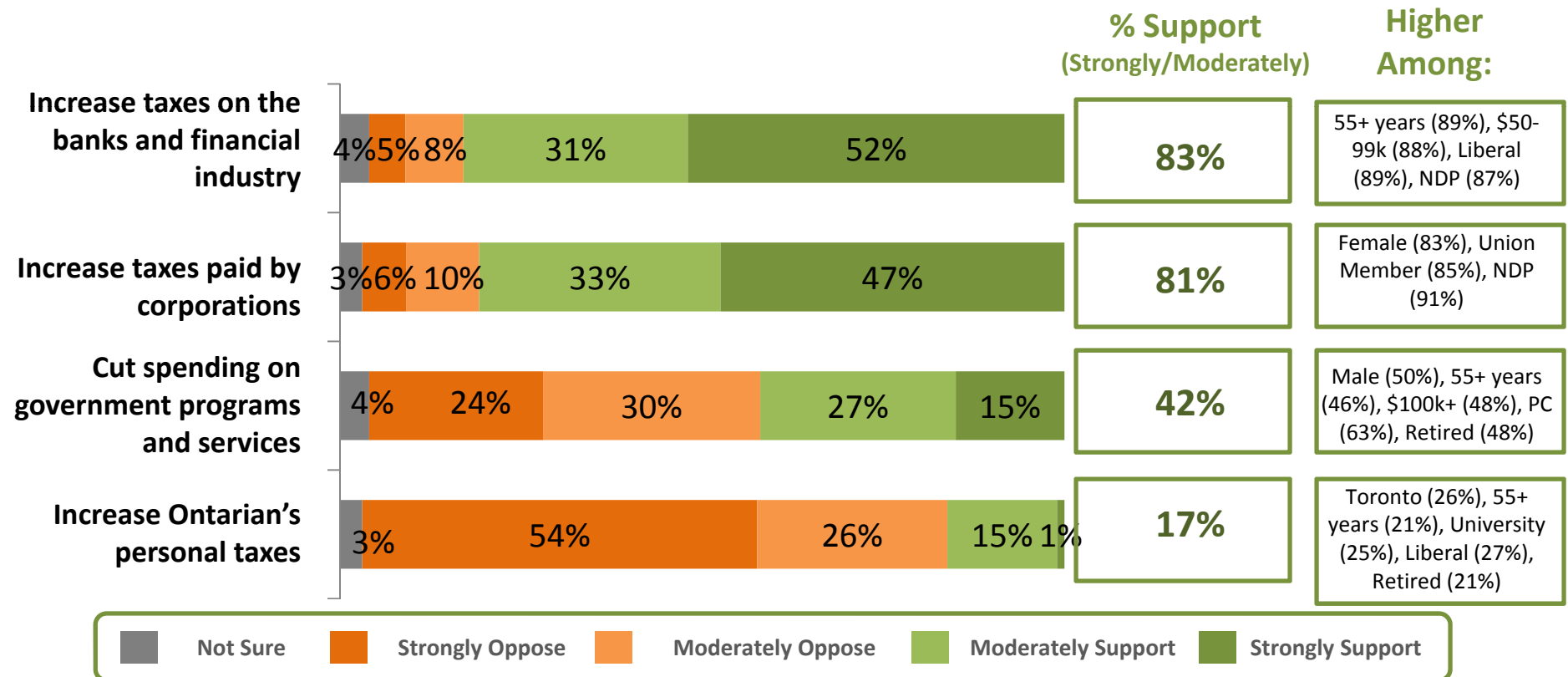
Spending Recommendation for the Ontario Government

- While nearly half believe the government should maintain current levels of spending on public services and social programs, the rest are split between increasing and decreasing spending.
- Not surprisingly, younger, lower-income Ontarians' would prefer the government to increase spending while higher income individuals would opt for a decrease in government spending.



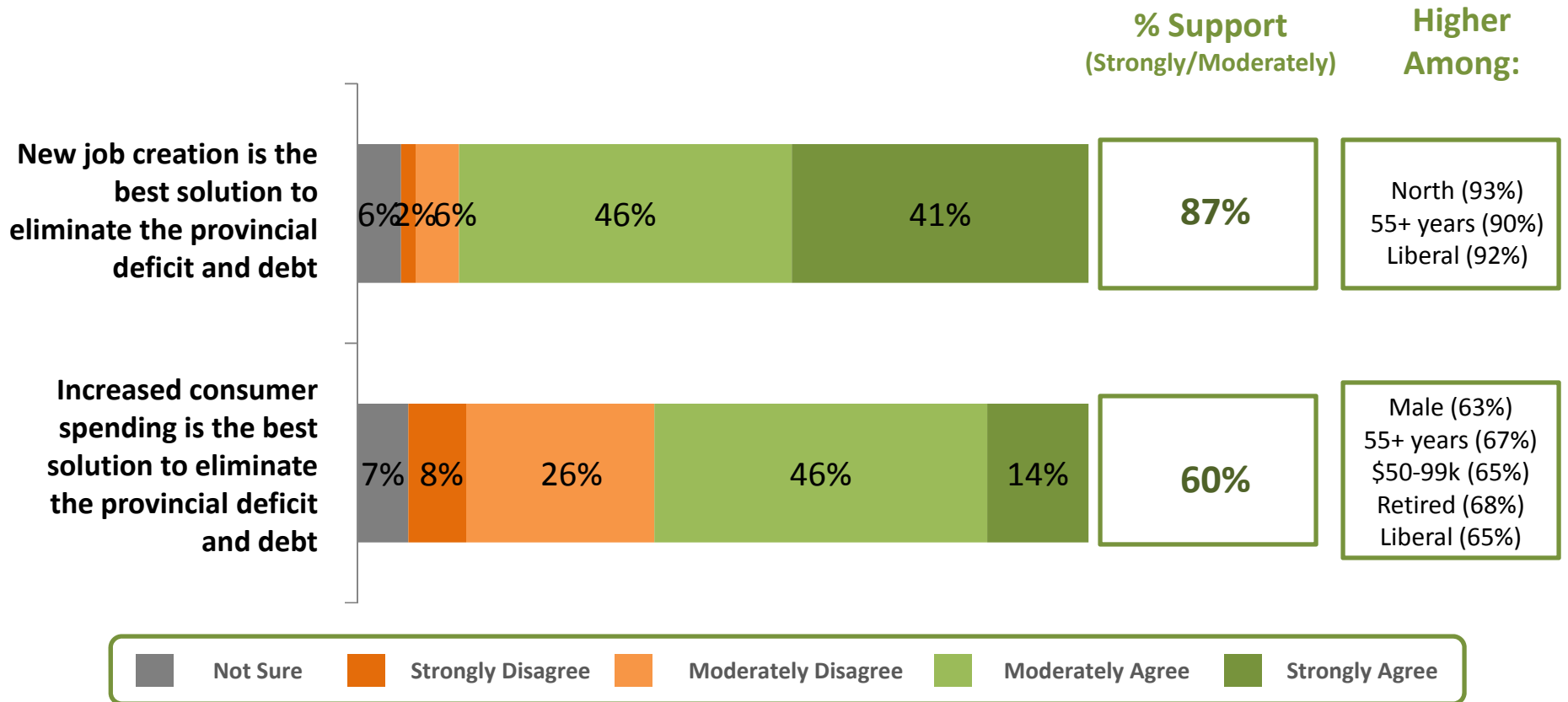
Support for Deficit Reducing Measures

- Of the options given to reduce the deficit, increasing taxes on the banks and financial industry and taxes paid by corporation are the clear winners.
- Over half strongly oppose increasing Ontarian's personal taxes while another quarter moderately oppose it.



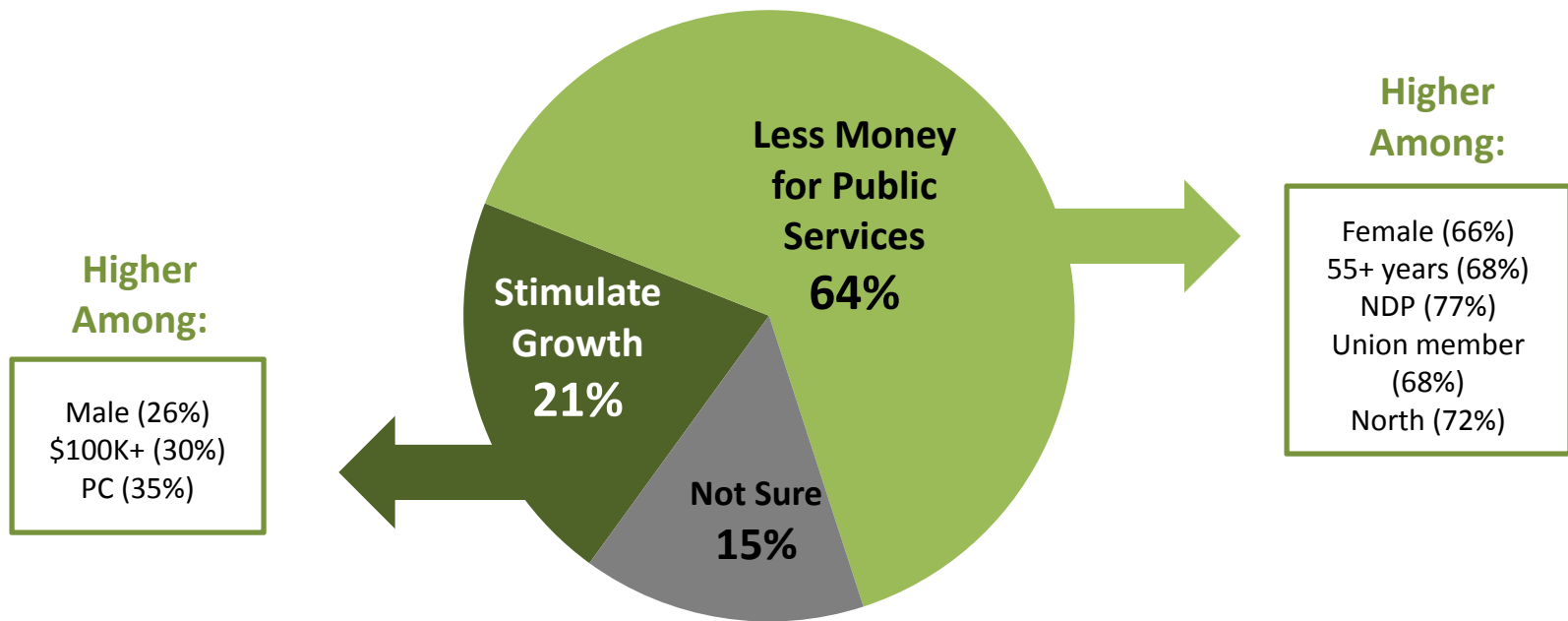
Agreement with Solutions to Eliminating the Deficit / Debt

- Overall, new job creation is a more popular solution to eliminating the provincial deficit and debt than increased consumer spending.



Statement Closest to View on Tax Cuts for Corporations

- Over three times as many Ontarians believe that corporate tax cuts mean less revenue for public services and debt / deficit reduction as opposed to a way to stimulate jobs and economic growth.



Tax cuts to corporations are important because they stimulate jobs and economic growth

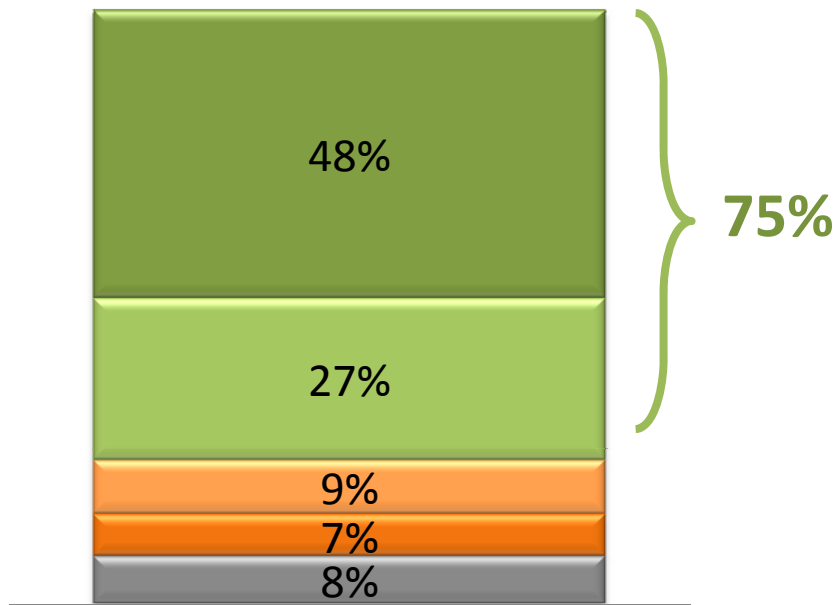


Tax cuts for corporations mean government collects less money for public services (healthcare, education) and for paying down the deficit / debt.

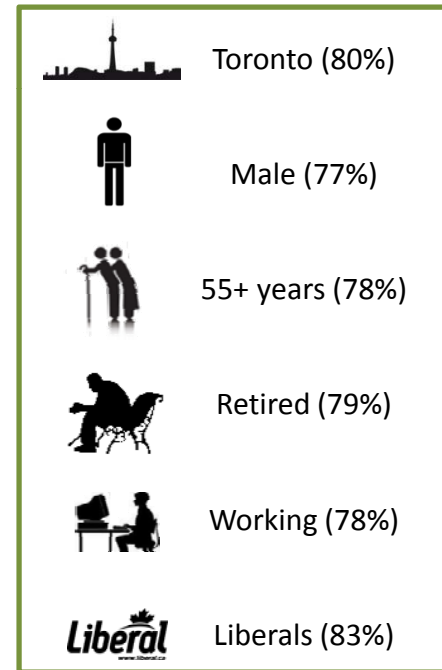
Agreement with Postponing Tax Cuts for Banks and Financial Sector

- Three quarters agree that the Ontario government should postpone planned tax cuts for banks and the financial sectors and use the savings to help bring down the provincial deficit.

Agreement with postponing tax cuts for banks and financial sector and using the saving to help bring down the provincial deficit



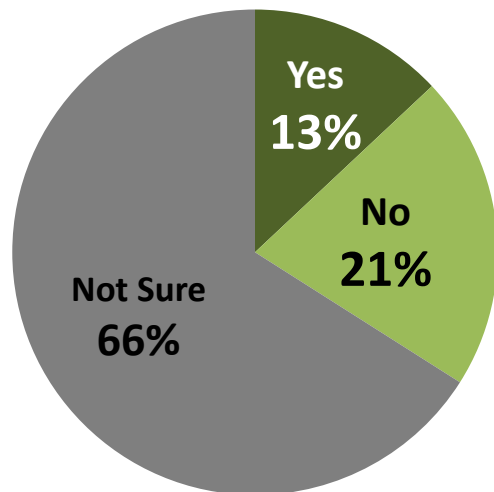
Higher Among:



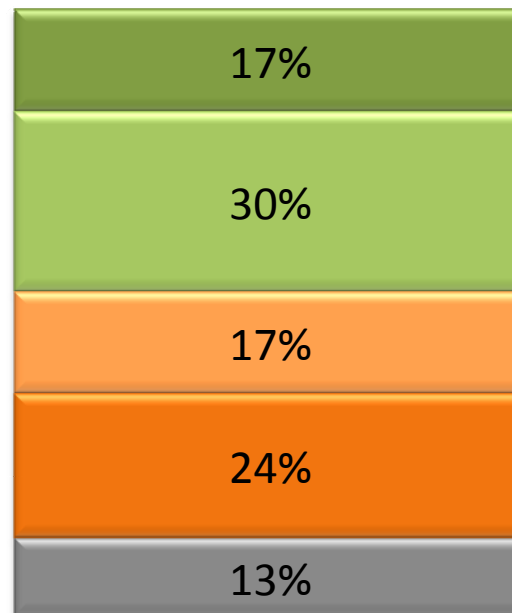
Knowledge and Support for New Sales Tax on Stocks and Bonds

- The majority of Ontarians are unsure whether or not the sales of stocks and bonds are subject to taxes.

Knowledge of Applicable Taxes to Stocks and Bonds

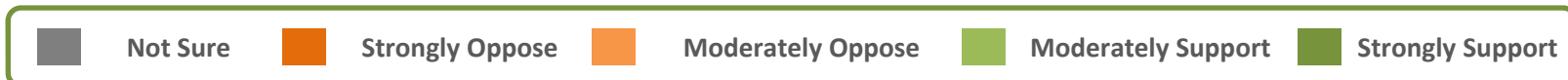
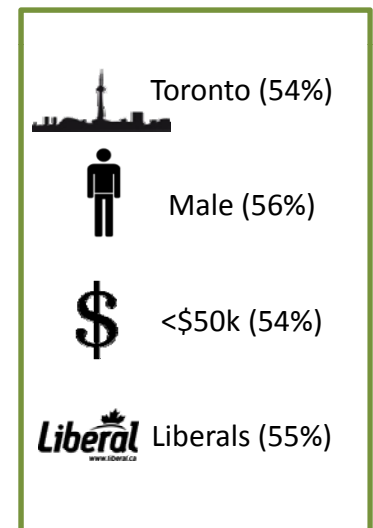


Support for New Sales Tax on Stocks and Bonds



} 47%

Higher Among:

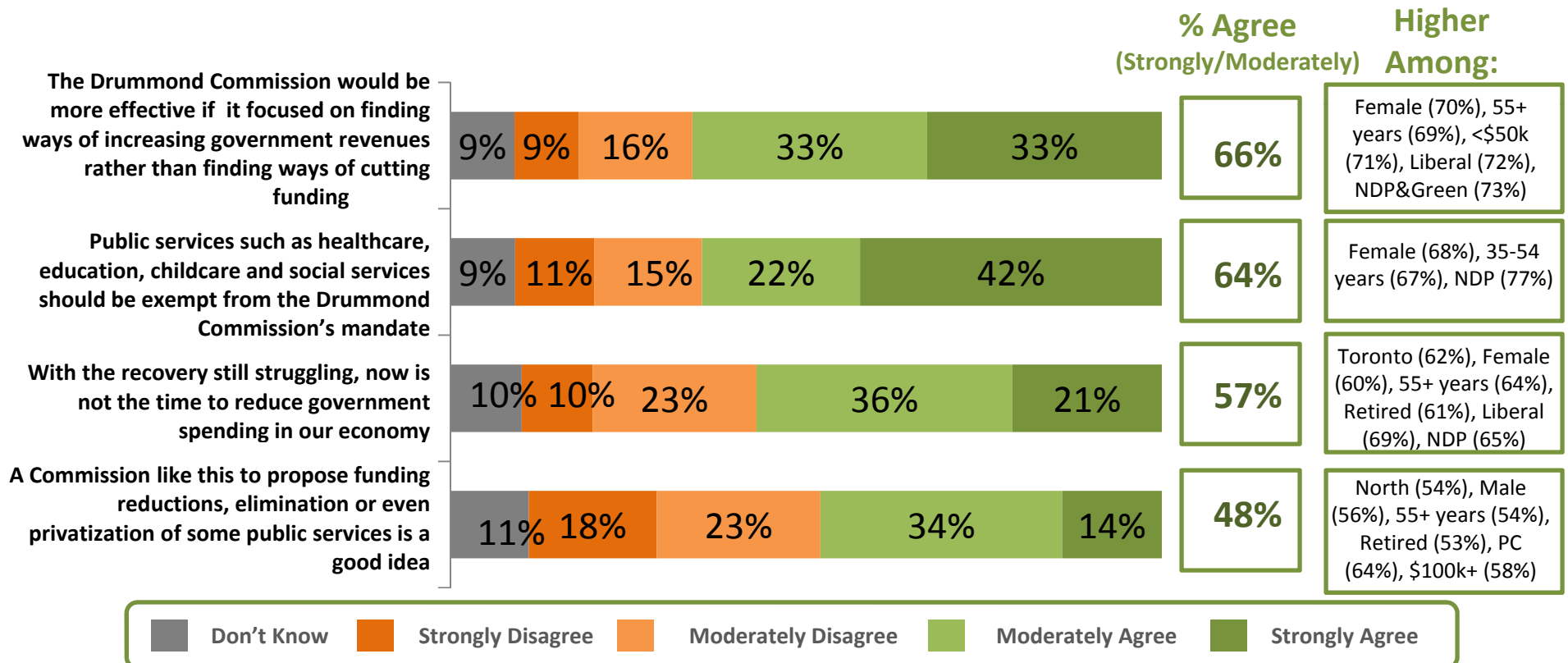


Q11. To the best of your knowledge, are the sales of stocks and bonds in Ontario subject to GST or HST?
 Q12. Considering that sales of stocks and bonds are not currently subject to GST or HST, some suggest a “Financial Transaction Tax” or “Robin Hood Tax” of .05% be levied on sales of stocks, bonds and currency, saying this could generate billions in new revenue that government could use to reduce the deficit without cutting public services. Others say a plan like this would hurt economic growth by reducing investment. Would you support / oppose this kind of new sales tax on stocks and bonds?

Base: Total Sample. n = 2000

Drummond Commission

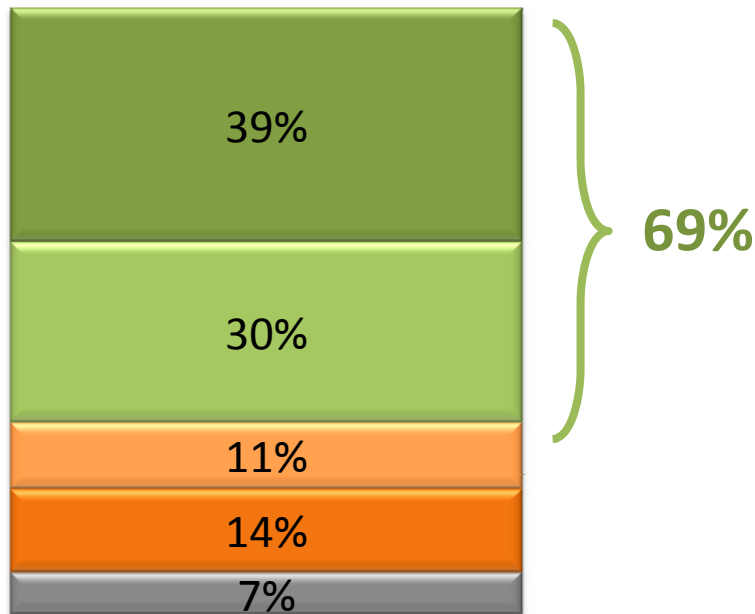
- Support for the Drummond Commission is relatively split, with about half agreeing that it is a good idea.
- Roughly two thirds agree that the Commission should focus on increasing government revenue and public services should be exempt from its mandate.



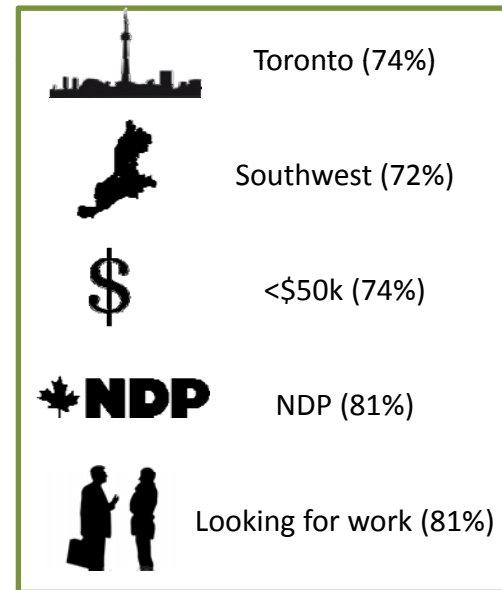
Agreement with Occupy Wall Street Message

- Over two thirds of Ontarians agree with the overall message of the Occupy Wall Street movement.
- Previous research has indicated that support for the movement itself is lower.

The richest 1% of the population possess too much of the world's wealth and power at the expense of the other 99%



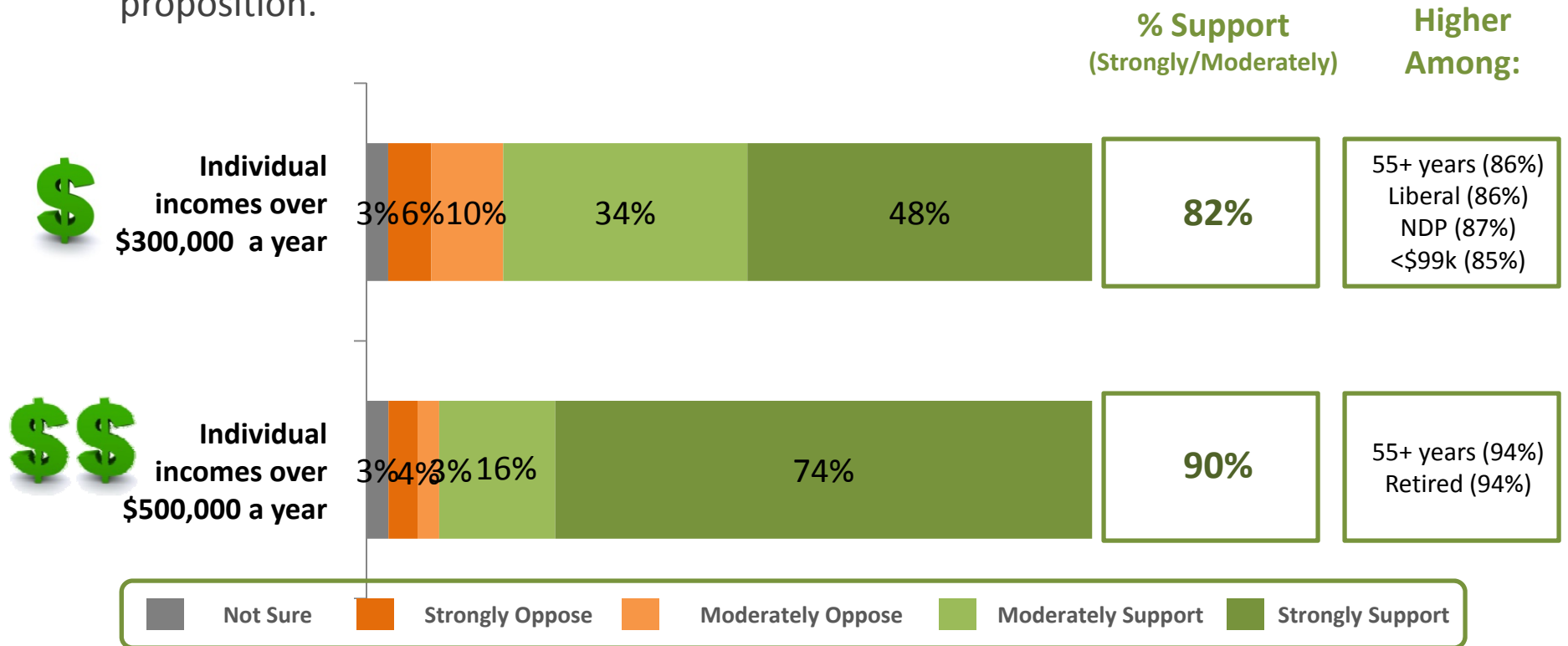
Higher Among:



Q21. Over the past couple of months, the OCCUPY WALL STREET movement has spread to cities in Canada and around the world. This movement says that the richest 1% of the population possess too much of the world's wealth and power at the expense of the other 99%. Please indicate whether you agree or disagree with the movement's specific statement about the 1% of the population possessing too much of the world's wealth and power at the expense of the other 99%.
Base: Total Sample, n = 2000

Support of 10% Income Tax on High Earners

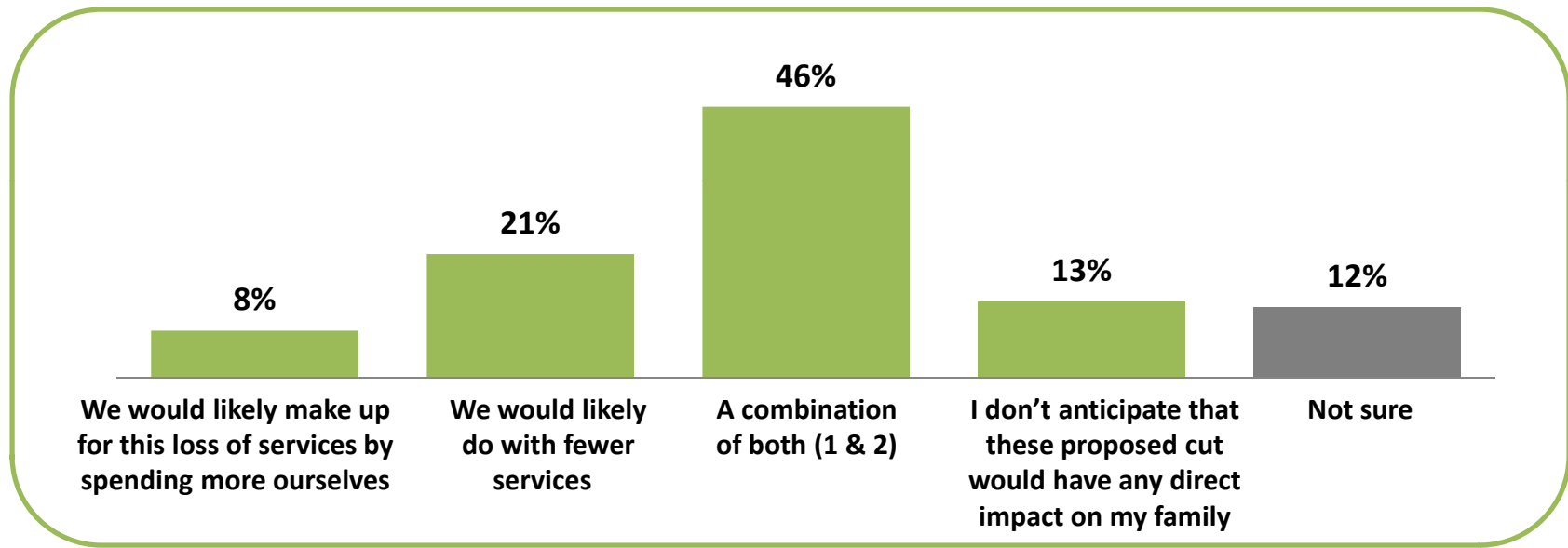
- Nearly half strongly support a 10% income tax surcharge on individuals with incomes over \$300,000.
- Strong support increases to 74% for individuals earning over \$500,000.
- Younger Ontarians and those with higher incomes are less likely to support this proposition.



Q7. Some people, including US Billionaire Warren Buffett, have suggested an income tax surcharge on high-income earners. Under this proposal, individuals earning a salary over a certain amount could be subject to a ten percent surcharge as part of their personal incomes taxes, the proceeds of which could be used to pay down the deficit. Would you support or oppose the creation of a new ten percent income tax on individual income above:
 Base: Total Sample, n = 2000

Impact of Cuts to Services

- If the government were to impose spending cuts, three quarters of Ontarians would likely spend more themselves, do with fewer services, or a combination of both.

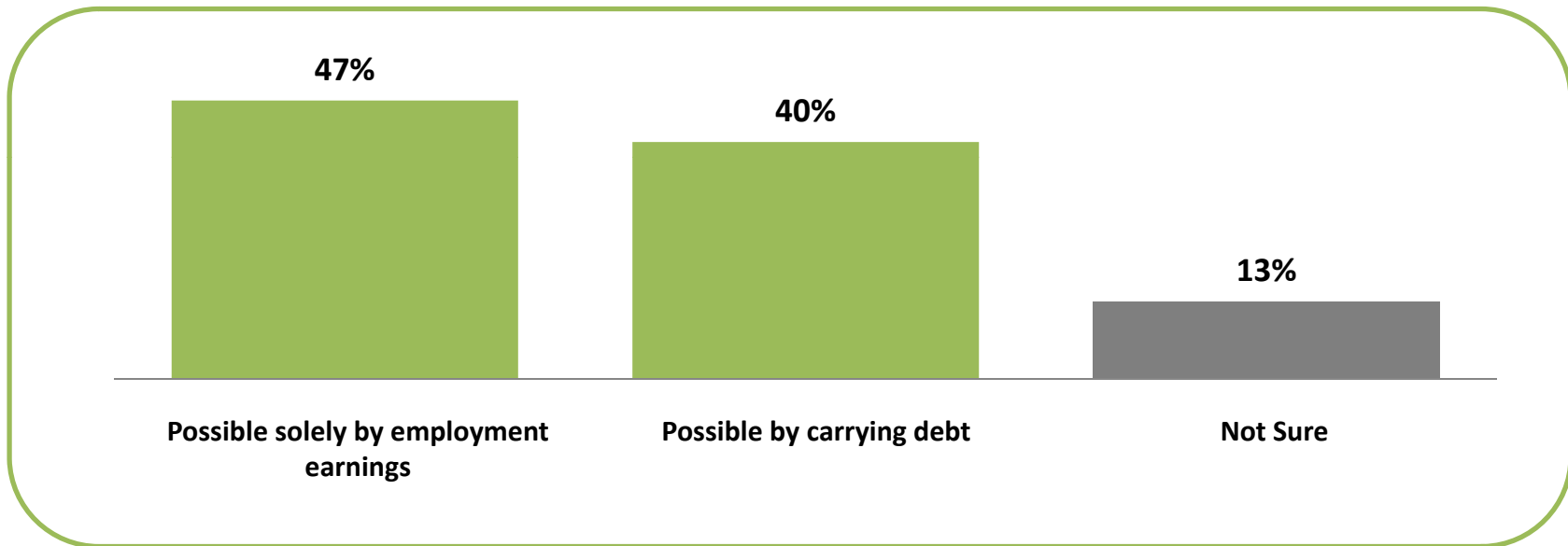


Higher Among:

18-34 years (11%)	Male (24%)	Female (49%) 55+ years(49%)	Male (15%) \$100k+ (17%) PC (20%) Retired (16%)
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Lifestyle Possible by Earnings vs. Debt

- Almost half of Ontarians' chosen lifestyle is possible solely by employment earnings.
- Another 40 percent indicate their lifestyle is only possible by carrying debt.



Higher Among:

Southwest (51%)
 Male (50%)
 55+ years (53%)
 \$100k+ (62%)
 University (61%)
 Retired (55%)
 PC (55%)

East (45%)
 35-54 years (46%)
 Looking for work (55%)
 NDP (47%)

Q18. Excluding a mortgage on a house or condominium or a car loan, can you and your family live the lifestyle you choose based solely on employment earnings, or is your chosen lifestyle only possible by carrying debt, such as credit card debt or a personal line of credit?

Base: Total Sample, n = 2000