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Support for Sidewalk Toronto Mixed

But awareness is rising

Toronto, July 9th – In a random sampling of public opinion taken by The Forum Poll™ among 1143 Torontonians, 4-in-10 (TOP2: 38%) are confident they can describe the details of Sidewalk Toronto, the neighborhood development project undertaken by a subsidiary of Google, with one-tenth (13%) saying they could very confidently describe it.

There has been an increase in awareness of the project by almost 10 percentage points from November 23rd, 2017 (TOP2: 29%).

The plurality (BTM2: 62%) could not describe it, with 4-in-10 (43%) not confident at all in their abilities to describe the project. This lack of awareness has decreased almost ten percentage points since 2017 (BTM2: 71%).

Those more likely to be able to describe the project include those aged 18-44 (40% of those 18 to 34 and 42% of those aged 35 to 44), males (42%), those earning \$100k-\$250k (46%), those with post-graduate degrees (43%), those living in the Former City of Toronto (45%), and those supporting the Green Party (46%).

Those less likely to be able to describe the project include those aged 65 and over (69%), females (67%), those earning less than \$20k (70%) and \$20k-\$40k (68%), those with some college or university education (71%), and those living in North York (68%), York (67%), and Scarborough (65%).

Plurality does not want to live in Sidewalk Toronto

Only those respondents who said they were very, somewhat, or not very confident in their abilities to describe the details of Sidewalk Toronto were then asked the next series of questions.

The majority of respondents (BTM2: 60%) say they would not like to live in Sidewalk Toronto, with 4-in-10 respondents (40%) saying they are not likely at all to want to live there. Another 4-in-10 (TOP2: 40%) say they would like to live in Sidewalk Toronto, with one-sixth (15%) saying they are very likely to want to live there.

Those more likely to say they want to live in Sidewalk Toronto include those aged 35 to 54 (46% of those aged 35-44 and 46% of those aged 45 to 54), males (42%), the lowest earners (53%) and the highest earners (54%), those with some college or university (56%), those living in York (54%), those supporting the Liberals

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“Awareness of Sidewalk Labs is rising, but actual support is divided,” said Dr. Lorne Bozinoff, President of Forum Research. “What isn’t divided is trust for the project; most don’t trust the organization to collect data on residents nor to uphold its commitment to avoid using that data for advertising purposes. Whatever the various levels of government decide, Sidewalk Labs is neither a political winner, nor loser. The results of the project will define its legacy.”



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(46%), those who can describe the project very confidently (52%), and those who are very likely to support the project (86%).

Those more likely to say they do not want to live in Sidewalk Toronto include those aged 65 and over (69%), females (63%), those earning \$60k-\$80k (66%), those who have completed college or university (63%) and those with post-graduate degrees (66%), those living in the Former City of Toronto (62%), East York (64%), and North York (62%), those supporting the People's Party of Canada (86%), those who are not very confident in their abilities to describe the project (66%), and those who are not likely at all to support the project (92%).

Toronto divided on support for Sidewalk Labs

Almost half (TOP2: 46%) of respondents support the proposal by Sidewalk Labs, with one-fifth (19%) strongly supporting the project. 4-in-10 (BTM2: 44%) respondents are opposed to the project, with one-fifth (21%) strongly opposed.

Those more likely to support Sidewalk Labs' proposal includes those 35 to 54 (48% of those 35 to 44 and 51% of those 45 to 54), males (50%), the wealthiest (82%), those with some college or university (49%) and those with post-graduate degrees (48%), those supporting the Liberals (54%), and those who can very confidently describe the proposal (53%).

Those less likely to support Sidewalk Labs' proposal includes those aged 18-44 (47% of those aged 18 to 34 and 44% of those aged 35 to 44) and those aged 65 and over (46%), females (47%), those earning \$40k-\$80k (52%), the least educated (51%), those living in the Former City of Toronto (47%), East York (48%), and Etobicoke (49%), and those supporting the NDP (63%).

Toronto doesn't trust Sidewalk to collect data

Most respondents (BTM2: 60%) do not trust Sidewalk Labs to collect data on its residents, with 4-in-10 (39%) not having any trust at all. One-third (TOP2: 30%) do trust Sidewalks Labs to collect data on its residents with one-tenth (11%) having a lot of trust.

Those most likely not to trust Sidewalk's data collection includes those aged 18-34 (67%), earning \$20k-\$40k (66%) and \$40k-\$60k (69%), those with secondary school or less (70%), those living in the Former City of Toronto (66%) and Etobicoke (64%), those supporting the NDP (78%), and those unable to confidently describe the project (89%).

Those most likely to trust Sidewalk's data collection includes those aged 35 to 44 (37%), males (33%), the wealthiest (59%), those with some college or university education (39%), those living in East York (36%), York (35%), and Scarborough

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(36%), those supporting the Conservatives (39%), those who can very confidently describe the project (40%), and those who are very likely to support the project (73%).

Most think it will use data for advertising

Respondents were asked whether they thought Sidewalk Labs would keep its commitment and not use resident data for advertising purposes, most respondents (TOP2: 58%) do not think it's likely they will keep their commitment. 4-in-10 respondents (40%) think it is not likely at all that they will keep their commitment. Almost one-third (TOP2: 28%) of respondents think it's likely that the company will keep its commitment, with one-tenth (11%) saying it is very likely to do so.

Those more likely to say Sidewalk Labs will keep their commitment include those aged 35 to 64 (32% of those aged 35 to 44, 33% of those 45 to 54, and 33% of those 55 to 64), males (33%), the least wealthy (45%), those with some college or university education (37%), those living in East York (34%), Etobicoke (34%), and Scarborough (35%), those supporting the Conservatives (32%) and Liberals (33%), those who can very confidently describe the project (36%), and those very likely (60%) to support the project.

Those more likely to say Sidewalk Labs will not keep their commitment include those aged 18-34 (68%), those earning \$80k-\$100k (64%), the least educated (63%) and those with post-graduate degrees (62%), those living in the Former City of Toronto (65%), supporting the NDP (72%), Green Party (71%), and People's Party of Canada (74%), and those who are not likely at all to support the project (82%).

Respondents divided on giving Sidewalks Labs government incentives

Respondents were asked whether they would approve or disapprove of Sidewalks Labs obtaining some form of government incentive. 4-in-10 of respondents approve (TOP2: 41%), with one-sixth (14%) strongly approving. Another 4-in-10 disapprove (BTM2: 39%), with one-third (27%) strongly disapproving.

Those respondents more likely to approve the incentives include those aged 45 to 64 (47% of those 45 to 54 and 45% of those 55 to 64), the most wealthy (53%), those who completed college or university (44%) and post-graduate degrees (43%), those living in York (58%), supporting the Liberals (49%) or Green Party (47%), and those who are very likely to support the project (77%).

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Those respondents more likely to disapprove of the incentives include those aged 18 to 34 (46%), the least wealthy (46%), those with post-graduate degrees (43%), those living in Etobicoke (48%), supporting the People's Party of Canada (70%), those who can very confidently explain the project (45%), and those not likely at all (71%) to support the project.

“Awareness of Sidewalk Labs is rising, but actual support is divided,” said Dr. Lorne Bozinoff, President of Forum Research. “What isn’t divided is trust for the project; most don’t trust the organization to collect data on residents nor to uphold its commitment to avoid using that data for advertising purposes. Whatever the various levels of government decide, Sidewalk Labs is neither a political winner, nor loser. The results of the project will define its legacy.”

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1143 randomly selected Torontonians. The poll was July 3rd-6th, 2019.

Results based on the total sample are considered accurate +/- 3%, measured as the average deviation across all response categories, 19 times out of 20.

Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on a Candidate's ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.



Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|-----------------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 631 | 112 | 91 | 133 | 119 | 176 | 303 | 315 |
| NET: TOP3 | 66 | 57 | 60 | 68 | 78 | 86 | 67 | 64 |
| NET: BTM3 | 34 | 43 | 39 | 32 | 21 | 14 | 32 | 36 |
| Very satisfied | 9 | 9 | 6 | 6 | 13 | 20 | 11 | 8 |
| Satisfied | 28 | 17 | 29 | 35 | 32 | 45 | 25 | 31 |
| Somewhat satisfied | 28 | 31 | 26 | 28 | 32 | 20 | 31 | 25 |
| Somewhat dissatisfied | 12 | 11 | 16 | 14 | 11 | 8 | 13 | 12 |
| Dissatisfied | 11 | 15 | 15 | 9 | 5 | 3 | 9 | 13 |
| Very dissatisfied | 11 | 18 | 9 | 8 | 5 | 3 | 9 | 12 |
| Don't know | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 |

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

Due to rounding some numbers may not add up to 100

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Knowledge of Sidewalk Toronto

If a friend asked you to describe the details of Sidewalk Toronto, the neighbourhood development project undertaken by a subsidiary of Google, how confidently would you be able to answer?

Age/gender

| % | Total | 18 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and over | Male | Female | Non-binary |
|------------------------|-------|----------|----------|----------|----------|-------------|------|--------|------------|
| Sample | 1143 | 156 | 156 | 219 | 255 | 357 | 589 | 523 | 31 |
| NET: TOP2 | 38 | 40 | 42 | 36 | 35 | 31 | 42 | 33 | 45 |
| NET: BTM2 | 62 | 60 | 58 | 64 | 65 | 69 | 58 | 67 | 55 |
| Very confidently | 13 | 17 | 19 | 11 | 7 | 7 | 14 | 12 | 26 |
| Somewhat confidently | 24 | 23 | 23 | 25 | 28 | 24 | 27 | 22 | 19 |
| Not very confidently | 19 | 11 | 16 | 24 | 27 | 28 | 22 | 17 | 19 |
| Not confidently at all | 43 | 49 | 42 | 40 | 38 | 41 | 37 | 49 | 35 |



Income

| % | Total | <\$20k | \$20k-\$40k | \$40k-\$60k | \$60k-\$80k | \$80k-100k | \$100k-\$250k | \$250k + |
|------------------------|-------|--------|-------------|-------------|-------------|------------|---------------|----------|
| Sample | 1143 | 78 | 133 | 133 | 131 | 143 | 274 | 54 |
| NET: TOP2 | 38 | 30 | 32 | 36 | 42 | 39 | 46 | 35 |
| NET: BTM2 | 62 | 70 | 68 | 64 | 58 | 61 | 54 | 65 |
| Very confidently | 13 | 15 | 11 | 13 | 19 | 10 | 16 | 24 |
| Somewhat confidently | 24 | 16 | 21 | 23 | 24 | 29 | 30 | 12 |
| Not very confidently | 19 | 14 | 27 | 21 | 14 | 14 | 18 | 12 |
| Not confidently at all | 43 | 55 | 40 | 43 | 43 | 47 | 36 | 53 |

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Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post-graduate degree |
|-------------------------------|-------------|--------------------------|----------------------------|---------------------------------|----------------------|
| Sample | 1143 | 102 | 229 | 458 | 354 |
| NET: TOP2 | 38 | 34 | 29 | 38 | 43 |
| NET: BTM2 | 62 | 66 | 71 | 62 | 57 |
| Very confidently | 13 | 8 | 8 | 13 | 18 |
| Somewhat confidently | 24 | 26 | 21 | 25 | 25 |
| Not very confidently | 19 | 20 | 20 | 19 | 19 |
| Not confidently at all | 43 | 46 | 51 | 43 | 38 |

Region

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|-------------------------------|-------------|------------------------|-----------|------------|------------|-----------|-------------|
| Sample | 1143 | 366 | 92 | 229 | 213 | 71 | 172 |
| NET: TOP2 | 38 | 45 | 39 | 32 | 37 | 33 | 35 |
| NET: BTM2 | 62 | 55 | 61 | 68 | 63 | 67 | 65 |
| Very confidently | 13 | 16 | 19 | 12 | 12 | 11 | 11 |
| Somewhat confidently | 24 | 29 | 20 | 20 | 25 | 22 | 24 |
| Not very confidently | 19 | 17 | 22 | 20 | 25 | 16 | 18 |
| Not confidently at all | 43 | 38 | 39 | 47 | 38 | 51 | 46 |



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Vote Choice

| % | Total | Conservative | Liberal | NDP | Green | People's Party of Canada | Other |
|------------------------|-------|--------------|---------|-----|-------|--------------------------|-------|
| Sample | 1143 | 274 | 523 | 132 | 101 | 40 | 22 |
| NET: TOP2 | 38 | 36 | 38 | 38 | 46 | 39 | 21 |
| NET: BTM2 | 62 | 64 | 62 | 62 | 54 | 61 | 79 |
| Very confidently | 13 | 15 | 9 | 17 | 18 | 31 | 8 |
| Somewhat confidently | 24 | 20 | 29 | 21 | 29 | 8 | 13 |
| Not very confidently | 19 | 20 | 20 | 18 | 19 | 14 | 20 |
| Not confidently at all | 43 | 44 | 42 | 44 | 35 | 47 | 59 |

Support for Sidewalk Toronto

| % | Total | NET: TOP2 | NET: BTM2 | Very likely | Somewhat likely | Not very likely | Not likely at all |
|------------------------|-------|-----------|-----------|-------------|-----------------|-----------------|-------------------|
| Sample | 1143 | 306 | 305 | 119 | 187 | 157 | 148 |
| NET: TOP2 | 38 | 70 | 67 | 82 | 61 | 59 | 76 |
| NET: BTM2 | 62 | 30 | 33 | 18 | 39 | 41 | 24 |
| Very confidently | 13 | 27 | 23 | 42 | 16 | 14 | 32 |
| Somewhat confidently | 24 | 42 | 44 | 39 | 45 | 44 | 44 |
| Not very confidently | 19 | 30 | 33 | 18 | 39 | 41 | 24 |
| Not confidently at all | 43 | 0 | 0 | 0 | 0 | 0 | 0 |



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Wanting to live in Sidewalk Toronto

Based on what you have seen, or heard about Sidewalk Labs' proposal for the waterfront, how likely would want to live there? [Base=not very confidently, somewhat confidently, very confidently able to describe Sidewalk Labs]

Age/gender

| % | Total | 18 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and over | Male | Female | Non-binary |
|-------------------|-------|----------|----------|----------|----------|-------------|------|--------|------------|
| Sample | 691 | 91 | 96 | 138 | 154 | 212 | 378 | 293 | 20 |
| NET: TOP2 | 40 | 37 | 46 | 46 | 38 | 31 | 42 | 37 | 50 |
| NET: BTM2 | 60 | 63 | 54 | 54 | 62 | 69 | 58 | 63 | 50 |
| Very likely | 15 | 19 | 20 | 15 | 11 | 8 | 17 | 13 | 25 |
| Somewhat likely | 24 | 17 | 26 | 31 | 27 | 23 | 25 | 24 | 25 |
| Not very likely | 20 | 21 | 12 | 24 | 16 | 25 | 22 | 18 | 5 |
| Not likely at all | 40 | 42 | 42 | 30 | 46 | 44 | 36 | 45 | 45 |



Income

| % | Total | <\$20k | \$20k-\$40k | \$40k-\$60k | \$60k-\$80k | \$80k-100k | \$100k-\$250k | \$250k + |
|-------------------|-------|--------|-------------|-------------|-------------|------------|---------------|----------|
| Sample | 691 | 42 | 78 | 82 | 79 | 81 | 179 | 29 |
| NET: TOP2 | 40 | 53 | 38 | 38 | 34 | 42 | 42 | 54 |
| NET: BTM2 | 60 | 47 | 62 | 62 | 66 | 58 | 58 | 46 |
| Very likely | 15 | 23 | 16 | 12 | 12 | 22 | 17 | 20 |
| Somewhat likely | 24 | 30 | 22 | 26 | 22 | 19 | 25 | 34 |
| Not very likely | 20 | 16 | 21 | 14 | 23 | 15 | 19 | 33 |
| Not likely at all | 40 | 30 | 41 | 48 | 43 | 43 | 39 | 13 |

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Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post-graduate degree |
|--------------------------|------------|--------------------------|----------------------------|---------------------------------|----------------------|
| Sample | 691 | 52 | 123 | 283 | 233 |
| NET: TOP2 | 40 | 46 | 56 | 37 | 34 |
| NET: BTM2 | 60 | 54 | 44 | 63 | 66 |
| Very likely | 15 | 15 | 25 | 13 | 14 |
| Somewhat likely | 24 | 31 | 31 | 24 | 20 |
| Not very likely | 20 | 12 | 16 | 18 | 25 |
| Not likely at all | 40 | 42 | 28 | 44 | 41 |

Region

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|--------------------------|------------|------------------------|-----------|------------|------------|-----------|-------------|
| Sample | 691 | 232 | 55 | 134 | 130 | 39 | 101 |
| NET: TOP2 | 40 | 38 | 36 | 38 | 41 | 54 | 41 |
| NET: BTM2 | 60 | 62 | 64 | 62 | 59 | 46 | 59 |
| Very likely | 15 | 18 | 11 | 12 | 12 | 20 | 18 |
| Somewhat likely | 24 | 20 | 25 | 27 | 28 | 35 | 23 |
| Not very likely | 20 | 23 | 20 | 19 | 15 | 14 | 19 |
| Not likely at all | 40 | 38 | 44 | 43 | 44 | 32 | 40 |



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Vote Choice

| % | Total | Conservative | Liberal | NDP | Green | People's Party of Canada | Other |
|-------------------|-------|--------------|---------|-----|-------|--------------------------|-------|
| Sample | 691 | 161 | 314 | 83 | 70 | 19 | 10 |
| NET: TOP2 | 40 | 42 | 46 | 38 | 26 | 14 | 19 |
| NET: BTM2 | 60 | 58 | 54 | 62 | 74 | 86 | 81 |
| Very likely | 15 | 20 | 15 | 13 | 18 | 14 | 0 |
| Somewhat likely | 24 | 22 | 31 | 25 | 8 | 0 | 19 |
| Not very likely | 20 | 17 | 22 | 16 | 24 | 10 | 8 |
| Not likely at all | 40 | 41 | 31 | 47 | 50 | 76 | 74 |

Ability to Describe Details of Sidewalk Toronto

| % | Total | Not confidently at all | Not very confidently | Somewhat confidently | Very confidently |
|-------------------|-------|------------------------|----------------------|----------------------|------------------|
| Sample | 691 | 0 | 261 | 295 | 135 |
| NET: TOP2 | 40 | 0 | 34 | 38 | 52 |
| NET: BTM2 | 60 | 0 | 66 | 62 | 48 |
| Very likely | 15 | 0 | 7 | 13 | 32 |
| Somewhat likely | 24 | 0 | 28 | 25 | 19 |
| Not very likely | 20 | 0 | 22 | 24 | 9 |
| Not likely at all | 40 | 0 | 44 | 38 | 40 |

Support for Sidewalk Toronto

| % | Total | NET: TOP2 | NET: BTM2 | Very likely | Somewhat likely | Not very likely | Not likely at all |
|-------------------|-------|-----------|-----------|-------------|-----------------|-----------------|-------------------|
| Sample | 691 | 306 | 305 | 119 | 187 | 157 | 148 |
| NET: TOP2 | 40 | 69 | 12 | 86 | 57 | 16 | 8 |
| NET: BTM2 | 60 | 31 | 88 | 14 | 43 | 84 | 92 |
| Very likely | 15 | 29 | 3 | 56 | 10 | 4 | 2 |
| Somewhat likely | 24 | 40 | 9 | 30 | 47 | 13 | 6 |
| Not very likely | 20 | 15 | 22 | 6 | 21 | 30 | 12 |
| Not likely at all | 40 | 16 | 66 | 8 | 22 | 53 | 80 |



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Support for Sidewalk Toronto

Overall, do you support or oppose the proposal by Sidewalk Labs? [Base=not very confidently, somewhat confidently, very confidently able to describe Sidewalk Labs]

Age/gender

| % | Total | 18 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and over | Male | Female | Non-binary |
|------------------|-------|----------|----------|----------|----------|-------------|------|--------|------------|
| Sample | 691 | 91 | 96 | 138 | 154 | 212 | 378 | 293 | 20 |
| NET: TOP2 | 46 | 47 | 48 | 51 | 42 | 39 | 50 | 41 | 45 |
| NET: BTM2 | 44 | 47 | 44 | 38 | 42 | 46 | 40 | 47 | 50 |
| Strongly support | 19 | 23 | 21 | 17 | 16 | 13 | 24 | 13 | 25 |
| Somewhat support | 27 | 24 | 26 | 34 | 26 | 25 | 26 | 28 | 20 |
| Somewhat oppose | 23 | 26 | 19 | 20 | 25 | 24 | 20 | 27 | 5 |
| Strongly oppose | 21 | 21 | 25 | 18 | 17 | 22 | 20 | 20 | 45 |
| Don't know | 11 | 6 | 9 | 11 | 16 | 16 | 10 | 12 | 5 |



Income

| % | Total | <\$20k | \$20k-\$40k | \$40k-\$60k | \$60k-\$80k | \$80k-100k | \$100k-\$250k | \$250k + |
|------------------|-------|--------|-------------|-------------|-------------|------------|---------------|----------|
| Sample | 691 | 42 | 78 | 82 | 79 | 81 | 179 | 29 |
| NET: TOP2 | 46 | 36 | 30 | 41 | 46 | 53 | 55 | 82 |
| NET: BTM2 | 44 | 47 | 43 | 52 | 48 | 41 | 38 | 16 |
| Strongly support | 19 | 8 | 10 | 14 | 19 | 21 | 26 | 48 |
| Somewhat support | 27 | 29 | 20 | 27 | 27 | 33 | 29 | 33 |
| Somewhat oppose | 23 | 16 | 19 | 26 | 28 | 20 | 20 | 2 |
| Strongly oppose | 21 | 31 | 24 | 26 | 19 | 21 | 18 | 14 |
| Don't know | 11 | 16 | 27 | 7 | 6 | 6 | 6 | 2 |

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Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post-graduate degree |
|------------------|------------|--------------------------|----------------------------|---------------------------------|----------------------|
| Sample | 691 | 52 | 123 | 283 | 233 |
| NET: TOP2 | 46 | 37 | 49 | 44 | 48 |
| NET: BTM2 | 44 | 51 | 36 | 46 | 42 |
| Strongly support | 19 | 7 | 20 | 21 | 18 |
| Somewhat support | 27 | 30 | 29 | 23 | 30 |
| Somewhat oppose | 23 | 21 | 17 | 24 | 25 |
| Strongly oppose | 21 | 30 | 18 | 22 | 18 |
| Don't know | 11 | 12 | 15 | 10 | 9 |

Region

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|------------------|------------|------------------------|-----------|------------|------------|-----------|-------------|
| Sample | 691 | 232 | 55 | 134 | 130 | 39 | 101 |
| NET: TOP2 | 46 | 46 | 49 | 47 | 39 | 45 | 47 |
| NET: BTM2 | 44 | 47 | 48 | 40 | 49 | 39 | 39 |
| Strongly support | 19 | 20 | 17 | 18 | 15 | 21 | 21 |
| Somewhat support | 27 | 27 | 32 | 29 | 25 | 24 | 26 |
| Somewhat oppose | 23 | 24 | 33 | 23 | 19 | 18 | 21 |
| Strongly oppose | 21 | 23 | 15 | 18 | 29 | 21 | 18 |
| Don't know | 11 | 6 | 3 | 13 | 12 | 16 | 14 |



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Vote Choice

| % | Total | Conservative | Liberal | NDP | Green | People's Party of Canada | Other |
|------------------|-------|--------------|---------|-----|-------|--------------------------|-------|
| Sample | 691 | 161 | 314 | 83 | 70 | 19 | 10 |
| NET: TOP2 | 46 | 47 | 54 | 28 | 38 | 23 | 48 |
| NET: BTM2 | 44 | 40 | 36 | 63 | 56 | 64 | 45 |
| Strongly support | 19 | 21 | 20 | 12 | 22 | 14 | 3 |
| Somewhat support | 27 | 26 | 34 | 16 | 16 | 9 | 45 |
| Somewhat oppose | 23 | 22 | 21 | 33 | 29 | 8 | 19 |
| Strongly oppose | 21 | 18 | 15 | 30 | 26 | 55 | 26 |
| Don't know | 11 | 13 | 10 | 9 | 6 | 13 | 7 |



Ability to Describe Details of Sidewalk Toronto

| % | Total | Not confidently at all | Not very confidently | Somewhat confidently | Very confidently |
|------------------|-------|------------------------|----------------------|----------------------|------------------|
| Sample | 691 | 0 | 261 | 295 | 135 |
| NET: TOP2 | 46 | 0 | 41 | 45 | 53 |
| NET: BTM2 | 44 | 0 | 43 | 45 | 43 |
| Strongly support | 19 | 0 | 10 | 17 | 34 |
| Somewhat support | 27 | 0 | 31 | 28 | 19 |
| Somewhat oppose | 23 | 0 | 28 | 23 | 14 |
| Strongly oppose | 21 | 0 | 15 | 22 | 28 |
| Don't know | 11 | 0 | 16 | 9 | 4 |

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FORUM RESEARCH INC.

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Trust in data collection

*How much do you trust Sidewalk Labs to collect data on its residents?
 [Base=not very confidently, somewhat confidently, very confidently able to describe Sidewalk Labs]*

Age/gender

| % | Total | 18 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and over | Male | Female | Non-binary |
|--------------------|-------|----------|----------|----------|----------|-------------|------|--------|------------|
| Sample | 691 | 91 | 96 | 138 | 154 | 212 | 378 | 293 | 20 |
| NET: TOP2 | 30 | 29 | 37 | 29 | 29 | 23 | 33 | 25 | 40 |
| NET: BTM2 | 60 | 67 | 51 | 61 | 62 | 57 | 59 | 62 | 55 |
| Trust a lot | 11 | 13 | 18 | 8 | 7 | 4 | 11 | 9 | 25 |
| Trust somewhat | 19 | 16 | 18 | 22 | 23 | 19 | 22 | 16 | 15 |
| Trust a little | 21 | 21 | 16 | 25 | 22 | 23 | 22 | 21 | 15 |
| Don't trust at all | 39 | 45 | 36 | 36 | 40 | 34 | 37 | 41 | 40 |
| You're not sure | 10 | 4 | 12 | 9 | 9 | 20 | 8 | 13 | 5 |



Income

| % | Total | <\$20k | \$20k-\$40k | \$40k-\$60k | \$60k-\$80k | \$80k-100k | \$100k-\$250k | \$250k + |
|--------------------|-------|--------|-------------|-------------|-------------|------------|---------------|----------|
| Sample | 691 | 42 | 78 | 82 | 79 | 81 | 179 | 29 |
| NET: TOP2 | 30 | 34 | 22 | 25 | 29 | 30 | 38 | 59 |
| NET: BTM2 | 60 | 53 | 66 | 69 | 60 | 61 | 56 | 39 |
| Trust a lot | 11 | 12 | 4 | 8 | 9 | 11 | 16 | 31 |
| Trust somewhat | 19 | 21 | 19 | 17 | 20 | 19 | 22 | 28 |
| Trust a little | 21 | 28 | 26 | 20 | 10 | 29 | 23 | 13 |
| Don't trust at all | 39 | 26 | 39 | 49 | 49 | 31 | 33 | 26 |
| You're not sure | 10 | 13 | 12 | 6 | 11 | 10 | 5 | 2 |

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Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post-graduate degree |
|--------------------|------------|--------------------------|----------------------------|---------------------------------|----------------------|
| Sample | 691 | 52 | 123 | 283 | 233 |
| NET: TOP2 | 30 | 12 | 39 | 31 | 28 |
| NET: BTM2 | 60 | 70 | 46 | 60 | 64 |
| Trust a lot | 11 | 0 | 14 | 14 | 7 |
| Trust somewhat | 19 | 12 | 25 | 17 | 21 |
| Trust a little | 21 | 30 | 14 | 21 | 23 |
| Don't trust at all | 39 | 40 | 31 | 40 | 41 |
| You're not sure | 10 | 18 | 16 | 9 | 8 |

Region

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|--------------------|------------|------------------------|-----------|------------|------------|-----------|-------------|
| Sample | 691 | 232 | 55 | 134 | 130 | 39 | 101 |
| NET: TOP2 | 30 | 27 | 36 | 27 | 27 | 35 | 36 |
| NET: BTM2 | 60 | 66 | 59 | 62 | 64 | 45 | 52 |
| Trust a lot | 11 | 9 | 7 | 6 | 7 | 15 | 19 |
| Trust somewhat | 19 | 17 | 29 | 21 | 20 | 20 | 17 |
| Trust a little | 21 | 24 | 22 | 25 | 20 | 17 | 13 |
| Don't trust at all | 39 | 41 | 37 | 36 | 43 | 28 | 38 |
| You're not sure | 10 | 8 | 5 | 11 | 9 | 20 | 12 |



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Vote Choice

| % | Total | Conservative | Liberal | NDP | Green | People's Party of Canada | Other |
|--------------------|-------|--------------|---------|-----|-------|--------------------------|-------|
| Sample | 691 | 161 | 314 | 83 | 70 | 19 | 10 |
| NET: TOP2 | 30 | 39 | 31 | 21 | 21 | 18 | 45 |
| NET: BTM2 | 60 | 54 | 55 | 78 | 71 | 71 | 52 |
| Trust a lot | 11 | 16 | 11 | 5 | 10 | 14 | 0 |
| Trust somewhat | 19 | 23 | 20 | 15 | 12 | 3 | 45 |
| Trust a little | 21 | 21 | 22 | 24 | 16 | 13 | 7 |
| Don't trust at all | 39 | 32 | 33 | 54 | 55 | 58 | 45 |
| You're not sure | 10 | 8 | 14 | 1 | 7 | 11 | 3 |

Ability to Describe Details of Sidewalk Toronto

| % | Total | Not confidently at all | Not very confidently | Somewhat confidently | Very confidently |
|--------------------|-------|------------------------|----------------------|----------------------|------------------|
| Sample | 691 | 0 | 261 | 295 | 135 |
| NET: TOP2 | 30 | 0 | 22 | 30 | 40 |
| NET: BTM2 | 60 | 0 | 63 | 61 | 55 |
| Trust a lot | 11 | 0 | 4 | 7 | 28 |
| Trust somewhat | 19 | 0 | 18 | 24 | 12 |
| Trust a little | 21 | 0 | 24 | 23 | 14 |
| Don't trust at all | 39 | 0 | 39 | 38 | 42 |
| You're not sure | 10 | 0 | 15 | 9 | 5 |



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Support for Sidewalk Toronto

| % | Total | NET: TOP2 | NET: BTM2 | Very likely | Somewhat likely | Not very likely | Not likely at all |
|--------------------|-------|-----------|-----------|-------------|-----------------|-----------------|-------------------|
| Sample | 691 | 306 | 305 | 119 | 187 | 157 | 148 |
| NET: TOP2 | 30 | 55 | 7 | 73 | 41 | 11 | 4 |
| NET: BTM2 | 60 | 37 | 89 | 20 | 49 | 86 | 92 |
| Trust a lot | 11 | 22 | 0 | 44 | 7 | 0 | 0 |
| Trust somewhat | 19 | 32 | 7 | 29 | 34 | 11 | 3 |
| Trust a little | 21 | 28 | 15 | 13 | 38 | 20 | 9 |
| Don't trust at all | 39 | 9 | 74 | 6 | 11 | 66 | 83 |
| You're not sure | 10 | 9 | 3 | 7 | 10 | 3 | 4 |



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Data commitment with residents

How likely is it that Sidewalk Labs will keep its commitment and NOT use resident data for advertising purposes? [Base=not very confidently, somewhat confidently, very confidently able to describe Sidewalk Labs]

Age/gender

| % | Total | 18 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and over | Male | Female | Non-binary |
|-------------------|-------|----------|----------|----------|----------|-------------|------|--------|------------|
| Sample | 691 | 91 | 96 | 138 | 154 | 212 | 378 | 293 | 20 |
| NET: TOP2 | 29 | 27 | 32 | 33 | 33 | 22 | 33 | 25 | 30 |
| NET: BTM2 | 58 | 68 | 55 | 56 | 53 | 52 | 58 | 58 | 60 |
| Very likely | 11 | 12 | 12 | 10 | 12 | 6 | 12 | 9 | 15 |
| Somewhat likely | 18 | 14 | 20 | 23 | 21 | 16 | 20 | 16 | 15 |
| Not very likely | 18 | 16 | 15 | 19 | 22 | 18 | 18 | 18 | 5 |
| Not likely at all | 40 | 52 | 39 | 37 | 31 | 34 | 39 | 40 | 55 |
| Not sure | 13 | 5 | 14 | 11 | 15 | 26 | 10 | 17 | 10 |



Income

| % | Total | <\$20k | \$20k-\$40k | \$40k-\$60k | \$60k-\$80k | \$80k-100k | \$100k-\$250k | \$250k + |
|-------------------|-------|--------|-------------|-------------|-------------|------------|---------------|----------|
| Sample | 691 | 42 | 78 | 82 | 79 | 81 | 179 | 29 |
| NET: TOP2 | 29 | 45 | 32 | 33 | 28 | 21 | 33 | 41 |
| NET: BTM2 | 58 | 40 | 52 | 56 | 53 | 64 | 60 | 52 |
| Very likely | 11 | 21 | 9 | 6 | 10 | 9 | 13 | 24 |
| Somewhat likely | 18 | 24 | 23 | 27 | 18 | 12 | 20 | 17 |
| Not very likely | 18 | 3 | 11 | 15 | 18 | 30 | 21 | 8 |
| Not likely at all | 40 | 37 | 41 | 40 | 35 | 34 | 39 | 44 |
| Not sure | 13 | 15 | 16 | 11 | 19 | 15 | 7 | 8 |

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Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post-graduate degree |
|--------------------------|------------|--------------------------|----------------------------|---------------------------------|----------------------|
| Sample | 691 | 52 | 123 | 283 | 233 |
| NET: TOP2 | 29 | 23 | 37 | 29 | 28 |
| NET: BTM2 | 58 | 63 | 47 | 58 | 62 |
| Very likely | 11 | 7 | 12 | 13 | 8 |
| Somewhat likely | 18 | 16 | 25 | 16 | 19 |
| Not very likely | 18 | 16 | 15 | 13 | 25 |
| Not likely at all | 40 | 47 | 32 | 45 | 37 |
| Not sure | 13 | 14 | 16 | 13 | 11 |

Region

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|--------------------------|------------|------------------------|-----------|------------|------------|-----------|-------------|
| Sample | 691 | 232 | 55 | 134 | 130 | 39 | 101 |
| NET: TOP2 | 29 | 24 | 34 | 28 | 34 | 23 | 35 |
| NET: BTM2 | 58 | 65 | 56 | 60 | 57 | 53 | 47 |
| Very likely | 11 | 9 | 11 | 7 | 15 | 4 | 17 |
| Somewhat likely | 18 | 15 | 24 | 21 | 19 | 19 | 18 |
| Not very likely | 18 | 23 | 10 | 15 | 17 | 19 | 16 |
| Not likely at all | 40 | 42 | 47 | 46 | 40 | 35 | 31 |
| Not sure | 13 | 11 | 9 | 11 | 8 | 23 | 19 |



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Vote Choice

| % | Total | Conservative | Liberal | NDP | Green | People's Party of Canada | Other |
|-------------------|-------|--------------|---------|-----|-------|--------------------------|-------|
| Sample | 691 | 161 | 314 | 83 | 70 | 19 | 10 |
| NET: TOP2 | 29 | 32 | 33 | 26 | 22 | 18 | 38 |
| NET: BTM2 | 58 | 58 | 52 | 72 | 71 | 74 | 58 |
| Very likely | 11 | 13 | 12 | 7 | 8 | 15 | 0 |
| Somewhat likely | 18 | 20 | 21 | 19 | 14 | 3 | 38 |
| Not very likely | 18 | 19 | 18 | 11 | 24 | 8 | 13 |
| Not likely at all | 40 | 40 | 33 | 61 | 47 | 66 | 45 |
| Not sure | 13 | 10 | 15 | 3 | 6 | 8 | 3 |

Ability to Describe Details of Sidewalk Toronto

| % | Total | Not confidently at all | Not very confidently | Somewhat confidently | Very confidently |
|-------------------|-------|------------------------|----------------------|----------------------|------------------|
| Sample | 691 | 0 | 261 | 295 | 135 |
| NET: TOP2 | 29 | 0 | 28 | 26 | 36 |
| NET: BTM2 | 58 | 0 | 58 | 59 | 55 |
| Very likely | 11 | 0 | 7 | 9 | 20 |
| Somewhat likely | 18 | 0 | 22 | 17 | 15 |
| Not very likely | 18 | 0 | 18 | 23 | 9 |
| Not likely at all | 40 | 0 | 40 | 36 | 47 |
| Not sure | 13 | 0 | 13 | 14 | 9 |



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Support for Sidewalk Toronto

| % | Total | NET: TOP2 | NET: BTM2 | Very likely | Somewhat likely | Not very likely | Not likely at all |
|-------------------|-------|-----------|-----------|-------------|-----------------|-----------------|-------------------|
| Sample | 691 | 306 | 305 | 119 | 187 | 157 | 148 |
| NET: TOP2 | 29 | 47 | 13 | 60 | 38 | 16 | 8 |
| NET: BTM2 | 58 | 39 | 82 | 26 | 48 | 79 | 85 |
| Very likely | 11 | 17 | 5 | 30 | 7 | 5 | 6 |
| Somewhat likely | 18 | 30 | 7 | 30 | 30 | 11 | 3 |
| Not very likely | 18 | 18 | 18 | 11 | 23 | 27 | 7 |
| Not likely at all | 40 | 21 | 64 | 14 | 25 | 52 | 78 |
| Not sure | 13 | 14 | 6 | 14 | 14 | 5 | 7 |



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Government Incentives for Sidewalk Labs

Would you approve or disapprove if Sidewalk Labs was given government incentives, such as lower taxes or land prices, in exchange for building a certain amount of affordable housing in its proposed neighbourhood?

[Base=not very confidently, somewhat confidently, very confidently able to describe Sidewalk Labs]

Age/gender

| % | Total | 18 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65 and over | Male | Female | Non-binary |
|--------------------------------|-------|----------|----------|----------|----------|-------------|------|--------|------------|
| Sample | 691 | 91 | 96 | 138 | 154 | 212 | 378 | 293 | 20 |
| NET: TOP2 | 41 | 37 | 42 | 47 | 45 | 35 | 42 | 40 | 40 |
| NET: BTM2 | 39 | 46 | 42 | 38 | 31 | 35 | 40 | 39 | 35 |
| Strongly approve | 14 | 10 | 14 | 20 | 17 | 14 | 14 | 15 | 20 |
| Somewhat approve | 26 | 27 | 29 | 26 | 28 | 21 | 28 | 25 | 20 |
| Neither approve nor disapprove | 16 | 16 | 12 | 13 | 19 | 24 | 14 | 18 | 25 |
| Somewhat disapprove | 13 | 16 | 10 | 15 | 9 | 13 | 13 | 13 | 5 |
| Strongly disapprove | 27 | 30 | 32 | 23 | 22 | 23 | 27 | 26 | 30 |
| Don't know | 3 | 1 | 4 | 3 | 5 | 6 | 3 | 4 | 0 |



Income

| % | Total | <\$20k | \$20k-\$40k | \$40k-\$60k | \$60k-\$80k | \$80k-100k | \$100k-\$250k | \$250k + |
|--------------------------------|-------|--------|-------------|-------------|-------------|------------|---------------|----------|
| Sample | 691 | 42 | 78 | 82 | 79 | 81 | 179 | 29 |
| NET: TOP2 | 41 | 25 | 36 | 36 | 42 | 44 | 53 | 39 |
| NET: BTM2 | 39 | 46 | 39 | 35 | 38 | 38 | 35 | 36 |
| Strongly approve | 14 | 12 | 17 | 17 | 12 | 10 | 15 | 32 |
| Somewhat approve | 26 | 13 | 19 | 20 | 29 | 34 | 39 | 7 |
| Neither approve nor disapprove | 16 | 22 | 19 | 26 | 18 | 17 | 11 | 23 |
| Somewhat disapprove | 13 | 12 | 15 | 13 | 15 | 10 | 11 | 9 |
| Strongly disapprove | 27 | 34 | 24 | 22 | 24 | 28 | 23 | 27 |
| Don't know | 3 | 8 | 6 | 2 | 2 | 1 | 2 | 2 |

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Education

| % | Total | Secondary school or less | Some college or university | Completed college or university | Post-graduate degree |
|---------------------------------------|------------|--------------------------|----------------------------|---------------------------------|----------------------|
| Sample | 691 | 52 | 123 | 283 | 233 |
| NET: TOP2 | 41 | 27 | 36 | 44 | 43 |
| NET: BTM2 | 39 | 36 | 39 | 37 | 43 |
| Strongly approve | 14 | 10 | 18 | 16 | 13 |
| Somewhat approve | 26 | 17 | 18 | 28 | 31 |
| Neither approve nor disapprove | 16 | 28 | 17 | 17 | 12 |
| Somewhat disapprove | 13 | 18 | 14 | 11 | 13 |
| Strongly disapprove | 27 | 18 | 24 | 26 | 30 |
| Don't know | 3 | 9 | 8 | 2 | 1 |



Region

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|---------------------------------------|------------|------------------------|-----------|------------|------------|-----------|-------------|
| Sample | 691 | 232 | 55 | 134 | 130 | 39 | 101 |
| NET: TOP2 | 41 | 41 | 39 | 41 | 34 | 58 | 42 |
| NET: BTM2 | 39 | 42 | 24 | 42 | 48 | 35 | 33 |
| Strongly approve | 14 | 14 | 10 | 15 | 15 | 34 | 11 |
| Somewhat approve | 26 | 27 | 29 | 26 | 19 | 24 | 31 |
| Neither approve nor disapprove | 16 | 16 | 36 | 13 | 15 | 6 | 18 |
| Somewhat disapprove | 13 | 15 | 6 | 8 | 18 | 20 | 12 |
| Strongly disapprove | 27 | 26 | 18 | 34 | 30 | 15 | 21 |
| Don't know | 3 | 1 | 1 | 4 | 3 | 1 | 6 |

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Vote Choice

| % | Total | Conservative | Liberal | NDP | Green | People's Party of Canada | Other |
|--------------------------------|-------|--------------|---------|-----|-------|--------------------------|-------|
| Sample | 691 | 161 | 314 | 83 | 70 | 19 | 10 |
| NET: TOP2 | 41 | 30 | 49 | 37 | 47 | 21 | 48 |
| NET: BTM2 | 39 | 53 | 29 | 45 | 42 | 70 | 40 |
| Strongly approve | 14 | 9 | 18 | 11 | 22 | 8 | 7 |
| Somewhat approve | 26 | 21 | 31 | 26 | 26 | 13 | 41 |
| Neither approve nor disapprove | 16 | 13 | 18 | 17 | 9 | 9 | 12 |
| Somewhat disapprove | 13 | 14 | 11 | 11 | 21 | 0 | 15 |
| Strongly disapprove | 27 | 39 | 17 | 34 | 21 | 70 | 25 |
| Don't know | 3 | 3 | 5 | 1 | 1 | 0 | 0 |



Ability to Describe Details of Sidewalk Toronto

| % | Total | Not confidently at all | Not very confidently | Somewhat confidently | Very confidently |
|--------------------------------|-------|------------------------|----------------------|----------------------|------------------|
| Sample | 691 | 0 | 261 | 295 | 135 |
| NET: TOP2 | 41 | 0 | 41 | 42 | 38 |
| NET: BTM2 | 39 | 0 | 38 | 38 | 45 |
| Strongly approve | 14 | 0 | 15 | 14 | 14 |
| Somewhat approve | 26 | 0 | 25 | 28 | 24 |
| Neither approve nor disapprove | 16 | 0 | 15 | 18 | 16 |
| Somewhat disapprove | 13 | 0 | 13 | 15 | 8 |
| Strongly disapprove | 27 | 0 | 25 | 23 | 36 |
| Don't know | 3 | 0 | 7 | 2 | 1 |

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Support for Sidewalk Toronto

| % | Total | NET: TOP2 | NET: BTM2 | Very likely | Somewhat likely | Not very likely | Not likely at all |
|--------------------------------|-------|-----------|-----------|-------------|-----------------|-----------------|-------------------|
| Sample | 691 | 306 | 305 | 119 | 187 | 157 | 148 |
| NET: TOP2 | 41 | 59 | 21 | 77 | 47 | 30 | 12 |
| NET: BTM2 | 39 | 21 | 63 | 9 | 30 | 56 | 71 |
| Strongly approve | 14 | 22 | 5 | 31 | 16 | 5 | 5 |
| Somewhat approve | 26 | 37 | 16 | 46 | 31 | 24 | 7 |
| Neither approve nor disapprove | 16 | 18 | 14 | 13 | 22 | 14 | 14 |
| Somewhat disapprove | 13 | 9 | 18 | 4 | 13 | 21 | 15 |
| Strongly disapprove | 27 | 12 | 45 | 5 | 17 | 35 | 56 |
| Don't know | 3 | 1 | 2 | 1 | 1 | 1 | 3 |

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