Mustel Group	JANUARY 2025
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<ol> <li>AS YOU MAY KNOW, U.S. PRESIDENT DONALD TRUMP HAS THREATENED TO IMPOSE A 25% TARIFF ON CANADIAN GOODS. HOW CONCERNED ARE YOU ABOUT THE IMPACT THIS PROPOSED TARIFF WOULD HAVE ON THE A) CANADIAN ECONOMY?</li> </ol>	1
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1. AS YOU MAY KNOW, U.S. PRESIDENT DONALD TRUMP HAS THREATENED TO IMPOSE A 25 TARIFF ON CANADIAN GOODS. HOW CONCERNED ARE YOU ABOUT THE IMPACT THIS PROPOSED TARIFF WOULD HAVE ON THE... A) CANADIAN ECONOMY? ~T BC DEF GH IJ KL

	TOTAL	GEN MALE B==	NDER FEMALE 	18-34 YEARS	YEARS		EDUCAT H.S. OR LESS —G—	ION POST H.S.	IN 	SEHOLD COME \$80K+ ]	YES	PLOYED NO
TOTAL INTERVIEWS (ACTUAL)	500	245	254	144	171	185	93	404	219	240	326	171
TOTAL INTERVIEWS (WEIGHTED)	500	242	257	146	168	186	93	404	220	239	326	171
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY CONCERNED	278	128	150	73	95	110	49	228	122	138	184	93
	55.7	53.0	58.4	50.2	56.2	59.5	52.8	56.5	55.6	57.8	56.5	54.5
SOMEWHAT CONCERNED	181	93	87	58	62	61	34	146	75	87	117	62
	36.1	38.3	33.8	39.4	36.8	32.9	36.4	36.1	34.0	36.3	35.8	36.2
NOT VERY CONCERNED	25	15	10	7	6	12	5	19	15	7	13	12
	5.0	6.1	3.9	4.8	3.5	6.5	5.3	4.7	6.8	2.9	4.0	6.9
NOT CONCERNED AT ALL	11 2.2	4 1.7	7 2.7	4 2.8	5 2.9	2 1.1	2 2.2	9 2.2	5 2.3	6 2.5	11 3.4	-
NOT SURE/DON'T KNOW	5 1.0	2 0.9	3 1.1	4 2.8	1 0.6	-	3 3.2 н	2 0.5	3 1.3	1 0.4	1 0.3	4 2.3 к
TOTAL CONCERNED	459	221	237	131	156	172	83	374	197	225	301	155
	91.8	91.3	92.2	89.6	93.0	92.4	89.3	92.6	89.6	94.1	92.3	90.7
TOTAL NOT CONCERNED	36	19	17	11	11	14	7	28	20	13	24	12
	7.2	7.8	6.7	7.6	6.4	7.6	7.5	6.9	9.1	5.5	7.4	6.9
T-TEST A-Z=.95 COLUMNS TESTED: Z-TEST A-Z=.95 COLUMNS TESTED:												

1. AS YOU MAY KNOW, U.S. PRESIDENT DONALD TRUMP HAS THREATENED TO IMPOSE A 25 TARIFF ON CANADIAN GOODS. HOW CONCERNED ARE YOU ABOUT THE IMPACT THIS PROPOSED TARIFF WOULD HAVE ON THE... A) CANADIAN ECONOMY? ~T BODEFGH

		AREA OF RESIDENCE								
	TOTAL	CETTY OF VANC. B	REST OF MV C	North Shore ==D==	BBY/ NEW WEST —E—	COQ/POMO/ POCO EAST TO MRIDGE	SURREY N DELTA/ LANGLEY G	S. DELTA /RICHMOND		
TOTAL INTERVIEWS (ACTUAL)	500	135	365	37	68	66	146	48		
TOTAL INTERVIEWS (WEIGHTED)	500	136	364	37	64	66	148	49		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
VERY CONCERNED	278	75	204	20	34	36	87	27		
	55.7	54.8	56.0	54.3	52.9	54.5	59.0	54.3		
SOMEWHAT CONCERNED	181	51	129	11	23	25	53	17		
	36.1	37.7	35.5	29.6	36.6	37.9	35.5	35.3		
NOT VERY CONCERNED	25	5	20	5	5	3	5	2		
	5.0	3.8	5.4	13.3 BG	7.5	4.5	3.4	4.2		
NOT CONCERNED AT ALL	11	4	7	1	1	1	1	3		
	2.2	3.0	1.9	2.7	1.4	1.6	0.7	6.2 G		
NOT SURE/DON'T KNOW	5 1.0	0.7	4 1.1	-	1 1.5	1 1.6	2 1.4	-		
TOTAL CONCERNED	459	126	333	31	57	61	140	44		
	91.8	92.5	91.5	83.9	89.6	92.4	94.5 D	89.6		
TOTAL NOT CONCERNED	36	9	27	6	6	4	6	5		
	7.2	6.8	7.4	16.1 G	8.9	6.1	4.1	10.4		
T-TEST A-Z=.95 COLUMNS TESTED	)= BCDEFGH									

Z-TEST A-Z=.95 COLUMNS TESTED= BODEFGH

 AS YOU MAY KNOW, U.S. PRESIDENT DONALD TRUMP HAS THREATENED TO IMPOSE A 25 TARIFF ON CANADIAN GOODS. HOW CONCERNED ARE YOU ABOUT THE IMPACT THIS PROPOSED TARIFF WOULD HAVE ON THE... B) BRITISH COLUMBIAN ECONOMY?

~T BC DEF GH IJ KL

	TOTAL	GEP  MALE	NDER FEMALE	18-34 YEARS		55+ YEARS	EDUCAT H.S. OR LESS	POST H.S.		ISEHOLD ICOME \$80K+	EMF  YES	PLOYED
							=G=	⊓.3. =#=	<00k ==I=		=K=	
TOTAL INTERVIEWS (ACTUAL)	500	245	254	144	171	185	93	404	219	240	326	171
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	242 100.0	257 100.0	146 100.0	168 100.0	186 100.0	93 100.0	404 100.0	220 100.0	239 100.0	326 100.0	171 100.0
VERY CONCERNED	279 55.7	130 53.5	149 58.0	71 48.8	98 58.1	109 59.0	49 52.8	227 56.3	124 56.4	132 55.4	185 56.6	93 54.4
SOMEWHAT CONCERNED	167 33.4	85 35.3	82 31.8	51 35.2	55 32.5	61 32.9	31 33.2	135 33.5	70 31.8	84 35.3	106 32.6	60 35.1
NOT VERY CONCERNED	34 6.8	16 6.6	17 6.7	14 9.7	8 4.7	12 6.5	8 8.5	26 6.5	19 8.6	13 5.5	20 6.2	14 8.1
NOT CONCERNED AT ALL	13 2.6	7 2.9	6 2.3	4 2.8	6 3.5	3 1.6	2 2.2	11 2.7	5 2.3	8 3.4	13 4.0	-
NOT SURE/DON'T KNOW	7 1.4	4 1.7	3 1.2	5 3.5	2 1.2	-	3 3.3	4 1.0	2 0.9	1 0.4	2 0.6	4 2.4
TOTAL CONCERNED	446 89.1	215 88.8	231 89.8	123 84.0	152 90.6	170 91.9 D	80 86.0	363 89.8	194 88.2	217 90.7	291 89.2	153 89.5
TOTAL NOT CONCERNED	47 9.4	23 9.5	23 9.0	18 12.5	14 8.2	15 8.1	10 10.7	37 9.2	24 10.9	21 8.9	33 10.2	14 8.1
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~T BODEFGH

			AREA OF RESIDENCE									
	TOTAL	CITY OF VANC. B	REST OF MV ==C==	NORTH SHORE 	BBY/ NEW WEST —E—	CCQ/POMO/ POCO EAST TO MRIDGE F	SURREY N DELTA/ LANGLEY G	S. DELTA /RICHMOND				
TOTAL INTERVIEWS (ACTUAL)	500	135	365	37	68	66	146	48				
TOTAL INTERVIEWS (WEIGHTED)	500	136	364	37	64	66	148	49				
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0				
VERY CONCERNED	279	80	199	16	30	35	93	25				
	55.7	58.5	54.7	43.6	47.1	53.1	63.0 DE	50.0				
SOMEWHAT CONCERNED	167	45	122	13	27	24	41	17				
	33.4	33.3	33.5	34.8	42.5 G	36.2	27.4	35.4				
NOT VERY CONCERNED	34	6	28	7	6	5	6	4				
	6.8	4.5	7.7	18.9 BC	G 9.0	7.6	4.1	8.5				
NOT CONCERNED AT ALL	13	3	10	1	1	1	4	3				
	2.6	2.2	2.8	2.7	1.4	1.6	2.8	6.1				
NOT SURE/DON'T KNOW	7 1.4	2 1.5	5 1.4	-	-	1 1.6	4 2.8	-				
TOTAL CONCERNED	446	125	321	29	57	59	134	42				
	89.1	91.8 d	88.2	78.4	89.6	89.3	90.4 D	85.4				
TOTAL NOT CONCERNED	47	9	38	8	7	6	10	7				
	9.4	6.8	10.4	21.6 вс	G 10.4	9.1	6.9	14.6				
T-TEST A-Z=.95 COLUMNS TESTER	)= BCDEFGH											

Z-TEST A-Z=.95 COLUMNS TESTED= BODEFGH

2. DO YOU THINK THE FOLLOWING GOVERNMENTS ARE TAKING SUFFICIENT MEASURES TO PREPARE FOR THIS POTENTIAL TRADE TAX? A) GOVERNMENT OF CANADA? ~T BC DEF GH IJ KL

		GET	NDER		AGE			EDUCATION H.S.		HOUSEHOLD INCOME		EMPLOYED	
	TOTAL	MALE B==	FEMALE	18-34 YEARS —D—	35-54 Years —E—	YEARS	OR LESS —G—	POST H.S.	 ≪80K I	\$80K+	YES	NO	
TOTAL INTERVIEWS (ACTUAL)	500	245	254	144	171	185	93	404	219	240	326	171	
TOTAL INTERVIEWS (WEIGHTED)	500	242	257	146	168	186	93	404	220	239	326	171	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
YES	164	83	79	49	45	70	29	135	81	79	108	55	
	32.7	34.4	30.9	33.2	26.8	37.8 е	31.0	33.4	36.6	33.2	33.2	32.4	
NO	202	101	101	63	75	64	30	171	86	99	151	51	
	40.4	41.8	39.2	43.3	44.4	34.4	32.3	42.3	39.2	41.3	46.2 L	30.1	
NOT SURE/DON'T KNOW	134	58	77	34	48	52	34	98	53	61	67	64	
	26.9	23.8	29.9	23.5	28.7	27.8	36.7 н	24.3	24.2	25.5	20.6	37.5 к	

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GH IJ KL Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GH IJ KL

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			AREA OF RESIDENCE								
	TOTAL	CITY OF VANC. —B—	REST OF MV ==C==	NORTH SHORE —D—	BBY/ NEW WEST —E—	COQ/POMO/ POCO EAST TO MRIDGE F	SURREY N DELTA/ LANGLEY G	S. DELTA /RICHMOND 			
TOTAL INTERVIEWS (ACTUAL)	500	135	365	37	68	66	146	48			
TOTAL INTERVIEWS (WEIGHTED)	500	136	364	37	64	66	148	49			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
YES	164	43	120	8	28	22	43	19			
	32.7	31.9	33.1	21.6	44.1 DG	33.5	28.9	39.3			
NO	202	59	143	21	23	27	54	19			
	40.4	43.7	39.1	56.8 Œ	G 35.3	40.8	36.2	37.7			
NOT SURE/DON'T KNOW	134	33	101	8	13	17	52	11			
	26.9	24.4	27.8	21.5	20.7	25.7	34.9 е	23.0			

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2. DO YOU THINK THE FOLLOWING GOVERNMENTS ARE TAKING SUFFICIENT MEASURES TO PREPARE FOR THIS POTENTIAL TRADE TAX? B) GOVERNMENT OF BRITISH COLUMBIA? ~T BC DEF GH IJ KL

		GFI	NDER		AGE			EDUCATION H.S.		HOUSEHOLD INCOME		EMPLOYED	
	TOTAL	MALE B==	FEMALE	18-34 YEARS —D—		YEARS	OR LESS —G—	POST H.S.	 ≪80K I	\$80K+	YES	NO	
TOTAL INTERVIEWS (ACTUAL)	500	245	254	144	171	185	93	404	219	240	326	171	
TOTAL INTERVIEWS (WEIGHTED)	500	242	257	146	168	186	93	404	220	239	326	171	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
YES	153	80	72	43	40	69	32	121	76	73	99	53	
	30.5	33.2	28.0	29.7	23.9	37.1 е	34.0	29.9	34.6	30.7	30.4	31.3	
NO	197	95	102	60	76	61	28	168	82	98	151	46	
	39.5	39.4	39.7	41.2	45.1 I	= 33.0	30.2	41.7 G	37.4	41.0	46.2 L	27.2	
NOT SURE/DON'T KNOW	150	66	83	43	52	55	33	115	61	68	76	71	
	30.0	27.4	32.3	29.1	30.9	29.9	35.8	28.4	27.9	28.3	23.4	41.5 к	

T-TEST A-Z=.95 COLUMNS TESTED= BC DEF GH IJ KL Z-TEST A-Z=.95 COLUMNS TESTED= BC DEF GH IJ KL

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			AREA OF RESIDENCE							
	TOTAL	CITY OF VANC. —B—	REST OF MV ==C==	NORTH SHORE —D—	BBY/ NEW WEST —E—	CCQ/POMO/ POCO EAST TO MRIDGE F===	SURREY N DELTA/ LANGLEY G	S. DELTA /RICHMOND H		
TOTAL INTERVIEWS (ACTUAL)	500	135	365	37	68	66	146	48		
TOTAL INTERVIEWS (WEIGHTED)	500	136	364	37	64	66	148	49		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
YES	153	38	114	9	28	22	38	17		
	30.5	28.1	31.4	24.4	44.3 BCDG	33.4	25.4	35.2		
NO	197	61	137	19	20	25	53	21		
	39.5	44.5	37.6	51.5 е	30.7	37.9	35.5	41.8		
NOT SURE/DON'T KNOW	150	37	113	9	16	19	58	11		
	30.0	27.4	31.0	24.1	25.0	28.7	39.0 вен	23.0		

T-TEST A-Z=.95 COLUMNS TESTED= BCDEFGH Z-TEST A-Z=.95 COLUMNS TESTED= BCDEFGH