AI1. How often have you used AI tools to do the following activities in your daily life within the past year?

		TOTAL	PROVINCIAL REGION		GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			CHILDREN <16 AT HOME		RESIDENCE		USE AI WEEKLY +			VIEW OF AI	
			Winnipeg	Rural	Male	Female	18 - 34	35 - 54	55 +	HS or less	Post-Sec	Univ Grad	< $60K	$60K-$119K	$120K +	Yes	No	Own	Rent	3+ things	1-2 things	None	Positive	Negative
BASE		(725)	(435)	(290)	(345)	(356)	(218)	(232)	(275)	(323)	(219)	(182)	(188)	(267)	(200)	(146)	(577)	(493)	(211)	(80)	(148)	(498)	(262)	(386)
Writing/ editing personal communications	Daily	8%	7%	9%	10%	7%	11%	8%	6%	8%	7%	8%	2%	7%	11%	12%	7%	7%	9%	36%	19%		19%	2%
	Once a week or more	8%	10%	6%	8%	8%	5%	16%	5%	8%	6%	13%	8%	8%	10%	11%	8%	11%	2%	45%	17%		13%	4%
	Once a month or more	8%	7%	8%	6%	9%	6%	8%	8%	4%	11%	10%	5%	10%	7%	8%	7%	8%	5%	6%	10%	7%	12%	5%
	Less than once a month	14%	14%	13%	14%	14%	13%	17%	12%	8%	19%	18%	10%	15%	17%	18%	13%	18%	6%	6%	16%	14%	19%	11%
	Never	62%	62%	63%	62%	63%	65%	51%	70%	72%	58%	52%	75%	60%	55%	51%	65%	55%	79%	7%	38%	78%	37%	79%
Completing task related to work/ school	Daily	7%	6%	8%	8%	6%	7%	9%	4%	4%	6%	11%	2%	4%	17%	14%	5%	8%	4%	45%	8%		16%	1%
	Once a week or more	9%	10%	7%	10%	8%	8%	17%	3%	5%	10%	15%	3%	12%	10%	14%	8%	9%	10%	40%	22%		13%	5%
	Once a month or more	9%	9%	10%	10%	8%	14%	12%	4%	9%	7%	13%	7%	9%	14%	15%	8%	10%	5%	6%	13%	9%	15%	6%
	Less than once a month	14%	11%	19%	17%	12%	18%	17%	8%	13%	14%	16%	12%	15%	16%	20%	12%	15%	10%	4%	8%	18%	19%	11%
	Never	61%	64%	57%	55%	66%	53%	45%	82%	68%	64%	46%	76%	59%	42%	37%	67%	58%	71%	4%	49%	74%	37%	76%
Managing day-to-day life	Daily	5%	7%	2%	6%	4%	2%	7%	5%	5%	5%	4%	7%	6%	2%	4%	5%	3%	8%	16%	15%		7%	4%
	Once a week or more	6%	6%	5%	4%	8%	2%	6%	9%	5%	6%	7%	4%	6%	9%	8%	5%	8%	2%	25%	15%		11%	3%
	Once a month or more	8%	7%	10%	10%	6%	9%	9%	6%	8%	8%	8%	5%	6%	8%	8%	8%	6%	12%	14%	20%	3%	16%	3%
	Less than once a month	10%	11%	9%	11%	9%	11%	14%	6%	6%	13%	13%	9%	10%	11%	16%	9%	11%	8%	28%	13%	6%	15%	6%
	Never	72%	70%	74%	69%	73%	77%	64%	74%	76%	68%	68%	75%	71%	70%	64%	73%	73%	70%	16%	38%	90%	51%	84%
Getting recommendations	Daily	2%	2%	1%	2%	2%	3%	2%	1%		3%	3%	1%	2%	3%	3%	1%	2%	2%	14%	1%		4%	0%
	Once a week or more	8%	6%	11%	12%	6%	8%	13%	6%	7%	11%	8%	4%	9%	8%	13%	7%	8%	11%	33%	24%		18%	3%
	Once a month or more	10%	12%	6%	10%	10%	7%	13%	10%	6%	9%	17%	5%	13%	12%	15%	9%	11%	7%	11%	23%	6%	20%	4%
	Less than once a month	18%	15%	22%	16%	19%	19%	18%	16%	17%	18%	17%	19%	16%	22%	26%	15%	18%	15%	21%	18%	17%	20%	14%
	Never	62%	64%	59%	60%	63%	63%	54%	68%	69%	58%	54%	71%	61%	55%	43%	67%	61%	66%	21%	34%	77%	39%	78%
Getting health/ wellness-related info	Daily	2%	2%	2%	2%	2%	3%	2%	1%	1%	3%	3%	1%	2%	3%	2%	2%	2%	2%	16%	1%		3%	1%
	Once a week or more	7%	7%	6%	7%	6%	3%	12%	8%	3%	11%	8%	6%	8%	7%	15%	5%	8%	5%	30%	16%		13%	3%
	Once a month or more	12%	11%	13%	12%	12%	8%	13%	14%	9%	15%	15%	12%	11%	13%	13%	12%	13%	8%	13%	18%	10%	18%	8%
	Less than once a month	24%	17%	33%	30%	18%	36%	23%	14%	28%	19%	21%	18%	20%	33%	33%	21%	24%	24%	31%	30%	21%	37%	16%
	Never	56%	63%	46%	49%	62%	50%	50%	66%	60%	52%	54%	62%	60%	45%	38%	61%	53%	61%	10%	35%	69%	29%	72%
Asking for advice/ emotional support	Daily	2%	1%	2%	2%	2%	3%	1%	1%		4%	1%	1%	2%	2%	3%	1%	1%	4%	12%	2%		2%	1%
	Once a week or more	5%	4%	5%	5%	3%	6%	7%	1%	4%	6%	4%	4%	5%	6%	10%	3%	6%	3%	39%	2%		12%	1%
	Once a month or more	3%	2%	5%	5%	2%	7%	3%	1%	3%	4%	3%	2%	1%	9%	3%	3%	4%	1%	4%	5%	3%	8%	1%
	Less than once a month	9%	6%	13%	13%	6%	12%	9%	6%	10%	11%	6%	10%	8%	11%	6%	10%	11%	5%	11%	15%	7%	17%	5%
	Never	81%	86%	74%	75%	88%	72%	79%	91%	82%	76%	86%	83%	84%	72%	77%	82%	78%	87%	35%	77%	90%	61%	93%
Creating image/ illustration/ video with AI	Daily	1%	1%	0%	1%	1%		2%	0%		2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	2%		1%	0%
	Once a week or more	3%	5%	2%	3%	3%	0%	9%	1%	5%	2%	3%	4%	5%	2%	3%	4%	4%	1%	28%	2%		6%	1%
	Once a month or more	11%	8%	15%	12%	10%	19%	10%	5%	11%	10%	12%	6%	7%	22%	22%	8%	12%	9%	36%	10%	7%	22%	4%
	Less than once a month	16%	19%	10%	18%	13%	14%	22%	11%	8%	20%	25%	9%	19%	19%	22%	14%	17%	13%	16%	29%	12%	21%	13%
	Never	69%	67%	73%	65%	73%	66%	56%	82%	76%	67%	60%	80%	69%	56%	52%	74%	66%	76%	17%	58%	81%	50%	82%
USED AI PAST YEAR	(Net) YES	67%	66%	69%	71%	64%	64%	79%	59%	55%	73%	81%	56%	67%	79%	83%	63%	72%	54%	100%	100%	52%	90%	51%
	Used daily	16%	16%	17%	20%	14%	16%	19%	14%	16%	16%	15%	11%	14%	22%	19%	15%	14%	20%	68%	43%		32%	7%
	Used weekly	15%	18%	11%	15%	15%	9%	26%	11%	9%	18%	23%	15%	18%	14%	28%	12%	18%	10%	32%	57%		21%	11%
	Used monthly	18%	17%	19%	18%	18%	20%	14%	18%	16%	19%	19%	15%	17%	19%	20%	17%	18%	14%			26%	22%	14%
	Used less	18%	15%	22%	20%	18%	19%	20%	15%	14%	20%	24%	15%	18%	23%	15%	19%	22%	10%			26%	15%	19%
	Not used past year	33%	34%	31%	29%	36%	36%	21%	41%	45%	27%	19%	44%	33%	21%	17%	37%	28%	46%			48%	10%	49%

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AI1. How often have you used AI tools to do the following activities in your daily life within the past year?

		TOTAL	ECONOMIC OUTLOOK			IDENTIFY AS						EMPLOYED FULL TIME			TYPE OF JOB			PROV VOTE INTENTION			FED VOTE INTENTION		
			Better	Same	Worse	Born Outside Canada	Indigenous	Racialized	BIPOC	Any of these	None of these	Yes	No	Retired	White Collar	Blue Collar	Services	NDP	PC	OTH	LIB	CPC	OTH
BASE		(725)	(108)	(312)	(237)	(58)	(89)	(23)	(111)	(157)	(568)	(386)	(154)	(185)	(236)	(98)	(76)	(361)	(216)	(68)	(337)	(232)	(111)
Writing/ editing personal communications	Daily	8%	13%	6%	9%	31%	12%	23%	14%	19%	5%	10%	3%	6%	11%	11%	3%	11%	7%	2%	8%	12%	3%
	Once a week or more	8%	5%	10%	9%	9%	6%	8%	6%	7%	9%	13%	4%	3%	13%	13%	11%	8%	10%	9%	10%	8%	5%
	Once a month or more	8%	6%	7%	7%	5%	10%	9%	10%	9%	7%	8%	9%	6%	10%	6%	5%	9%	7%	5%	8%	7%	7%
	Less than once a month	14%	15%	13%	15%	8%	10%	20%	12%	10%	15%	15%	15%	9%	17%	11%	11%	15%	13%	7%	18%	11%	11%
	Never	62%	60%	63%	60%	47%	62%	40%	57%	55%	64%	54%	67%	76%	49%	59%	70%	58%	62%	78%	56%	63%	74%
Completing task related to work/ school	Daily	7%	14%	6%	5%	12%	12%	16%	13%	13%	5%	12%	1%	0%	18%	2%	3%	9%	6%	1%	10%	4%	2%
	Once a week or more	9%	16%	7%	8%	10%	5%	27%	9%	8%	9%	13%	7%	1%	16%	15%	5%	10%	7%	7%	10%	7%	6%
	Once a month or more	9%	5%	8%	14%	16%	5%	9%	6%	9%	9%	11%	10%	4%	12%	14%	10%	9%	15%	6%	8%	11%	12%
	Less than once a month	14%	23%	14%	12%	7%	18%	16%	16%	13%	14%	17%	17%	6%	20%	8%	13%	12%	17%	16%	15%	14%	13%
	Never	61%	42%	64%	60%	56%	61%	32%	55%	57%	62%	47%	65%	88%	35%	62%	69%	61%	55%	72%	56%	64%	67%
Managing day-to-day life	Daily	5%	10%	3%	6%	6%	4%	19%	7%	5%	5%	4%	3%	7%	5%	3%	1%	6%	2%	4%	6%	4%	6%
	Once a week or more	6%	5%	10%	2%	5%	3%	15%	5%	5%	6%	6%	3%	8%	8%	2%	5%	4%	7%	11%	7%	6%	2%
	Once a month or more	8%	11%	4%	12%	24%	10%		8%	14%	6%	9%	6%	8%	9%	14%	3%	10%	4%	4%	7%	8%	6%
	Less than once a month	10%	16%	10%	7%	12%	22%	16%	21%	17%	8%	13%	9%	6%	14%	4%	15%	14%	7%	8%	14%	6%	7%
	Never	72%	58%	74%	72%	53%	62%	50%	59%	58%	75%	68%	79%	72%	64%	77%	76%	67%	80%	73%	67%	76%	79%
Getting recommendations	Daily	2%	3%	1%	2%	4%	1%	9%	3%	2%	2%	2%	3%	0%	3%		2%	3%	1%	0%	2%	1%	3%
	Once a week or more	8%	5%	6%	13%	28%	7%	14%	9%	15%	7%	11%	4%	5%	11%	17%	3%	10%	7%	6%	8%	11%	4%
	Once a month or more	10%	15%	12%	6%	16%	5%	17%	7%	10%	10%	11%	6%	12%	15%	3%	9%	11%	11%	7%	11%	11%	7%
	Less than once a month	18%	28%	18%	14%	15%	25%	8%	22%	21%	17%	16%	23%	17%	19%	11%	9%	18%	20%	11%	20%	13%	17%
	Never	62%	48%	62%	66%	36%	62%	52%	60%	52%	65%	60%	64%	65%	52%	69%	78%	58%	62%	76%	58%	64%	69%
Getting health/ wellness-related info	Daily	2%	4%	1%	2%	3%	0%	4%	1%	1%	2%	2%	2%	0%	3%	3%	2%	2%	1%	0%	3%	1%	
	Once a week or more	7%	9%	7%	7%	8%	8%	16%	9%	9%	6%	7%	7%	6%	9%	0%	9%	7%	5%	10%	8%	6%	7%
	Once a month or more	12%	10%	10%	13%	7%	12%	16%	13%	11%	12%	9%	15%	16%	12%	9%	4%	10%	17%	4%	11%	15%	7%
	Less than once a month	24%	37%	19%	25%	51%	32%	28%	37%	37%	20%	30%	22%	13%	32%	27%	18%	24%	30%	16%	23%	30%	20%
	Never	56%	40%	62%	54%	31%	47%	36%	45%	41%	60%	52%	54%	65%	44%	61%	67%	56%	48%	70%	55%	49%	66%
Asking for advice/ emotional support	Daily	2%	5%	1%	1%	4%	1%	13%	3%	2%	1%	1%	3%	1%	2%			2%	2%	1%	1%	2%	2%
	Once a week or more	5%	10%	4%	3%	8%	9%	15%	10%	9%	3%	7%	2%	1%	7%	5%	10%	6%	2%	1%	7%	1%	2%
	Once a month or more	3%	4%	2%	6%	1%	2%	5%	2%	2%	4%	5%	2%	1%	4%	11%	2%	3%	6%	2%	3%	6%	2%
	Less than once a month	9%	18%	5%	11%	5%	4%	4%	4%	4%	10%	10%	10%	7%	14%	2%	4%	6%	15%	5%	7%	17%	2%
	Never	81%	64%	88%	78%	82%	85%	63%	81%	82%	81%	77%	82%	90%	73%	82%	84%	83%	75%	91%	81%	75%	93%
Creating image/ illustration/ video with AI	Daily	1%	0%	0%	1%	2%	1%		1%	1%	0%	1%		0%	1%		2%	0%	1%	2%	0%	2%	
	Once a week or more	3%	1%	3%	6%	3%	3%	8%	4%	3%	4%	6%	1%	1%	3%	10%	9%	3%	5%	2%	4%	4%	
	Once a month or more	11%	14%	9%	13%	22%	11%	11%	11%	14%	10%	13%	13%	3%	16%	15%	3%	9%	18%	4%	10%	11%	12%
	Less than once a month	16%	21%	17%	13%	13%	12%	29%	15%	14%	16%	20%	13%	9%	25%	13%	10%	18%	10%	19%	19%	13%	12%
	Never	69%	63%	70%	67%	60%	74%	53%	67%	67%	70%	60%	72%	87%	54%	62%	77%	69%	67%	73%	66%	70%	76%
USED AI PAST YEAR	(Net) YES	67%	81%	66%	65%	83%	71%	93%	75%	77%	64%	73%	59%	60%	80%	70%	51%	69%	70%	58%	73%	68%	50%
	Used daily	16%	27%	12%	18%	36%	15%	29%	18%	24%	14%	21%	7%	14%	25%	18%	6%	20%	13%	8%	18%	18%	9%
	Used weekly	15%	14%	17%	15%	13%	19%	20%	19%	16%	15%	18%	12%	12%	18%	16%	23%	15%	14%	22%	17%	14%	13%
	Used monthly	18%	15%	16%	19%	17%	20%	11%	18%	18%	17%	13%	23%	22%	14%	21%	6%	16%	24%	7%	17%	18%	15%
	Used less	18%	25%	20%	13%	18%	17%	33%	20%	18%	18%	21%	17%	13%	23%	15%	16%	18%	19%	21%	21%	18%	13%
	Not used past year	33%	19%	34%	35%	17%	29%	7%	25%	23%	36%	27%	41%	40%	20%	30%	49%	31%	30%	42%	27%	32%	50%

AI2. Overall, do you have a positive or negative view of AI?

		TOTAL	PROVINCIAL REGION		GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			CHILDREN <16 AT HOME		RESIDENCE		USE AI WEEKLY +			VIEW OF AI	
			Winnipeg	Rural	Male	Female	18 - 34	35 - 54	55 +	HS or less	Post-Sec	Univ Grad	< $60K	$60K-$119K	$120K +	Yes	No	Own	Rent	3+ things	1-2 things	None	Positive	Negative
BASE		(725)	(435)	(290)	(345)	(356)	(218)	(232)	(275)	(323)	(219)	(182)	(188)	(267)	(200)	(146)	(577)	(493)	(211)	(80)	(148)	(498)	(262)	(386)
VIEW OF AI	Very positive	6%	5%	8%	9%	4%	5%	9%	4%	8%	4%	5%	1%	9%	9%	15%	4%	6%	8%	32%	7%	2%	17%	
	Somewhat positive	30%	26%	36%	38%	22%	32%	31%	27%	30%	31%	28%	18%	26%	46%	34%	29%	35%	18%	46%	46%	23%	83%	
	Somewhat negative	27%	29%	23%	23%	32%	20%	22%	36%	23%	29%	31%	33%	28%	19%	25%	27%	28%	24%	11%	33%	27%		50%
	Very negative	27%	27%	26%	20%	30%	40%	25%	17%	28%	23%	27%	38%	23%	21%	20%	28%	21%	40%		8%	36%		50%
	(DK/NS)	11%	13%	7%	11%	11%	3%	12%	16%	10%	13%	9%	10%	13%	4%	6%	12%	10%	9%	11%	6%	12%		
Summary	Positive	36%	31%	44%	47%	26%	38%	41%	31%	38%	35%	33%	19%	35%	56%	49%	33%	41%	26%	77%	53%	25%	100%	
	Negative	53%	56%	49%	42%	62%	59%	48%	53%	51%	52%	58%	71%	51%	40%	45%	55%	49%	65%	11%	41%	64%		100%
	(DK)	11%	13%	7%	11%	11%	3%	12%	16%	10%	13%	9%	10%	13%	4%	6%	12%	10%	9%	11%	6%	12%		

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AI2. Overall, do you have a positive or negative view of AI?

| | | TOTAL | ECONOMIC OUTLOOK | | | Born Outside Canada | IDENTIFY AS | | | | | EMPLOYED FULL TIME | | | TYPE OF JOB | | | PROV VOTE INTENTION | | | FED VOTE INTENTION | | |
			Better	Same	Worse		Indigenous	Racialized	BIPOC	Any of these	None of these	Yes	No	Retired	White Collar	Blue Collar	Services	NDP	PC	OTH	LIB	CPC	OTH
BASE		(725)	(108)	(312)	(237)	(58)	(89)	(23)	(111)	(157)	(568)	(386)	(154)	(185)	(236)	(98)	(76)	(361)	(216)	(68)	(337)	(232)	(111)
VIEW OF AI	Very positive	6%	17%	4%	6%	10%	18%	9%	16%	14%	4%	10%	2%	2%	12%	9%	1%	5%	9%	5%	8%	7%	0%
	Somewhat positive	30%	33%	28%	33%	37%	18%	38%	22%	27%	31%	33%	27%	26%	33%	42%	21%	30%	39%	9%	31%	39%	11%
	Somewhat negative	27%	22%	32%	24%	25%	20%	13%	18%	21%	28%	21%	26%	38%	28%	12%	18%	30%	21%	31%	33%	19%	27%
	Very negative	27%	23%	25%	26%	10%	39%	29%	37%	28%	26%	27%	36%	18%	21%	23%	52%	29%	20%	30%	19%	25%	53%
	(DK/NS)	11%	4%	11%	10%	17%	5%	11%	6%	10%	11%	8%	9%	17%	7%	14%	7%	6%	11%	26%	10%	10%	8%
Summary	Positive	36%	50%	31%	39%	47%	36%	47%	38%	40%	35%	43%	29%	27%	45%	51%	22%	35%	47%	14%	39%	46%	12%
	Negative	53%	45%	57%	51%	36%	59%	42%	56%	49%	54%	48%	62%	56%	48%	35%	71%	59%	41%	60%	51%	45%	80%
	(DK)	11%	4%	11%	10%	17%	5%	11%	6%	10%	11%	8%	9%	17%	7%	14%	7%	6%	11%	26%	10%	10%	8%

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AI3. How much do you agree with each of the following statements about AI?

		TOTAL	PROVINCIAL REGION Winnipeg	Rural	GENDER Male	Female	AGE 18-34	35-54	55+	EDUCATION HS or less	Post-Sec	Univ Grad	HOUSEHOLD INCOME < $60K	$60K-$119K	$120K+	CHILDREN <16 AT HOME Yes	No	RESIDENCE Own	Rent	USE AI WEEKLY+ 3+ things	1-2 things	None	VIEW OF AI Positive	Negative
BASE		(725)	(435)	(290)	(345)	(356)	(218)	(232)	(275)	(323)	(219)	(182)	(188)	(267)	(200)	(146)	(577)	(493)	(211)	(80)	(148)	(498)	(262)	(386)
Online content that uses AI needs to be clearly labelled	Strongly agree	86%	85%	87%	83%	88%	96%	78%	84%	87%	85%	86%	93%	83%	85%	86%	86%	84%	92%	60%	84%	91%	81%	94%
	Somewhat agree	9%	10%	9%	14%	6%	2%	16%	10%	7%	10%	12%	3%	12%	13%	11%	9%	12%	4%	26%	13%	6%	15%	5%
	Somewhat disagree	1%	1%	1%	1%	0%		2%	1%	1%	1%	1%	0%	1%	1%		1%	1%		4%		1%	2%	
	Strongly disagree	1%	1%	1%	1%	1%	1%	0%	1%		2%	0%	0%	1%	0%	1%	1%	1%	1%		2%	0%	0%	0%
	(DK/NS)	3%	4%	2%	1%	5%	0%	4%	4%	5%	2%	1%	3%	3%	1%	1%	4%	2%	2%	10%	0%	3%	1%	1%
Concerned AI will take jobs away	Strongly agree	37%	38%	37%	35%	37%	39%	36%	38%	38%	40%	32%	57%	30%	29%	39%	37%	35%	43%	15%	39%	41%	19%	54%
	Somewhat agree	40%	40%	41%	39%	43%	44%	32%	43%	42%	35%	43%	30%	42%	48%	32%	42%	42%	34%	33%	33%	43%	46%	36%
	Somewhat disagree	13%	11%	15%	16%	10%	16%	15%	8%	9%	13%	19%	2%	14%	17%	21%	11%	12%	14%	29%	18%	9%	23%	6%
	Strongly disagree	3%	4%	1%	4%	1%	1%	7%	1%	3%	3%	2%	3%	4%	2%	2%	3%	3%	3%	10%	5%	1%	7%	1%
	(DK/NS)	7%	7%	6%	5%	9%	0%	9%	10%	7%	8%	4%	7%	9%	4%	7%	7%	8%	5%	13%	5%	7%	5%	4%
Consciously try to limit how often I personally use AI	Strongly agree	47%	47%	48%	36%	56%	59%	37%	47%	49%	46%	46%	60%	47%	36%	35%	50%	45%	53%	4%	24%	61%	13%	76%
	Somewhat agree	22%	25%	19%	24%	22%	13%	29%	24%	21%	21%	24%	21%	26%	22%	26%	21%	22%	20%	33%	28%	19%	27%	15%
	Somewhat disagree	16%	14%	18%	20%	11%	16%	21%	11%	13%	18%	18%	9%	15%	26%	21%	14%	19%	9%	32%	30%	9%	33%	5%
	Strongly disagree	8%	8%	7%	9%	7%	6%	8%	9%	8%	8%	7%	2%	7%	13%	15%	6%	7%	7%	29%	6%	5%	16%	1%
	(DK/NS)	7%	6%	9%	10%	4%	5%	5%	10%	9%	7%	4%	8%	5%	3%	3%	8%	6%	11%	2%	11%	7%	10%	3%
Worry great deal about environmental impact of building/ running AI data centres	Strongly agree	33%	39%	25%	27%	36%	43%	33%	26%	28%	35%	42%	38%	30%	33%	34%	33%	31%	39%	14%	28%	38%	11%	51%
	Somewhat agree	29%	27%	30%	27%	32%	28%	18%	38%	33%	26%	25%	40%	25%	25%	22%	30%	28%	29%	27%	26%	29%	33%	26%
	Somewhat disagree	14%	12%	15%	18%	11%	9%	21%	11%	14%	13%	14%	8%	11%	18%	18%	13%	13%	13%	15%	19%	12%	21%	9%
	Strongly disagree	13%	10%	18%	18%	8%	19%	15%	7%	14%	14%	11%	6%	18%	17%	17%	12%	14%	13%	24%	20%	9%	25%	7%
	(DK/NS)	11%	11%	11%	9%	13%	1%	12%	18%	12%	12%	9%	8%	16%	7%	9%	12%	14%	6%	20%	6%	11%	10%	7%
MB should aggressively encourage cos to build AI data centres here	Strongly agree	11%	10%	13%	20%	4%	12%	15%	7%	14%	10%	8%	3%	15%	16%	20%	9%	12%	11%	22%	19%	7%	27%	2%
	Somewhat agree	22%	19%	25%	26%	19%	14%	18%	31%	23%	19%	22%	20%	20%	29%	13%	24%	27%	11%	30%	16%	22%	39%	9%
	Somewhat disagree	19%	22%	15%	16%	22%	13%	25%	20%	12%	27%	24%	9%	27%	19%	21%	19%	25%	6%	27%	21%	18%	16%	19%
	Strongly disagree	31%	33%	29%	25%	34%	52%	27%	18%	36%	24%	32%	46%	25%	25%	31%	31%	21%	55%	12%	24%	36%	6%	54%
	(DK/NS)	17%	16%	17%	13%	21%	9%	15%	25%	15%	21%	14%	22%	13%	11%	15%	17%	15%	16%	10%	20%	17%	12%	16%
In next five years, AI will make lives much easier	Strongly agree	4%	4%	4%	6%	3%	1%	11%	1%	5%	3%	4%	1%	7%	5%	7%	3%	4%	5%	10%	11%	1%	10%	1%
	Somewhat agree	24%	23%	26%	30%	20%	18%	28%	27%	23%	27%	23%	15%	26%	36%	30%	23%	29%	15%	51%	33%	18%	55%	6%
	Somewhat disagree	27%	28%	25%	26%	28%	26%	23%	30%	27%	24%	29%	28%	28%	21%	28%	26%	28%	27%	18%	24%	29%	12%	38%
	Strongly disagree	27%	27%	25%	23%	28%	40%	22%	20%	26%	27%	27%	39%	22%	27%	25%	27%	23%	34%	4%	14%	34%	9%	43%
	(DK/NS)	18%	17%	20%	15%	22%	15%	16%	22%	19%	18%	16%	17%	17%	11%	10%	20%	16%	19%	17%	18%	18%	13%	13%
There are enough safeguards in place to make sure people/ cos using AI responsibly	Strongly agree	2%	2%	1%	2%	2%	0%	4%	1%	2%	1%	1%	2%	0%	4%	2%	2%	2%	0%	1%	4%	1%	1%	2%
	Somewhat agree	7%	7%	5%	7%	5%	6%	7%	7%	8%	6%	5%	10%	7%	4%	9%	6%	8%	3%	15%	9%	4%	16%	1%
	Somewhat disagree	24%	21%	29%	30%	20%	25%	25%	23%	26%	25%	19%	22%	25%	25%	20%	25%	24%	25%	29%	30%	21%	36%	16%
	Strongly disagree	59%	62%	54%	55%	62%	67%	58%	53%	55%	55%	70%	62%	59%	57%	60%	58%	57%	67%	40%	50%	65%	35%	78%
	(DK/NS)	9%	7%	11%	7%	11%	1%	7%	16%	9%	12%	5%	5%	9%	11%	9%	9%	10%	5%	14%	6%	8%	12%	3%

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AI3. How much do you agree with each of the following statements about AI?

		TOTAL	ECONOMIC OUTLOOK			IDENTIFY AS						EMPLOYED FULL TIME			TYPE OF JOB			PROV VOTE INTENTION			FED VOTE INTENTION		
			Better	Same	Worse	Born Outside Canada	Indigenous	Racialized	BIPOC	Any of these	None of these	Yes	No	Retired	White Collar	Blue Collar	Services	NDP	PC	OTH	LIB	CPC	OTH
BASE		(725)	(108)	(312)	(237)	(58)	(89)	(23)	(111)	(157)	(568)	(386)	(154)	(185)	(236)	(98)	(76)	(361)	(216)	(68)	(337)	(232)	(111)
Online content that uses AI needs to be clearly labelled	Strongly agree	86%	88%	88%	84%	76%	90%	87%	90%	85%	86%	84%	89%	87%	81%	85%	96%	91%	79%	84%	88%	82%	90%
	Somewhat agree	9%	11%	10%	8%	11%	7%	13%	8%	9%	10%	12%	4%	9%	16%	7%	2%	9%	12%	7%	11%	9%	4%
	Somewhat disagree	1%		1%	1%	2%				1%	1%	1%	1%	0%	1%		0%	0%	2%		0%	2%	0%
	Strongly disagree	1%		1%	1%	1%	1%		1%	1%	1%	0%	2%	1%	0%	1%	1%	0%	2%		0%	2%	
	(DK/NS)	3%	1%	1%	6%	11%	1%		1%	5%	3%	2%	4%	4%	1%	7%	1%	0%	4%	9%	0%	5%	6%
Concerned AI will take jobs away	Strongly agree	37%	46%	38%	34%	27%	38%	45%	40%	35%	38%	34%	42%	41%	37%	24%	42%	40%	32%	51%	34%	31%	61%
	Somewhat agree	40%	32%	40%	42%	31%	42%	35%	41%	38%	41%	36%	42%	44%	38%	43%	45%	38%	43%	28%	43%	42%	30%
	Somewhat disagree	13%	12%	12%	15%	35%	11%	11%	11%	19%	11%	18%	10%	5%	19%	26%	3%	13%	13%	16%	12%	16%	7%
	Strongly disagree	3%	7%	2%	3%	3%	1%	9%	3%	2%	3%	5%	1%	0%	5%	2%	8%	4%	2%	2%	5%	3%	0%
	(DK/NS)	7%	3%	8%	6%	4%	8%		6%	6%	7%	6%	5%	10%	4%	11%	2%	5%	10%	3%	6%	9%	1%
Consciously try to limit how often I personally use AI	Strongly agree	47%	41%	51%	40%	24%	52%	41%	50%	41%	49%	44%	55%	47%	47%	25%	65%	49%	45%	45%	44%	44%	64%
	Somewhat agree	22%	31%	22%	22%	29%	17%	31%	20%	21%	23%	19%	24%	27%	21%	21%	11%	26%	19%	20%	28%	16%	20%
	Somewhat disagree	16%	8%	15%	21%	9%	7%	19%	10%	10%	17%	21%	8%	12%	19%	24%	19%	13%	20%	10%	14%	21%	9%
	Strongly disagree	8%	12%	6%	9%	17%	21%	7%	18%	18%	5%	9%	6%	7%	11%	6%	3%	5%	12%	12%	8%	11%	5%
	(DK/NS)	7%	8%	5%	8%	21%	2%	2%	3%	10%	6%	7%	7%	6%	2%	24%	2%	6%	4%	13%	7%	9%	2%
Worry great deal about environmental impact of building/ running AI data centres	Strongly agree	33%	36%	31%	33%	18%	41%	32%	39%	33%	34%	32%	49%	24%	34%	19%	48%	44%	19%	28%	33%	19%	70%
	Somewhat agree	29%	24%	31%	27%	42%	30%	34%	31%	33%	27%	23%	27%	41%	25%	20%	18%	27%	31%	42%	33%	28%	19%
	Somewhat disagree	14%	12%	13%	17%	27%	17%	5%	14%	20%	12%	17%	7%	12%	14%	32%	5%	17%	13%	6%	14%	17%	6%
	Strongly disagree	13%	23%	11%	14%	8%	5%	21%	8%	8%	15%	19%	7%	7%	19%	10%	24%	7%	23%	13%	8%	24%	3%
	(DK/NS)	11%	6%	13%	9%	6%	7%	8%	7%	6%	12%	9%	10%	16%	7%	19%	5%	5%	15%	11%	11%	13%	1%
MB should aggressively encourage cos to build AI data centres here	Strongly agree	11%	33%	7%	10%	8%	23%	28%	24%	18%	9%	17%	6%	5%	19%	17%	3%	8%	15%	8%	12%	14%	3%
	Somewhat agree	22%	15%	25%	21%	14%	7%	18%	9%	9%	25%	18%	19%	10%	19%	23%	10%	19%	27%	19%	27%	21%	4%
	Somewhat disagree	19%	18%	23%	18%	21%	9%	24%	12%	14%	21%	22%	12%	21%	20%	23%	24%	17%	26%	21%	20%	22%	14%
	Strongly disagree	31%	23%	31%	34%	23%	46%	27%	42%	37%	30%	30%	51%	53%	32%	15%	53%	37%	22%	26%	26%	25%	66%
	(DK/NS)	17%	11%	15%	17%	35%	16%	3%	13%	22%	15%	13%	13%	28%	10%	23%	10%	19%	11%	26%	16%	16%	13%
In next five years, AI will make lives much easier	Strongly agree	4%	11%	2%	4%	10%	1%	12%	3%	4%	4%	7%	1%	1%	9%	6%		4%	4%	4%	5%	4%	
	Somewhat agree	24%	22%	27%	28%	17%	28%	22%	27%	24%	25%	27%	18%	24%	26%	34%	20%	23%	30%	17%	28%	27%	12%
	Somewhat disagree	27%	22%	34%	20%	30%	22%	39%	26%	26%	27%	24%	27%	33%	32%	9%	26%	25%	26%	24%	31%	23%	23%
	Strongly disagree	27%	33%	20%	32%	8%	38%	20%	34%	27%	27%	26%	40%	17%	24%	22%	31%	31%	21%	31%	20%	24%	53%
	(DK/NS)	18%	12%	17%	17%	35%	11%	7%	10%	19%	18%	16%	13%	26%	9%	29%	23%	17%	19%	25%	16%	23%	11%
There are enough safeguards in place to make sure people/ cos using AI responsibly	Strongly agree	2%	3%	0%	4%	2%		3%	1%	1%	2%	2%	0%	2%	2%	4%	0%	3%	0%		2%	1%	4%
	Somewhat agree	7%	6%	7%	7%	7%	4%	7%	5%	5%	7%	5%	10%	6%	4%	4%	9%	5%	12%	5%	6%	11%	1%
	Somewhat disagree	24%	20%	25%	28%	45%	26%	31%	27%	34%	21%	28%	17%	21%	22%	41%	26%	21%	26%	21%	23%	26%	24%
	Strongly disagree	59%	69%	57%	55%	33%	66%	53%	63%	53%	61%	59%	65%	55%	65%	47%	59%	66%	51%	56%	61%	54%	64%
	(DK/NS)	9%	2%	11%	7%	13%	5%	5%	5%	7%	9%	5%	8%	16%	6%	4%	6%	6%	11%	17%	9%	8%	6%

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		TOTAL	PROVINCIAL REGION		GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			CHILDREN <16 AT HOME		RESIDENCE		USE AI WEEKLY +			VIEW OF AI	
			Winnipeg	Rural	Male	Female	18 - 34	35 - 54	55 +	HS or less	Post-Sec	Univ Grad	< $60K	$60K-$119K	$120K +	Yes	No	Own	Rent	3+ things	1-2 things	None	Positive	Negative
BASE		(725)	(435)	(290)	(345)	(356)	(218)	(232)	(275)	(323)	(219)	(182)	(188)	(267)	(200)	(146)	(577)	(493)	(211)	(80)	(148)	(498)	(262)	(386)
Online content that uses AI needs to be clearly labelled	Agree	95%	95%	96%	97%	94%	99%	94%	94%	94%	95%	98%	97%	95%	98%	97%	95%	96%	97%	86%	97%	96%	96%	99%
	Disagree	2%	1%	2%	2%	1%	1%	2%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%	1%	4%	2%	1%	4%	0%
	(DK)	3%	4%	2%	1%	5%	0%	4%	4%	3%	2%	1%	3%	3%	1%	1%	4%	2%	2%	10%	0%	3%	1%	1%
Concerned AI will take jobs away	Agree	78%	78%	77%	75%	80%	83%	68%	81%	80%	75%	75%	88%	72%	76%	70%	79%	77%	78%	49%	72%	84%	65%	90%
	Disagree	16%	15%	17%	20%	11%	16%	23%	9%	12%	16%	21%	5%	19%	19%	23%	14%	15%	17%	38%	24%	10%	31%	6%
	(DK)	7%	7%	6%	5%	9%	2%	9%	10%	7%	8%	4%	7%	9%	4%	7%	7%	8%	5%	13%	5%	7%	5%	4%
Consciously try to limit how often I personally use AI	Agree	69%	72%	66%	61%	77%	72%	66%	71%	70%	67%	71%	80%	73%	58%	61%	72%	68%	73%	37%	53%	80%	40%	91%
	Disagree	23%	22%	25%	29%	18%	22%	29%	20%	21%	26%	25%	11%	22%	39%	36%	20%	26%	16%	61%	36%	14%	49%	6%
	(DK)	7%	6%	9%	10%	4%	5%	5%	10%	9%	7%	4%	8%	5%	3%	3%	8%	6%	11%	2%	11%	7%	10%	3%
Worry great deal about environmental impact of building/ running AI data	Agree	62%	67%	55%	55%	68%	71%	51%	64%	61%	60%	66%	78%	55%	58%	56%	64%	60%	68%	41%	54%	68%	44%	77%
	Disagree	27%	22%	34%	36%	18%	28%	36%	18%	27%	28%	25%	14%	29%	35%	34%	25%	27%	26%	39%	39%	21%	46%	16%
	(DK)	11%	11%	11%	9%	13%	1%	12%	18%	12%	12%	9%	8%	16%	7%	9%	12%	13%	6%	20%	6%	11%	10%	7%
MB should aggressively encourage cos to build AI data centres here	Agree	33%	29%	39%	46%	22%	26%	33%	38%	37%	29%	30%	23%	35%	45%	33%	33%	38%	22%	52%	34%	29%	66%	11%
	Disagree	51%	55%	44%	42%	56%	65%	52%	38%	47%	50%	56%	55%	52%	44%	52%	50%	47%	61%	39%	45%	54%	22%	73%
	(DK)	17%	16%	17%	13%	21%	9%	15%	25%	15%	21%	14%	22%	13%	11%	15%	17%	15%	16%	10%	20%	17%	12%	16%
In next five years, AI will make lives much easier	Agree	29%	28%	30%	36%	22%	19%	39%	27%	28%	30%	28%	16%	33%	41%	38%	26%	33%	20%	61%	44%	19%	66%	7%
	Disagree	53%	56%	50%	49%	56%	66%	45%	50%	53%	52%	56%	67%	50%	48%	52%	53%	50%	61%	21%	38%	63%	21%	81%
	(DK)	18%	17%	20%	15%	22%	15%	16%	22%	19%	18%	16%	17%	17%	11%	10%	20%	16%	19%	17%	18%	18%	13%	13%
There are enough safeguards in place to make sure people/ cos	Agree	8%	10%	6%	9%	7%	6%	10%	8%	10%	7%	8%	12%	7%	8%	11%	8%	10%	3%	16%	13%	6%	18%	3%
	Disagree	83%	83%	83%	84%	82%	92%	83%	76%	81%	80%	89%	83%	84%	82%	81%	84%	80%	92%	70%	80%	86%	71%	94%
	(DK)	9%	7%	11%	7%	11%	1%	7%	16%	9%	12%	5%	5%	9%	11%	9%	9%	10%	5%	14%	6%	8%	12%	3%

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AI3. How much do you agree with each of the following statements about AI? - SUMMARY TABLE

		TOTAL	ECONOMIC OUTLOOK			IDENTIFY AS						EMPLOYED FULL TIME			TYPE OF JOB			PROV VOTE INTENTION			FED VOTE INTENTION		
			Better	Same	Worse	Born Outside Canada	Indigenous	Racialized	BIPOC	Any of these	None of these	Yes	No	Retired	White Collar	Blue Collar	Services	NDP	PC	OTH	LIB	CPC	OTH
BASE		(725)	(108)	(312)	(237)	(58)	(89)	(23)	(111)	(157)	(568)	(386)	(154)	(185)	(236)	(98)	(76)	(361)	(216)	(68)	(337)	(232)	(111)
Online content that uses AI needs to be clearly labelled	Agree	95%	99%	98%	92%	87%	98%	100%	98%	94%	96%	96%	93%	95%	97%	92%	98%	99%	91%	91%	99%	91%	94%
	Disagree	2%		1%	2%	2%	1%		1%	1%	2%	1%	3%	1%	1%	1%	1%	0%	4%		0%	4%	0%
	(DK)	3%	1%	1%	6%	11%	1%		1%	5%	3%	2%	4%	4%	1%	7%	1%	0%	4%	9%	0%	5%	6%
Concerned AI will take jobs away	Agree	78%	78%	78%	76%	58%	80%	80%	80%	73%	79%	72%	84%	84%	73%	61%	87%	78%	75%	78%	77%	73%	91%
	Disagree	16%	19%	14%	18%	38%	12%	20%	14%	21%	14%	23%	11%	5%	23%	28%	11%	17%	15%	18%	17%	18%	8%
	(DK)	7%	3%	8%	6%	4%	8%		6%	6%	7%	6%	5%	10%	4%	11%	2%	5%	10%	3%	6%	9%	1%
Consciously try to limit how often I personally use AI	Agree	69%	72%	73%	63%	53%	69%	73%	70%	62%	71%	63%	80%	74%	68%	46%	76%	75%	64%	65%	72%	59%	84%
	Disagree	23%	20%	22%	30%	26%	28%	25%	27%	28%	22%	29%	13%	20%	30%	31%	22%	18%	32%	23%	22%	32%	14%
	(DK)	7%	8%	5%	8%	21%	3%	2%	3%	10%	6%	7%	7%	6%	2%	24%	2%	6%	4%	13%	7%	9%	2%
Worry great deal about environmental impact of building/ running AI data	Agree	62%	60%	62%	60%	60%	71%	66%	70%	66%	61%	55%	76%	65%	59%	39%	66%	71%	49%	70%	66%	46%	89%
	Disagree	27%	34%	25%	31%	35%	22%	27%	23%	28%	27%	36%	14%	19%	34%	42%	29%	24%	36%	19%	23%	41%	10%
	(DK)	11%	6%	13%	9%	6%	7%	8%	7%	6%	12%	9%	10%	16%	7%	19%	5%	5%	15%	11%	11%	13%	1%
MB should aggressively encourage cos to build AI data centres here	Agree	33%	48%	32%	31%	21%	30%	46%	33%	28%	34%	35%	25%	35%	38%	40%	13%	27%	42%	27%	39%	36%	6%
	Disagree	51%	41%	54%	52%	44%	55%	51%	54%	51%	51%	52%	63%	37%	52%	37%	77%	54%	47%	47%	45%	48%	80%
	(DK)	17%	11%	15%	17%	35%	16%	3%	13%	22%	15%	13%	13%	28%	10%	23%	10%	19%	11%	26%	16%	16%	13%
In next five years, AI will make lives much easier	Agree	29%	33%	29%	32%	27%	29%	34%	30%	28%	29%	35%	20%	24%	35%	40%	20%	27%	34%	21%	34%	31%	12%
	Disagree	53%	55%	55%	51%	38%	60%	59%	60%	53%	53%	49%	68%	50%	56%	31%	57%	56%	47%	54%	51%	46%	77%
	(DK)	18%	12%	17%	17%	35%	11%	7%	10%	19%	18%	16%	13%	26%	9%	29%	23%	17%	19%	25%	16%	23%	11%
There are enough safeguards in place to make sure people/ cos	Agree	8%	9%	8%	11%	9%	4%	11%	5%	6%	9%	8%	11%	8%	6%	8%	9%	8%	12%	5%	7%	12%	6%
	Disagree	83%	88%	81%	83%	78%	91%	84%	90%	87%	82%	87%	82%	76%	87%	88%	85%	87%	78%	77%	83%	80%	88%
	(DK)	9%	2%	11%	7%	13%	5%	5%	5%	7%	9%	5%	8%	16%	6%	4%	6%	6%	11%	17%	9%	8%	6%

PROBE RESEARCH INC. - February 2026 Probe Panel Survey

DEMOGRAPHICS - Region, Gender, Age

		TOTAL	PROVINCIAL REGION		GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			CHILDREN <16 AT HOME		RESIDENCE		USE AI WEEKLY +			VIEW OF AI	
			Winnipeg	Rural	Male	Female	18 - 34	35 - 54	55 +	HS or less	Post-Sec	Univ Grad	< $60K	$60K-$119K	$120K +	Yes	No	Own	Rent	3+ things	1-2 things	None	Positive	Negative
BASE	Unweighted	(725)	(435)	(290)	(350)	(362)	(98)	(317)	(310)	(69)	(297)	(357)	(135)	(268)	(249)	(191)	(531)	(586)	(127)	(90)	(168)	(467)	(256)	(397)
		(725)	(435)	(290)	(345)	(356)	(218)	(232)	(275)	(323)	(219)	(182)	(188)	(267)	(200)	(146)	(577)	(493)	(211)	(80)	(148)	(498)	(262)	(386)
REGION	Winnipeg	60%	100%		55%	63%	48%	65%	65%	53%	58%	76%	62%	63%	55%	56%	61%	55%	70%	55%	70%	58%	51%	63%
	Rural	40%		100%	45%	37%	52%	35%	35%	47%	42%	24%	38%	37%	45%	44%	39%	45%	30%	45%	30%	42%	49%	37%
GENDER	Male	48%	44%	53%	100%		55%	47%	42%	54%	43%	41%	41%	46%	60%	45%	48%	47%	51%	51%	53%	45%	62%	38%
	Female	49%	52%	46%		100%	40%	47%	58%	41%	56%	57%	53%	52%	40%	52%	49%	52%	42%	43%	46%	51%	36%	57%
	Other	3%	5%	1%			4%	5%	1%	5%	1%	2%	6%	2%		3%	3%	1%	7%	6%	0%	4%	2%	5%
AGE	18 to 34	30%	24%	39%	35%	25%	100%			37%	21%	30%	33%	24%	35%	31%	30%	22%	50%	25%	24%	33%	31%	33%
	35 to 54	32%	35%	28%	32%	31%		100%		22%	38%	43%	18%	36%	45%	67%	23%	37%	20%	56%	40%	26%	36%	29%
	55 and older	38%	41%	33%	33%	45%			100%	41%	42%	27%	49%	40%	20%	2%	47%	41%	30%	20%	36%	41%	33%	38%

PROBE RESEARCH INC. - February 2026 Probe Panel Survey

DEMOGRAPHICS - Region, Gender, Age

		TOTAL	ECONOMIC OUTLOOK			IDENTIFY AS						EMPLOYED FULL TIME			TYPE OF JOB			PROV VOTE INTENTION			FED VOTE INTENTION		
			Better	Same	Worse	Born Outside Canada	Indigenous	Racialized	BIPOC	Any of these	None of these	Yes	No	Retired	White Collar	Blue Collar	Services	NDP	PC	OTH	LIB	CPC	OTH
BASE	Unweighted	(725)	(104)	(345)	(210)	(60)	(78)	(30)	(108)	(152)	(573)	(402)	(129)	(194)	(302)	(55)	(70)	(437)	(153)	(78)	(418)	(156)	(107)
		(725)	(108)	(312)	(237)	(58)	(89)	(23)	(111)	(157)	(568)	(386)	(154)	(185)	(236)	(98)	(76)	(361)	(216)	(68)	(337)	(232)	(111)
REGION	Winnipeg	60%	61%	61%	62%	54%	64%	77%	66%	61%	60%	57%	53%	73%	63%	41%	60%	65%	42%	71%	66%	47%	68%
	Rural	40%	39%	39%	38%	46%	36%	23%	34%	39%	40%	43%	47%	27%	37%	59%	40%	35%	58%	29%	34%	53%	32%
GENDER	Male	48%	71%	42%	53%	50%	42%	65%	47%	46%	48%	53%	42%	41%	50%	82%	20%	48%	49%	48%	49%	59%	22%
	Female	49%	27%	56%	43%	49%	55%	35%	51%	52%	48%	44%	52%	58%	48%	18%	66%	48%	51%	50%	49%	41%	65%
	Other	3%	2%	2%	4%	1%	3%		3%	2%	4%	3%	6%	2%	2%		15%	5%		2%	2%		13%
AGE	18 to 34	30%	36%	25%	35%	46%	35%	46%	37%	40%	27%	37%	48%		31%	45%	47%	34%	32%	12%	21%	39%	45%
	35 to 54	32%	43%	25%	36%	25%	39%	47%	41%	35%	31%	50%	23%	1%	53%	43%	42%	33%	31%	41%	34%	32%	29%
	55 and older	38%	22%	50%	29%	29%	27%	7%	23%	26%	41%	12%	29%	99%	16%	12%	12%	34%	37%	47%	45%	30%	27%

PROBE RESEARCH INC. - February 2026 Probe Panel Survey

		TOTAL	PROVINCIAL REGION		GENDER		AGE			EDUCATION			HOUSEHOLD INCOME			CHILDREN <16 AT HOME		RESIDENCE		USE AI WEEKLY +			VIEW OF AI	
			Winnipeg	Rural	Male	Female	18 - 34	35 - 54	55 +	HS or less	Post-Sec	Univ Grad	< $60K	$60K-$119K	$120K+	Yes	No	Own	Rent	3+ things	1-2 things	None	Positive	Negative
BASE		(704)	(429)	(276)	(338)	(343)	(212)	(225)	(268)	(314)	(212)	(178)	(186)	(256)	(195)	(137)	(566)	(481)	(203)	(76)	(144)	(484)	(257)	(375)
INDIGENOUS	Yes	13%	13%	12%	11%	14%	15%	15%	9%	13%	15%	8%	18%	12%	10%	26%	9%	9%	19%	14%	14%	12%	12%	14%
	No	87%	87%	88%	89%	86%	85%	85%	91%	87%	85%	92%	82%	88%	90%	74%	91%	91%	81%	86%	86%	88%	88%	86%
BASE		(725)	(435)	(290)	(345)	(356)	(218)	(232)	(275)	(323)	(219)	(182)	(188)	(267)	(200)	(146)	(577)	(493)	(211)	(80)	(148)	(498)	(262)	(386)
BIRTHPLACE	In Canada	92%	93%	91%	92%	92%	88%	94%	94%	93%	93%	89%	98%	90%	96%	88%	93%	95%	87%	87%	88%	94%	90%	95%
	Outside Canada	8%	7%	9%	8%	8%	12%	6%	6%	7%	7%	11%	2%	10%	4%	12%	7%	5%	13%	13%	12%	6%	10%	5%
BASE		(624)	(373)	(251)	(302)	(302)	(186)	(192)	(246)	(279)	(181)	(164)	(152)	(235)	(178)	(109)	(515)	(439)	(172)	(65)	(125)	(434)	(225)	(330)
PERSON OF COLOUR	Yes	4%	5%	2%	5%	3%	6%	6%	1%		8%	5%	1%	6%	2%	8%	3%	4%	4%	14%	2%	3%	5%	3%
	No	96%	95%	98%	95%	97%	94%	94%	99%	100%	92%	95%	99%	94%	98%	92%	97%	96%	96%	86%	98%	97%	95%	97%
BASE		(714)	(431)	(283)	(340)	(351)	(218)	(225)	(271)	(321)	(214)	(179)	(185)	(263)	(197)	(144)	(570)	(484)	(211)	(76)	(145)	(493)	(257)	(383)
2SLGBTQ+	Yes	13%	13%	13%	9%	11%	25%	15%	2%	16%	10%	11%	20%	11%	12%	9%	14%	12%	15%	24%	4%	14%	11%	15%
	No	87%	87%	87%	91%	89%	75%	85%	98%	84%	90%	89%	80%	89%	88%	91%	86%	88%	85%	76%	96%	86%	89%	85%
BASE		(713)	(431)	(281)	(342)	(348)	(217)	(227)	(269)	(318)	(214)	(180)	(185)	(265)	(194)	(144)	(568)	(482)	(211)	(78)	(146)	(488)	(256)	(381)
DISABILITY	Yes	20%	22%	15%	18%	17%	23%	12%	23%	23%	18%	14%	34%	15%	9%	13%	21%	13%	30%	8%	14%	23%	15%	22%
	No	80%	78%	85%	82%	83%	77%	88%	77%	77%	82%	86%	66%	85%	91%	87%	79%	87%	70%	92%	86%	77%	85%	78%
BASE		(718)	(430)	(288)	(341)	(353)	(216)	(230)	(271)	(323)	(214)	(181)	(185)	(265)	(199)	(146)	(571)	(489)	(210)	(78)	(147)	(494)	(259)	(384)
MARITAL STATUS	Married/ Common law	62%	64%	59%	60%	64%	49%	68%	67%	53%	68%	71%	43%	64%	81%	87%	55%	74%	37%	77%	72%	56%	66%	60%
	Single	25%	22%	29%	30%	18%	50%	20%	7%	32%	17%	21%	34%	22%	16%	7%	29%	14%	46%	15%	19%	28%	23%	26%
	Separated/ Divorced	10%	9%	11%	7%	13%	1%	11%	16%	10%	11%	7%	15%	12%	3%	5%	11%	8%	14%	8%	6%	11%	8%	11%
	Widowed	4%	6%	1%	2%	6%		0%	10%	5%	4%	1%	8%	2%			5%	4%	3%		3%	5%	4%	3%
BASE		(723)	(434)	(289)	(344)	(356)	(218)	(231)	(274)	(323)	(219)	(181)	(188)	(267)	(199)	(146)	(577)	(492)	(211)	(79)	(148)	(496)	(262)	(384)
CHILDREN UNDER 16 AT HOME	Yes	20%	19%	22%	19%	21%	21%	43%	1%	9%	27%	30%	7%	25%	30%	100%		23%	16%	34%	28%	15%	27%	17%
	No	80%	81%	78%	81%	79%	79%	57%	99%	91%	73%	70%	93%	75%	70%		100%	77%	84%	66%	72%	85%	73%	83%

DEMOGRAPHICS - Identity

		TOTAL	ECONOMIC OUTLOOK			IDENTIFY AS						EMPLOYED FULL TIME			TYPE OF JOB			PROV VOTE INTENTION			FED VOTE INTENTION		
			Better	Same	Worse	Born Outside Canada	Indigenous	Racialized	BIPOC	Any of these	None of these	Yes	No	Retired	White Collar	Blue Collar	Services	NDP	PC	OTH	LIB	CPC	OTH
BASE		(704)	(107)	(297)	(233)	(51)	(89)	(22)	(111)	(150)	(555)	(378)	(145)	(181)	(229)	(98)	(75)	(355)	(206)	(66)	(329)	(230)	(104)
INDIGENOUS	Yes	13%	20%	7%	17%		100%		80%	59%		15%	13%	7%	13%	13%	21%	13%	11%	8%	12%	10%	24%
	No	87%	80%	93%	83%	100%		100%	20%	41%	100%	85%	87%	93%	87%	87%	79%	87%	89%	92%	88%	90%	76%
BASE		(725)	(108)	(312)	(237)	(58)	(89)	(23)	(111)	(157)	(568)	(386)	(154)	(185)	(236)	(98)	(76)	(361)	(216)	(68)	(337)	(232)	(111)
BIRTHPLACE	In Canada	92%	94%	93%	89%		100%	45%	89%	63%	100%	92%	91%	93%	93%	87%	97%	91%	94%	84%	94%	91%	85%
	Outside Canada	8%	6%	7%	11%	100%		55%	11%	37%		8%	9%	7%	7%	13%	3%	9%	6%	16%	6%	9%	15%
BASE		(624)	(85)	(285)	(194)	(56)		(23)	(23)	(66)	(558)	(323)	(131)	(170)	(201)	(85)	(60)	(306)	(190)	(61)	(290)	(207)	(86)
PERSON OF COLOUR	Yes	4%	4%	3%	4%	22%		100%	100%	34%		4%	6%	0%	5%	4%	1%	4%	2%	4%	3%	3%	4%
	No	96%	96%	97%	96%	78%				66%	100%	96%	94%	100%	95%	96%	99%	96%	98%	96%	97%	97%	96%
BASE		(714)	(107)	(307)	(233)	(57)	(88)	(23)	(111)	(155)	(559)	(381)	(151)	(183)	(231)	(98)	(75)	(355)	(213)	(66)	(332)	(231)	(110)
2SLGBTQ+	Yes	13%	14%	9%	17%	7%	10%	10%	10%	9%	14%	15%	21%	3%	12%	26%	17%	15%	11%	18%	10%	9%	34%
	No	87%	86%	91%	83%	93%	90%	90%	90%	91%	86%	85%	79%	97%	88%	74%	83%	85%	89%	82%	90%	91%	66%
BASE		(713)	(107)	(304)	(234)	(58)	(88)	(23)	(110)	(156)	(557)	(381)	(152)	(180)	(235)	(97)	(75)	(351)	(215)	(67)	(330)	(231)	(108)
DISABILITY	Yes	20%	20%	18%	21%	18%	20%	25%	21%	20%	19%	8%	40%	27%	12%	2%	12%	21%	14%	30%	15%	14%	41%
	No	80%	80%	82%	79%	82%	80%	75%	79%	80%	81%	92%	60%	73%	88%	98%	88%	79%	86%	70%	85%	86%	59%
BASE		(718)	(106)	(310)	(235)	(56)	(88)	(21)	(109)	(154)	(564)	(384)	(151)	(182)	(236)	(98)	(75)	(358)	(214)	(66)	(335)	(232)	(109)
MARITAL STATUS	Married/ Common law	62%	61%	68%	56%	53%	62%	59%	61%	58%	63%	65%	50%	65%	76%	44%	57%	62%	68%	47%	67%	57%	62%
	Single	25%	24%	20%	30%	31%	18%	34%	21%	24%	25%	27%	38%	9%	16%	46%	36%	27%	23%	26%	17%	34%	28%
	Separated/ Divorced	10%	10%	7%	11%	6%	20%	8%	18%	14%	8%	8%	8%	15%	7%	10%	6%	7%	9%	9%	10%	9%	5%
	Widowed	4%	4%	5%	3%	11%				4%	4%	0%	4%	12%	0%	1%	1%	4%	1%	19%	6%	1%	6%
BASE		(723)	(108)	(311)	(236)	(57)	(89)	(23)	(111)	(156)	(567)	(385)	(154)	(184)	(236)	(98)	(75)	(360)	(216)	(67)	(336)	(232)	(111)
CHILDREN UNDER 16 AT HOME	Yes	20%	29%	16%	22%	31%	40%	39%	40%	37%	16%	27%	27%	0%	33%	22%	17%	20%	23%	20%	18%	20%	26%
	No	80%	71%	84%	78%	69%	60%	61%	60%	63%	84%	73%	73%	100%	67%	78%	83%	80%	77%	80%	82%	80%	74%

PROBE RESEARCH INC. - February 2026 Probe Panel Survey

DEMOGRAPHICS - Residence, Education, Employment, Household Income

		TOTAL	Winnipeg	Rural	Male	Female	18-34	35-54	55+	HS or less	Post-Sec	Univ Grad	< $60K	$60K-$119K	$120K+	Children <16 Yes	Children <16 No	Own	Rent	AI 3+ things	AI 1-2 things	AI None	View Positive	View Negative
BASE		(715)	(428)	(287)	(342)	(349)	(218)	(227)	(269)	(315)	(218)	(181)	(188)	(265)	(200)	(146)	(568)	(493)	(211)	(80)	(147)	(488)	(259)	(385)
CURRENT RESIDENCE	Own	69%	64%	77%	67%	73%	49%	81%	75%	54%	79%	82%	44%	72%	90%	76%	67%	100%		83%	62%	69%	78%	63%
	Rent	30%	34%	22%	32%	25%	48%	19%	24%	43%	20%	17%	51%	27%	10%	23%	31%		100%	16%	34%	30%	22%	35%
	Other	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	5%	1%		1%	2%			1%	4%	1%	0%	2%
BASE		(724)	(435)	(289)	(344)	(356)	(218)	(231)	(275)	(323)	(219)	(182)	(188)	(267)	(200)	(145)	(577)	(493)	(211)	(80)	(147)	(497)	(262)	(385)
EDUCATION	Grade school/ Some high school	6%	7%	6%	5%	9%	8%	1%	10%	14%			20%	2%		2%	8%	3%	10%	2%	6%	7%	2%	7%
	Completed high school	38%	32%	47%	46%	28%	47%	29%	39%	86%			44%	39%	34%	19%	43%	32%	55%	37%	28%	41%	45%	36%
	Some apprenticeship/ trades training	2%	2%	3%	3%	2%	2%	2%	2%		7%		4%	2%	0%	6%	1%	2%	2%	3%	2%	2%	1%	2%
	Journeyperson certificate	3%	1%	5%	5%	1%	3%	3%	3%		9%		2%	2%	5%	6%	2%	4%	1%	1%	2%	3%	3%	3%
	Some community college	3%	2%	4%	2%	3%		4%	4%		9%		3%	2%	1%	2%	3%	4%	1%	4%	1%	3%	2%	3%
	Community college diploma	14%	15%	14%	10%	19%	10%	19%	14%		48%		12%	15%	16%	21%	13%	18%	8%	13%	19%	14%	14%	15%
	Some university	8%	9%	6%	8%	9%	6%	7%	11%		27%		6%	11%	6%	7%	8%	8%	9%	12%	9%	7%	9%	7%
	University undergrad	14%	17%	9%	11%	17%	15%	18%	11%			56%	8%	15%	18%	18%	13%	17%	9%	15%	17%	13%	12%	16%
	Grad/ professional degree	11%	14%	6%	11%	12%	10%	16%	7%			44%	2%	12%	19%	20%	9%	14%	5%	13%	16%	9%	11%	12%
EDUCATION	HS or less	45%	39%	53%	51%	37%	54%	30%	49%	100%			64%	40%	34%	21%	51%	35%	65%	39%	35%	48%	47%	43%
	Post-Sec	30%	29%	32%	27%	34%	21%	36%	33%		100%		26%	33%	28%	41%	28%	35%	21%	33%	33%	29%	30%	30%
	Univ Grad	25%	32%	15%	22%	29%	25%	34%	18%			100%	10%	27%	38%	38%	22%	30%	14%	28%	32%	22%	23%	27%
BASE		(722)	(432)	(290)	(344)	(354)	(216)	(231)	(274)	(323)	(217)	(181)	(187)	(267)	(200)	(146)	(574)	(493)	(209)	(79)	(146)	(497)	(261)	(385)
EMPLOYMENT STATUS	Employed full-time	53%	51%	57%	60%	48%	67%	84%	17%	47%	51%	67%	31%	54%	78%	71%	49%	58%	47%	84%	58%	47%	64%	48%
	Employed part-time	5%	6%	5%	5%	5%	5%	4%	7%	4%	6%	7%	8%	2%	4%	7%	5%	5%	6%	4%	4%	6%	4%	6%
	Unemployed/ looking	3%	2%	6%	4%	3%	7%	2%	2%	4%	4%	2%	9%	3%		3%	4%	3%	6%	0%	3%	4%	4%	2%
	Unemployed/ not looking	3%	2%	5%	3%	4%	8%	3%	0%	5%	3%	1%	6%	5%		11%	2%	1%	10%	2%	3%	4%	1%	6%
	Student/ employed	1%	1%	2%	0%	2%	3%	1%			2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%
	Student/ not employed	2%	3%		4%		7%	0%		4%	1%		0%	1%	6%		3%		7%	2%		3%	1%	3%
	Retired	26%	31%	17%	22%	30%		1%	67%	30%	28%	16%	38%	27%	8%	0%	32%	27%	20%	6%	29%	28%	19%	27%
	Other	5%	4%	7%	2%	8%	3%	5%	7%	6%	6%	4%	6%	6%	3%	6%	5%	5%	3%	1%	4%	6%	5%	6%
EMPLOYED FULL TIME	Yes	53%	50%	57%	60%	48%	66%	84%	17%	47%	50%	67%	31%	54%	78%	71%	49%	58%	46%	84%	57%	47%	64%	48%
	No	21%	19%	25%	19%	22%	34%	15%	16%	23%	22%	17%	31%	18%	14%	29%	19%	15%	34%	11%	14%	25%	17%	25%
	Retired	26%	31%	17%	22%	30%		1%	67%	30%	27%	16%	38%	27%	8%	0%	32%	27%	19%	6%	29%	28%	19%	27%
BASE		(410)	(235)	(175)	(213)	(182)	(152)	(200)	(59)	(162)	(117)	(131)	(66)	(149)	(160)	(111)	(299)	(300)	(106)	(69)	(87)	(254)	(173)	(202)
TYPE OF WORK	White collar	58%	64%	49%	55%	63%	48%	63%	66%	39%	56%	82%	42%	51%	73%	70%	53%	61%	48%	70%	61%	53%	62%	57%
	Blue collar	24%	17%	33%	38%	10%	29%	21%	19%	39%	23%	6%	20%	26%	21%	19%	26%	26%	20%	17%	25%	26%	29%	17%
	Service worker	18%	19%	17%	7%	27%	23%	16%	15%	22%	22%	12%	38%	23%	6%	11%	21%	13%	32%	13%	14%	21%	10%	27%
BASE		(655)	(395)	(260)	(320)	(316)	(195)	(221)	(239)	(295)	(193)	(166)	(188)	(267)	(200)	(140)	(514)	(454)	(189)	(78)	(129)	(448)	(241)	(351)
HOUSEHOLD INCOME	Less than $30,000	9%	8%	12%	10%	8%	10%	3%	15%	15%	7%	2%	32%			2%	11%	3%	21%	4%	5%	11%	6%	10%
	$30,000 to $59,000	19%	22%	16%	14%	23%	21%	13%	24%	25%	19%	9%	68%			7%	23%	15%	30%	12%	22%	20%	9%	28%
	$60,000 to $89,000	21%	20%	21%	18%	22%	20%	19%	22%	20%	25%	17%		51%		29%	18%	17%	29%	17%	17%	22%	17%	24%
	$90,000 to $119,000	20%	22%	17%	20%	21%	13%	24%	22%	17%	20%	26%		49%		19%	21%	25%	10%	21%	26%	18%	22%	16%
	$120,000 to $149,000	12%	8%	18%	14%	10%	12%	13%	11%	11%	14%	11%			39%	11%	12%	16%	2%	17%	9%	12%	22%	6%
	$150,000 or more	19%	20%	17%	24%	15%	24%	28%	6%	12%	15%	34%			61%	32%	15%	23%	9%	28%	20%	17%	25%	17%
HOUSEHOLD INCOME	< $60K	29%	30%	27%	24%	31%	31%	15%	39%	40%	26%	11%	100%			9%	34%	18%	51%	16%	28%	31%	15%	38%
	$60K-$119K	41%	43%	38%	38%	44%	33%	44%	44%	36%	45%	43%		100%		48%	39%	42%	39%	39%	43%	41%	39%	39%
	$120K +	31%	28%	35%	38%	25%	35%	41%	17%	23%	29%	45%			100%	43%	27%	40%	10%	46%	29%	28%	46%	23%

		TOTAL	ECONOMIC OUTLOOK			Born Outside Canada	IDENTIFY AS						EMPLOYED FULL TIME			TYPE OF JOB			PROV VOTE INTENTION			FED VOTE INTENTION		
			Better	Same	Worse		Indigenous	Racialized	BIPOC	Any of these	None of these	Yes	No	Retired	White Collar	Blue Collar	Services	NDP	PC	OTH	LIB	CPC	OTH
BASE		(715)	(108)	(311)	(229)	(53)	(87)	(23)	(110)	(150)	(565)	(384)	(152)	(180)	(236)	(98)	(74)	(361)	(214)	(60)	(335)	(230)	(106)
CURRENT RESIDENCE	Own	69%	67%	73%	65%	47%	51%	72%	55%	52%	73%	74%	49%	75%	78%	78%	54%	65%	79%	82%	75%	71%	50%
	Rent	30%	33%	26%	31%	53%	44%	28%	41%	45%	25%	26%	48%	23%	22%	22%	46%	33%	20%	18%	25%	28%	43%
	Other	1%		1%	3%		5%		4%	3%	1%	0%	3%	2%	1%			2%	1%		0%	1%	7%
BASE		(724)	(108)	(312)	(236)	(58)	(88)	(23)	(111)	(156)	(568)	(385)	(154)	(185)	(236)	(97)	(76)	(360)	(216)	(67)	(337)	(232)	(110)
EDUCATION	Grade school/ Some high school	6%	5%	3%	10%	9%	12%		9%	10%	5%	5%	6%	9%		7%	17%	5%		10%	3%		26%
	Completed high school	38%	41%	37%	40%	30%	35%		28%	31%	40%	35%	42%	42%	27%	58%	29%	33%	53%	19%	33%	55%	25%
	Some apprenticeship/ trades training	2%		2%	2%	1%	4%	11%	6%	4%	2%	2%	3%	3%	1%	5%		2%	2%	2%	2%	3%	1%
	Journeyperson certificate	3%	2%	2%	5%	1%	4%	6%	4%	3%	3%	3%	2%	3%	1%	10%	2%	2%	4%	4%	1%	5%	4%
	Some community college	3%	3%	3%	2%	4%	3%	4%	3%	3%	3%	3%	2%	3%	2%	3%	6%	2%	3%	4%	2%	3%	3%
	Community college diploma	14%	13%	15%	14%	11%	17%	14%	17%	15%	14%	15%	12%	15%	18%	9%	17%	16%	15%	17%	17%	13%	10%
	Some university	8%	5%	8%	9%	9%	8%	27%	12%	10%	8%	6%	13%	9%	6%	1%	9%	9%	6%	12%	10%	6%	7%
	University undergrad	14%	17%	17%	10%	17%	12%	18%	13%	13%	14%	17%	12%	9%	24%	7%	12%	17%	9%	20%	18%	9%	15%
	Grad/ professional degree	11%	15%	13%	8%	17%	6%	20%	9%	11%	11%	14%	8%	7%	21%	1%	9%	15%	6%	13%	14%	6%	9%
EDUCATION	HS or less	45%	45%	40%	50%	39%	47%		37%	41%	46%	40%	48%	52%	27%	65%	46%	38%	53%	29%	36%	55%	51%
	Post-Sec	30%	22%	31%	33%	27%	36%	62%	42%	35%	29%	29%	32%	32%	28%	27%	34%	30%	31%	39%	32%	30%	25%
	Univ Grad	25%	32%	30%	17%	34%	17%	38%	21%	24%	25%	32%	20%	16%	45%	8%	20%	32%	16%	32%	32%	15%	24%
BASE		(722)	(107)	(312)	(236)	(58)	(88)	(23)	(111)	(156)	(565)	(386)	(151)	(185)	(236)	(98)	(76)	(360)	(214)	(67)	(336)	(230)	(111)
EMPLOYMENT STATUS	Employed full-time	53%	65%	50%	56%	55%	65%	61%	64%	62%	51%	100%			93%	98%	83%	55%	56%	46%	55%	57%	49%
	Employed part-time	5%	8%	4%	4%	2%	3%	4%	3%	3%	6%		26%		7%	2%	17%	5%	6%	5%	6%	3%	9%
	Unemployed/ looking	3%	3%	2%	5%	4%	1%	16%	4%	3%	4%		17%					2%	6%	3%	1%	5%	3%
	Unemployed/ not looking	3%	3%	6%	2%	11%	5%		4%	7%	3%		17%					4%	3%	4%	4%	2%	7%
	Student/ employed	1%	0%	1%	2%	1%		4%	1%	1%	1%		5%					1%	1%	4%	1%	1%	1%
	Student/ not employed	2%	2%		6%	3%		10%	2%	1%	2%		10%					4%				5%	2%
	Retired	26%	12%	34%	21%	21%	12%	4%	11%	15%	28%			100%				24%	22%	35%	30%	20%	17%
	Other	5%	7%	3%	5%	2%	12%	2%	10%	8%	5%		25%					5%	6%	4%	3%	6%	12%
EMPLOYED FULL TIME	Yes	53%	65%	50%	56%	55%	65%	61%	64%	62%	51%	100%			93%	98%	83%	54%	55%	45%	54%	56%	49%
	No	21%	23%	16%	23%	24%	22%	35%	25%	23%	21%		100%		7%	2%	17%	22%	23%	20%	15%	24%	34%
	Retired	26%	12%	34%	21%	21%	13%	4%	11%	15%	28%			100%				24%	22%	35%	30%	20%	17%
BASE		(410)	(72)	(166)	(138)	(32)	(58)	(14)	(72)	(99)	(311)	(378)	(32)		(236)	(98)	(76)	(203)	(130)	(32)	(194)	(138)	(61)
TYPE OF WORK	White collar	58%	77%	65%	41%	53%	51%	54%	54%	54%	59%	58%	54%		100%			66%	55%	62%	71%	40%	46%
	Blue collar	24%	19%	11%	41%	40%	22%	28%	23%	28%	23%	25%	6%			100%		19%	31%	20%	15%	40%	14%
	Service worker	18%	5%	24%	18%	7%	27%	3%	23%	18%	19%	17%	40%				100%	15%	14%	18%	14%	17%	40%
BASE		(655)	(106)	(289)	(206)	(39)	(83)	(20)	(103)	(130)	(525)	(360)	(134)	(161)	(221)	(85)	(68)	(327)	(199)	(58)	(309)	(209)	(97)
HOUSEHOLD INCOME	Less than $30,000	9%	6%	9%	12%		11%	2%	10%	8%	10%	0%	30%	12%	1%		6%	11%	7%	7%	7%	7%	16%
	$30,000 to $59,000	19%	15%	17%	19%	9%	29%	9%	25%	22%	19%	16%	13%	33%	12%	15%	31%	21%	8%	33%	20%	12%	31%
	$60,000 to $89,000	21%	14%	26%	14%	49%	22%	51%	28%	32%	18%	18%	23%	24%	12%	17%	38%	18%	29%	15%	17%	24%	28%
	$90,000 to $119,000	20%	23%	22%	20%	20%	13%	19%	14%	15%	21%	22%	14%	22%	22%	28%	13%	14%	24%	26%	20%	23%	12%
	$120,000 to $149,000	12%	7%	12%	15%	8%	5%	9%	6%	7%	13%	16%	7%	8%	13%	30%	4%	12%	15%	9%	15%	12%	3%
	$150,000 or more	19%	36%	14%	20%	14%	18%	10%	17%	17%	19%	28%	14%	2%	40%	10%	9%	24%	17%	9%	21%	22%	9%
HOUSEHOLD INCOME	< $60K	29%	20%	26%	31%	9%	41%	11%	35%	29%	29%	16%	43%	45%	12%	15%	37%	32%	15%	41%	27%	19%	47%
	$60K-$119K	41%	37%	48%	34%	69%	36%	70%	42%	47%	39%	40%	37%	45%	34%	45%	50%	32%	53%	41%	37%	47%	40%
	$120K +	31%	42%	26%	35%	21%	24%	19%	23%	24%	32%	43%	20%	10%	53%	40%	13%	36%	32%	18%	37%	34%	13%